

Curriculum Vitae

ZINAIDA TARAN, Ph.D.

1003 West Sunflower Rd
Cleveland, MS 38733
(662) 846-4203
ztaran@deltastate.edu

Education

- Doctor of Philosophy in Management** 2001
Marketing Major, Statistics Minor Rutgers University, Newark, N.J.
Dissertation: Competitive Aspects of Brand Value for Passenger Cars: The Inverse Demand Model Analysis,
Dissertation advisor, Dr. Phipps Arabie, *Rutgers University, Newark, N.J.*
- Master of Business Administration** 2000
Rutgers University, Newark, N.J.
- Diploma in Mathematical Methods in Economics (5 year specialist degree)** 1990
Novosibirsk State University, Novosibirsk, Russia
Thesis: Optimal Scheduling of Unique Machinery in a Manufacturing Plant,
Thesis advisor, Vera Markova, *Novosibirsk State University, Novosibirsk, Russia*

Professional Experience - Academic

Assistant Professor

- Division of Marketing, Management and Business Administration Aug 2016 to Present
College of Business
Delta State University, Cleveland, MS
- Marketing and Management Department Sept 2009 to May 2016
School of Business Administration
Penn State University, Harrisburg, P.A.
- Marketing and Management Department Sept 2005 to July 2009
School of Business
Siena College, Loudonville, N.Y.
- Department of Management and Marketing Sept 2002 to Aug 2005
Bittner School of Business Administration
St. John Fisher College, Rochester, N.Y.
- Visiting Lecturer (full time faculty appointment)** Sept 2001 to July 2002
Marketing Department
- Adjunct Instructor** Sept 1997 to May 2001
Marketing Department, MSIS Department
- Teaching Assistant/ Research Assistant** Sept 1994 to May 1998
Marketing Department

Refereed Journal Articles

- Brown, Friedman, Taran (2017). Showrooming and the Small Retailer, forthcoming. Paper accepted for Review of Marketing Research.
- Betts, S. C., & Taran, Z. (2015). Corporate social responsibility and conflicting stakeholder interests: Using matching and advocacy approaches to align initiatives with issues. *Journal of the Academy of Legal, Ethical and Regulatory Issues*, 18 (2), pp. 55-62.
- Betts, S.C. & Taran, Z. (2012) Extending the Forer Test beyond Face Validity: An Experiential Approach to Teaching Social Science Methodology, *Academy of Educational Leadership Journal*, 16, pp. 35-40.
- Friedman, D.C, Brown, T., & Taran, Z. (2011) Specialty store expertise as a driver of satisfaction and share of wallet, *The International Review of Retail, Distribution and Consumer Research*, 21(4), pp. 375-390.
- Healy, W.J., Taran, Z., & Betts, S.C. (2011) Sales Course Design Using Experiential Learning Principles and Bloom's Taxonomy, *Journal of Instructional Pedagogies*, 6, pp. 13-21.
- Betts, S.C. & Taran, Z. (2011) Conflicting Issues and Corporate Social Responsibility: Aligning Organizational Efforts With Stakeholder Interests, *Journal of International Management Studies*, 11(3), pp. 39-46.
- Devasagayam, R., & Taran, Z. (2009) Student Driven Business Projects: Motivation, Implementation, And Consequences, *Journal of Academy of Educational Leadership*, 13(2), pp. 27-40.
- Taran, Z. & Betts, S. C. (2007) Using Curvilinear Spline Regression To Empirically Test Relationships Predicted by Prospect Theory, *Journal of Business and Economics Research*, 5(1), pp. 59-66.
- Nguyen, A., Heeler, R.M., & Taran, Z. (2007) High-Low Context Cultures And Price Ending Practices, *Journal of Product and Brand Management*, 16 (3), pp. 206-214.
- Nguyen, A., Heeler, R.M., & Taran, Z. (2006) Is 2.99 Better Than 3.00 Everywhere? Market Development Effect On Price Endings In Different Countries, *International Journal of Business Research*, 5(1), pp. 187- 191.
- Betts, S. C. & Taran, Z. (2006) The Halo Effect of Age on Durable Goods Prices: Age, Reliability and the Used Car Market, *Review of Business Research*, 6(5), pp. 99-105.
- Betts, S.C. & Taran, Z. (2005) Is the Music Industry Crying Wolf? A Simulation of the Impact of Disk Copying on the Music Industry, *Review of Business Research*, 5(3), pp. 118-122.
- Betts, S.C. & Taran, Z. (2005) Brand as a Reference Point: A Test of Prospect Theory in the Used Car Market, *Journal of Academy of Business and Economic*, 5(1), pp. 34-38.
- Betts, S.C. & Taran, Z. (2005) The Myth of Lost Sales: Does Disk Copying Negatively Impact the Music Industry?, *Journal of Business and Economics Research*, 3(8), pp. 29-34.

