

Marketing Analytics and Insights, MS

Z4. New Graduate Program - Full Proposal 2018-2019

Full Proposal

Program Type (select "program")* ☒ Program ☐ Shared Core

Type of Request* ☒ New degree designation (M.S., M.Ed., M.B.A., Ph.D., etc.) ☐ New degree program within an existing degree (new Ph.D. program, etc.) ☐ New licensure program or endorsement

If an endorsement, list related degree

Department or Program (for approval process)*

Curriculum Committee Approval* ☐ Graduate Curriculum Committee A (COSM, CECS, CONH, BSOM) ☒ Graduate Curriculum Committee B (RSCOB, CEHS, COLA, SOPP)

Title* Marketing Analytics and Insights, MS

College*

College or Department (for catalog display)*

Published Program Length (in Years)* 1

Requested Effective Term* ☒ Fall ☐ Spring ☐ Summer

Year* 2018

Where Offered? (check all that apply)* ☒ Dayton Campus ☐ Lake Campus ☐ Off-Campus in Ohio ☐ Off-Campus outside Ohio ☐ Off-Campus outside U.S. ☐ Fully Online ☒ Mostly Online (50% or more of the required courses may be taken as distance-delivered courses)

Please list each off-campus location courses in this program may be offered N/A

(or N/A if not applicable).*

If program will be offered off-campus, how will services be available to students (advising, tutoring, counseling, financial aid, etc.)?

Program Description, Admission Requirements, Learning Outcomes and Program/Department Links*

Program Description:

The MS in Marketing Analytics and Insights (MS MAI) program is designed to provide graduate students with a strong base in marketing strategy, consumer behavior, and especially marketing analysis and insights. The program will provide students with the fundamental skills and tools to extract and analyze marketing data, and the opportunity to generate real-world interpretation, insights, and recommendations.

Admission Requirements:

Applicants for the program must possess a bachelor's degree and should have at least 2 years of work experience in Marketing, Analytics, or related business areas.

As with RSCOB's MBA program, no GMAT or GRE is required so long as the candidate's cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All students admitted by petition will be conditional. If accepted for conditional admission, that student must maintain a GPA of at least 3.0 out of 4.0 for the first 9 hours of course work.

International students must meet the language requirements set forth by the Wright State graduate school on its website:

<https://policy.wright.edu/policy/5070-international-students>

All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any of the other courses of the MS MAI program.

Students are expected to have completed, at either the undergraduate or graduate level, six credit hours in statistics within five years prior to admission. Students without this requisite statistics experience must pass an opt-out test or complete the MBA Quantitative Business Analysis course (MBA 5800). The statistics requirement must be met before a student begins the program.

Program Learning Outcomes:

Knowledge of the strategic role of marketing in organizations, including the key role of a marketing plan;
Understanding of influences on consumer attitudes, beliefs, and, most importantly, their actions and decision processes;
Ability to analyze marketing and financial data, formulate strategies and implement decisions;
Ability to design a research study, collect data, and analyze data by using focus groups, primary data, secondary data and web data;
Awareness of online marketing methods and how to use hands-on tools to increase meaningful web traffic;
Hands-on, computer-based experience with marketing analytical tools to generate insights and marketing decisions that create value and build competitive advantage;
Ability to apply “big data” analytic methodologies such as predictive analytics, data mining, text and other big data related technologies;
Experience working with a real dataset to conduct a thorough data analysis, yielding insightful interpretations and proposed recommendations suitable for a business.

For more information visit:

business.wright.edu/marketing

Program Requirements*

Required Courses: 24 hours

MBA 7600 Marketing Strategy
MKT 7050 Consumer Behavior
MKT 7100 Digital Marketing
MKT 7500 Marketing Research & Analysis
MKT 7800 Marketing Analytics
MKT 7820 Marketing Analytics: Tools and Insights
MKT 7950 Marketing Analytics: Big Data and Predictions
MKT 7970 Capstone Project

Elective Courses: 6 hours

Choose 2 courses from the following list:

EC 7090 Econometrics and its Applications
MIS 7100 Data-Driven Businesses and Organizations
MIS 7600 Customer Relationship Mgt. and Business
MKT 7150 Viral Marketing and Social Media
MKT 7300 Entrepreneurship
MKT 7700 International Marketing

Credentialing requirements*

Possesses a graduate or terminal degree in the appropriate field, subfield, or closely related field to topics to be taught.
Has current (within the past 5 years) and relevant record of academic scholarship or creative endeavors in the business world, including professional experience in the field/subfield.
Has demonstrated involvement in graduate instruction through teaching and, where applicable, graduate student supervision.

Program Assessment*

The curriculum and experiences for the MS MAI program will support outcomes consistent with the mission and objectives of accreditation bodies such as AACSB. The program will leverage RSCOB's processes to foster continuous improvement through ongoing quality assessment.

