

Nancy D. Albers, Ph.D.

University of South Carolina Aiken
School of Business Administration
471 University Pkwy
Aiken SC 29801



Education

- Ph.D. University of Houston, 1994
Major field: Marketing
Dissertation: "Relating Hofstede's Dimensions of Culture to International Variations in Print Advertisements: Comparison of Appeals"
Minor field: International Business
- M.B.A. Texas State University-San Marcos, 1989
- B.S. University of Texas at Austin, 1982
Major: Speech Communications

Summary of Accomplishments and Skills

Mission Achievement, Strategic Planning, and Program Building

I believe strategic plan is shared process. Application of my leadership skills has supported the attainment of mission-driven goals at several universities. These achievements have varied to fit the unique university and college needs and expectations. A variety of mission goals have been accomplished, including enrollment growth, tuition revenue growth, successful curriculum and program development, and enhanced student engagement. These goals were achieved by various strategies, including:

- In my current position as Dean at USCA, I have developed a Business Advisory Council to support impactful strategic development. The focus on external relations has enhanced our programs with the creation of relevant curriculum options. The strategic plan for the School of Business Administration has come into alignment with the university's plan. We have developed new policies to encourage diversity and inclusion. The faculty committee structure was entirely reimagined, lowering the average number of committees each faculty member served on from 6 to 1. We have achieved record breaking enrollments.
- During 5 years as Dean at LSUS, I increased the enrollment in Business by more than 300%, including more than 45% grow in undergraduate programs. More than 55% of the growth came from new programs.
- Developed new programs and significant curricular revisions (Including the creation of 3 new graduate degrees, 9 new graduate concentrations, 8 new graduate specializations, 10 new undergraduate concentrations, certificate programs, and industry certification alignment, at my various universities)
- Gained faculty support for substantial changes in curriculum and course delivery methods, including online
- Dramatically improved efficiency of admissions/enrollment processes eliminating backlog
- Conducted classroom utilization analysis and maximized smart classroom scheduling
- Implemented study abroad programs in Asia, South Pacific, Caribbean, Europe, Central/South America
- Developed and implemented degree completion programs
- Expanded undergraduate engagement (student research, international travel, service learning, and internships)

Fiscal Management and Budgeting

Corporate, academic and discipline-based leadership experiences have included extensive fiscal management responsibilities for colleges, schools, departments, branch offices, stores, organizations, and programs.

- Simultaneously managed more than 200 budget accounts, operating budgets, endowed accounts, donor accounts and grant accounts.
- Significantly cut costs and dramatically increased revenues.
- Participated in the efforts to move to an RCM budget model.
- Corporate: P&L responsibilities in all corporate positions, managed millions of dollars in cash sales, increased profit margin and revenues, and significantly decreased unit losses in all corporate positions

External Outreach, Development and Fundraising

A record of exceptional achievements and strong relationships with Advancement offices demonstrate my ability to work well with external communities and my fundraising abilities. I am deeply involved in external relationship building. Additionally, I have accomplished successful external relationship building in the corporate environment.

- Was recently awarded a \$500,000 gift from a corporate partner. I developed the funding initiative, support materials, and led the process of asking for the gift.
- Secured large gifts (including \$599,000 gift), increased overall giving, and a multimillion-dollar pledge
- Funded Master of Science in Finance student investment fund (\$127,000)
- Funded several new endowed scholarship funds.
- Planned and implemented major alumni/donor events, including annual Wine and Chocolate Tasting event
- Generated unprecedented record of achievement in internal fundraising, including record breaking participation by faculty, administrators and staff
- Participate on the capital campaign steering committee
- Participated in planned giving campaign
- Created and funded Student Development fund
- Implemented a “pay forward” program honor society dues students in need
- Have create and revised centers of excellence
- Developed and/or managed MOU agreements with the Department of Defense, JetBlue Airways, professional organizations, local community colleges and international universities in France, Finland, Denmark, Italy, Norway, China, India, Taiwan and Switzerland
- Created new and reorganized existing Advisory councils and recruited Board members from high profile corporations (including state representatives, Rolls Royce, UPS, Kimberly Clark, Bridgestone, ADP, Microsoft, Lenovo, General Dynamics, SRS, IPSOS, US Army, US Air Force, REI, and Honeywell)
- Increased the number of high school students visiting campus with outreach (JA, FBLA, and WSCPA)
- Developed a program, including social media, to reconnect with “lost” alumni to invigorate relationships
- Worked with consulting firm to reposition the institution, including research on positioning; development of repositioning strategies, and implementation of marketing efforts which resulted in enrollment growth

Accreditation

I am prepared to support a variety of accreditation processes and have experience regional accreditors including SACSCOC and NWCCU. I have participated in program approval and regional accreditation through SACSCOC and NWCCU. I have also led successful initial and reaffirmation with AACSB, CEPH, CACREP, CAEP and NASP. Training and participation in AACSB accreditation processes, as well as serving on and chairing Peer Review Teams, has prepared me navigate standards and guidelines. For example:

- Supported several Business programs through the process of revising mission statements, faculty qualifications, development of new AOL procedures, compliance with AACSB 2020, 2003 and 2013 standards, and report writing.
- Participated in self-study report identified by AACSB as exemplary
- Participated in an initial accreditation process for AACSB and CACREP
- Created assurance of learning tools, data collection methods, data analysis and QEP program for SACS
- Prepared the materials for SACSCOC and NWCCU approval of new programs
- Supported accreditation processes for CEPH, CACREP, CAEP and NASP
- Trained faculty for implementation of assessment tools

Shared Governance and Leadership

My track record demonstrates a strong commitment to shared governance and faculty led curricular development. The faith that my peers have in my skills is demonstrated by my election to and appointments to leadership positions.

- Key leadership roles in shared governance (Vice Chair and Chair of Faculty Assembly)
- Active participation in shared governance process and committee
- Faculty representative at Board of Trustee meetings and for budget strategic planning

Management of Human Resources

Corporate, academic and discipline-based leadership experiences have given me opportunities to demonstrate effective leadership, mentoring, recruiting and retention of human resources.

- Senior Administrator for as many as three Schools simultaneously (Business, Education and Human Development), 174 total employees, consisting of two Associate Deans, 8 Department Chairs, 13 Directors, 5 Coordinators, 1 Manager, 60 full-time faculty members, 46 adjuncts/visiting faculty, 5 administrative staff, and 34 graduate assistants.
- Significantly increased the diversity of faculty and staff
- Conducted faculty and staff performance evaluations, including promotion and tenure decisions
- Managed salary, faculty hiring, schedules, committees, administrative assignments, release time, and mentoring
- Chair/Member of 15 successful search committees for faculty and administrative positions across departments

- Corporate: Managed 47 concurrent direct reports and more than 400 people concurrently in my down line chain, and successfully recruited, hired, trained, mentored and evaluated staff while reducing turnover

Positions/Responsibilities

University of South Carolina Aiken

2022-Present

Key Positions University of South Carolina Aiken

Professor of Marketing (2022-present)

Dean of the School of Business Administration (2022-present)

Vice Chancellor of Marketing and Communication Search Committee, Member (2022)

Key Responsibilities

- Leadership for
 - Degree Levels: Bachelors, Masters
 - School of Business Administration, the largest academic unit on campus
 - Undergraduate BSBA with Concentrations in: Accounting, Finance, Management, and Marketing
 - Master's degree in business administration with Specializations/Concentrations in: Accounting, Finance, Project Management, Healthcare Administration, Human Resource Management, Business Analytics, Business Intelligence, Cybersecurity Management, Management Information Systems, Business of Sports, Corporate Governance, and Supply Chain Management.
 - Degree Levels: Bachelors, Masters
- AACSB (Association to Advance Collegiate Schools of Business) Accreditation
- Management and coordination of School of Business Administration international programs and relationships
- Significant building renovations
- Enrollment and recruiting
- Strategic Planning and Program Building, including strategic partnerships
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management, including negotiations of Memorandums of Understanding (MOUs)
- Fundraising