- Betts, S.C. & Taran, Z. (2004) The “Brand Halo” Effect on Durable Goods Prices: Brand Reliability and the Used Car Market, *Academy of Marketing Studies Journal*, 8(1), pp. 7-18.
- Taran, Z., Vicari, V., & Betts S.C. (2004) C2C Business And High Tech Product: The Case Iridium Satellite Phones, *E-Business Review*, 4, pp. 149-152.
- Betts, S.C. & Taran, Z. (2003) Social Responsibility And E-commerce: An Examination Of C2C/P2P Systems, *Review of Business Research*, 1(1), pp. 21-23.
- Betts, S.C. & Taran, Z. (2003) Leveraging Brand Equity: A Life Cycle Approach To Sharing Economic Rents, *International Business & Economics Research Journal*, 2(7), pp. 103-108.
- Betts, S.C. & Taran, Z. (2003) Prospect Theory And Perceptions Of Quality: Non-linear Effects Of Quality Comparisons On Price In The Used Car Market, *Academy of Marketing Studies Journal*, 7(1), pp. 1-10.
- Taran, Z. (2000) Corrigendum To Jain and Dubes (1988), *Journal of Classification*, 17, p. 152.

Refereed Conference Proceedings

- Taran, Z. & Friedman, D.C. (2016). More Giving, Less Happiness: Impact of Online Gaming Sweepstakes on Customer Satisfaction: The Case of HSN’s Spin To Win. *Marketing Management Association/MBAA International 2016 Conference in Chicago, IL, April*.
- Taran, Z. & N. Abu Bakar (2015) Is It Beer? Is It Germs? Brand-Building through Storytelling In A Malaysian Ad Through The Eyes Of The U.S. Viewers. *Marketing Management Association/MBAA International 2015 Conference 50-51, Chicago, IL, March*.
- Taran, Z., & Snader, C. (2015). Is doing good for the environment as great for your reputation as doing good for people? The impact of environmental, social and governance CSR ratings on goodwill. *Marketing Management Association/MBAA International 2015 Conference 60-65, Chicago, IL, March*.
- Taran, Z (presenter), & S.C. Betts (2014). Sensemaking Approach To Making Corporate Social Responsibility Decisions Under Uncertainty. *Northeastern Association of Business, Economics and Technology 263-269, State College, PA, October*.
- Taran, Z. (presenter), Foreman, J. & Martin, W. (2014). You are telling me things so I trust you: an investigation of trust online. *Marketing Management Association/MBAA International 2014 Conference 168-176, Chicago, IL, March*.
- Cicala, J. (presenter), & Taran, Z. (2013). Student by any other name: are institutions of higher learning mis-labelling their target? *Marketing Management Association Fall Educator’s Conference - 2013, New Orleans, LA, September*. Paper published in meeting proceedings, pp. 3-8.
- Taran, Z. (2013). Patterns Of Corporate Social Responsibility: Cluster Analysis of IVA Historic Data Ratings. *Paper presented at the Marketing Management Association, Chicago, IL, February, 2013*. Paper published in meeting proceedings, pp. 12-18.
- Brown, T.A., Friedman, D.C. (presenter), & Z. Taran (2013). Showrooming and the small retailer: setting a research agenda. *Paper presented at the Marketing Management Association, Chicago, IL, February, 2013*. Paper published in meeting proceedings, pp. 46-48.