The MS MAI curriculum covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed below:

- Written and oral communication (all courses, for assignments and course projects)
- Ethical understanding and reasoning (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Analytical thinking (all courses)
- Information technology (all research and analytics courses)
- Interpersonal relations and teamwork (all courses, for team projects)
- Diverse and multicultural work environments (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Reflective thinking (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Application of knowledge (all courses)
- General business knowledge (all courses, especially (all courses, especially MBA 7600, MKT 7050, MKT 7100, MKT 7500, and MKT 7800)

RSCOB's total learning environment has always been a process of continuous quality improvement. Improvements result from department faculty modifying degree majors, individual faculty modifying their respective courses, etc.. Input for these changes come from numerous sources including individual faculty research, attendance at professional meetings, discussions and meetings with members of the corporate community, and assessments of student learning.

The Assurance of Learning (AOL) process at RSCOB is fairly mature (over 10 years), developed by the college (Dean, Assistant Deans and Department Chairs) in consultation with faculty. The process is based on the following goals and objectives:

The primary objective of this process is to assure continuous improvement of student learning.

The process is mission driven. Learning goals and objectives flow from the college mission and key college operating values.

The process involves faculty. Faculty develop the goals, objectives, measurement criteria, and rubrics, and map learning objectives to respective courses. The analysis, recommendation for change based on the analysis, and implementation of changes are done by faculty, various college and department curriculum committees and department chairs.

The process focuses on college degree programs.

The process will never be used to evaluate individual teaching, nor will it be used as part of the annual faculty evaluation process or the promotion and tenure process.

The process requires the participation of most faculty in the College to be effective.

Whenever possible, direct measures will be used with lesser emphasis placed on indirect measures.

The process is never complete. Improvement of the student learning process is ongoing.

A cycle (loop) of AoL is defined as the period of time to complete a full set of assessment activities, including assessing measures such as embedded questions (or rubrics) in various courses mapped to respective learning objectives; evaluating student performance using the measures; and recommending changes. A next cycle of AoL starts when recommended changes from the previous cycle are included in respective course syllabi, courses or the curriculum. Faculty modification of objectives, rubrics or embedded questions may occur at the beginning of this new cycle. The faculty considers this part of continuous improvement for the assessment process. As a standard process, once the results are documented, the College curriculum committee discuss results and task appropriate departmental representatives to bring feedback back to departmental curriculum committees for further action. Departmental curriculum committees then study the feedback and propose changes to individual courses to college curriculum committee. Finally, the College curriculum committee approves the changes for implementation in the next cycle.

All semester-based programs used calendar/fiscal year cycles.

We expect the first few cycles of AoL after a major curriculum modification to be difficult, but because of the maturity of the process, the measures show very interesting information that faculty can certainly use to improve the AoL process for the future cycles.

Administrative Data

**Resolution
Number**

Date of Approval

CIP Code

CIP Name

**Eligible for Title
IV funding:** ☐ Yes ☐ No

<div>Approved Effective Term</div> <div><div>Fall</div><div>Spring</div><div>Summer</div></div>	<div>Year</div>
<div>Banner Program Name</div>	<div>Banner Program Code</div>
<div>Banner Major Name</div>	<div>Banner Major Code</div>
<div>Program Credential Level*</div> <div><div>Masters</div><div>Doctoral</div><div>Specialist</div><div>N/A</div></div>	
<div>Degree Type</div>	
<div>Program Type</div>	

Master of Science in Marketing Analytics & Insights

Full Proposal

Department of Marketing

Raj Soin College of Business

Wright State University

November 2017

i. Introduction

1. Academic Quality

2. Need

3. Access and Retention of Underrepresented Groups

4. Statewide Alternatives

5. External Support

Appendix A: CVs of Program Faculty

Appendix B: Proposed Four-year Budget

Appendix C: Comments on PDP from CCGS and OPU Reviewers and WSU Response

i. Introduction

Enclosed is the Full Proposal for the Wright State Master of Science in Marketing Analytics & Insight (MS MAI) degree. Wright State thanks reviewers from Ohio Public Universities for their helpful comments on the earlier Program Development Plan (PDP) for the Master of Science in Marketing degree (now called MS MAI to more clearly convey program essence). We greatly appreciate the valuable feedback, which has refined our thinking and allowed us to make important improvements on this full proposal. Specific reviewer comments to the PDP and Wright State responses are shown in Appendix C.

We look forward to delivering an extremely valuable program for our region.

Thank you for your time and consideration.

1. Academic Quality

Competency, experience and number of faculty, and adequacy of students, curriculum, computational resources, library, laboratories, equipment, and other physical facilities, needed to mount the program.

Program Faculty

We have strategically planned the introduction of the MS MAI program to meet demands of new students at the Raj Soin College of Business (RSCOB) without requiring any new faculty resources or facilities. All of our Marketing faculty will be participating in the program and each has particular strengths which are highlighted in the faculty summary below (see Appendix for CVs of each faculty member). We hired a new tenure-track Ph.D in marketing analytics in 2016, who will be teaching the higher-level marketing analytics courses in the program. We also have other experienced faculty and adjuncts ready to teach in case of unexpectedly high demand. All nine faculty listed (7 full-time faculty, 1 adjunct and 1 chair) have Ph.Ds in marketing except Bert Kollaard, an adjunct with an MBA and extensive industry experience. Full CVs of each instructor are provided in Appendix A.

