Marketing Educators' Association
Established in 1978

2019-2020 MEA Membership Directory

MEA is the premier international organization devoted to advancing the practice and scholarship of marketing education.

The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.
Member Mailing List Acceptable Use Policy

The Marketing Educators' Association (MEA) Address and E-mail Directory is designed to facilitate communication between and among members. Marketing of products or advertising of any kind is not allowed. Attempting to obtain email addresses for any purpose other than for which the directory was designed is prohibited. The MEA membership addresses can be leased by contacting the President or Secretary-Treasurer.

About the Marketing Educators' Association

The MEA was originally incorporated as the Western Marketing Educators' Association, a nonprofit organization under Section 501 (c)(3) on April 28, 1978, by the Internal Revenue Service; and on August 15, 1979, by the State of California. The Articles of Incorporation approved by the IRS and the State of California were signed by the following MEA representatives:

Hal Kassarjian (UCLA)
Max Lupul (California State University, Northridge)
H. Bruce Lammers (California State University, Northridge)

By vote of the members in June 2000, the organization became national in scope and the name was changed to Marketing Educators' Association (MEA).

www.marketingeducators.org

Membership Information

Annual dues are $50, which includes an online one-year subscription to the *Journal of Marketing Education* (JME). Members will receive news on the MEA web site, the annual on-line membership directory, and perennial announcements of the annual conference program. Persons who register for the annual conference receive one year of MEA membership plus a one-year subscription to the *Journal of Marketing Education*. To join, or to request more information, please contact:

**Dr. Suzanne Conner, Co-Secretary-Treasurer of MEA**
Georgia Southwestern State University  
Phone: 970-405-3099  
Email: suzanne.conner@gsu.edu  

**Dr. Rex Moody, Co-Secretary-Treasurer of MEA**
Angelo State University  
Phone: 325-486-6613  
Email: rex.moody@angelo.edu
MEA Board of Directors

2019-20 Executive Board and Officers

Sarah Fischbach, President
Pepperdine University
310-506-4237
sarah.fischbach@pepperdine.edu

Jennifer Zarzosa, President Elect and Program Co-Chair
Henderson State University
575-915-4287
zarzosj@hsu.edu

Darrin Duber-Smith, Vice President and Program Co-Chair
Metropolitan State University of Denver
303-819-5445
ddubersm@msudenver.edu

Mindy Welch, Immediate Past President
University of Mary Hardin-Baylor
254-295-4652
mwelch@umhb.edu

Brian Jorgensen, Board Chair, 2020-22
Westminster College
801-832-2650
bkj@westminstercollege.edu

Suzanne Conner, Co-Secretary-Treasurer, 2020-22
Georgia Southwestern State University
970-405-3099
suzanne.conner@gsu.edu
Marketing Educators' Association (MEA), established in 1978
Membership Directory 2019-2020

Rex Moody, Co-Secretary-Treasurer, 2020-22
Angelo State University
325-486-6613
rex.moody@angelo.edu

David Ackerman, Marketing Director, 2019-21
California State University, Northridge
818-677-4628
david.s.ackerman@csun.edu

Lars Perner, Web Master, 2019-21
University of Southern California
213-740-7127
perner@marshall.usc.edu

Western Region Directors

Kirti Celly, 2019-21
California State University, Dominguez Hills
kcelly@csudh.edu

Deborah Heisley, 2019-21
California State University, Northridge
deborah.heisley@csun.edu

Rika Houston, 2017-19
California State University, Los Angeles
hhousto@calstatela.edu
Debbora Whitson, 2016-19
California State Polytechnic University, Pomona
dwhitson@cpp.edu

Northwest Region Directors

Lori Braunstein, 2019-21
Central Washington University
braunstl@cwu.edu

Robert Trumpy, 2019-21
Central Washington University
robert.trumpy@cwu.edu

Southwest Region Directors

Gopala Ganesh, 2019-21
University of North Texas
ganesh@unt.edu

1 Southwest Region Director vacant
Marketing Educators' Association (MEA), established in 1978
Membership Directory 2019-2020

Rocky Mountain Region Directors

Sally Baalbaki, 2016-2019
Metropolitan State University of Denver
baalbaki@msudenver.edu

1 Rocky Mountain Region Director position vacant

Central Region Directors

Dennis Clayson, 2019-21
University of Northern Iowa
dennis.clayson@uni.edu

Pola Gupta, 2019-2021
Wright State University
pola.gupta@wright.edu

Southern Region Directors

Adam Mills, 2020-22
Loyola University New Orleans
ajmills@loyno.edu

Ruth Taylor, 2019-21
Texas State University, San Marcos
rt01@txstate.edu
Marketing Educators' Association (MEA), established in 1978
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**Eastern Region Directors**

Christina Chung, 2016-19
Ramapo College of New Jersey
cchung1@ramapo.edu

Emi Moriuchi, 2016-19
Rochester Institute of Technology
emoriuchi@saunders.rit.edu

**Community College/High School Directors**

Marla Friedman, 2019-21
Palm Beach State College
friedmm1@palmbeachstate.edu

Erik Holmstrom, 2019-21
United Tribes Technical College
eholmstrom@uttc.edu

**International Directors**

Vilte Auraskeviciene, 2018-20
ISM University of Management and Economics
Lithuania
vilaur@ism.lt
Marketing Educators' Association (MEA), established in 1978
Membership Directory 2019-2020

Nathalie Chinje, 2018-20,
University of Witwatersrand
Johannesburg, South Africa
nathalie.chinje@wits.ac.za

Sabine Emad, 2016-19
University of Applied Sciences Western Switzerland
sabine.emad@hesge.ch

Wade Halvorson, 2017-19
University of Western Australia
wadeh@bigpond.com

At-Large Directors

Magali Dubosson, 2016-19
University of Applied Sciences Western Switzerland
magali.dubosson@hefr.ch

Vicki Eveland, 2019-21
Seattle Pacific University
evelav@spu.edu

Mark Rosenbaum, 2020-22
University of South Carolina
marosen@mailbox.sc.edu
Kristen Schiele, 2016-19
California State Polytechnic University, Pomona
krschiele@cpp.edu

Kathleen Zumpfe, 2019-21
Doane University
kathleen.zumpfe@doane.edu

Journal of Marketing Education Editor (Ex-Officio Director)

Donald Bacon
Editor, Journal of Marketing Education
University of Denver
dbacon@du.edu
(Donald Bacon will be succeeded by Victoria Crittendon of Babson University, vcrittenden@babson.edu, effective September 1, 2019)

Past-President Directors (Ex-Officio Directors)

Past-President Directors include those pictured below as well as the following officer(s) listed and pictured above:
Brian Jorgensen, Board Chair
Mindy Welch, Immediate Past President