- Bruckart, M., & Taran, Z (copresenters). (2012) Twits versus Yahoos at the Movies: Sentiment Analysis of Twitter Posts and Yahoo Movie Reviews versus Box Office Performance *Paper presented at the Marketing Management Association, Chicago, IL, March, 2012*. Paper published in meeting proceedings, pp. 62-67.
- Taran, Z., Reynolds-McIlroy, R., (copresenter) & Friedman, D.C. (2011) Friendship Online and Off: A Qualitative Study Of Student Attitudes *Paper presented at the Marketing Management Association, Chicago, IL, March, 2011*. Paper published in meeting proceedings, pp. 184-189.
- Betts, S.C. (presenter) & Taran, Z. (2010) An Experiential Learning Approach to Teaching Social Science Methodology: Extending the Forer Test Beyond Face Validity *Paper presented at the Allied Academies Conference, Las Vegas, NV, October, 2010*. Paper published in meeting proceedings, pp. 16-20.
- Reynolds-McIlroy, R., (presenter) & Taran, Z. (2010) Ten Of Your Friends Like This: Brand-Related Word-Of-Mouth On Facebook *Paper presented at the Marketing Management Association, Indianapolis, IN, October, 2010*. Paper published in meeting proceedings, pp. 37-42.
- Wolf, C. (presenter) & Taran, Z. (2009) The Impact of Renewable Portfolio Standards on Electricity Prices in the USA *Paper presented at the IABR Conference, Prague, CZ, June, 2009*. Paper published in meeting proceedings, pp. 1-4. Paper received the Best Paper Award.
- Betts, S.C. & Taran, Z. (presenter) (2006) Beyond the Forer Test: An Exercise in Social Science Methodology. *Paper presented at the International Teaching and Learning Conference/ ABR, Lake Buena Vista, FL, January, 2006*. Paper published in meeting proceedings, pp.1-5.
- Betts, S.C. (presenter) & Taran, Z. (2005) The Effects of Reliability and Age on Price in the Used Car Market: A Test of Prospect Theory and Multiple Reference Points *Paper presented at the Allied Academies International Meeting, Memphis, TN, Academy of Marketing Studies, April, 2005*. Paper published in meeting proceedings, pp. 11-15.
- Betts, S.C. (presenter) & Taran, Z. (2005) Establishing Brands as Rent Generating Assets in International Markets: When to Share the Rents with Local Intermediaries *Paper presented at the Allied Academies International Meeting, Memphis, TN, Academy for Studies in International Business, April, 2005*. Paper published in meeting proceedings, pp. 7-11.
- Betts, S.C. (presenter) & Taran, Z. (2005) The Myth of Lost Sales: Does Disk Copying Negatively Impact the Music Industry? *Paper presented at the International Applied Business Research Conference, Puerto Vallarta, Mexico, March, 2005*. Paper published in meeting proceedings, 194, pp. 1-6. Paper received the Best Paper Award.
- Betts, S.C. (presenter) & Taran, Z. (2004) Getting Their Fair 'Share': The Impact of Disk Copying on the Music Industry *Paper presented at the Allied Academies International Meeting, New Orleans, LA, Academy of Legal, Ethical and Regulatory Issues, April, 2004*. Paper published in meeting proceedings, pp. 35-40.
- Taran, Z. (presenter) & Betts, S.C. (2003) Global Social Responsibility and C2C/P2P Systems *Paper presented at the 12th Annual Conference, Global Awareness Society, Washington, DC, May, 2003*. Paper published in meeting proceedings, pp. 25-33.
- Betts, S.C. (presenter) & Taran, Z. (2003) Brands, Rents, and the BCG Matrix: A Portfolio

Approach to Brand Maintenance *Paper presented at the Allied Academies International Meeting, Tunica, MS, Academy of Marketing Studies, April, 2003*. Paper published in meeting proceedings, pp. 1-6.

Betts, S.C. (presenter), & Taran, Z. (2003) Leveraging Brand Equity: A Life Cycle Approach to Sharing Economic Rents *Paper presented at the International Applied Business Research Conference, Acapulco, Mexico, March 2003*. Paper published in meeting proceedings, pp. 1-7. Paper received the Best Paper Award.

Betts, S.C. (presenter) & Taran, Z. (2002) Quality Perceptions and Prospect Theory: Non-Linear Effects of Quality on Price in the Used Car Market *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Marketing Studies, October, 2002*. Paper published in meeting proceedings, pp. 1-6. Paper received the Academy of Marketing Studies Distinguished Research Award.

Taran, Z. (presenter), Vicari, V. & Betts, S.C. (2002) C2C Marketplace and Fraudulent Activities: An Example of Vigilante Justice *Paper presented at the Allied Academies International Meeting, Las Vegas, NV, Academy of Strategic e-Commerce, October, 2002*. Paper published in meeting proceedings, pp. 17-21.

Betts, S.C. (presenter) & Taran, Z. (2002) The 'Brand Halo' Effect: Brand Reliability Influence on Used Car Prices *Paper presented at the 2002 Allied Academies International Meeting, Nashville, TN, Academy of Marketing Studies, April, 2002*. Paper published in meeting proceedings, pp 19-24.