Faculty Experience/Expertise

Faculty Name	Competency/ Courses Taught	Experience/Expertise
Kendall Goodrich, PhD (Chair)	Marketing Analytics, Digital Marketing	VP Marketing with multiple eCommerce firms. Citrix IPO. Corporate and academic marketing analytics experience.
Bin Li. PhD	Marketing Analytics	10 years as IT executive/founder, Published in <i>MIS Quarterly</i> .
Egbert Kollaard (Adjunct)	Marketing Analytics	Owner/CMO of marketing analytics firms, VP Marketing of NCR, venture startup experience.
Kunal Swani, PhD	Marketing Research, Analytics, Viral Marketing and Social Media, Entrepreneurship	Editorial Board of <i>Journal of Marketing Analytics</i> . Outstanding RSCOB faculty research award.
John Dinsmore, PhD	Digital Marketing, Marketing Strategy, Web Analytics	Web Analytics/Mobile marketing. Interviewed as expert by <i>CIO</i> and <i>Forbes</i>

		magazines. Published Ivey case on mobile marketing.
James Munch, PhD	Consumer Behavior, Marketing Strategy	Published in <i>Journal of Consumer Research</i> . Carnation/Nestle sales & marketing experience. Consulted w/Marathon Oil, Bank of America.
Wakiuru Wamwara, PhD	International Marketing, Marketing Strategy	Awarded Carnegie African Diaspora Fellowship to mentor grad students.
Pola Gupta, PhD	Marketing Research, International Marketing	Won Wright State's Kegerreis Distinguished Professor of Teaching Award. Named one of top 20 advertising scholars by <i>Journal of Advertising</i> .
Charles Gulas, PhD	Marketing Strategy	Owned own business (comedy club). Authored book on advertising theory.

Thus, multiple professors in the Marketing department are qualified to teach courses in the MS MAI Curriculum. Most of the faculty also have extensive industry experience, providing expertise in both theory and applied practice.

Program Facilities: Additional Needs for Faculty and Facilities

There are no projected needs for additional faculty or facilities for this program during the first four years.

Students

Applicants for the program must possess a bachelor's degree and should have at least 2 years of work experience in Marketing, Analytics, or related business areas.

As with RSCOB's MBA program, no GMAT or GRE is required so long as the candidate's cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All students admitted by petition will be conditional. If accepted for conditional admission, that student must maintain a GPA of at least 3.0 out of 4.0 for the first 12 hours of course work the complete or they will be dismissed from the program.

International students must meet the language requirements set forth by the Wright State graduate school on its website:

<https://policy.wright.edu/policy/5070-international-students>

All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any of the other courses of the MS MAI program. Students are expected to have completed, at either the undergraduate or graduate level, six credit hours in statistics within five years prior to admission. Students without this requisite statistics experience must pass an opt-out test or complete the MBA Quantitative Business Analysis course (MBA 5800). The statistics requirement must be met before a student begins the program. Students must satisfy all performance requirements of the School of Graduate Studies at Wright State University.

Proposed Curriculum

The goal of our new MS MAI program is to provide a high-value degree to our students that addresses today's needs for marketing insights. Students will gain advanced foundational knowledge in marketing strategy, marketing research, and consumer behavior, as well as cutting-edge knowledge of marketing analytics and digital marketing. The emphasis is on working with real data and problems from real business environments.

The program description to appear in the university catalog is as follows:

"The MS in Marketing Analytics and Insights program is designed to provide graduate students with a strong base in marketing strategy, consumer behavior, and especially marketing analysis and insights. The program will provide students with the fundamental skills and tools to extract and analyze marketing data, and the opportunity to generate real-world interpretation, insights, and recommendations."

This program description is informed by specific learning goals, including:

- Knowledge of the strategic role of marketing in organizations, including the key role of a marketing plan;
- Understanding of influences on consumer attitudes, beliefs, and, most importantly, their actions and decision processes;
- Ability to analyze marketing and relevant non-marketing data, formulate strategies and implement decisions;
- Ability to design a research study, collect data, and analyze data by using focus groups, primary data, secondary data and web data;
- Awareness of online marketing methods and how to use hands-on tools to increase meaningful web traffic;
- Hands-on, computer-based experience with marketing analytical tools to generate insights and marketing decisions that create value and build competitive advantage;

- Ability to apply “big data” analytic methodologies such as predictive analytics, data mining, text and other big data related technologies;
- Experience working with a real dataset to conduct a thorough data analysis, yielding insightful interpretations and proposed recommendations suitable for a business.

A summary of the program curriculum with individual courses and recommended course sequence by semester is found below.

