



Instructor: Dr. Karen E. James

Academic Department: Marketing and Analytics

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Management Science
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EDUCATION

- Southern Illinois University - Carbondale, D.B.A., 1994
- Southern Illinois University – Carbondale, M.B.A., 1987
- Purdue University, B.A., 1983.

TEACHING EXPERIENCE

- 2006 - Present (Professor, College of Business)
Principles of Marketing, Small Business Advertising, Consumer Behavior, Sales, Retail Marketing, Marketing Research, Social Media Marketing, Marketing Strategy, Independent Studies, Internships in Marketing
- 1994 - 2006 (Assistant/Associate Professor, College of Business)
Principles of Marketing, Small Business Advertising, Sales, Hospitality Marketing, Health Care Marketing, Internet/Digital Marketing, Marketing Research, Marketing Strategy, Independent Studies

ADMINISTRATIVE EXPERIENCE

- 2006 - 2022
 - Chair, Management and Marketing Department, College of Business

PUBLICATIONS and GRANTS

- Journal Articles 23
- Conference Proceedings / Presentations 24
- Books, Supplements, etc. 16
- Funded Grants 27