Refereed Conference Presentations (not listed above)

Taran, Z. (2016). Research Impact in the Context of a Teaching-driven Mission. *Presentation, part of special session "Teaching and Research" at the Marketing Management Association Fall Educator's Conference, Providence, RI, September, 2016*.

Taran, Z. (2015) Client-based Projects: Integrating across disciplines. *Presentation, part of special session "Client Based Learning --- A little bad, a little ugly, but mostly good" at the Marketing Management Association Fall Educator's Conference, San Juan, PR, September, 2015*.

Taran, Z. (2015) Qualitative Study of Female Geekdom. *Presentation, part of special session "Geek Culture", Fandoms and Marketing" at the Marketing Management Association Conference, Chicago, IL, March, 2015*.

Taran, Z. (2014) Fun and Games Presented *at the Marketing Management Association Conference, Chicago, IL, March, 2014*.

Taran, Z. (2013). Student self-marketing: a case study *Marketing Management Association Fall Educator's Conference – 2013*. Editor-reviewed position paper published on p. 111-112 of the meeting's proceedings.

Taran, Z. (2012) Student Attitudes to Classes on Sustainability and Ethics *Presentation, part of special session "Social Responsibility, Sustainability, Ethics, and Students" at the Marketing Management Association Conference, Chicago, IL, March, 2012*.

Manion, J. & Taran, Z. (2012) Use of Social Media in Nonprofit Organizations: A Case Study *Paper presented at the Academy of Business Research Conference, New Orleans, LA, March,*

2012.

- Taran, Z. (2011) Social Games As an IMC Vehicle *Presentation, part of special session Social Media: An Exploration of its Impact on both the IMC and Consumer Behavior at the Marketing Management Association Conference, Chicago, IL, March, 2011.*
- Taran, Z. (2011) Early Lessons *Presentation, part of special session Evaluating the Use of the Brand Builder Matrix and the Brand Building Campaign Steps as Teaching Tools at the Marketing Management Association Conference, Chicago, IL, March, 2011.*
- Betts, S.C. & Taran, Z. (2011) Conflicting Issues and Corporate Social Responsibility: Aligning Organizational Efforts With Stakeholder Interests *Paper presented at the International Academy of Business and Economics 2011 Annual Conference, Management – Emerging Trends Track, Las Vegas, NV, October, 2011.* Paper published in the Journal of International Management Studies, 11(3), pp. 39-46.
- Paul, M. & Taran, Z. (2009) Hope, Skill Or Fun? An Empirical Investigation Of Lotto Buying Behaviors *Paper presented at the 4th SIMSR Conference, Mumbai, India, January, 2009.*
- Loren, J., Taran, Z. & Kapp, J. (2008) Empowering Young People Through Entrepreneurship: An In-Depth Exploration of Young Entrepreneur Stories *Paper presented at the Knowledge Globalization Conference, Boston, MA, April, 2008.*
- Nguyen, A., Heeler, R.M. & Taran, Z. (presenter) (2006) Is 2.99 Better Than 3.00 Everywhere? Market Development Effect On Price Endings In Different Countries *Paper presented at the meeting of the International Academy of Business and Economics, Las Vegas, NV, October, 2006.*
- Betts, S. C. & Taran, Z. (presenter) (2006) The Halo Effect of Age on Durable Goods Prices: Age, Reliability and the Used Car Market *Paper presented at the meeting of the International Academy of Business and Economics, Las Vegas, NV, October, 2006.*
- Betts, S. C. & Taran, Z. (presenter) (2006) Using Curvilinear Spline Regression To Empirically Test Relationships Predicted by Prospect Theory *Paper presented at the International Applied Business Research Conference, Siena, Italy, June, 2006.* Paper won best paper award.
- Taran, Z. (presenter) & Rosetti, J. (2006) It's Good to Share (Time Shares) – A Positioning Exercise. *Paper presented at the International Teaching and Learning Conference/ABR, Lake Buena Vista, FL, January, 2006.*
- Seifert, C., Taran, Z. (presenter), Johns-Masten, K., & Crohan, C. (2006) Information Literacy: Secondary Information Sources *Paper presented at the International Teaching and Learning Conference/ABR, Lake Buena Vista, FL, January, 2006.*
- Taran, Z. (presenter) & Cherry, M. (2005) Teaching Tango by Correspondence: Lessons from Delivering an Online Statistics Class to Executive MBA. *Paper presented at the International Teaching and Learning Conference/ABR, Lake Buena Vista, FL, January, 2005.*
- Cherry, M. (presenter) & Taran, Z. (2005) Efficiency In The Classroom *Presented at the International Teaching and Learning Conference/ABR, Lake Buena Vista, FL, January, 2005.* Paper won Best Paper Award.