MS MAI (30 credit hours) – Required & Elective Courses

Course	Number	Status	Req./ Elective	Credit Hrs.	Pre Reqs.
Required Courses (8 courses, 24 credit hours)				24	
Marketing Strategy	MBA 7600	existing	Req.	3	
Marketing Research and Analysis	MKT 7500	existing	Req.	3	MBA 7600
Marketing Analytics	MKT 7800	existing	Req.	3	MBA 7600
Consumer Behavior	MKT 7050	existing	Req.	3	MBA 7600
Digital Marketing	MKT 7100	existing	Req.	3	MBA 7600
Marketing Analytics: Tools and Insights	MKT 7820	existing – taught as Special Topics course Fall 2016 and Spring 2018	Req.	3	MBA 7600, MKT 7050, MKT 7500, MKT 7800
Marketing Analytics: Big Data and Predictions	MKT 7950	<i>proposed – taught as Special Topics course Spring 2017</i>	Req.	3	MBA 7600, MKT 7050, MKT 7500, MKT 7800
Capstone Project	MKT 7970	<i>proposed</i>	Req.	3	MBA 7600, MKT 7050, MKT 7100, MKT 7500, MKT 7800, MKT 7820, MKT 7950
Elective Courses (choose 2 courses, 6 credit hours)				6	
Social Media & Viral Marketing	MKT 7150	existing	Elective	3	MBA 7600
Entrepreneurship	MKT 7300	existing	Elective	3	MBA 7600
International Marketing	MKT 7700	existing	Elective	3	MBA 7600
CRM and Business Intelligence	MIS 7600	existing	Elective	3	
Data Driven Businesses and Organizations	MIS 7100	existing	Elective	3	
Econometrics and Its Applications	EC 7090	existing	Elective	3	MBA 5200 or equivalent
Total				30	

MS MAI (30 credit hours) – Suggested Program Sequence for Full-Time Students

Foundational	Courses/Activities
2 years	Prior marketing and/or analytics work experience
3 hrs. (if necessary)	Quant Bus. Anal. (MBA 5800)
3 hrs.	MKT Strategy (MBA 7600) (credits apply toward degree)
Semester 1	Courses/Activities
3 hrs.	MKT Analytics (MKT 7800)
3 hrs.	MKT Research (MKT 7500)
3 hrs.	Consumer Behavior (MKT 7050)
Semester 2	Courses/Activities
3 hrs.	Digital Marketing (MKT 7100)
3 hrs.	Marketing Analytics – Tools and Insights (MKT 7820)
3 hrs.	Marketing Analytics – Big Data and Predictions (MKT 7950)
Semester 3	Courses/Activities
3 hrs.	Elective
3 hrs.	Elective
3 hrs.	MKT Capstone (MKT 7970) – analysis/presentations

Course Descriptions

Descriptions of individual courses within the MS MAI program are provided below:

MBA 7600 – Marketing Strategy

This course emphasizes key elements of marketing and their importance to organizations, including both processes and outcomes. Students will demonstrate an understanding of: the strategic role of marketing in organizations, the importance of a marketing plan, strategic applications of marketing principles such as segmentation, product development, brand equity, pricing, service satisfaction, and a customer-centric focus.

MKT 7800 – Marketing Analytics

This course provides an environment for students to learn the tools for analyzing data critical to marketing decisions. Included will be analysis of both online and internal company data, with an emphasis on application and recommendations.

MKT 7500 – Marketing Research

This course is aimed at the manager who is the ultimate user of research and who is responsible for determining the scope and direction of research activities. The course will focus on both qualitative and quantitative aspects of marketing research and how managers use the results to address marketing problems.

MKT 7050 – Consumer Behavior

The fundamental goal of this course is to help students develop a strategic perspective for understanding and applying the psychological and sociological aspects of both industrial and consumer buyer behavior. Psychological, societal, and cultural influences on consumer decisions will be examined. Marketing strategy implications of conceptual constructs will be discussed.

MKT 7100 – Digital Marketing

This course highlights key fundamentals of successful integrated online/offline marketing with an emphasis on using the internet and other marketing tools and technologies. Objectives are to understand basic principles of marketing; how to design an e-commerce web site using Internet marketing principles and various Internet Business Models; the legal, social and ethical issues faced by Internet marketers; global implications and how to use technologies in marketing.

MKT 7820 – Marketing Analytics – Tools and Insights

This course explains the benefits of an analytical approach to marketing decision-making, and builds skills and knowledge underlying such an approach. Students will gain hands-on, computer-based experience with basic and advanced analytical tools for making marketing decisions that create value and build competitive advantage. Topics include demand estimation, segmentation, forecasting sales, and web/social media analytics.

MKT 7950 – Marketing Analytics – Big Data and Predictions

In this course, students conduct practical applications of technologies, from prediction to marketing intelligence to marketing analytics. Specific data analytic methodologies covered include predictive analytics, data mining, text mining, and Big-Data-related technologies.

MKT 7970 – MS MAI Capstone

This is the capstone course for the MS MAI degree. The course gives students experience working with a real dataset to complete thorough data analysis, interpretation, and data-driven recommendations suitable for a business. Typically, the data involves a real business situation or challenge.

Integrated Learning Experience

Students start evaluating and working on selected data sets immediately in their first semester, and continue to learn and apply their knowledge up through their capstone project.