Glen Brodowsky
California State University, San Marcos
glenbrod@csusm.edu

Susan Cadwallader
California State University, Fullerton
scadwallader@fullerton.edu
Clay Daughtrey  
Metropolitan State University of Denver  
daughtre@msudenver.edu

Barbara Gross  
California State University, Northridge  
barbara.gross@csun.edu

Gary Karns  
Seattle Pacific University  
gkarns@spu.edu

Robert Lupton  
Central Washington University  
robert.lupton@cwu.edu

Chrisann Merriman  
University of Mary Hardin-Baylor  
chrisann.merriman@umhb.edu

Michelle Nelson  
Linfield College  
mnelson@linfield.edu
Past Presidents of Western Marketing Educators’ Association (WMEA)

1. H. Nicholas Windeshausen, California State University, Sacramento, 1977-1978
2. Edward L. Grubb, Portland State University, 1978-1979
3. Robert A. Lenberg, University of New Mexico, 1979-1980
5. Gerald S. Albaum, University of Oregon, 1981-1982
7. Irene L. Lange, California State University, Fullerton, 1983-1984
8. Bruce J. Walker, Arizona State University, 1984-1985
11. Feliksas Palubinskas, California State University, Long Beach, 1987-1988
15. Gary F. McKinnon, Brigham Young University, 1991-1992
16. Craig A. Kelley, California State University, Sacramento, 1992-1993
17. Helena Czepiec, California State Polytechnic University, Pomona, 1993-1994
18. Gary L. Karns, Seattle Pacific University, 1994-1995
19. Debra A. Haley, University of New Mexico, 1995-1996
20. Shirley M. Stretch-Stephenson, California State University, Los Angeles, 1996-1997
23. Mary T. Curren, California State University, Northridge, 1999-2000

Past Presidents of Marketing Educators’ Association (MEA)

1. Katrin R. Harich, California State University, Fullerton, 2000-2001
2. Stuart Van Auken, Florida Gulf Coast University, 2001-2002
3. Regina P. Schlee, Seattle Pacific University, 2002-2003
5. Beverlee B. Anderson, California State University, San Marcos, 2004-2005
6. Kenneth J. Chapman, California State University, Chico, 2005-2006
9. Barbara L. Gross, California State University, Northridge, 2008-2009
10. Robert A. Lupton, Central Washington University 2009-10
11. Glen Brodowsky, California State University, San Marcos, 2010-11
12. Susan Cadwallader, California State University, Fullerton, 2011-12
15. Gregory S. Black, Metropolitan State University of Denver, 2014-15
16. Clay Daughtrey, Metropolitan State University of Denver, 2015-16
17. Michelle Nelson, Linfield College, 2016-17
18. Chrisann Merriman, University of Mary Hardin-Baylor, 2017-18
19. Mindy Welch, University of Mary Hardin-Baylor, 2018-19

**Past Secretary-Treasurers of Western Marketing Educators’ Association (WMEA)**

1. Max Lupul, California State University, Northridge, 1970-1993
2. Bruce Lammers, California State University, Northridge, 1993-1999
3. Richard Davis, California State University, Chico, 1999-2000

**Past Secretary-Treasurers of Marketing Educators’ Association (MEA)**

1. Richard Davis, California State University, Chico, 2000-2002
2. Robert Lupton, Central Washington University, 2002-2009
3. Clay Daughtrey, Metropolitan State University, 2009-2015
4. Robert Trumy, Central Washington University, 2015-2017
5. Robert Lupton, Central Washington University, 2017-2019
6. Clay Daughtrey, Metropolitan State University, 2017-2019
Past Recipients of Marketing Educators' Association

**Lifetime Contribution Award**

2019 **Barbara L. Gross**, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 43rd Annual MEA Conference in Phoenix, Arizona.

2018 **Curt J. Dommeyer**, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 42nd Annual MEA Conference in Santa Fe, New Mexico.

2016 **Elise “Pookie” Sautter**, New Mexico State University, was honored with the MEA Lifetime Contribution Award at the 40th Annual MEA Conference in Denver, Colorado.

2015 **Hal Kassarjian**, UCLA, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada.

2015 **H. Bruce Lammers**, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada.

2015 **Max Lupal**, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada.

2014 **Charles Duke**, Clemson University, was honored with the MEA Lifetime Contribution Award at the 38th Annual MEA Conference in San Jose, California.

2011 **Stuart Van Auken**, Florida Gulf Coast University, was honored with the MEA Lifetime Contribution Award at the 35th Annual MEA Conference in San Diego, California.

2010 **Irene L. Lange**, California State University, Fullerton, was honored with the MEA Lifetime Contribution Award at the 34th Annual MEA Conference in Seattle, Washington.

2001 **Bruce Stern**, was honored with the MEA Lifetime Contribution Award at the Inaugural Conference of MEA in Kona, Hawaii.

**Past Recipients of Marketing Educators' Association (MEA)**

**Marketing Educator of the Year Award**

2019 **Gopola Ganesh**, University of North Texas, was honored as the MEA Marketing Educator of the Year at the 43rd Annual MEA Conference in Phoenix, Arizona.

2018 **Glen Brodowsky**, California State University, San Marcos, was honored as the MEA Marketing Educator of the Year at the 42nd Annual MEA Conference in Santa Fe, New Mexico.

2017 **David S. Ackerman**, California State University, Northridge was honored as the MEA Marketing Educator of the Year at the 41st Annual MEA Conference in San Diego, California.
2016 Donald R. Bacon, University of Denver, was honored as the MEA Marketing Educator of the Year at the 40th Annual MEA Conference in Denver, Colorado.

2015 Dennis Clayson, University of Northern Iowa, was honored as the MEA Marketing Educator of the Year at the 39th Annual MEA Conference in Las Vegas, Nevada.

2014 Barbara L. Gross, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 38th Annual MEA Conference in San Jose, California.

2013 Ruth Taylor, Texas State University, San Marcos, was honored as the MEA Marketing Educator of the Year at the 37th Annual MEA Conference in Portland, Oregon.

2012 Helena Czepiec, California State Polytechnic University, Pomona, was honored as the MEA Marketing Educator of the year at the 36th Annual MEA Conference in Long Beach California.

2011 Regina Schlee, Seattle Pacific University, was honored as the MEA Marketing Educator of the Year at the 35th Annual MEA Conference in San Diego, California.

2010 Charles R. Duke, Clemson University, was honored as the MEA Marketing Educator of the Year at the 34th Annual MEA Conference in Seattle, Washington.

2009 Mary T. Curren, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 33rd Annual MEA Conference in Newport Beach, California.