- Betts, S. C. & Taran, Z. (2005) Is the Music Industry Crying Wolf? A Simulation of the Impact of Disk Copying on the Music Industry *Paper presented at the meeting of the International Academy of Business and Economics, Las Vegas, NV, October, 2005.*
- Betts, S. C. & Taran, Z. (2005) Brand as a Reference Point: A Test of Prospect Theory in the Used Car Market *Paper presented at the meeting of the International Academy of Business and Economics, Las Vegas, NV, October, 2006.*
- Taran, Z. (presenter), Vicari, V., & Betts S.C. (2004) C2C Business And High Tech Product: The Case Iridium Satellite Phones *Paper presented at the International Academy of E-Business 4th Annual Conference, Atlantic City, NJ, March, 2004.* Paper published in the E-Business Review, 4, pp. 149-152.
- Betts, S.C. (presenter) & Taran, Z. (2003) Social Responsibility And E-commerce: An examination of C2C/P2P Systems *Paper presented at the International Academy of Business and Economics 2003 Conference, E-Commerce Track, Las Vegas, NV, October, 2003.* Paper published in the Review of Business Research, 1(1), pp. 21-23.
- Taran, Z (2003) The Flight of Baba Yaga Through the Ether: An Exploration of Russian Advertising *Paper presented at the 2003 Global Awareness Society International Conference, Washington, DC , May, 2003.*
- Betts, S.C. & Taran, Z. (presenter) (2003) C2C and P2P: Are they R2S (Responsible to Society)? *Presentation, part of special session Corporate Social Responsibility: Who is responsible for Society, Diversity or the Environment? at the 2003 Academy of Marketing Sciences Annual Conference, Washington, DC, May, 2003.*

Book Chapters

- Taran Z., Rosetti, J., & Dombroski, E. (2010) Launching a Youth Apparel Brand: Jonathan West NY in L. Nafees. O. Krishnan & T. Gore (eds.), *Brand Research*, Delhi, India: MacMillan, pp. 115-123.
- Betts, S.C., Taran, Z., & Nayak, P. (2004) Brand equity and competitive advantage: A resource-based view explanation of the sharing of economic rents in Boronico, J. (ed.) *Competitive Advantage, Contemporary Perspectives*, pp. 24-39.

Invited and Non-Refereed Presentations, Publications

- Taran, Z (2016). Showrooming and Small Retailer. *Presented to the Delta State College of Business Research Day*, November 2016.
- Taran, Z. (2016). Sensemaking and CSR. *Presented to Complex Systems, Networks & Big Data Group, Penn State Harrisburg*, April 2016.
- Taran, Z. (2014). Review of the book “Branded Beauty: How Marketing Changed the Way We Look” *Book Review, Journal of Consumer Marketing*, 35 (4), 305-306.
- Taran, Z. (2014). Corporate Social Responsibility Patterns: Analyzing MSCI database. *SBA Working Paper Series, School of Business Administration, Penn State Harrisburg, Middletown, PA.*
- Taran, Z. (2012) Review of the book “The Seven Principles of WOM and Buzz Marketing:

Crossing the Tipping Point” *Book Review, Journal of Consumer Marketing*, 29(2), pp 163-164.

Friedman, D., Brown, T.A., & Taran, Z. (2011) Perceived Salesperson Expertise in Specialty Retailing *SBA Working Paper Series, School of Business Administration, Penn State Harrisburg, Middletown, PA.*

Taran, Z. (2011) “Brand, Quality of Durable Goods, and Our Biases: How Prospect Theory Predicts the Effect of Brand and Reliability on Prices of Used Cars,” *Penn State Harrisburg Lecture Series, Penn State Harrisburg, Middletown, PA, March 16, 2011*

Taran, Z. (2010) Review of “The age curve: how to profit from the coming demographic storm” by K. W. Gronbach *Journal of Consumer Marketing*, 27 (2), p. 193.