The structure of the MS MAI program provides students with an integrated learning experience as specified by the State of Ohio, and includes:

- Preparation of professional-grade reports on the collection and analysis of marketing data, as well as implementation of marketing strategy and tactics based on that analysis.
- Use of authentic marketing data from area companies to make real-world decisions
- Completion of a capstone project

The MS MAI program gives students hands-on experience with real marketing data, executives, and decisions. The marketing department has already secured data and project commitments from area companies to ensure that our students' experiences mirror those of marketing analytics professionals.

In their first semester, students begin to consider potential data sets and analytic tools. In their second semester in the "Tools and Insights" (MKT 7820) and "Big Data and Predictions" courses (MKT 7950), students learn multiple tools for applied data analysis and select a data set, perform introductory data analysis, and develop a data analysis proposal.

The culmination of the integrated learning experience for the MS MAI program is the required capstone project (MKT 7970, 3 credit hours) in the final semester. This project gives students experience working with a real dataset by completing a thorough data analysis, interpretation, and data-driven recommendations suitable for a business. Typically, the data involves a real business situation or challenge. The deliverable of the project will be a comprehensive presentation and report that includes analysis, insights, and recommendations.

Academic Quality Assessment (see Part A., Section II, B-1a)

The MS MAI program differs distinctly from undergraduate degree programs at Wright State and in RSCOB. Although an undergraduate concentration in Business Analytics was recently approved by Wright State for RSCOB, this program is "housed" in the MIS (ISSCM) department of RSCOB and includes multiple required MIS courses. If an undergraduate marketing major chooses to pursue a marketing analytics concentration, the student can enroll in a select number of marketing-analytics-related courses.

However, the graduate courses include cases, assignments and/or projects that differ from course content at the undergraduate level. Students in the graduate courses are expected to show a higher level of integration, problem solving, and critical thinking than students in the undergraduate courses.

The MS MAI program emphasizes the theoretical basis of the discipline by ensuring foundational knowledge for each student, with courses in marketing strategy, consumer behavior, marketing research, and marketing analytics. This ensures that students are educated broadly enough so that they understand the major concepts of the discipline. Students then move on to courses which require more specific skills in gathering information, generating consumer insights, and recommending courses of action, typically with real company data. This allows students to master both the theory and application of the discipline. Thus, the program arms students with valuable marketing theory and skills, while emphasizing business analysis, problem-solving and decision-making.

As mentioned in “Integrated Learning Experience” above, students are required to complete a culminating experience in the form of a capstone course (MKT 7970). In this course, students work with a real dataset (often identified as early as their first semester) from analysis to recommendations to a comprehensive presentation. Thus, the curriculum provides students with the knowledge and skills needed for generating marketing insights, backed by faculty experienced in both practical business operations and marketing theory (see “Program Faculty” above).

Academic Quality Assessment (see Part A., Section II, B-1b)

As mentioned in the “Students” section above, the admissions criteria relevant to assess the potential academic and professional success of students include their prior academic record as well as demonstrated skills and experience.

Applicants for the program must possess a bachelor’s degree and should have two years of business experience (or comparable experience) in Marketing, Analytics, or related business areas.

As with RSCOB’s MBA program, no GMAT or GRE is required so long as the candidate’s cumulative undergraduate GPA is at least 2.7 out of 4.0. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Applicants with a 2.70-2.99 GPA will be admitted conditionally to the program. Applicants with a GPA of 2.50 to 2.69 may petition for admission so long as that application is accompanied with a GMAT score of at least 400. All students admitted by petition will be conditional. If accepted for conditional admission, that student must maintain a GPA of at least 3.0 out of 4.0 for the first 9 hours of course work.

Academic qualifications include an undergraduate GPA of at least 2.7 out of 4.0, or a GPA of at least 2.5 with a GMAT score of at least 400. Applicants with a 3.0 or higher GPA will be admitted fully to the program. Students must maintain at least a 3.0 GPA for the first 9 hours of course work. All admitted students must satisfactorily complete MBA 7600 (Marketing Strategy) prior to taking any other courses in the MS MAI program, as well as either a) having completed six credit hours in statistics within the five years before admission, b) passing an opt-out test for the stat requirement, or c) completing the MBA Quantitative Business Analysis course (MBA 5800).

International students must meet the language requirements set forth by the Wright State graduate school on its website:

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Students gain applied experience throughout the program with courses using company data and cases. The culmination of the student experience is the capstone course (MKT 7970), in which students intensively analyze a real data set and generate marketing insights and practical recommendations (see Integrated Learning Experience above for more information). The goal of this academic experience is to prepare students with the theory, knowledge, and practical problem-solving skills to produce valuable marketing insights for business.

All of our marketing faculty are heavily involved in building students' knowledge and providing practical experience through hands-on projects and assignments in the MS MAI courses. The faculty provide individual and group student consultation, transfer valuable knowledge, and instill a problem-solving mentality backed up by academic and business expertise. All faculty are appropriately qualified for this professional graduate degree program. Specific qualifications are summarized in the Program Faculty section above and are also detailed in the CVs provided for each faculty member in Appendix A.

For the intensive capstone project, our primary faculty member will be our Ph.D. in marketing analytics, Bin Li, who has over 10 years of IT and marketing executive experience. Dr. Li is proficient with multiple data analytic tools and has successfully used these tools in both business and academia (e.g., as lead author of a paper recently accepted by *MIS Quarterly*). He has the practical and academic skills to help guide students through a successful capstone experience and optimize their growth toward a superior completed project. Anticipated student activities and requirements for each course include cases, assignments and projects using real business problems.