Louisiana State University Shreveport

2016-2022

Key Positions at Louisiana State University Shreveport

Dean of the College of Business, Education, and Human Development (2016-2019)

Dean of the College of Business (2019-2021)

Professor of Marketing (2016-2022)

Graduate Faculty (2016-2022)

College of Business International Experience Coordinator (2021 - 2022)

Vice President of Phi Kappa Phi Executive Committee (2016-2018)

Board Positions

Board of Directors, Junior Achievement (2016-2021)

Key Responsibilities

- Leadership for
 - Degree Levels: Bachelors, Masters, Doctorate

- College of Business (and previously as the School of Business)
 - Undergraduate Degrees: Accounting, Finance, General Business, Management, and Marketing
 - Master's degrees: Business Administration and Health Administration
 - Concentrations, Specializations, Minors, and Certificate Programs: Accounting, Advertising Design, Business Law, Business Fundamentals, Business Intelligence, Casino Management, Data Analytics, Economics, Entrepreneurship, Finance, Financial Analysis, Financial Planning, Hospitality, Human Resource Management, Information Systems, Insurance, International Business, Real Estate, Project Management, Marketing, Public Accounting, Sales, Small Business Management
- School of Education
 - Programs: Academically Gifted, Curriculum and Instruction, Early Childhood Education, Education Leadership, Educational Technology, Elementary Education, English as a Second Language, Library Sciences, Secondary Education, Special Education, STEM
- School of Human Sciences
 - Programs: Community Health, Counseling, Kinesiology, Leadership Studies, Pre-Occupational Therapy, Pre-Physical Therapy, Psychology, and Public Health
 - Accreditation for 5 separate accrediting bodies, including AACSB (Association to Advance Collegiate Schools of Business)-reaffirmed 2018, CAEP (Council for the Accreditation of Educator Preparation)-initial 2017, CACREP (Council for Accreditation of Counseling & Related Educational Programs)-initial 2018, CEPH (Council on Education for Public Health)-reaffirmed 2020, and NASP (National Association of School Psychologists).
- Management and coordination of College of Business international programs and relationships
- Significant building renovations
- Enrollment and recruiting
- Strategic Planning and Program Building, including strategic partnerships
- School Psychology and Counseling Clinic operations
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management, including negotiations of Memorandums of Understanding (MOUs)
- Fundraising (including the two largest gifts to the College of Business)

University of Washington-School of Law

2018-2023

Key Positions at University of Washington

Affiliate Graduate Faculty (6/28/2018-6/28/2023)

PhD Committee Gratis Appointment

Authorized to Chair or Serve on Law Ph.D. Dissertation Committees

Liskow and Lewis Law Firm

2018-2021

Key Positions at Liskow and Lewis

Expert Witness (2018-2021)

Court recognized as an expert in:

- Marketing
- Marketing Research
- Survey Design

- Research Ethics
- Social Media
- Marketing Education at the Collegiate Level

Pacific Lutheran University

2013-2016

Key Positions at Pacific Lutheran University

Dean of the School of Business (2013-2016)

Building Coordinator/Emergency Response for Morken Center for Learning and Technology (Gold Leed Certification) (2013-2016)

Co-Chair Dean of the School of Nursing Search (2013)

Chair Dean of the School of Education Search (2015)

President-Elect Phi Kappa Phi Executive Committee (2015-2016)

Board Positions

Board of Directors, Washington Business Week (2013-2016)

Board Member, Metro Parks Tacoma (2015)

Key Responsibilities

- Leadership for School of Business
- Degree Levels: Bachelors, Masters
- International Partnerships and Agreements
- Strategic Planning and Program Building
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management, including negotiations of MOUs
- Fundraising (including multimillion dollar pledge)
- Accreditation and Assurance of Learning Planning and Reporting

Berry College

2003-2013

Key Positions at Berry College

Marketing Department Chair (2010-2013) Interim (2009)

Professor (2008-2013) Associate Professor (2003-2008)

Faculty Assembly Chair (2008-2009) Vice Chair (2006-2007)

Chair Undergraduate Assessment and Policy Committee (2008-2010)

Program Director-Summer International Program (2007-2013)

Planning Council (2008-2013)

Budget Advisory (2008-2010)

Key Leadership Positions in Organizations

President, Academy of Business Education (2012-2013)

President Elect, Academy of Business Education (2011-2012)

President, Chapter, Phi Kappa Phi Honor Society (2011-2013) VP (2011)

President, Chapter, Beta Gamma Sigma Honor Society (2006-2009)

Editorial Review Board, Marketing Education Review, (2006- 2013)

Board Member, Chapter, Executive Round Table (2005-2013)

President, Academy of Business Education (2005-2006) President Elect (2003-2005)

President, Association of Collegiate Marketing Educators (2003-2004)

Awards

Martindale Award (2011)

Beta Gamma Sigma Professor of the Year Award (2010)
Samuel S. and Mary Poe Carden Award (2008)
ACME Marketing Educator of the Year (2008)
Sherwin Williams/SMA Distinguished Teaching Award Runner Up (2004)

Key Responsibilities

- Department/Program Management and Leadership in Shared Governance
- Accreditation and Assurance of Learning Planning and Reporting
- Fundraising
- Strategic Planning and Program Building
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management
- Teaching, Research and Service

Albers, Inc.

2008-2010

Albers, Inc. specialized in providing integrated marketing, management, research and consulting services.

Key Positions at Albers, Inc.

Partner (2008-2010)

Key Responsibilities

- Strategic Planning and Management
- Outreach and Client Development
- Marketing Consulting and Research
- Fiscal Management and Budgeting

University of North Texas

1993-2003

Key Positions at University of North Texas

Associate Professor (2001-2003); Assistant (1994-2001); Lecturer (1993-1994)

Chair of Assessment for Cross-Cultural General Education Core (2000-2003)

Assessment Trainer (2000-2003)

Key Leadership Positions in National Organizations

Board of Directors, Academy of Business Education (2001-2003)

President Elect, Association of Collegiate Marketing Educators (2002-2003)

VP of Membership, Association of Collegiate Marketing Educators (2001-2002)

Special Issue Co-Editor, *Journal of Travel and Tourism Management* (2001-2002)

Awards

Developing Scholar Award (2000)

UNT Minnie Stevens Piper Professor (2000)

Junior Faculty Research Award (1999)

Key Responsibilities

- Strategic Planning and Program Development
- Accreditation and Assurance of Learning
- Teaching, Research and Service

University of Houston

1989-1993

Key Positions at University of Houston

Teaching Fellow (1989-1993)

Research Assistant (1989-1991)

Assistant to the Director of the Southwest Center for International Business (1990)

Key Leadership Positions in National Organizations

Assistant to the Editor of the *Journal of Advertising* (1990–1992)

Assistant to the Book Review Editor, *Journal of Marketing*, (1991-1992)

Awards

Distinguished Dissertation Award (1993)

Melcher Teaching Excellence Award (1992)

AMA Doctoral Consortium Fellow (1992)

Key Responsibilities

- Teaching, Research and Service

Newark Electronics

1986-1988

Newark Electronics is an industrial stocking distributor of electronic and electrical components.

Key Positions at Newark Electronics

Branch Manager-Houston, TX (1987-1988); Sunnyvale, CA (1986-1987); Encino, CA (1986)

Awards

Million Dollar Milestone

Key Responsibilities

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

Allied American International

1983-1986

Allied American International was an industrial distributor of a wide range of products for export, serving international and foreign companies and governments.

Key Positions at Allied American International

Vice President of International Sales (1983-1986)

Key Responsibilities

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

Hickory Farms of Ohio

1982-1983

Hickory Farms is retailer of groceries.

Key Positions at Hickory Farms

Store Manager (1982-1983)-Largest store in Houston

Key Responsibilities

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

Astroworld

1976-1983

Astroworld was an amusement facility.