Taran, Z. (2010) “Word of Mouth on Facebook,” part of the Pizza with the Professor series for honors students, October 19, Penn State Harrisburg, Middletown, PA.

Paul, M. & Taran, Z. (2009) An empirical investigation of lotto buying behaviors *School of Business Working Paper Series, Siena College, Loudonville, NY*, 14 (January).

Taran, Z. (2009) Review of “Conversational Capital: How To Create Stuff People Love To Talk About” by B. Cesvet *Book review, Journal of Consumer Marketing*, 26(5), p. 371.

Devasagayam, R. & Taran, Z. (2008) Integrating Student Driven Business Projects and the Siena Mission *School of Business Working Paper Series, Siena College, Loudonville, NY*, 13 (January).

Taran, Z. (2008) Using Information for Service Delivery Excellence *Siena College Summer Executive Leadership Training Program for Non-Profit Organizations, June, 2008.*

Taran, Z. (2008) Marketing: Developing and Positioning Your Brand in the Community *Siena College Summer Executive Leadership Training Program for Non-Profit Organizations, June, 2008.*

Taran, Z. & Nguyen, A. (2006) Details That Matter in Shaping Company’s International Strategy: Price-ending in the International Arena *Siena College School of Business Research Forum, March, 2006.*

Taran, Z. (2004) Linear Structural Equations Modeling with LISREL 8 *Series of presentations for faculty at St. John Fisher College, Rochester, NY, March, 2004.*

Professional Experience - Industrial

Director of Finance

1992 - 1994

NASHDI Business Classes, (Family business) Novosibirsk, Russia

Handled all financial/accounting/bookkeeping activities in a small firm, including: cash flows, cost analysis, price determination, interaction with banks, the IRS and governmental agencies. Developed marketing strategy.

Systems Analyst

1989 - 1992

Department of Education Management

Institute of Informatics and Computational Technology, Novosibirsk, Russia

Service

Delta State University – Cleveland, MS

Coordinator, marketing assessment Dec 2016 - Present

Penn State University - Harrisburg, Middletown, PA

United Way Campaign Committee, member Aug. 2014 - Present
Human Resources and Business Services Committee, member Aug. 2014 - Present
Information Systems Technology and Library Committee, Chair Aug. 2013 - June 2014
Information Systems Technology and Library Committee, member Aug. 2012 - June 2014
Beta Gamma Sigma (National Honors Society), treasurer Oct. 2010 - Present
Marketing Club, faculty advisor Jan. 2013 - Present
School of Business Administration Faculty Search Committee Dec. 2011 - Jan. 2014
Assessment Committee Aug. 2015 - Present
Student Affairs Committee Nov. 2009 - May 2010
School of Business Administration Admin. Sup. Search Committee Jul. 2010 - Aug. 2010
School of Business Administration Faculty Search Committee Nov. 2009 - Feb. 2010
Coach, National Sales Challenge for undergraduate students at
Russ Berrie Sales Institute in Wayne, NJ Nov. 2011-2013
Honors Thesis Supervisor 2014-2015
Honors Thesis Reader 2011-2012

Siena College, Loudonville, NY

Institutional Review Board Mar. 2008 - July 2009
Committee on Teaching and Faculty Development and
Subcommittee on Center for Faculty Innovation Jan. 2008- Aug. 2008
AMA (American Marketing Association) Chapter, co-advisor Sep. 2006 - May 2009
Beta Gamma Sigma (National Honors Society), advisor/treasurer Sep. 2006 - May 2009
Advertising course coordinator Feb. 2007 - May 2009
Guided student research recognized as distinguished paper presented
at the Siena College Student Conference in Business Apr. 2008; Apr. 2006
Department of Computer Science Faculty Search Committee Jan. 2008 - Mar. 2008
Coach, National Sales Challenge for undergraduate students at
Russ Berrie Sales Institute in Wayne, NJ Nov. 2008

St. John Fisher College, Rochester, NY

College Core Curriculum Review Committee Sep. 2003 - May 2004
College Institutional Review Board, Chair Jan. 2005 - May 2005
College Institutional Review Board Sep. 2002 - May 2005
School of Business Graduate Curriculum Review Committee Sep. 2003 - May 2005
School of Business Undergraduate Curriculum Review Committee Sep. 2003 - May 2005
School of Business Faculty Search Committee Sep. 2004 - Nov. 2004