The MS MAI program emphasizes marketing theory by requiring courses such as marketing strategy, consumer behavior, marketing research, and marketing analytics, so that students have broad enough knowledge to understand major issues in the discipline. Later courses require the application of more advanced analytical skills and data-driven recommendations. This allows students to master both theory and application, preparing them to make a valuable contribution to the business field.

The MS MAI program's 30 total credit hours are consistent with credit hour norms for this type of specialized master's degree program and adhere to established minimum credit hours for master's degrees. RSCOB's Master's in Economics is comprised of 30 total hours and 24 required hours. RSCOB's Master's in Information Systems (33 hours), and Supply Chain Management (33 hours) are comparable. UC's MS MAI program totals 32 hours with 16 hours each for required and elective courses (vs. 6 hours of electives for Wright State's proposed MS MAI program). UC's and Kent

State's MS in Business Analytics programs total 33 hours (25 required) and 30 hours (24 required) respectively. The national norm for specialized master's programs like an MS MAI appears to be one year of study (EAB 2015, Bloomberg 2012, Forbes 2012).

Inspection of top universities with master's in marketing programs from a college research website (CollegeChoice, 2017) indicates a norm of 30-36 credit hours (e.g., 30 hours for Columbia, University of Maryland, and Temple; 36 hours for Texas A&M). Inspection of several other individual university websites from this list was consistent with the 30-36 credit hour range. Professional and academic experiences can influence potential credit for required foundational courses needed prior to the program.

The curriculum and experiences for the MS MAI program will support outcomes consistent with the mission and objectives of accreditation bodies such as AACSB. The program will leverage RSCOB's processes to foster continuous improvement through ongoing quality assessment.

The MS MAI curriculum covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed below:

- Written and oral communication (all courses, for assignments and course projects)
- Ethical understanding and reasoning (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Analytical thinking (all courses)
- Information technology (all research and analytics courses)
- Interpersonal relations and teamwork (all courses, for team projects)
- Diverse and multicultural work environments (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Reflective thinking (all courses, especially MBA 7600, MKT 7050, MKT 7100, and MKT 7500)
- Application of knowledge (all courses)
- General business knowledge (all courses, especially all courses, especially MBA 7600, MKT 7050, MKT 7100, MKT 7500, and MKT 7800)

Completion of the degree program is not required for professional accreditation in the field. However, we will also continue to monitor certification bodies in the customer insight/marketing analytics field. If a particular type of certification (e.g., Certified Analytics Professional) becomes accepted as an industry standard, this will potentially be incorporated into the program.

2. Need

Program Rationale and Market Need

Master's degrees are projected to grow faster than any other degree level over the next decade, with new growth coming primarily from specialized master's programs (e.g., in marketing, laws, finance, etc.), which have already nearly doubled in enrollment the past 10 years (EAB, 2015).

One specialized master's degree showing such promise is the Master's in Marketing (EAB, 2015). Demand for marketing professionals is growing. Employment of market research analysts and marketing managers is forecasted to grow by 19% and 9%, respectively from 2014 to 2024 according to the Bureau of Labor Statistics (2015). Spending on marketing analytics—quantitative data about customer behavior and marketplace activities—is expected to leap from 4.6% to almost 22% of marketing budgets in the next three years, representing a 376% increase (Forbes, 2017). In addition, sales representatives who can sell big data solutions have been in increased demand (Forbes, 2016). Thus, there are multiple promising employment tracks for the marketing talent coming out of a well-positioned MS MAI program.

In particular, the demand for data-literate marketers is growing. McKinsey & Company (Ad Age, 2015) estimated a shortfall of 1.5 million data-literate marketers in the United States. The trend toward democratization of data means that individuals will be able to collect data more easily and apply user-friendly tools to secure meaningful value (CIO, 2016). As a result, analytics and data science roles are blurring and will become one and the same (Hale, 2016), contributing to a boom in the need for analytics expertise and consequent demand for advanced degree programs that include a data analytics component. In a report by Deloitte, fully 96% of CEO respondents feel that analytics will become more important to their organizations over the next three years. Although talent within organizations is lacking and job opportunities are emerging to meet the skills gap, universities aren't keeping up with business demands (Deloitte, 2016).

Not surprisingly, the increased demand for professionals holding master's degrees in marketing has driven increases in applications for such programs. Application volume for Master's in Marketing programs is growing for 75% of programs (Graduate Management Admission Council (GMAC), 2015), pointing to healthy demand for such degrees.

Our marketing advisory board of regional marketing executives has reviewed the parameters of the MS MAI Program and the majority have specific plans to hire graduates of the program.

Besides the potential student/institutional/societal needs specified in this section, which includes relevant findings from consultants such as McKinsey and Deloitte, a survey was conducted among our marketing advisory board (local marketing executives with major companies). The survey results indicated that 70% of these companies would want to

1) annually enroll employees into the program and 2) hire students coming out of the program.