Key Positions at Astroworld

Department Supervisor (1980-1983)

Lead Foreman (1978-1980)

Foremen (1976-1977)

Key Responsibilities

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

Grants, Gifts, and Financial Awards

2023	Financial Literacy Program	USC Aiken	Corporate Gift-\$500,000
2023	Micro-Credential Program	USC Aiken	Individual Gift -\$15,000
2023	Gifts to School Annual Campaign	USC Aiken	Various Gifts -\$1900
2023	Award Endowment Gift	USC Aiken	Individual Gift - \$23000
2022-2023	Student Engagement Gift	USC Aiken	Individual Gift-\$2000
2020	Five Technology Grants	LSU Shreveport	Equipment Grant-\$88,000
2016 -2020	Donations and Scholarship Funding	LSU Shreveport	Various Gifts-ranging from \$500 to \$10,000
2019	Insurance Commissioner Gift	LSU Shreveport	Major Gift-\$259,000
2018	Three Technology Grants	LSU Shreveport	Equipment Grant-\$45,000
2017	Insurance Commissioner Gift	LSU Shreveport	Major Gift-\$340,000
2016	Technology Grant (Business)	LSU Shreveport	Equipment Grant-\$16,000
2016	Blue Cross Blue Shield (Psychology)	LSU Shreveport	Travel/Scholarship Grant-\$19,000
2016	Believe & Prepare Grant (Ed)	LSU Shreveport	State Education Grant-\$90,000
2016-2017	Foundation Grants (various)	LSU Shreveport	Small Grants-ranging from \$1000 to \$5000
2013-2016	Donations and Scholarship Funding	Pacific Lutheran University	Various Gifts-ranging from \$1000 to \$25,000
2012	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 99%
2011	Martindale Award	Berry College	Service Award-\$2500
2011	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 99%
2010	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 98.6%
2008	Samuel S. & Mary Poe Carden Award	Berry College	Teaching, Research and Service Award-\$2500
2006	Faculty Development Grant	Berry College	Research Grant-\$2000
2005	Research Grant	Berry College	Research Grant-\$2500
2004	Grant for Course Development	Berry College	Teaching Grant-\$1000
2004	Faculty Development Grant	Berry College	Research Grant-\$2000
2003	Teaching Infrastructure Grant	University of North Texas	Teaching Grant-\$15,000
2002	Teaching with Technology Grant	University of North Texas	Teaching Grant-\$15,911
2001	Research Opportunities Grant	University of North Texas	Research Grant-\$4000
2001	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$12,865
2000	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$12,568
2000	Developing Scholar Award	University of North Texas	Research Award-\$3000
1999	Faculty Small Grant	University of North Texas	Research Grant-\$750
1999	Junior Faculty Research Grant	University of North Texas	Research Grant-\$3500

1998	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$14,309
1996	Faculty Research Grant	American Marketing Association	Research Grant-\$1000
1994	Research Initiation Grant	University of North Texas	Research Grant-\$2000
2003- 1993	Travel Grants	University of North Texas	Travel Grants-ranging from \$300 to \$1400
1993	Distinguished Dissertation Grant	University of Houston	Research Grant-\$400
1992	Limited-Grant-in-Aid	University of Houston	Research Grant-\$1000
1989	AACSB/GMAC Doctoral Fellowship	University of Houston	Scholastic Award -\$12,000

Academics Honors and Awards

Best of Track Award-Assurance of Learning & Assessment Track, ACME Conference (Research Award)	2010
Best of Track Award-Student Research Track, ACME Conference (Research Award)	2010
Beta Gamma Sigma Professor of the Year Award (Honor Society Award for Teaching, Scholarship and Service Award)	2010
Candidate for National Business Education Association John Robert Gregg Business Education Award	2010
ACME Marketing Educator of the Year	2008
Best of Track Award, ACME Conference (Research Award)	2008
Phi Kappa Phi	2007
O. C. Ferrell Award (Research Award)	2005
Finalist 2004 Sherwin Williams/SMA Distinguished Teaching Award	2004
Emerald Literati Club 2002 Highly Commended Award (Research Award)	2002
Nominated for the J. H. Shelton Excellence in Teaching (University of North Texas)	2001
Nominated for the Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2001
Best of Conference Award, Association of Collegiate Marketing Educators (Research Award)	2001
Developing Scholars Award, University of North Texas (Research Award)	2000
UNT Representative for Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2000
ANBAR Citation of Excellence (Research Award)	1999
Best of Track Award, AMA Winter Educators' Conference (Research Award)	1999
ANBAR Citation of Excellence (Research Award)	1997
Best of Conference Award, Southwestern Marketing Association (Research Award)	1997
Beta Gamma Sigma	1994
Melcher Teaching Excellence Award, University of Houston	1992
AMA Doctoral Consortium Fellow	1992
Outstanding M.B.A. Graduate, Southwest Texas State University (Now Texas State University)	1989

Research

Journal Articles and Book Chapters

Kim, Minseong, Nancy D. Albers, Tami L. Knotts and Jihye Kim (2024), Sustainability in Higher Education: The Impact of Justice and Relationships on Quality of Life and Well-Being, *Sustainability*, 16(11):4482. <https://doi.org/10.3390/su16114482>, <https://www.mdpi.com/2071-1050/16/11/4482>, (Scopus CiteScore: 5.8, WOS JCI: 0.67, Scimago H-Index: 169)

- Kim, Minseong, Nancy D. Albers, and Tami L. Knotts (2023), "Academic Success through Engagement and Trust Fostered by Professor Leadership Style," *Education Sciences*, 13 (6), 537, <https://doi.org/10.3390/educsci13060537> (Scopus CiteScore: 4.0, Scimago H-Index: 40)
- Kim, Minseong, Tami L. Knotts, Nancy D. Albers, and Karen E. James (2022), "Emoji Use as a Catalyst for Relationship Building and Sustaining Attention in Online Classes: An Empirical Study," *Education Sciences*, 12(12), 874, doi.org/10.3390/educsci12120874 (Scopus CiteScore: 4.0, Scimago H-Index: 40)
- Knotts, Tami L., Nancy D. Albers, and Karen E James (2022), "Providing an International Experience in the Era of COVID," *The Journal of Business Leadership*, 30 (1), 47-53, <https://www.lulu.com/> (Scimago H-Index: 4)
- Kim, Minseong, Tami L. Knotts, and Nancy D. Albers (2022), "Hands-on Activity vs. High-Tech Tools in the Higher Education Classroom to Improve Student Satisfaction and Loyalty in Professional Programs," *Education and Information Technologies*, May 27, DOI:10.1007/s10639-022-11124-2 (Scopus CiteScore: 5.4, WOS JCI: 1.90, Scimago H-Index: 48)
- Kim, Minseong, Tami L. Knotts and Nancy D. Albers (2021), "The Role of Motivation in Online Professional Learning Strategies," *Administrative Issues Journal: Connecting Education, Practice, and Research*, 11 (1), 36-53. DOI: 10.5929/2021.11.1.3 (Cabell's, Altmetric: 66)
- Albers, Nancy D., Amy Oakes Wren, Tami L. Knotts, and Meredith Godwin Chupp (2021), "Consumer Perceptions and Pricing Practices for Weddings," *Journal of Consumer Policy*, April 20, <https://doi.org/10.1007/s10603-021-09488-y> (Scopus CiteScore: 3.4, WOS JCI: 0.46, Cabell's, Altmetric: 38, Scimago H-Index: 52, ABDC: C, CABS: 2)
- Albers, Nancy D. and Tami L. Knotts (2019), "Cultural Influences on Academic Sharing: A Challenge to Academic Honesty," Chapter 12, *Handbook of Research on Cross-Cultural Online Learning in Higher Education*, Eds. Jared Keengwe and Kenneth Kungu, pp. 230-252. DOI: 10.4018/978-1-5225-8286-1.ch012
- Miller, Caitlyn A; Nancy D. Albers, and Tami L. Knotts (2018), "Applying Television Ratings to Advertising: Are Parents Informed?" *Young Consumers* (previously *International Journal of Advertising and Marketing to Children*), 19 (3), 267-279. <https://doi.org/10.1108/YC-11-2017-00751> (Scopus CiteScore: 4.1, WOS JCI: 0.58, Cabell's, Altmetric: 27, Scimago H-Index: 9, ABDC: C, CABS: 1)
- Albers-Miller, Nancy D. (2009), "Managing the Service Component in Academics: Practical Advice for Scholars," *Journal for Advancement of Marketing Education*, 15 (Winter) 67-72. <http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2009-Vol15-Issue1/JAME-2009-Vol15-Issue1-Albers-Miller-pp67-72.pdf> (Scopus CiteScore: 1.1, Cabell's, Scimago H-Index: 31, ABDC: B, CABS: 1)
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2007), "Advertising Travel Services to the Business Traveler: A Cross-Cultural Study," *Tourism Management*, eds. Arch G. Woodside and Drew Martin, Chapter 11, 185-196. ISBN 1845933230, 9781845933234, <https://doi.org/10.1079/9781845933234.0185> (Scopus CiteScore: 19.8, WOS JCI: 3.2, Cabell's, Altmetric: 99, Scimago H-Index: 216, ABDC: A, CABS: 4)
- Albers-Miller, Nancy D. (2007), "Everything I Learned about Teaching I Learned from Bad Examples, (OK, not Everything)," *Journal for Advancement of Marketing Education*, 10 (Summer), 12-16.