Profession

Board Member, Marketing Management Association 2013 – 2016
Editorial Advisory Board for “Maximizing Commerce and Marketing Strategies through
Micro-Blogging” book May 2014 - 2015
Reviewer Journal of Global Marketing Aug. 2009 – Present
Reviewer Journal of Consumer Marketing Sep. 2016

Reviewer IABE	Aug. 2011 - Present
Reviewer Hawaiian International Conference on System Sciences	Aug. 2011 – Present
Reviewer, International Journal of Strategic Business Alliances	Oct. 2011
Reviewer, Marketing Education Review	2013, 2014, 2015
Reviewer, MMA	Nov. 2010- Present
Track Chair, Market Research, MMA Conference, Chicago, IL	March 2014, 2015
Track Chair, Market Research, Branding and Strategy, MMA Conference Chicago, IL	March 2016
Session Chair, Marketing Management Association Conference, multiple	Feb. 2013, Sep 2013 Mar 2014, Sep.2014 Mar 2015, Sep. 2015 Mar 2016, Sep. 2016
Track/Session Chair, Social Responsibility, MMA, Chicago, IL	March 2012
Session Chair, Marketing Session Academy of Business Research Conference, Chicago, IL	March 2012
Conference Session Chair and Discussant, Entrepreneurship Session Marketing Management Association Conference, Chicago, IL	March 2011
Capital District AMA Board member (Collegiate Relations)	Jul. 2008 – Jul. 2009
Session Chair, Selected Strategic Topics Session, International Academy of E-Business 4th Annual Conference, Atlantic City, NJ	March 2004
Session Chair, E-Commerce and Finance Session, International Academy of E-Business 4th Annual Conference, Atlantic City, NJ	March 2004
Reviewer Marketing Management Association, Indianapolis, IN	Oct. 2010
Reviewer International Conference of the Academy of Business Administration, Dublin, Ireland	July 2003

Community

Mentor, Science Research in the High School	May 2008 - June 2009
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Honors and Awards

Grant

Penn State University Research Council Grant, July 2012

Professional

Best Paper Award, Academy of Business Research Conference, New Orleans, LA, 2012.

Best Paper Award, European Applied Business Research Conference (EABR), Prague, Czechoslovakia, June, 2009.

Best Paper Award, EABR Conference, Siena, Italy, June, 2006.

Best Paper Award, Applied Business Research /Teaching and Learning Conference, Lake Buena Vista, FL, 2005.

Best Paper Award, International Applied Business Research Conference, Acapulco, Mexico, March, 2003.

Academy of Marketing Studies Distinguished Research Award, Allied Academies International Meeting, Las Vegas, NV, October, 2002.

Academic

Beta Gamma Sigma - National Business Honor Society
Dissertation Fellow, Rutgers, School of Management.

Courses Taught (including Fall 2016)

Delta State University

MTG 200	Statistics	2 sections
MKT 300	Principles of Marketing	1 section
MBA 535	Marketing and Economics (online)	1 section

Penn State Harrisburg

MKTG 301	Principles of Marketing	11 sections
MKTG301H	Principles of Marketing, Honors Option	3 sections
MKTG 330	Consumer Behavior	10 sections
MKTG 422	Advertising	4 sections
MKTG 450W*	Marketing Strategy	7 sections
MRKT 571	Consumer Behavior (graduate)	4 sections
	Independent Study	7 students

*Also, authored an online version of this course to be taught starting Spring 2016.

Siena College

MKMG 212	Principles of Marketing	1 section
MKMG 325	Advertising	11 sections
MKMG 336/436	Marketing and Management Research	14 sections
MKMG 499	Independent Studies	(6 students)

St. John Fisher College

GMGT 510	Marketing Concepts (graduate level)	2 sections
GMGT620	Statistics for Managers (graduate level, <u>online</u>)	1 section
MGMT 461	Marketing Information Systems	6 sections
MGMT 325	Promotions Management	5 sections
MGMT 221	Principles of Marketing	5 sections

Rutgers

22:960:576	Statistical Linear Models (graduate level)	1 section
22:135:572	Statistics For Managers (graduate level)	3 sections
29:630:452	Marketing Management	3 sections
29:630:401	Marketing Strategy	1 section
29:630:374	Consumer Behavior	6 sections & 3 assisted
29:630:371	International Marketing	1 section
29:623:340	Introduction to Business Research Methods	4 sections
29:630:301	Marketing	5 sections
29:623:220	Management Information Systems	1 section
IG610	E-Commerce (assisted)	1 section