2008 John A. Schibrowsky, University of Nevada, Las Vegas, was honored as the MEA Marketing Educator of the Year at the 32nd Annual MEA Conference in Salt Lake City, Utah.

2007 Charles H. Patti, University of Denver, was honored as the MEA Marketing Educator of the Year at the 31st Annual MEA Conference in San Antonio, Texas.

2006 Stuart Van Auken, Florida Gulf Coast University, was honored as the MEA Marketing Educator of the Year at the 30th Annual MEA Conference in San Francisco, California.

2005 Nancy T. Frontczak, Metropolitan State College, was honored as the MEA Marketing Educator of the Year at the 29th Annual MEA Conference in La Jolla, California.

2004 Douglas J. Lincoln, Boise State University, was honored as the MEA Marketing Educator of the Year at the 28th Annual MEA Conference in Las Vegas, Nevada.

2003 Katrin R. Harich, California State University, Fullerton, was honored as the MEA Marketing Educator of the Year at the 27th Annual Conference of MEA in Scottsdale, Arizona.

2002 H. Bruce Lammers, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 26th Annual Conference of MEA in San Diego, California.

2001 Gary L. Karns, Seattle Pacific University, was honored as the MEA Marketing Educator of the Year at the Inaugural Conference of MEA in Kona, Hawaii.
Past Recipients of Western Marketing Educators’ Association (WMEA) Marketing Educator of the Year Award

2000 George E. Belch, San Diego State University, was honored as the WMEA Educator of the Year at the 24th Annual WMEA Conference in Lake Tahoe, Nevada.

1999 Robert F. Gwinner, Arizona State University, was honored as the WMEA Educator of the Year at the 23rd Annual WMEA Conference in Palm Springs, California.

1998 Ralph C. Hook, University of Hawaii, was honored as the WMEA Educator of the Year at the 22nd Annual WMEA Conference in San Diego, California.

1997 Gary F. McKinnon, Brigham Young University, was honored as the WMEA Educator of the Year at the 21st Annual WMEA Conference in Scottsdale, Arizona.

1996 Craig A. Kelley, California State University, Sacramento, was honored as the WMEA Educator of the Year at the 20th Annual WMEA Conference in Monterey, California.

1995 Irene L. Lange, California State University, Fullerton, was honored as the WMEA Educator of the Year at the 19th Annual WMEA Conference.

1994 Charles R. Goeldner, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 18th Annual WMEA Conference.

1993 Harold H. Kassarjian, California State University, Northridge, was honored as the WMEA Educator of the Year at the 17th Annual WMEA Conference.

1992 Bruce L. Stern, Portland State University, was honored as the WMEA Educator of the Year at the 16th Annual WMEA Conference.

1991 Thomas R. Wotruba, San Diego State University, was honored as the WMEA Educator of the Year at the 15th Annual WMEA Conference.

1990 Philip R. Cateora, University of Colorado, was honored as the WMEA Educator of the Year at the 14th Annual WMEA Conference.

1989 Robert H. Collins, University of Nevada, Las Vegas, was honored as the WMEA Educator of the Year at the 13th Annual WMEA Conference.

1988 David L. Kurtz, University of Arkansas, was honored as the WMEA Educator of the Year at the 12th Annual WMEA Conference.

1987 William J. Stanton, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 11th Annual WMEA Conference.

1981 Max Lupul, California State University, Northridge, was honored as the WMEA Educator of the Year at the 5th Annual WMEA Conference.
Description, Aims and Scope: The *Journal of Marketing Education* is the leading international scholarly journal devoted to contemporary issues in marketing education, publishing articles on the latest techniques in marketing education and emphasizing new course content and effective teaching methods. The journal also addresses such professional issues as development of the curriculum, career development and the state of the profession. The journal's mission is to provide a forum for the exchange of ideas, information, and experiences related to the process of educating students in marketing and its subfields. Its audience is largely composed of marketing faculty members at institutions of higher education where teaching is an integral component of their overall responsibilities. The readership of the *Journal of Marketing Education* is international in scope with significant representation in university libraries. For more information, please visit the journal’s website: [http://journals.sagepub.com/home/jmd](http://journals.sagepub.com/home/jmd)

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Marketing Educators’ Association Members

**Ackerman, David**  
California State University, Northridge  
David Nazarian College of Business and Economics  
Department of Marketing  
Northridge, CA, USA  
david.s.ackerman@csun.edu  
Teaching Interests: Marketing Research, Marketing Strategy, International Marketing  
Research Interests: Shopping Behavior, Affect, Cross-Cultural

**Auruskeviciene, Vilte**  
ISM University of Management and Economics  
Department of Management  
Vilnius, Lithuania  
vilaur@ism.lt  
Teaching Interests: Consumer Behavior  
Research Interests: Consumer Behavior

**Bacile, Todd**  
Loyola University New Orleans  
College of Business  
Department of Marketing, Management, and Entrepreneurship  
New Orleans, LA, USA  
tjb2011@gmail.com  
Teaching Interests: Digital Marketing, Marketing Strategy  
Research Interests: Services Marketing, Customer Service, Offline and Online Complaint Handling, Customer-to-Customer Interactions, Digital Marketing

**Ball, Gail**  
University of Rio Grande  
School of Business  
Rio Grande, OH, USA  
gball@roadrunner.com  
Teaching Interests: Consumer Behavior, Organizational Behavior  
Research Interests: Consumer Behavior, Organizational Behavior

**Beard, Collin**  
Pepperdine University  
Malibu, CA, USA  
collin.beard@pepperdine.edu  
Teaching Interests: Not listed  
Research Interests: Not listed

**Bechkoff, Jennifer**  
San Jose State University  
Lucas College and Graduate School of Business  
Department of Marketing and Decision Sciences  
San Jose, CA, USA  
jennifer.bechkoff@sjsu.edu  
Teaching Interests: Consumer Behavior, Marketing Research, Soft Skills  
Research Interests: Marketing and Soft Skills Pedagogy