<http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2007-Vol10-Issue1/JAME-2007-Vol10-Issue1-Albers-Miller-pp12-17.pdf> (Scopus CiteScore: 1.1, Cabell's, Scimago H-Index: 31, ABDC: B, CABS: 1)

Albers-Miller, Nancy D. and V. Myles Landers (2006), "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives: A Comparison of Mountain Climbing, Skydiving and Scuba Diving," *Sport Marketing in the New Millennium*, Editor Brenda Pitts, 1-19. ISBN-10: 1885693710

Sharma, Dheeraj, Nancy D. Albers-Miller, and Lou E. Pelton and Robert D. Straughan (2006), "The Impact of Image Management, Self-Justification, and Escalation of Commitment on Knowledge Development in the Marketing Discipline," *Journal of Marketing Education*, 28 (2), 161-171. <https://doi.org/10.1177/0273475306288659> (Scopus CiteScore: 5.2, WOS JCI: 1.64, Cabell's, Altmetric: 30, Scimago H-Index: 60, CABS: 2)

Woodside, Arch G., Marylouise Caldwell, and Nancy D. Albers-Miller (2004), "Broadening the Study of Tourism: Introduction to the Special Issue on the Consumer Psychology of Travel/Tourism Behavior," *Journal of Travel and Tourism Marketing*, 17 (1), 1-6. https://doi.org/10.1300/J073v17n01_01 (Scopus CiteScore: 12.0, WOS JCI: 1.99, Cabell's, Altmetric: 28, Scimago H-Index: 82, ABDC: A, CABS: 2)

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2004), "Managing Student Satisfaction with Non-Business Curriculum Alternatives: An Analysis of Student Perceptions with Strategic Implications," *Journal for Advancement of Marketing Education*, 5 (Winter), 15-26. <http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2004-Vol05-Issue1/JAME-2004-Vol05-Issue1-Albers-Miller-Prenshaw-Straughan-pp15-26.pdf> (Scopus CiteScore: 1.1, Cabell's, Scimago H-Index: 31, ABDC: B, CABS: 1)

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Exploring Innovative Teaching among Marketing Educators: Perceptions of Innovative Activities and Existing Reward and Support Programs," *Journal of Marketing Education*, 23 (3), 249-259. <https://doi.org/10.1177/0273475301233010> (Scopus CiteScore: 5.2, WOS JCI: 1.64, Cabell's, Altmetric: 30, Scimago H-Index: 60, CABS: 2)

Albers-Miller, Nancy D. and Robert D. Straughan (2000), "Financial Services Advertising in Eight Non-English Speaking Countries," *International Journal of Bank Marketing*, 18 (7), 347-357. <https://doi.org/10.1108/02652320010359561> (Scopus CiteScore: 7.3, WOS JCI: 1.00, Cabell's, Altmetric: 54, Scimago H-Index: 87, ABDC: A, CABS: 1)

Straughan, Robert D. and Nancy D. Albers-Miller (2000), "Marketing Education Research: Credit for the Advancement of our Own Profession?" *Journal of Marketing Management*, 16 (7), 793-812. <https://doi.org/10.1362/026725700784672926> (Scopus CiteScore: 5.2, WOS JCI: 0.82, Cabell's, Altmetric: 39, Scimago H-Index: 75, ABDC: A, CABS: 2)

Straughan, Robert D. and Nancy D. Albers-Miller (2000), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), 521-541. Awarded the Emerald Literati Club 2002 Highly Commended Award. <https://doi.org/10.1108/EUM0000000006044> (Scopus CiteScore: 7.2, WOS JCI: 1.04, Cabell's, Altmetric: 73, Scimago H-Index: 96, ABDC: A, CABS: 3)

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Narayanaswamy, Ravi and Nancy D. Albers (2024), "Micro-Credentials and the Transformation of Higher Education," Charleston, SC, February 21-23.

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Albers, Nancy D., and Tami L. Knotts (2023), "Effectively Measuring Journal Impact of Technology-related Business Journals: A Multi-Measure Approach," Southeast Decision Sciences Institute Annual Conference, Wilmington, NC, February 15-17.

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Brazel, John (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Finding it Hard to Swallow: Consumer Perceptions and the Marketing of Genetically Modified Food Products," Abstract in the CD of *Abstracts National Conference on Undergraduate Research 2006*, 148, on CD-Rom.

Colvin, James (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "When Advertisers Miss the Mark: Off-Target Consumer Responses to Sex-Role Values in Advertising," Abstract in the CD of *Abstracts National Conference on Undergraduate Research 2006*, 151, on CD-Rom.

Eberhardt, Marine (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Perceived Value to Employers of MBA Degrees Depending on What Country they are Obtained in," Abstract in the CD of *Abstracts National Conference on Undergraduate Research 2006*, 147, on CD-Rom.

Margrave, Daniel (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Subjugated Students: The Negative Consequences of Loss of Control on Consumer Evaluations of Product and Service," Abstract in the CD of *Abstracts National Conference on Undergraduate Research 2006*, 151, on CD-Rom.

Albers-Miller, Nancy D. and Stefan Linnhoff (2005), "Food as Prevention or Cure: A 47 Country Analysis of Government Regulations of the Labeling of Organic, Enhanced and Genetically-Modified Nutraceuticals," Abstract in *Society for Marketing Advances 2005 Proceedings*, eds. William J. Kehoe and Linda K. Whitten, 172-173.

