



2021 Association for Marketing & Health Care Research Conference Virtual Schedule

February 25, 2021

Morning Meetup: 9:15 am – 10 am EST

All speakers and participants are invited to log onto our virtual meeting early to chat with each other in the Zoom Waiting Room.

Session 1: 10 am-11:15 am EST

Covid Research

Sarah N. Keller, Joy C. Honea, Rachel Ollivant—Montana State University Billings: *Motivating Americans to Prevent COVID Now.*

Lea Dunn--University of Washington, Sean Cory--Loyola University Chicago, Nidhi Agrawad--University of Washington, *To Shame or To Praise: Strategies to Increase Covid-19 Prevention Behavior*

Samuel Boerboom--Montana State University Billings, *Coronavirus, Obesity, and the Messaging of Personal Responsibility*

Melissa Boehm—Montana State University, *Covid 19 and Poverty: A Textual Analysis of USA Today*

11 am – 11:15 am – Q&A

Session 2: 11:20-12:20 pm EST

Mental Health

Greenberry Taylor—Flagler College, Taylor Vasquez-University of Florida, Amanda Kastrinos—University of Florida, Carla Fisher-University of Florida, Carma Bylund—University of Florida. *The not-always positive effects of mindfulness: A systematic review of the adverse effects of mindfulness-based interventions*

M. Beth Hogan—Fayetteville State University, Hogan Pesaniello *Drive-up Neurofeedback: A creative adaptation of psychiatric services to the COVID pandemic*

Sue Y. Mcgorry—DeSales University. *Take a Deep Breath...If You Can: Student Mental Health and Well-Being During Covid*



12:05-12:20 pm – Q&A

Session 3: 12:25-1:25 pm EST

Global, Slogans, and Vaccine Acceptance

Van Wood, Virginia Commonwealth University, *Globalization and Global Healthcare: Eight Considerations for the Future*

Charles M. Wood—University of Tulsa *Slogans as “Brand Proverbs” and their Role in Healthcare Marketing Communications: An Exploratory Study*

James M. Leonhardt University of Nevada Reno, Todd Pezzuti—University of Adolfo Ibañez *Covid-19 Vaccination Acceptance: A Cultural Perspective across 32 Countries*

1:10-1:25 – Q&A

February 26, 2021

Morning Meetup: 9:15 am – 10 am EST

All speakers and participants are invited to log onto our virtual meeting early to chat with each other in the Zoom Waiting Room.

Session 4: 10:00-11 am EST

Community and College Student Health Issues

Aarti S. Ivanic, Julie Mai, Brianna Izaguirre--*A Community-Based Approach to Addressing the Homelessness Crisis*

Stephanie Adair—Flagler College, *Sun-Kissed: A Study in Skin Cancer Prevention Among Female College Students*

Gwendolyn Nowacyk, Savannah Concannon, Madison Sybert, Amanda Bentham, Greenberry Taylor—Flagler College, *Physical Health and mHealth: An Assessment of College Students’ Physical Health During COVID-19 and the Effectiveness of a School-Mandated mHealth App*

10:45 – 11 am – Q&A

Session 5: 11:05-12:05 pm EST

Organizations, and Health Policy.



Chanhyun Park—Northeastern University, Chiu-chi Angela Chang—Northeastern University, Boon Peng Ng—University of Central Florida, *Cost-related Medication Non adherence among Medicare Beneficiaries with Cardiovascular Disease Risk Factors: The Role of Comprehension of the Medicare Program and Its Prescription Drug Benefits*

Elizabeth A. Krause—Florida Southern College, *Using the Job Demand-Control-Support Model to Mitigate Health Practitioner Disengagement and Burnout*

Michael Weber—Florida Southern College, *Enculturating an Entrepreneurial Mindset within a Health Care Start-up: A Case Study*

11:50-12:05 pm – Q&A

Session 6: 12:10 – 12:40pm EST

Going Forward

A.J. Otjen – Montana State University, *Marketing and Positioning the Future of AMHCR*

12:25-12:40 – Q & A

Session 7: 12:45—1:45 pm EST

Board Meeting

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