**Black, Gregory**  
Metropolitan State University of Denver  
College of Business  
Department of Marketing  
Denver, CO, USA  
gblack4@msudenver.edu  
Teaching Interests: Consumer Behavior, Marketing Education  
Research Interests: Consumer Behavior, Marketing Education
<table>
<thead>
<tr>
<th>Name</th>
<th>University</th>
<th>State/Country</th>
<th>Email</th>
<th>Teaching Interests</th>
<th>Research Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolotin, Ohad</td>
<td>Wix.com</td>
<td>San Francisco, CA, USA</td>
<td><a href="mailto:ohadbo@wix.com">ohadbo@wix.com</a></td>
<td>Online Presence, Online Stores</td>
<td>Online Behaviors</td>
</tr>
<tr>
<td>Branca, Stephanie</td>
<td>Ventura College</td>
<td>Ventura, CA, USA</td>
<td><a href="mailto:sbranca@vcccd.edu">sbranca@vcccd.edu</a></td>
<td>Marketing</td>
<td>Marketing</td>
</tr>
<tr>
<td>Braunstein, Lori</td>
<td>Central Washington University</td>
<td>Ellensburg, WA, USA</td>
<td><a href="mailto:lori.braunstein@cwu.edu">lori.braunstein@cwu.edu</a></td>
<td>Administrative Management</td>
<td>Not listed</td>
</tr>
<tr>
<td>Brodowsky, Glen</td>
<td>California State University, San Marcos</td>
<td>San Marcos, CA, USA</td>
<td><a href="mailto:glenbrod@csusm.edu">glenbrod@csusm.edu</a></td>
<td>Marketing Strategy, Case Studies</td>
<td>Global Business</td>
</tr>
<tr>
<td>Cadwallader, Susan</td>
<td>California State University, Fullerton</td>
<td>Fullerton, CA, USA</td>
<td><a href="mailto:scadwallader@fullerton.edu">scadwallader@fullerton.edu</a></td>
<td>Strategy, Services, Marketing Management</td>
<td>Strategy, Motivation, Implementation, Change Management</td>
</tr>
<tr>
<td>Campbell, Colin</td>
<td>University of San Diego</td>
<td>San Diego, CA, USA</td>
<td><a href="mailto:mrcol@mac.com">mrcol@mac.com</a></td>
<td>Social Media Marketing, Digital Marketing</td>
<td>Native Advertising, Social Media Marketing, Video Advertising</td>
</tr>
<tr>
<td>Capistrano, Robert</td>
<td>De La Salle University</td>
<td>Manilla, Philippines</td>
<td><a href="mailto:robert.capistrano@dlsu.edu.ph">robert.capistrano@dlsu.edu.ph</a></td>
<td>Tourism Marketing, Hospitality Marketing</td>
<td>Consumer Behavior, Family Consumption</td>
</tr>
<tr>
<td>Celly, Kirti</td>
<td>California State University, Dominguez Hills</td>
<td>Carson, CA, USA</td>
<td><a href="mailto:kcelly@csudh.edu">kcelly@csudh.edu</a></td>
<td>Creativity, Designing Your Life and Personal Branding, Marketing Strategy, Principles of Marketing, Consumer Behavior, Managerial Accounting, Finance</td>
<td>Choice, Ethics, Learning, Pedagogy, Case Writing, Professional Development of Faculty, Higher Education Leadership</td>
</tr>
<tr>
<td>Chung, Christina</td>
<td>Ramapo College of New Jersey</td>
<td>Mahwah, NJ, USA</td>
<td><a href="mailto:cchung1@ramapo.edu">cchung1@ramapo.edu</a></td>
<td>IMC, E-Marketing</td>
<td>Online Consumer Behavior, Cross Cultural, Social Media Advertising</td>
</tr>
</tbody>
</table>
Clayson, Dennis
University of Northern Iowa
College of Business
Department of Marketing
Cedar Falls, IA, USA
dennis.clayson@uni.edu
Teaching Interests: Marketing Research, Consumer Behavior
Research Interests: Evaluation of Performance

Cockerell, Gloria
Collin College
Plano, TX, USA
gcockerell@collin.edu
Teaching Interests: Marketing, English, Management
Research Interests: Marketing, Literature

Cohn, Deborah
New York Institute of Technology
School of Management
Department of Management and Marketing
Old Westbury, NY, USA
dcohn02@nyit.edu
Teaching Interests: Advertising, New Products, Selling, Digital Marketing, Marketing Strategy
Research Interests: Consumer Behavior, New Products, Gift Giving, Green Marketing

Collander, Jonas
Stockholm School of Economics
Department of Marketing and Strategy
Stockholm, Sweden
jonas.collander@hhs.se
Teaching Interests: Retail, Marketing, Advertising, Social Media
Research Interests: Retail, Marketing, Advertising, Social Media

Conley, Theresa
University of Denver
Daniels College of Business
Department of Marketing
Denver, CO, USA
tconley@du.edu
Teaching Interests: Design Thinking, Creativity and Innovation, Product Development, Nontraditional Pedagogy
Research Interests: Nonprofit Marketing, Design Thinking, Marketing Ethics in the Cannabis Industry

Conner, Suzanne
Georgia Southwestern State University
College of Business and Computing
Department of Marketing
Americus, GA, USA
suzanne.conner@gsww.edu
Teaching Interests: Analytics, Marketing Communications, Consumer Behavior
Research Interests: Consumer Behavior, Sustainability

Cook, Gina
Metropolitan State University of Denver
College of Business
Department of Marketing
Denver, CO, USA
gcook13@msudenver.edu
Teaching Interests: International Business
Research Interests: International Business

Crittenden, Victoria
Babson College
Division of Marketing
Babson Park, MA, USA
vcrittenden@babson.edu
Teaching Interests: Marketing Management
Research Interests: Entrepreneurship
Cross, James
University of Nevada, Las Vegas
Lee Business School
Department of Marketing and International Business
Las Vegas, NV, USA
james.cross@unlv.edu
Teaching Interests: Channels, Strategy, Business Marketing
Research Interests: Franchising, Sales

Dahl, Courtney
Pepperdine University
Malibu, CA, USA
courtneydahl29@gmail.com
Teaching Interests: Not listed
Research Interests: Not listed

Daniloski, Kim
Virginia Tech
Pamplin College of Business
Department of Marketing
Blacksburg, VA, USA
kdanilos@vt.edu
Teaching Interests: Marketing Research, Marketing for Nonprofit Organizations, Consumer Behavior, Service Learning
Research Interests: Global Service Learning, Consumer Behavior, Narrative Persuasion, Mindfulness

Daughtrey, Clay
Metropolitan State University of Denver
College of Business
Department of Marketing
Denver, CO, USA
daughtre@msudenver.edu
Teaching Interests: Sport Marketing, Soft Skill Development, Marketing Education
Research Interests: Sport Marketing, Soft Skill Development, Marketing Education

Di Franco, Olga
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing, and
California State Polytechnic University, Pomona
College of Business Administration
Department of International Business and Marketing
Fullerton and Pomona, CA, USA
odifranco@fullerton.edu
Teaching Interests: Not listed
Research Interests: Not listed

Douglas, David
Central Washington University
College of Education and Professional Studies
Department of Information Technology and Administrative Management
Ellensburg, WA, USA
david.douglas@cwu.edu
Teaching Interests: Information Technology
Research Interests: Information Technology