- Albers-Miller, Nancy D. and Caitlyn A. Miller (2005), "Adult Role Model Portrayal in Advertisement Directed Toward Children: The Grim, The Bad, and the Ugly," *Advances in Marketing: 2005 Association of Collegiate Marketing Educator's Conference, Public Policy Track, O. C. Ferrell Award, Manuscript on CD-ROM.*
- Albers-Miller, Nancy D. and Peter Stuetgen (2005) "Masculinity and Sexuality in Advertising in Sports Publications: A Four Country, Cross-Cultural Examination," Abstract in Third National Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 95.
- Guillory, Patrick and Nancy D. Albers-Miller (2005) "Tarnished Stars: The Stock Price Impact when an Athlete Sponsor is accused of a Scandalous Act," Abstract in Third National Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 58.
- Landers, V. Myles and Nancy D. Albers-Miller (2005) "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives," Abstract in Third National Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 93.
- Atkinson, Dustan and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Internet Diffusion in the United States of America," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1654-1659.
- Colvin, James and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Disruptive Technology: A Look into the Music Retail Industry," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1928-1931.
- Godwin, Meredith Dawn and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Price Gouging of Wedding-Related Products: The "Real" Ball-and-Chain on Wedding Consumers," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1819-1926.
- Heavin, Summar and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Unique Consumption Experience of Weddings: Indicators of Vendor Trust," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1742-1746.
- Purcell, Emily and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Use of Patriotic Colors in Advertising: A Five Country Cross-Cultural Examination," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1098-1103.
- Weaver, Lacey and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Expanding the Body of Knowledge of Intergenerational Research: A Comparison of Mother-Specific versus Father-Specific Influences on Consumption Behavior of Offspring," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 87-93.
- Whitaker, Jennifer (Nancy D. Albers-Miller, Faculty Sponsor) (2005), "Across the Great Divide: An Empirical Comparison of Faculty and Student Perceptions of Academic Dishonesty," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2005, on CD-Rom.
- Albers-Miller, Nancy D. (2004), "Everything I Learned about Teaching I Learned from Bad Examples. Ok, Not Everything," *Advances in Marketing: Concepts, Issues and Trends, Proceedings of the Annual Meeting of the*

Society for Marketing Advances, eds. William J. Kehoe and Linda K. Whitten, Sherwin Williams Distinguished Teaching Competition Statement, 2.

Albers-Miller, Nancy D. and Caitlyn A. Miller (2004), "Advertising during TV-Y7 Children's Programming: Children's Perceptions of Acceptable Behavior and Role Model Portrayal," *Advances in Marketing: 2004 Association of Collegiate Marketing Educator's Conference, Public Policy Track*, Manuscript on CD-ROM.

Albers-Miller, Nancy D., and Penelope J. Prenshaw (2003), "Reflections on Educator's Workshops and Training Programs," *Academy of Business Education Conference, September*, Abstract on CD-Rom.

Albers-Miller, Nancy D. and Stephanie R. Griffin (2002), "Consumption of Internet Services: Do You Know Where Your Children Are?" *Advances in Marketing: 2002 Association of Collegiate Marketing Educator's Conference, Service Marketing Track*, Abstract on CD-ROM.

Straughan, Robert D., Nancy D. Albers-Miller, and Penelope J. Prenshaw (2002), "Students' Perceptions of Teaching Innovation: Dimensions and Attitudes," *Academy of Business Education Conference, September*, Abstract on CD-ROM.

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2001), "Travel Services Advertising: An Examination of Travel Motivations Across Eleven Countries," *The Tenth Biennial World Marketing Congress, Services Marketing Track, June*, Abstract on CD-Rom.

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Consumer Response to Product Warning Labels: A Five Country Cross-Cultural Examination," *The Tenth Biennial World Marketing Congress, Ethics and Social Responsibility Track, June*, Abstract on CD-Rom.

Prenshaw, Penelope J., Robert D. Straughan and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis across Fourteen Universities," *Advances in Marketing: 2001 Association of Collegiate Marketing Educator's Conference, Awarded Best of Conference Overall. Education Track, March*, Abstract on CD-Rom.

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "Domestic Retail Loyalty: A Closer Look at Cultural Effects," *Advances in Marketing: 2001 Association of Collegiate Marketing Educator's Association Conference, Special Sessions and Workshop Track, March*, Abstract on CD-Rom.

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2000), "Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis with Implications for Managing Student Satisfaction," *Academy of Business Education Conference, September*, Abstract on CD-ROM.

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2000), "Widespread Cheating and Satisfaction with University Choice: An Analysis of Student Perceptions" in *2000 Advances in Marketing, Southwestern Marketing Association*, 7.

Straughan, Robert D. and Nancy D. Albers-Miller (2000), "The Semantic Structure of Time-Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk" Abstract in *Developments in Marketing Science, Vol 23*, eds., Harlan E. Spotts and H. Lee Meadows, *Academy of Marketing Science Conference*, 66.

- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Student Perceptions," Awarded Best of Track, in 1999 AMA Winter Educators' Conference Marketing Theory and Applications, Vol 10, eds., Anil Menon and Arun Sharma, 65-72.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (1999), "A Choice Model of International Internships: A Profile of Students across Seven Universities" Summary Brief in 1999 Advances in Marketing: Theory, Practice and Education, eds., Joyce A. Young, Robert D. Green and Faye W. Gilbert, Society for Marketing Advances, 139-140.
- Albers-Miller, Nancy D. (1998), "Winning the War on Undergraduate Curriculum Internationalization: Perceptions of Employers Regarding the Internationalization Process," Summary Brief in 1998 Marketing Advances Theory, Practice and Education, eds., J. Duncan Herrington and Ronald D. Taylor, Society for Marketing Advances, Radford, Virginia, 148-149.
- Albers-Miller, Nancy D. (1997) "Appealing to Values in Advertising Across Cultures: Results from a Distorted Mirror," Awarded Best of Conference Overall, in 1997 Advances in Marketing, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.
- Straughan, Robert D. and Nancy D. Albers-Miller (1997) "Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance," in 1997 Advances in Marketing, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.
- Albers-Miller, Nancy D. (1995) "International Comparative Research: Issues in Research Design," in 1995 Marketing Advances Theory, Practice and Education, Southern Marketing Association Conference, eds., Brain P. Engelland and Denise T. Smart, Southern Marketing Association, 99-104.

Presentations at Professional Meetings

- "Deans Panel," Southeast Decision Sciences Institute Annual Conference, February 15-17, 2023, Wilmington, NC.
- "Challenges with Enrollment Increases: Lessons Learned from the Trenches," Hawaii University International Conferences, 2021, Honolulu, Hawaii.
- "Roundtable Discussion: Study Abroad Programs," Association of Collegiate Marketing Educators' Conference, 2012, New Orleans, LA.
- "Issues in Accreditation and Assessment," Association of Collegiate Marketing Educators' Conference, 2012, New Orleans, LA.
- "Multidisciplinary Collaboration Key to Teaching Innovation/Entrepreneurship A Panel Discussion," Academy of Business Education Conference, 2010, San Antonio, TX.
- "Business Student Participation in Extra-Curricular, Co-Curricular and International Experiences: The Impact on a Job Search," Academy of Business Education Conference, 2009, Ft. Lauderdale, FL.

- "Assessment and the Assurance of Learning Outcomes," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2009, Oklahoma City, Oklahoma.
- "Starting and Managing Student Run Enterprises," Teaching Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2009, Oklahoma City, Oklahoma.
- "When Bad Teachers happen to Good Students," Academy of Business Education Conference, 2008, Hilton Head, SC.
- "Creating Innovative Products: But Can We Teach Creativity?" Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.
- "International Marketing Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.
- "Methods for Assessment and Assurance of Learning," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.
- "International Marketing Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.
- "Students in Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.
- "How to Get Creative: Innovation Ideas and Processes," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.
- "Student Research: Increasing Quantity and Quality of Output," Teaching Enhancement Workshop at Academy of Business Education Conference, 2006, San Antonio.
- "Beyond Being a Respondent: Involving Students in Conducting High-Quality Social Science Research," Academy of Marketing Science Annual Conference, 2004, Vancouver.
- "On-Line Learning Survival Guide: For Experts, Novices and Innocent By-Standers," Teaching Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2003, Houston.
- "What you NEED to know about Assessment, but are Afraid to Ask," Assessment Program, Association of Collegiate Marketing Educators' Conference, 2001, New Orleans.
- "Development of Internet Assisted Courses: Motivating Students to Utilize Electronic Resources" Teaching Enhancement Workshop at Society for Marketing Advances Conference, 1999, Atlanta, GA.
- "Internationalization of the Marketing Curriculum: Avoiding the Potholes on the Road to Global Education," AMA Winter Educator's Conference, 1999, St. Petersburg, FL.
- "Student Organization Sponsorship: Reports from the Field," AMA Winter Educator's Conference, 1999, St. Petersburg, FL.