Thus, we expect there to be strong local and regional need for the program, mirroring the tremendous growth mentioned earlier nationally and internationally.

Fulfilling the Market Need in a Financially Sustainable Manner

The goal of our MS MAI program is to provide a new, forward-looking degree for our students that addresses the business need for professionals with applied marketing insight. Students will gain advanced foundational marketing knowledge in marketing strategy, marketing research, and consumer behavior, as well as contemporary practical knowledge of marketing analytics and digital marketing. We will work with the latest tools and with real data from real business environments, to produce versatile, highly qualified graduates.

We have carefully planned the introduction of the MS MAI program to meet needs of our new graduate students and the demands of employers. The program takes advantage of existing capacity, so it requires few new classes (just the capstone and MKT 7950), no new faculty resources, and no new facilities. Additionally, all courses except the capstone will supplement current MBA Marketing concentration offerings. The MS MAI program will therefore draw on existing resources in a cost-effective manner.

Enrollment is expected to start at 15 in year 1, ramping up to 18 in year 2, 20 in year 3 and 22 in year 4. This is a conservative estimate, given:

- Comparable enrollment in other specialized master's programs at RSCOB,
- Market demand for the skills taught in the program, and
- Current, robust growth in popularity of marketing analytics classes at RSCOB. Enrollment in marketing analytics courses in RSCOB has increased from 25 students (12 undergrad, 13 grad) in the 2015-2016 academic year to 93 (53 undergrad, 40 grad) in the 2016-2017 year.

The budget and assumptions for the MS MAI program are attached in Appendix B. Under the aforementioned forecasts, the program is expected to be financially sustainable and increasingly profitable over time.

Wright State University's Graduate School encompasses nearly 80 master's programs that embody Wright State's spirit of innovation through cutting-edge projects, outstanding faculty and educational opportunities, and rich connections to the outside world. RSCOB currently offers five graduate degrees (MBA and MS's in Accounting, Economics, MIS, and SCM). Both Wright State and RSCOB's goal is to transform our students and their communities through top-quality education. The MS MAI program will achieve these goals by offering a superior-quality advanced education in generating and using valuable marketing insights in the business world.

3. Access and Retention of Underrepresented Groups

Wright State has a demonstrated commitment to multiculturalism through designated multicultural centers, programming, and executive staffing. Furthermore, RSCOB administers for WSU the Association of Black Business Students (ABBS), which enriches the undergraduate business experience for minority students through learning activities and experiences. Our MS MAI program will emphasize communication and recruitment with this group of ABBS students.

Also, RSCOB will strive to include information on the MS MAI program in WSU communications to underrepresented groups, such as at graduate fairs, events at HBCUs, and communications to McNair Scholars.

The Wright Fellows Program is aimed at attracting high-quality, underrepresented minority graduate students to the WSU campus. For the 2018-2019 academic year, up to four one-year fellowships will be awarded. Colleges and departments that house these Fellows will provide a second year of support (tuition support at the minimum) through their own budget, their allocation of tuition scholarships, or external research grants. The fellowship includes tuition remission for three semesters, typically starting in the fall, and a stipend of \$13,000. The Scholar is not expected to provide a service for the award, but is expected to register for six credit hours per semester (summer excepted)

Wright State enjoys a national reputation for disability services. Our Office of Disability Services (ODS) recognizes disability as an aspect of diversity that is integral to our campus community and society at large. Over 750 students with ADD/ADHD, learning, medical, physical, and/or psychological disabilities participate in our programs. In particular, Ohio's STEM Ability Alliance assists students in achieving their academic and career goals through scholar meetings, peer mentoring, and internships. We will utilize our strong relationship with WSU ODS to ensure that students are apprised of our new MS MAI program.

Females represent 48% of RSCOB undergraduate Marketing majors. Thus, there is a strong flow of female marketing graduates from Wright State entering the workforce and gaining marketing experience. These alumni are a good target for communications about our MS MAI program. Also, business networking groups such as WIBN (Women in Business Networking) are an excellent source of experience female professionals. Finally, communications with our board of marketing advisors and other local companies/groups (e.g., LexisNexis "Women Connected" group) could also yield substantial numbers of female professionals.

Specific enrollment statistics for Wright State and RSCOB (Fall 2016) are summarized below:

https://www.wright.edu/sites/www.wright.edu/files/page/attachments/fl6_factbook.pdf

Wright State Enrollment Statistics

	Wright State total	RSCOB Graduate	RSCOB Undergrad	Marketing Undergrad (grad not available)
Male	48%	59%	58%	52%
Female	52%	41%	42%	48%
African-Amer.	10%	8%	7%	12%
Hispanic	3%	2%	3%	2%

Specific statistics on Wright State degree recipients (Summer 2015-Spring 2016) compared to national norms are summarized below:

<https://nces.ed.gov/fastfacts/display.asp?id=37>

	Nat'l Undergrad Business	Nat'l Grad Business	RSCOB Graduate	RSCOB Undergrad	Marketing Undergrad (grad not available)
Male	53%	54%	55%	58%	33%
Female	47%	46%	45%	42%	67%
African-Amer.	11%	14%	4%	6%	11%
Hispanic	11%	7%	3%	2%	2%