Dubosson, Magali
HEG Fribourg
Frigourg, Switzerland
magali.dubosson@hefr.ch
Teaching Interests: Services Marketing, Marketing Research
Research Interests: Services Marketing
Eason, C. Clifton
Samford University
Brock School of Business
Department of Entrepreneurship, Management and Marketing
Birmingham, AL, USA
cceason@samford.edu
Teaching Interests: Marketing Research, Sales, Customer Relationship Management
Research Interests: Customer Experience, Branding, Small Business

Edrington, Mary
Drake University
College of Business and Public Administration
Department of Marketing
Des Moines, IA, USA
mary.edrington@drake.edu
Teaching Interests: Integrated Marketing Communication, Consumer Behavior, Services Marketing
Research Interests: Not listed

Emad, Sabine
HEG Geneva
Carouge, Geneva, Switzerland
sabine.emad@hesge.ch
Teaching Interests: Marketing, Consumer Behavior, Sustainable Marketing, Innovation, Entrepreneurship

Eveland, Vicki
Seattle Pacific University
School of Business, Government, and Economics
Seattle, WA, USA
evelav@spu.edu
Teaching Interests: Principles of Marketing, Marketing Management, Integrated Marketing Communication
Research Interests: Relationship Marketing, Corporate and Social Responsibility

Everton, Robert
North Carolina Wesleyan College
School of Business
Department of Marketing
Rocky Mount, NC, USA
reeverton@ncwc.edu
Teaching Interests: Retailing Trends, Consumer Behavior
Research Interests: Consumer Behavior, Retailing, Services Marketing, Event Marketing

Fabrize, Robert
California State Polytechnic University, Pomona
College of Business Administration
Department of International Business and Marketing
Pomona, CA, USA
fabrize@cpp.edu
Teaching Interests: Sales
Research Interests: Sales

Farmer, Robert
Metropolitan State University of Denver
College of Business
Department of Marketing
Denver, CO, USA
rfarmer3@msudenver.edu
Teaching Interests: Introduction to Business, Hospitality and Restaurant Management
Research Interests: Soft Skill Development, Online Education, Leadership

Felmet, Sarah
Richland College
School of Business
Dallas, TX, USA
sfelmet@dcccd.edu
Teaching Interests: Retail Management, General Marketing, Sports Marketing, Human Resources Management
Research Interests: Sports Marketing and Management
Fischbach, Sarah
Pepperdine University
Seaver College
Business Administration Division
Malibu, CA, USA
sarah.fischbach@pepperdline.edu
Teaching Interests: Marketing
Research Interests: Ethics

Follet, Susan
LIM College
Center for Graduate Studies
New York, NY, USA
susan.baxter@limcollege.edu
Teaching Interests: Not listed
Research Interests: Learning Styles, Distance Learning, Faculty Peer Mentoring

Ford, Weixing
Texas A&M University-San Antonio
College of Business
Department of Management and Marketing
San Antonio, TX, USA
weixing.ford@tamusa.edu
Teaching Interests: Consumer Behavior, Marketing Research, Graduate Seminar in Marketing, Experiential Learning in Marketing
Research Interests: Consumer Judgment and Decision Making, Pedagogy, Using Technology to Enhance Classroom Efficiency and Student Learning

Frank, Phillip
Missouri Western State University
Craig School of Business
Saint Joseph, MO, USA
pfrank@missouriwestern.edu
Teaching Interests: Consumer Behavior, Marketing Research, International Marketing
Research Interests: Marketing Research, Brand Equity, Cause-Related Marketing, Consumer Behavior, Youth Culture

Friedman, Marla
Palm Beach State College
Department of Business and Entrepreneurship
Palm Beach Gardens, FL, USA
friedmm1@palmbeachstate.edu
Teaching Interests: Digital Marketing, Global Marketing, Integrated Marketing, Introduction to Marketing, Sales, Entrepreneurial Marketing
Research Interests: Marketing Education, Digital Marketing Trends, Impact of Marketing Internships on Applied Learning

Gaines, Karen
Kansas City Kansas Community College
Kansas City, KS, USA
kgaines@kckcc.edu
Teaching Interests: Marketing, Business, Entrepreneurship
Research Interests: Marketing, Entrepreneurship

Ganesh, Gopala
University of North Texas
G. Brint Ryan College of Business
Department of Marketing, Logistics and Operations
Denton, TX, USA
ganesh@unt.edu
Teaching Interests: Market Metrics, Marketing Analytics
Research Interests: Marketing Metrics, Marketing Analytics, International Education

Good, Timothy
Pepperdine University
Malibu, CA, USA
timothy.good@pepperdine.edu
Teaching Interests: Nutrition
Research Interests: Nutrition
Granitz, Neil
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing
Fullerton, CA, USA
ngranitz@fullerton.edu
Teaching Interests: Marketing Research, Digital Marketing, Analytics
Research Interests: Digital Marketing, Marketing Education, Brand Stories

Gross, Barbara
California State University, Northridge
David Nazarian College of Business and Economics
Department of Marketing
Northridge, CA, USA
barbara.gross@csun.edu
Teaching Interests: Consumer Behavior, Retailing, Professional Development
Research Interests: Consumer Behavior, Marketing Education

Gupta, Pola
Wright State University
Raj Soin College of Business
Department of Marketing
Dayton, OH, USA
pola.gupta@wright.edu
Teaching Interests: Marketing Research, International Marketing
Research Interests: Product Placement, Showrooming, Webrooming

Haigh, Justine
George Fox University
School of Business
Newberg, OR, USA
jhaigh@georgefox.edu
Teaching Interests: Marketing, Consumer Behavior, Research Methods, Qualitative Marketing
Research Interests: Qualitative Research, Autism Research, Workplace Training

Hartley, Steven
University of Denver
Daniels College of Business
Department of Marketing
Denver, CO, USA
shartley@du.edu
Teaching Interests: Marketing Planning
Research Interests: Customer Experience Management

Heisley, Deborah
California State University, Northridge
David Nazarian College of Business and Economics
Department of Marketing
Northridge, CA, USA
deborah.heisley@csun.edu
Teaching Interests: Marketing Management, Consumer Behavior
Research Interests: Consumer Culture Theory

Hendershot, Angela
University of Kansas
School of Journalism and Mass Communications
Overland Park, KS, USA
angie.hendershot@ku.edu
Teaching Interests: Marketing Fundamentals, Research, Analyzing Audiences, Capstone Applied Courses
Research Interests: Consumer Segmentation and Behavior in Technology and Financial Services Sectors, Integration of Sales and Marketing in Business-to-Business Organizations