“The Realities of Student Organization Sponsorships: How to Survive and Succeed,” Society for Marketing Advances Conference, November, 1998, New Orleans, LA.

“The Transition from Doctoral Student to Assistant Professor,” Southwestern Marketing Association Conference, March, 1998, Dallas, TX.

“Surviving the Dissertation Process,” Southwestern Marketing Association Conference, March, 1998, Dallas, TX.

“The History and Future of Advertising Research: An International Perspective” presented at 1997 AMA Winter Marketing Educator’s Conference, St. Petersburg, Florida.

Teaching

Study Abroad/Study Away

2021-Virtual, (3 Credit Hours-Online MBA International Experience-LSUS)

2020-Virtual, (3 Credit Hours-Online MBA International Experience-LSUS)

2018-Auckland, New Zealand (3 Credit Hours-10 day MBA International Experience-LSUS)

2017-Sydney, Australia (3 Credit Hours -10 day MBA International Experience-LSUS)

2016-Caribbean (14 islands) (4 weeks/8 Hours –Administrated, Executed, and Taught-PLU)

2015-China (3 Credit Hours -10 day MBA International Experience-PLU)

2013-Europe, including England, Portugal, Spain, France, Italy, Denmark, Sweden, Finland, Estonia, Russia (5 weeks/6 Credit Hours –Administrated, Executed, and Taught in summer of 2012 Berry College)

2012-Europe, including Transatlantic Cruise, Cruise Ports, Switzerland and Italy (5 weeks/6 Credit Hours – Administrated, Executed, and Taught in summer of 2012 Berry College)

2010-Switzerland, France and Italy (4 weeks/6 Credit Hours-Administrated, Planned, Executed, and Taught-Berry College)

2008-Switzerland (3 weeks/6 Credit Hours-Administrated, Planned, Executed, and Taught-Berry College)

2003-Spain (1 week/ 3 Credit Hours-Taught-University of Houston)

Undergraduate and Masters Student Advanced Research Mentorship

Travis D. Albers (2019)-MBA

Travis D. Miller (2018)-undergraduate

Cailtyn A. Miller (2017)-MBA

Travis D. Miller (2017)-undergraduate

Fisher, Frederick (2016)-undergraduate

Martinson, Zach (2016)-undergraduate

Ye Eun An (2012)-undergraduate

Alisha Dosani (2012)-undergraduate-Awarded Kirbo Scholar

John C. Hall (2012)-undergraduate

Cailtyn A. Miller (2012)-undergraduate

Ari Mincey (2012)-undergraduate

Tricia Staudenmaier (2012)-undergraduate

Caroline E. Tait (2012)-undergraduate

Nikki N. Taylor (2012)-undergraduate

Alex Willoughby (2012)-undergraduate

Jorg Bergmann (2011)-undergraduate
Tiffany Chandler (2011)-undergraduate
Megan L. Moffatt (2011)-MBA
Laura Turbyfill (2011)-undergraduate
Megan Uebersax (2012 and 2011)-undergraduate-Awarded Kirbo Scholar; Awarded Best of Track
Erin Butler (2010)-undergraduate
Stephanie N. Carter (2010)-undergraduate
Tikedra C. Jones (2010)-undergraduate
Megan L. Moffatt (2010)-undergraduate-Awarded Kirbo Scholar
Steven G. Petrotto (2010)-undergraduate
Anna Reese (2010)-undergraduate
Sarah Tonsmeier (2010 and 2009-two projects)-undergraduate
Kate Fitchett (2009)-undergraduate
Jennifer Maddox (2009)-undergraduate
Emily Sivertsen (2009)-undergraduate
Laura Sutton (2009)-undergraduate
Allison Watts (2009)-undergraduate
Ben Wilson (2009)-MBA
Rachel White (2009)-undergraduate
Ligia Zobolli (2009)-MBA
John Cason (2008)-undergraduate
Lauren Disharoon (2008)-undergraduate-Awarded Kirbo Scholar
Kaylin Gadoua (2008)-undergraduate
Chris Harney (2008)-undergraduate
Delphine Hartshorn (2008)-undergraduate
Drue Hocker (2008)-undergraduate
V. Myles Landers (2005, 2006 and 2008)-2 undergraduate and 1MBA project
Robert Powell (2008)-undergraduate
Katia M Hamer (2007)-undergraduate
Megan Hill (2007)-undergraduate
Kristi Huff (2007)-undergraduate-Awarded Kirbo Scholar
Meredith Lewallen (2007)-undergraduate
Georgette N. Nichols (2007)-MBA
Bryan Schildgen (2007)-undergraduate
Adam Massey (2006)-undergraduate
James Colvin (2005-one project and 2006-two projects)-undergraduate
John Brazel (2006)-undergraduate
Marine Eberhardt (2006)-undergraduate
Daniel Margrave (2006)-undergraduate
Elizabeth Brown (2006)-undergraduate
Tamarin Dowling (2006)-undergraduate
Jessica Doyle (2006)-undergraduate
Abby Hogan (2006)-undergraduate
Stefan Linnhoff (2005 and 2006-two projects)-MBA
Daniel Margrave (2006)-undergraduate
Wes Pomeroy (2006)-undergraduate
Kerri Taylor (2006)-undergraduate

Peter Stuetgen (2005)-undergraduate
Patrick Guillory (2005)-undergraduate
Dustan Atkinson (2005)-undergraduate
Meredith Godwin (2005)-undergraduate
Emily Purcell (2005)-undergraduate
Lacey Weaver (2005)-undergraduate
Jennifer Jones Whitaker (2005)-undergraduate
Summar Heavin (2005)-undergraduate

Dissertation and Thesis Committees

Fabio Ambrosio	Law	Doctoral Dissertation	Member University of Washington
Millie McGrail	Leadership	Doctoral Dissertation	Chair LSU Shreveport
Amy Butterfield	Psychology	Master Thesis	Member University of North Texas
Banu Goktan	Management	Doctoral Dissertation	Member University of North Texas

Doctoral Graduate Courses (Louisiana State University Shreveport):

Introduction to Research Methods (2017)

Graduate Courses (University of South Carolina Aiken)

Marketing Strategy (2022)

Graduate Courses (Louisiana State University Shreveport):

MBA International Experience (study abroad 2017, 2018, 2020, 2021)

Marketing Strategy (2018-2020)

Foundations of Statistics (2018-2021)

Healthcare Marketing (2018)

Undergraduate Courses (University of South Carolina Aiken)

Marketing Research (2022)

Fraud and Forensics in Accounting (2022)

Undergraduate Courses (Louisiana State University Shreveport)

Business Statistics (2019-2021)

Independent Study (2018, 2020)

Social Media Marketing (2016)

Marketing Research (2018-2021)

Internships (Louisiana State University Shreveport):

Benjamin McDowell (2018)

Graduate Independent Study Courses (Pacific Lutheran University):

Startup Strategies (2015)

Graduate Courses (Pacific Lutheran University):

MBA International Experience (2015– study away)

Undergraduate Courses (Pacific Lutheran University):

Principles of Marketing (2016-study away)
Travel and Tourism (2016-study away)

Internships (Berry College):

Kate Fitchett (2011)
Andre Ferrera (2010)
Brittany Jackson (2010)
Anna Reese (2010)
Steven Petrotto (2010)
Katie Purdie (2008)
Billy Norman (2008)
Georgette Nichols (2007)
Harry McCool (2007)
Abby Hogan (2006-Ireland)
Rachel Meyer (2005)
Jennifer Jones (2004)

Undergraduate Courses (Berry College):

