

FACULTY PRESENTATIONS SCHEDULE - THURSDAY, MAY 8

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| 1:00 pm | Welcome |
| 1:10 - 1:35 pm | A 20 Year Review of the Intersection of Interactive Marketing and Professional Selling: The Past, Present and Future James W. Peltier - University of Wisconsin, Whitewater Andrea L. Dixon, Baylor University Michael Rodriguez, Elon University |
| 1:40 - 2:05 pm | Linking in for Learning Debra Zahay, Aurora University |
| 2:10 - 2:35pm | Information Search on a Brand Website by Opinion Leaders and Seekers Vijay Viswanathan, Northwestern University Mototaka Sakashita, Keio University |
| 2:40-3:05pm | International Marketing for International Students: A Starbucks Project Susan K. Jones, Ferris State University |
| 3:10-3:20pm | BREAK |
| 3:20 - 3:45 pm | Professors + Professionals = Career Readiness Steve Kelly, DePaul University |
| 3:50 - 4:15pm | What's Driving Online Commerce: A Comparison of a Fast and Slow Growth Market Don E. Schultz, Martin Block, Northwestern University |
| 4:20 -4:45pm | We Patch: Transmedia Consumption Experience in Contemporary IMC Behice Ece Ilhan, Purdue University |
| 4:50 - 5:15 pm | TBA |
| 5:20pm | Evaluations & Best Paper Award |
| 5:25 pm | Depart for dinner - Berghoff Restaurant, 17 W Adams St Keynote: Owen Youngman, Northwestern University, <i>Understanding the MOOC's Movement</i> |

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