


Chouinard, M. (2011). Is it over… or just beginning? Making the transition from research for competition to research for scholarship. Panel presented at the annual meeting of the National Communication Association, New Orleans, LA.


Ellis, A., Korzenny, F. (2012). Black, White, or Green: The Powerful Influence of Ethnicity on Pro-environmental Attitudes and Behaviors. Presented at the Association of Marketing Theory and Practice Conference, Myrtle Beach, SC.


Hollywood, CA.


**Janicke, S. H., & Raney, A. A. (2011).** The role of transportation in the enjoyment of and narrative persuasion with 3D entertainment. Presentation at the StoryNet Symposium, Conference of the Media Psychology Division of the German Psychological Society, Bremen, Germany.


**Lee, Y. S. (2011).** A Study on Antecedents and Outcome Variables of Online Sports Community Use: Based on the relationship between online and offline effect using Theory of Reasoned Action and parent brand evaluation. Poster presented at the CCI Research Week at Florida State University, Tallahassee, FL.


**McNease, K., & Gaston, J. (2012).** Resounding Sounds of Cultural Resonance: Social Work Practice in the Hawaiian Context. To be presented and published at the Hawaii International Conference on Social Sciences, Honolulu, HI.

**McNease, K. (2012).** Western Man’s Ideological Roots: Promise, Peril, and Potentialities. Presented and published at the Hawaii International Conference on Social Sciences, Honolulu, HI.


at the 2012 INFORMS Marketing Science Conference, Boston, MA.


**Shaikh, M.** (2011). “Targeting the most vulnerable commodity audience for profit or public interest?” Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR) in Istanbul, Turkey, July.


**Susca, M. A.** (2012). Fragweisers, Butcher Battalions, and Elite Contract Killers: Analyzing Online Comments of *America's Army* Video Game Players. Paper presented at the annual meeting of the Union for Democratic Communication,