Advanced Marketing Research
Business Information Management
Business Statistics
International Marketing
Marketing Research and Analysis
Business Research Methods
Marketing Strategy
Methods of Audience Analysis (Communication Department)
Experiential Marketing: Marketing Sports and the Arts
E-Commerce
Travel and Tourism
Career Management
New Product Development (scheduled)
Principles of Marketing
Qualitative Research Methods
Social Media Marketing

Graduate Courses (Berry College):

Business Research Methods
International Marketing
Social Media Strategies
Strategic Career Management
Strategic Marketing
Strategies in Travel and Tourism

Undergraduate Independent Study Courses (Berry College):

Advanced Marketing Research
Advanced Research
Applied Marketing Research

Career Marketing
Research in Consumer Behavior
E-Commerce
Social Media Marketing
New Product Development
Personal Selling

Graduate Independent Study Courses (Berry College):

Advanced Marketing Research
Events Planning
International Marketing
Marketing a Nonprofit Organization
Medical Checklist Marketing Research

Graduate Courses (University of North Texas):

Emerging Global Markets
E-tailing: Electronic Retailing and Promotion
Marketing Concepts (traditional classroom and online-WebCT)
Marketing Management (online-WebCT)
Multinational Marketing

Graduate Independent Study Courses (University of North Texas):

Cultural Influence on Creativity and Innovativeness
Global Retailing
Multicultural Consumer Behavior
Research in Multicultural Consumer Behavior
Research in Retailing

Undergraduate Courses (University of North Texas):

Advertising Management
E-tailing: Electronic Retailing and Promotion (classroom and online)
Global Marketing
Marketing Management
Marketing Problems (Capstone Course)
Personal Marketing (traditional classroom and online)
Principles of Global Marketing (University Core Course)
Principles of Marketing
Professional Development (traditional classroom and online)

Undergraduate Independent Study Courses (University of North Texas):

Readings in Global Distribution

Graduate Courses (University of Houston):

Dimensions in International Marketing (Spain Study Abroad Program)
International Marketing

Graduate Independent Study Courses (University of Houston):

Advertising in Israel
International Advertising
Marketing in Eastern Europe
Spanish Tourism Industry

Undergraduate Courses (University of Houston):

Advertising and Promotion Management
International Marketing (traditional classroom and Spain Study Abroad Program)

Undergraduate Independent Study Courses (University of Houston):

Cross-Cultural Marketing
Cultural Influences on International Marketing
Issues in International Consumer Behavior
Marketing in Israel
Strategic Planning for the Amusement Park Industry

Service

Professional Activities

Non-Profit

Board of Directors, Junior Achievement, 2016-2021
Board of Directors, Washington Business Week, 2013-2016
Tacoma Metro Parks Destination Point Defiance Steering Committee, 2015

Editorial

Editorial Review Board, *Marketing Education Review*, 2006-2008
Special Issue Co-Editor, *Journal of Travel and Tourism Management*, 2001-2002
Assistant to the Editor, *Journal of Advertising*, 1990-1992
Assistant to the Book Review Editor, *Journal of Marketing*, 1991-1992

Office

President, Academy of Business Education, 2012-2013
President Elect, Academy of Business Education, 2011-2012
President, Academy of Business Education, 2005-2006
President Elect, Academy of Business Education, 2003-2004
President, Association of Collegiate Marketing Educators, 2003-2004
Board of Directors, Academy of Business Education, 2001-2003
President Elect, Association of Collegiate Marketing Educators, 2002-2003
Vice President of Membership, Association of Collegiate Marketing Educators, 2001-2002

Track and Session Chair

Track Co-Chair, Student Research Track, Association of Collegiate Marketing Educators, 2019-2020
Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2011-2012
Track Chair, Student Research Track, Association of Collegiate Marketing Educators, 2011-2012
Track Chair, Doctoral Student Symposium, Academy of Business Education, 2011-2012
Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2010-2011
Track Chair, Student Research Track, Association of Collegiate Marketing Educators, 2010-2011
Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2009-2010

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2008-2009
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2007-2008
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2006-2007
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2005-2006
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2004-2005
Track Chair, Strategy Track, Society for Marketing Advances, 2004
Program Chair, Association of Collegiate Marketing Educators, 2002-2003
Track Chair, Academy of Marketing Science World Marketing Congress, Perth, Australia, Integrated Marketing Communications, 2003
Track Chair, Association of Collegiate Marketing Educators, Education Track, 2002
Track Chair, Advertising and Promotion Track, Society for Marketing Advances, 2001
Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track, 2001
Special Programs Co-Chair, Southwestern Marketing Association, Marketing Chair's Meeting, 1999
Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track 1997
Special Session Chair, ABE, 2006
Session Chair, PP and M, 2005
Session Chair, SMA 1999
Special Session Chair, SMA, 1999, 1998
Special Session Chair, AMA Winter Educator's Conference, 1999
Special Session Chair, Southwestern Marketing Association, 1997

Reviewing

Editorial Review Board Marketing Education Review
Ad Hoc Reviewer for Journal of Business Research, Journal of the Academy of Marketing Science, Journal of World Business, Journal of Advertising, Journal of Services Marketing, Journal of the Academy of Business Education, Journal of Marketing Education, Atlantic Marketing Association Conference, Public Policy and Marketing Conference, American Marketing Association, Academy of Marketing Science, Society of Marketing Advances, Association of Collegiate Marketing Educators, Academy of Business Education
Ad Hoc Reviewing for Sage, Prentice-Hall Publishing, Irwin Publishing, West Publishing

Institutional Service Activities

University of South Carolina Aiken: University-Level Service

D6: Provost's Council 2022 - Present
Academic Council 2022 – Present
Leadership Assembly 2022 – Present
Vice Chancellor for Marketing Search Committee 2022

University of South Carolina Aiken: School-Level Service

Dean's Council 2022 – Present

Louisiana State University Shreveport: University-Level Service

Provost's Council 2018-2021

Noel Curator Search Committee 2018 (appointed by the Chancellor)

Academic Deans Council 2016-2018

Compensation Committee 2016-2018 (appointed by the Chancellor)

Interdisciplinary Skills Badging Committee 2017-2018 (appointed by the Provost)

Louisiana State University Shreveport: College and School-Level Service

Dean's Council 2018-2021

Executive Committee 2016-2021

AACSB Task Force 2016-2021

Pacific Lutheran University: University-Level Service

Academic Deans Council 2013-2016

Continuing Education Committee 2014-2015

Dean of Nursing Search Committee 2013-2014 (Co-Chair-Appointed by the Provost)

Dean of Education Search Committee 2015-2016 (Chair-Appointed by the Provost)

Phi Kappa Phi Executive Committee 2016 (President-Elect-Appointed by the Provost)

Berry College: College-Level Service

Steering Committee for Capital Campaign 2011-2013 (Appointed by Advancement)

Planning Council 2011-2013 (Elected by CSOB)

Ad Hoc Faculty Hiring Procedure Committee (Chair-Appointed by Faculty Assembly)

Berry Heritage Society Campaign (Representative-Appointed by Advancement)

Berry College Calendar Committee 2011-2013 (Appointed by Provost's Office)

Faculty Award Selection Committee 2009-2013 (Appointed by Provost's Office)

Annual Fund Faculty-Staff Campaign 2009-2013 (Vice Chair-Appointed by Advancement)

Faculty Development Committee 2011-2013 (Chair-Elected by Committee Members)

Phi Kappa Phi Executive Committee, Chair, 2011-2013 (Elected by Phi Kappa Phi Faculty)

Budget Advisory Committee 2009-2010 (Member-Faculty Assembly Appointment)

Goizueta Scholarship Selection Committee 2008-2013 (Appointed by President's Office)

President's Scholarship Selection Committee 2009-2013 (Appointed by Admissions Office)

Phi Kappa Phi Executive Committee, Vice Chair, 2010 (Elected by Phi Kappa Phi Faculty)

Sabbatical Workshop; 2010 (Panelist-Appointed by the Director of the Center for Teaching Excellence)