Hernandez, Kenneth
Houston Community College
Houston, TX, USA
kenneth.hernandez@hccs.edu
Teaching Interests: Marketing/Logistics Methodology
Research Interests: New Opportunities, New Territories, New Products
Holstrom, Erik
United Tribes Technical College
Department of Business
Bismark, ND, USA
eholstrom@uttc.edu
Teaching Interests: Not listed
Research Interests: Not listed

Houston, Rika
California State University, Los Angeles
College of Business and Economics
Department of Marketing
Los Angeles, CA, USA
hhousto@calstatela.edu
Teaching Interests: Consumer Behavior,
Sustainability Marketing, Qualitative Marketing
Research
Research Interests: Gender and Consumer
Culture, Global and Digital Consumer Culture,
Sustainable Consumption and Marketing,
Qualitative Research Methods

Hyde, Waymon
El Centro College
Department of Business, Design, and Public
Service
Dallas, TX, USA
whyde@dcccdd.edu
Teaching Interests: Marketing, Retailing,
Customer Relations, Sales, Project
Management
Research Interests: Not listed

Janewicz, Mitchell
LIIM College
Department of Marketing, Management and
Finance
New York, NY, USA
mjjanewicz@aol.com
Teaching Interests: Consumer Behavior
Research Interests: Not listed

Jaskari, Minna-Maarit
University of Vaasa
School of Marketing and Communication
Vaasa, Finland
minna-maarit.jaskari@univaasa.fi
Teaching Interests: Consumer Behavior,
Marketing Analytics, Branding
Research Interests: Marketing Education,
Branding, Atmospherics (Music)

Jeong, Luz
De La Salle University
Ramon V. del Rosario College of Business
Department of Marketing and Advertising
Manilla, Philippines
luztsuplico@gmail.com
Teaching Interests: International Marketing
Research Interests: Export Marketing, Country of Origin

Jorgensen, Brian
Westminster College
Gore School of Business
Department of Marketing
Salt Lake City, UT, USA
bkj@westminstercollege.edu
Teaching Interests: Principles of Marketing,
Consumer Behavior, Marketing Research
Research Interests: Marketing
Communications, Marketing History, Crisis
Marketing, Marketing Education

Karns, Gary
Seattle Pacific University
School of Business, Government, and Economics
Seattle, WA, USA
gkarns@spu.edu
Teaching Interests: Marketing Management
Research Interests: Marketing Education
Keane, John  
LIM College  
Center for Graduate Studies  
New York, NY, USA  
john.keane@limcollege.edu  
Teaching Interests: Marketing  
Research Interests: Marketing  

Keeller, Michelle  
Swope Health Services  
Kansas City, MO, USA  
mkeller@ku.edu  
Teaching Interests: Strategic Communications, Healthcare Communications, Marketing Nonprofits, Media Relations, Crisis Communications  
Research Interests: Healthcare Communications, Health and Media Literacy, Marketing to Underserved and Low Income Consumers, Cultural Competency  

Kirkpatrick, Nathan  
Stephen F. Austin State University  
Nelson Rusche College of Business  
Department of Management and Marketing  
The Woodlands, TX, USA  
kirkpatrw@sfasu.edu  
Teaching Interests: Marketing, Management, Ethics, Sports Business  
Research Interests: Marketing, Management, Ethics, Sports Business  

Kohli, Chiranjeev  
California State University, Fullerton  
Mihaylo College of Business and Economics  
Department of Marketing  
Fullerton, CA, USA  
ckohli@fullerton.edu  
Teaching Interests: Marketing Strategy, Principles of Marketing  
Research Interests: Branding, Pricing  

Labban, Alice  
Pepperdine University  
Seaver College  
Malibu, CA, USA  
alice.labban@pepperdine.edu  
Teaching Interests: Marketing Strategy, Consumer Behavior, Social Media  
Research Interests: Marketing Strategy, Consumer Behavior, Social Media  

LaJoie, Kevin  
Barry Goldwater High School  
Phoenix, AZ, USA  
elepkows@skidmore.edu  
Teaching Interests: Marketing, Business  
Research Interests: Not listed  

Lane, Laurel  
Metropolitan State University of Denver  
College of Business  
Department of Marketing  
Denver, CO, USA  
llane11@msudenver.edu  
Teaching Interests: Digital Marketing  
Research Interests: Digital Marketing  

Law, Sweety  
California State University, East Bay  
College of Business and Economics  
Department of Marketing  
Hayward, CA, USA  
drlaw011@gmail.com  
Teaching Interests: Marketing Strategy, Entrepreneurship  
Research Interests: Social Marketing
Lazorchak, Shirley
California University of Pennsylvania
Department of Business and Economics
California, PA, USA
shirleyalazorchak@gmail.com
Teaching Interests: Retail Marketing, Sales Management, Principles of Selling, Principles of Marketing, Advertising Management
Research Interests: Retailing in the Apparel Industry, Professional Development of Marketing Students, Impression Management in Personal Selling

Lee, Youngsu
California State University, Chico
College of Business
Department of Marketing and Finance
Chico, CA, USA
ylee54@csuchico.edu
Teaching Interests: Sales, Customer Relationship Management, Marketing Strategy, Marketing Analytics
Research Interests: Sales, Sales Education, Marketing Strategy, Marketing Analytics

Lucas, Sue
Wilmington College
Department of Business Administration
Wilmington, OH, USA
sue_lucas@wilmington.edu
Teaching Interests: Marketing, Management, Leadership, Retail
Research Interests: Not listed

Lupton, Robert
Central Washington University
College of Education and Professional Studies
Department of Information Technology and Administrative Management
Ellensburg, WA, USA
robert.lupton@cwu.edu
Teaching Interests: Information Technology, Administrative Management, Retail Management, Cyber
Research Interests: Information Technology, Administrative Management, Retail Management, Cyber

MacCoy, Elizabeth
Pepperdine University
Malibu, CA, USA
elizabeth.maccoy@pepperdine.edu
Teaching Interests: Sustainability
Research Interests: Sustainability

Machin, Jane
Radford University
Davis College of Business and Economics
Department of Marketing
Radford, VA, USA
jmachin@radford.edu
Teaching Interests: Advertising, Creativity and Innovation, Branding
Research Interests: Stigma, Decision Making, Creativity

Mack, Rhonda
College of Charleston
School of Business
Department of Management and Marketing
Charleston, SC, USA
mackr@cofc.edu
Teaching Interests: Corporate Social Responsibility, Services, Buyer Behavior
Research Interests: Corporate Social Responsibility, Services

MacKenzie, Lydia
University of the Virgin Islands
School of Business
Department of Management and Marketing
St. Thomas, Virgin Islands, USA
lydia.mackenzie@uvi.edu
Teaching Interests: Not listed
Research Interests: Not listed

