



**BRAD D. SMITH GRADUATE SCHOOL OF BUSINESS**

**Dissertation Proposal Defense**

**Doctor of Business Administration (DBA) Candidate**

**Terry L. Hapney, Jr., Ph.D.**

**FACTORS THAT IMPACT CUSTOMER  
LOYALTY AS EXAMINED IN INTEGRATED  
MARKETING COMMUNICATIONS AGENCIES**

**Thursday, January 11, 2024 at 4:00 – 5:30 PM EST  
Brad D. Smith Center for Business and Innovation  
(SBUS - Board Room 317)**

**The oral presentation is open to all students and faculty.  
Livestream via Teams**

**DISSERTATION COMMITTEE:**

**Dr. Marc Sollosy (Chair)  
Dr. Deepak Subedi (Member)  
Dr. Whitney Peake (Member)**