Planning Council, 2009-2010 (Member-Faculty Assembly Appointment)

Council on Student Scholarship Committee, 2009-2010 (Chair-Elected by Committee Members)

Faculty Assembly, Chair, 2008-2009 (Officer-Elected by Berry Faculty)

Faculty Assembly Executive Committee, 2008-2009 (Chair-Elected by Berry Faculty)

Assistant Provost Search Committee, 2008 (Member-Appointed by the Provost)

Budget Advisory Committee 2008-2009 (Member-Faculty Assembly Appointment)

Planning Council, 2008-2009 (Member-Faculty Assembly Appointment)

Council on Student Scholarship Committee, 2008-2009 (Member-Elected by Business Faculty)

Council on Student Scholarship Committee, 2007-2008 (Chair-Elect-Elected by Committee Members)

Market Research Work Group, 2007-2009 (Member-Appointed by the President)

SACS Reaffirmation QEP Steering Committee, 2006-2007 (Member-Appointed by Faculty Assembly)

SACS Reaffirmation QEP Accountability and Budgeting Subcommittee, 2007 (Coordinator/ Convener-Appointed by Chair of the SACS Reaffirmation QEP Steering Committee)

Presidential Inaugural Committee, 2006-2007 (Member-Appointed by President's Office)
Faculty Representative to the Presidential Transition Committee, 2006-2007 (Member-Appointed by President)
Faculty Assembly, Vice Chair, 2006-2007 (Officer-Elected by Berry Faculty)
Faculty Assembly Executive Committee, 2006-2007 (Officer-Elected by Berry Faculty)
Council on Student Scholarship Committee, 2006-2007 (Chair-Elected by Committee Members)
Faculty Development Committee, 2003-2007 (Member-Elected by Business Faculty)
Graduate Council, 2004-2007 (Member-Elected by Faculty Assembly)
Parent College (2 sessions), Summer 2005 (Presenter-Appointed by the Dean)
Book Leader for Sophomore Experience, 2005-2006 (Discussion Leader-Appointed by the Provost)
Ad Hoc Faculty Assembly Work Load Equity Committee, 2005-2006 (Member-Appointed by Faculty Assembly)
Council on Student Scholarship Committee, 2005-2006 (Chair Elect-Elected by Committee Members)
Council on Student Scholarship, 2003-2004 (Member-Elected by Business Faculty)
Latin American and Caribbean Studies Advisory Committee, 2003-2004 (Member-Appointed by the Dean)

Berry College: Campbell School of Business-Level Service

Department of Marketing, Department Chair 2010-2013 (Elected by a consensus of the Department Faculty and Confirmed and Appointed by the Provost and Dean)
Promotion and Tenure Committee; 2010-2013 (Chair-Elected by Business Faculty; Chair elected by committee members)
CSOB Executive Committee, 2007-2013 (Member-Appointed by the Dean)
Executive Round Table, 2005-2013 (Faculty Advisor-Elected by Student Officers)
Promotion and Tenure Committee; 2009-2010 (Member-Elected by Business Faculty)
Undergraduate Policy Committee (UPC), 2008-2010 (Chair-Appointed by the Dean)
Firsthand Friday (2 sessions), Spring 2010 (Presenter-Appointed by the Dean)
Decision Berry, Spring 2010 (Presenter-Appointed by Admissions Office)
Department of Marketing Acting Department Chair 2009 (Appointed by the Provost and Dean)
Beta Gamma Sigma (Honor Society), 2006-2009 (Faculty Sponsor-Appointed by the Dean)
Firsthand Friday (2 sessions), Spring 2009 (Presenter-Appointed by the Dean)
Decision Berry, Spring 2009 (Presenter-Appointed by Admissions Office)
Development Committee, 2007-2008 (Chair-Elected by Business Faculty)
Undergraduate Policy Committee, 2007-2008 (Member-Appointed by the Dean)
Marketing Search Committee, 2007-2008 (Member-Appointed by the Dean)
Visiting Marketing Search Committee, 2007 (Member-Appointed by the Dean)
Dean's Search Committee, 2006-2007 (Member-Elected by Business Faculty)
Marketing Search Committee, 2006-2007 (Member-Appointed by the Dean)
Graduate Curriculum Action Committee, 2005-2007 (Member-Appointed by the Dean)
Visiting Marketing Search Committee, 2006 (Member-Appointed by the Dean)
Economics Search Committee, 2005-2006 (Member-Appointed by the Dean)
Accounting Search Committee, 2005-2005 (Member-Appointed by the Dean)
Finance Search Committee, 2004-2005 (Member-Appointed by the Dean)
Accounting Search Committee, 2004 (Member-Appointed by the Dean)
Visiting Marketing Search Committee, 2004 (Member-Appointed by the Dean)
Curriculum Action Committee, 2003-2005 (Member-Appointed by the Dean)

University of North Texas: University-Level Service

University Curriculum Assessment Committee, 2000-2003 (Member-Appointed by the Vice Provost and Associate Vice President for Academic Affairs)

University Cross-Cultural/Global Core Component Group, 2000-2003 (Leader-Appointed by the Vice Provost and Associate Vice President for Academic Affairs)

Committee on the Status of Women, 2002-2003 (Appointed and confirmed by the Faculty Senate)

University Forum on Teaching, Learning and Assessment, 2000-2003 (Board Member-Elected by the Board Members and approved by Vice Provost and Associate Vice President for Academic Affairs)

University of North Texas: College of Business Administration-Level Service

International Programs Committee, 1996-2003 (Elected by Department of Marketing and Logistics Faculty)

Beta Gamma Sigma Executive Committee, 1996-2003 (Chair-Appointed by the Dean of the College of Business)

Sponsor of Beta Gamma Sigma Student Organization, 1996-2003 (Sponsor-Appointed by the Dean of the College of Business)

Beta Gamma Sigma Executive Committee, 1993-1996, (Member-Appointed by the Chair of the Department of Marketing and Logistics)

University of North Texas: Department of Marketing and Logistics-Level Service

Operations Committee, 2000-2001, 2002-2003 (Member-Elected by Department of Marketing and Logistics Faculty)

Curriculum Committee, 1994-1996; 1998-1999, 2001-2003 (Member-Elected by Department of Marketing and Logistics Faculty)

Sponsor of Student Chapter of AMA, 1995-2003 (Appointed by the Chair of the Department of Marketing and Logistics)

Office of Equity and Diversity Representative, 2002-2003 (Elected by Department of Marketing and Logistics Faculty)

Personnel Affairs Committee, 1998-2002 (Member-Elected by Department of Marketing and Logistics Faculty)

Americans with Disabilities Act Representative (Appointed by the Chair of the Department of Marketing and Logistics)

Senior Logistics Faculty Search Committee, 2000-2002 (Member-Elected by Department of Marketing and Logistics Faculty)

Executive Committee, 1999-2000 (Member-Elected by Department of Marketing and Logistics Faculty)

Faculty Search Committee, 1998-1999 (Member-Elected by Department of Marketing and Logistics Faculty)

Ad Hoc Grade Appeals Committee, 1994-1995 (Member-Appointed by the Chair of the Department of Marketing and Logistics)

Ad Hoc Journal Evaluation Committee, 1994-1997 (Member-Appointed by the Chair of the Department of Marketing and Logistics)

Professional and Academic Organizations (Past and Present)

Academy of Business Education

Academy of International Business

Academy of Marketing Science

American Academy of Advertising

American Marketing Association

Association for Marketing Theory and Practice

Association of Collegiate Marketing Educators

Atlantic Marketing Association

CUR-Council on Undergraduate Research

Digital Analytics Association

Manufacturing Managers Council of Northwest Louisiana

Puget Sound Research Forum
Society for Marketing Advances
Southeast Decision Sciences Institute
Southern Business Deans Association
Southwestern Business Deans Association
Sports Marketing Association
Western Business Deans' Association