Mann, Susan
University of Northwestern Ohio
College of Business
Department of Marketing
Lima, OH, USA
smann@unoh.edu
Teaching Interests: Social Media, Marketing Research
Research Interests: Curriculum, Programs
Martin, Silvia  
California State University, Los Angeles  
College of Business and Economics  
Department of Marketing  
Los Angeles, CA, USA  
smart236@calstatela.edu  
Teaching Interests: International Marketing, Intercultural Business Communication, Marketing Strategy  
Research Interests: International Marketing, International Entrepreneurship, Marketing Strategy

Merriman, Chrisann  
University of Mary Hardin-Baylor  
McLane College of Business  
Department of Marketing  
Belton, TX, USA  
chrisann.merriman@umhb.edu  
Teaching Interests: Marketing Research  
Research Interests: Learning and Teaching

Mills, Adam  
Loyola University New Orleans  
College of Business  
Department of Marketing, Management, and Entrepreneurship  
New Orleans, LA, USA  
ajmills@loyno.edu  
Teaching Interests: Marketing Strategy, Services  
Research Interests: Branding, Strategy, Pedagogy

Moody, Rex  
Angelo State University  
Department of Management and Marketing  
San Angelo, TX, USA  
rex.moody@angelo.edu  
Teaching Interests: Promotion, Marketing Strategy, Principles of Marketing, Data Analytics, Data Visualization  
Research Interests: Consumer Behavior, Promotion, Pedagogy

Moriuchi, Emi  
Rochester Institute of Technology  
Saunders College of Business  
Department of MIS, Marketing, and Digital Business  
Rochester, NY, USA  
emoriuchi@saunders.rit.edu  
Teaching Interests: Marketing  
Research Interests: Consumer Psychology

Munoz, Carrie  
University of North Georgia  
Mike Cottrell College of Business  
Department of Management and Marketing  
Oakwood, GA, USA  
cklmunoz@ung.edu  
Teaching Interests: Digital Marketing, Social Media Marketing, Consumer Behavior  
Research Interests: Political Marketing, Social Media Marketing, Marketing Pedagogy

Murphy, Caitlin  
Wix.com  
New York, NY, USA  
caitlinm@wix.com  
Teaching Interests: Technology, Design, Career Development  
Research Interests: Career Development, Higher Education
Muthuraj, Birasnav  
New York Institute of Technology  
School of Management  
Department of Management and Marketing  
Old Westbury, NY, USA  
bmuthura@nyit.edu  
Teaching Interests: Operations Management  
Research Interests: Operations Management

Nelson, Julie  
St. Catherine University  
Department of Business Administration  
St. Paul, MN, USA  
jbnelson@stkate.edu  
Teaching Interests: Sales, Marketing, Management  
Research Interests: Corporate Social Responsibility, Business Communication, Gender Bias, Sexual Harassment in the Workplace

Nelson, Michelle  
Linfield College  
Department of Business  
McMinnville, OR, USA  
mnelson@linfield.edu  
Teaching Interests: Not listed  
Research Interests: Not listed

Nguyen, Thuy  
Midwestern State University  
Dillard College  
Department of Marketing  
Wichita Falls, TX, USA  
thuy.nguyen@msutexas.edu  
Teaching Interests: Marketing  
Research Interests: Marketing

Novotorov, Nadia  
Baker University  
Business and Economics  
Baldwin City, KS, USA  
nnovotorova@bakeru.edu  
Teaching Interests: Marketing, Advertising, Consumer Behavior  
Research Interests: Consumer Behavior

Park, Ji Eun  
Cleveland State University  
Monte Ahuja College of Business  
Department of Marketing  
Cleveland, OH, USA  
j.park16@csuohio.edu  
Teaching Interests: International Marketing  
Research Interests: Cross Cultural Consumer Behavior, Online Teaching

Pashkevich, Vladimir  
St. Francis College  
Department of Management and Information Technology  
Brooklyn Heights, NY, USA  
vvpashkevich@gmail.com  
Teaching Interests: Marketing Research, Consumer Behavior  
Research Interests: Measurement, Experimental Method

Perner, Lars  
University of Southern California  
Marshall School of Business  
Department of Marketing  
Los Angeles, CA, USA  
perner@marshall.usc.edu  
Teaching Interests: Consumer Behavior, Introduction to Marketing, E-Commerce, International Marketing  
Research Interests: Consumer Behavior, Chicken-and-Egg Problems, Marketing Education

Purcell, Jamie  
Ivy Tech Community College  
611 South Colony Road  
Evansville, IN, USA  
jpurcell26@ivytech.edu  
Teaching Interests: Introductory Marketing  
Research Interests: Student Learning in Introductory Marketing Classes
Renton, Mary  
College of the North Atlantic Qatar  
School of Business Studies  
Doha, Qatar  
marylynnrenton@gmail.com  
Teaching Interests: Marketing Research, Marketing Communications, Current Topics  
Research Interests: Consumer Behavior, Marketing Education, Localization  

Rosengren, Sara  
Stockholm School of Economics  
Department of Marketing and Strategy  
Stockholm, Sweden  
sara.rosengren@hhs.se  
Teaching Interests: Retail, Marketing, Advertising  
Research Interests: Retail, Marketing, Advertising  

Rosenbaum, Mark  
University of South Carolina  
College of Hospitality, Retail and Sport Management  
Department of Retailing  
Columbia, SC, USA  
marosen@mailbox.sc.edu  
Teaching Interests: Not listed  
Research Interests: Not listed  

Roxas, Juanita  
California State Polytechnic University, Pomona  
College of Business Administration  
Department of International Business and Marketing  
Pomona, CA, USA  
jroxas@cpp.edu  
Teaching Interests: International Marketing, Services Marketing, Consumer Behavior  
Research Interests: Comparative Consumer Behavior, Interactive Marketing  

Schibrowsky, John  
University of Nevada, Las Vegas  
Lee Business School  
Department of Marketing and International Business  
Las Vegas, NV, USA  
john.schibrowsky@unlv.edu  
Teaching Interests: Marketing  
Research Interests: Marketing  

Schiele, Kristen  
California State Polytechnic University, Pomona  
College of Business Administration  
Department of International Business and Marketing  
Pomona, CA, USA  
krschiele@cpp.edu  
Teaching Interests: Digital Marketing, Mobile Marketing  
Research Interests: Quality Matters, Gamification in Education, Design Thinking  

Schneider, Abigail  
Regis University  
College of Business and Economics  
Denver, CO, USA  
aschneider@regis.edu  
Teaching Interests: Social Marketing/Values-Centered Marketing, Marketing Research, Consumer Behavior  
Research Interests: Social/Nonprofit Marketing  

Simpson, LaCalvince  
Indiana University East  
School of Business and Economics  
Department of Marketing  
Richmond, IN, USA  
lidsimpo@iue.edu  
Teaching Interests: Marketing, Sports Marketing, Multicultural Marketing, Sales  
Research Interests: Marketing, Sports Marketing, Multicultural Marketing, Sales
Sivaraman, Anu
University of Delaware
Lerner College of Business and Economics
Department of Business Administration
Newark, DE, USA
anusiva@udel.edu
Teaching Interests: Introduction to Marketing, Marketing Research, Statistics for Business, Marketing Analytics, Basics of Business
Research Interests: Not listed

Squires, Scot
Central Michigan University
College of Business Administration
Department of Marketing and Hospitality Services Administration
Mount Pleasant, MI, USA
scotsquires@gmail.edu
Teaching Interests: Integrated Marketing Communication, Green Marketing, Consumer Behavior
Research Interests: Not listed

Stoyanova-Lytt, Nadezhda
StratX Simulations
Cambridge, MA, USA
nadyka.bg@gmail.com
Teaching Interests: Experiential Learning in Marketing
Research Interests: Experiential Learning in Marketing

Sun, Qin
California State University, Northridge
David Nazarian College of Business and Economics
Department of Marketing
Northridge, CA, USA
qin.sun@csun.edu
Teaching Interests: Marketing Research, International Marketing, Marketing Metrics
Research Interests: Cross Cultural Marketing, Digital Marketing, Marketing Education

Taylor, Ruth
Texas State University
Emmett and Miriam McCoy College of Business Administration
Department of Marketing
San Marcos, TX, USA
rt01@txstate.edu
Teaching Interests: International Marketing
Research Interests: International Marketing, Marketing Education

Thomas, Mary
St. Catherine University
Department of Business Administration
St. Paul, MN, USA
mbthomas@stkate.edu
Teaching Interests: Business Administration, Management, Marketing
Research Interests: Business Administration, Management, Marketing

Trumpy, Robert
Central Washington University
College of Education and Professional Studies
Department of Information Technology and Administrative Management
Ellensburg, WA, USA
robert.trumpy@cwu.edu
Teaching Interests: Information Technology, Administrative Management, Retail Management
Research Interests: Information Technology, Administrative Management, Retail Management

Upadhyaya, Shikha
California State University, Los Angeles
College of Business and Economics
Department of Marketing
Los Angeles, CA, USA
nepal.shikha@gmail.com
Teaching Interests: Community-Based Social Marketing, Qualitative Marketing Research
Research Interests: Poverty Intersectionality
Van Auken, Stuart
Florida Gulf Coast University
Lutgert College of Business
Department of Marketing
Fort Myers, FL, USA
svanauke@fgcu.edu
Teaching Interests: Marketing Strategy, Advanced Market Analysis and Development, Consumer Behavior
Research Interests: Cross Cultural, Pedagogical Issues

Vargas-Bianchi, Lizardo
Universidad de Lima
Lima, Peru
lizardo.vargas@gmail.com
Teaching Interests: Consumer Behavior, Graduate Research Seminars
Research Interests: Brands and Belonging, Information Processing and Decision Making, Brand Familiarity

Veltri, Frank
Oregon State University
College of Business
Corvallis, OR, USA
veltrif@oregonstate.edu
Teaching Interests: Marketing, Sales
Research Interests: Sport Business

Vinuales, Gema
Towson University
College of Business and Economics
Department of Marketing
Towson, MD, USA
gvinaules@towson.edu
Teaching Interests: Digital Marketing
Research Interests: Digital Marketing, Branding

Vollmert, Brian
North Park University
School of Business and Nonprofit Management
Chicago, IL, USA
bpvollmert@northpark.edu
Teaching Interests: Professional Selling, Branding, Advertising, Foundations/Principles of Marketing
Research Interests: Professional Selling, Consumer Behavior, Branding

Vowles, Nicole
Metropolitan State University of Denver
College of Business
Department of Marketing
Denver, CO, USA
nvowles@msudenver.edu
Teaching Interests: Sustainability
Research Interests: Sustainability

Welch, Mindy
University of Mary Hardin-Baylor
McLane College of Business
Department of Marketing
Belton, TX, USA
mwelch@umhb.edu
Teaching Interests: Marketing, Consumer Behavior
Research Interests: Marketing, Consumer Behavior

Wells, Ludmilla
Florida Gulf Coast University
Lutgert College of Business
Department of Marketing
Fort Myers, FL, USA
lwells@fgcu.edu
Teaching Interests: International Marketing, Communications
Research Interests: Qualitative Research, Online Research and Teaching Dynamics, Global Issues Integration and Pedagogy, Digital Marketing Education
Whitson, Debbora
California State Polytechnic University, Pomona
College of Business Administration
Department of International Business and Marketing
Pomona, CA, USA
dwhitson@cpp.edu
Teaching Interests: Consumer Behavior, Brand Impressions and Management, Marketing Channels
Research Interests: Consumer Behavior, Teaching Effectiveness

Wilkinson, Helene
Auckland University of Technology
Department of Marketing, Advertising, Retailing & Sales
Auckland, New Zealand
hwilkins@aut.ac.nz
Teaching Interests: Marketing, Retailing, Education, Technology
Research Interests: Marketing, Retailing, Education, Technology

Wood, Natalie
Saint Joseph’s University
Haub School of Business
Drexel Hill, PA, USA
nwood@sju.edu
Teaching Interests: Social Media, Consumer Behavior
Research Interests: Social Media, Consumer Behavior

Wortyiko, Lori
University of Cincinnati
Department of Marketing
Blue Ash, OH, USA
wortylic@ucmail.uc.edu
Teaching Interests: Serving Underprepared Students
Research Interests: Utilizing Social Media within the Classroom

Zarzosa, Jennifer
Henderson State University
School of Business
Bryant, AR, USA
zarzosi@hsu.edu
Teaching Interests: Digital Marketing, Marketing Research, Consumer Behavior
Research Interests: Pedagogy, Digital Marketing, Advertising

Zinser, Brian
Northern Michigan University
College of Business
Marquette, MI, USA
bzinser@nmu.edu
Teaching Interests: Consumer Behavior, International Marketing, Marketing Research, Strategic Marketing
Research Interests: Islamic Marketing in North America

Zumpfe, Kathleen
Doane University
Economics and Business Division
Department of Business
Crete, NE, USA
kathleen.zumpfe@doane.edu
Teaching Interests: Introduction to Marketing, Promotions, Campaigns, International Marketing
Research Interests: Low Stakes Quizzes