4. Statewide Alternatives

In the state of Ohio, the following Public Universities have degree programs related to the proposed Wright State MS MAI Program:

- University of Cincinnati – MS MAI
- University of Cincinnati – MS in Business Analytics
- Kent State University – MS in Business Analytics

Graduate Marketing or Business Analytics Degrees, by Ohio Public University

	WSU	UC - Marketing	UC - Analytics	Kent - Analytics
Graduate Marketing or Business Analytics Program?	Proposed, MS in Marketing Analytics & Insights	Yes, MS in Marketing	Yes, MS in Business Analytics	Yes, MS in Business Analytics
Hours of Core	24 (3 hrs each)	16	25	24 (3 hrs each)
Core Courses	Marketing Strategy	MKT Strategy - 2	Statistical Computing - 2	Data Mining
	Marketing Research	MKT Research - 4	Statistical Methods -4	Advanced Data Mining/Predictive Analytics
	Marketing Analytics	Buyer Behavior – 2	Data Management -2	Quantitative Mgt Models
	Digital Marketing	Intl Mkting - 2	Statistical Modeling - 2	Analytics in Practice
	Social Media & Viral Marketing	Marketing Ethics - 2	Optimization - 3	Database Mgt and Analytics
	Consumer Behavior	Capstone – 4	Data Mining I - 2	Big Data Analytics
	Advanced Mkting Analytics		Simulation Modeling - 3	Capstone (6 hrs)
	Capstone Project		Data Mining II - 2	
			Probability Modeling - 4	
			MS Capstone - 1	

**BGSU has MS Analytics (offered by Graduate College) and MS Applied Statistics (offered w/Math dept)

The Cincinnati MS MAI program focuses on traditional required courses (strategy, research, consumer behavior, international, ethics) for its program. However, our Wright State proposal focuses on both traditional marketing as well as digital marketing and marketing analytics, occupying a unique position in the market. Similarly, Cincinnati and Kent State each offer a general business analytics curriculum, but do not focus on

marketing analytics. Feedback from our marketing board of advisors (local marketing executives) indicated strong interest in sending employees to this type of program.

All major Ohio Public Universities have undergraduate marketing majors. Furthermore, OSU, Miami, UC, BGSU, and Wright State all offer minors or specializations in business analytics. Students who have graduated from these programs, as well as regional businesses in need of employees with advanced marketing expertise, provide a strong base of potential applicants for the Wright State MS MAI program.

Wright State would consider opportunities for collaboration with other institutions. For example, several of our marketing courses are offered in online form, many of which leverage our analytics and digital marketing capabilities. Similarly, we would consider evaluating potential ideas for collaboration for unique courses from other institutions.

Both RSCOB faculty/administration and Wright State's Graduate School management have reviewed the proposals for the MS MAI program, and are fully supportive of its success. As mentioned earlier, this program is very efficient and will require no new faculty and few new courses. Furthermore, there is no need for additional facilities or equipment. Under current forecasts, the program is expected to be profitable (see Appendix B).

5. External Support

a) Community, foundation, governmental, and other resources.

Wright State has developed alliances with several local companies, from whom we obtain data for analysis and recommendations in classes and student class projects. We will continue to increase the number of datasets to which we have access, through both our Marketing advisory board and other local firms. Management professionals at these companies are also a valuable resource, serving as guest speakers and on evaluation committees for class projects.

The Wright State Marketing department manages a consumer research foundation (with spendable funds in the six figures) which can be used to support incisive marketing analytics research and associated software tools.

The Marketing department has also developed alliances with local government agencies such as the Small Business Development Center (SBDC, with office on campus) and Air Force Research Labs (AFRL), which provide access to innovative companies and processes for student projects. We will work toward evaluating and bringing in relevant project opportunities for the MS MAI.

The RSCOB Data Analytics Visualization Environment (DAVE) Lab allows our students, faculty, and staff to explore big data like never before, with 1000 sq. ft. space for learning and collaboration. DAVE is fully-equipped with professional hardware and software tools, offering unique opportunities for hands-on analytics.

Appendix A: MS MAI Program Faculty (CVs)

List of Faculty (in order of CVs)

Kendall Goodrich (Chair)

Bin Li

Egbert Kollaard (Adjunct)

Kunal Swani

John Dinsmore

James Munch

Wakiuru Wamwara

Pola Gupta

Charles Gulas

Kendall P. Goodrich
Wright State University
Department of Marketing
3640 Colonel Glenn Highway
Dayton, OH 45435
Phone: (937)775-2654
Fax: (937)775-3546
Email: kendall.goodrich@wright.edu

EDUCATION

Ph.D., **Florida Atlantic University**, Boca Raton, FL, 2007.
Major: Marketing.

MBA, **Northwestern University (Kellogg School)**, Evanston, IL, 1984.
Major: Marketing. *F.C. Austin Scholar*.

BA, **University of Virginia**, Charlottesville, VA, 1982.
Major: Economics, *High Distinction, Phi Beta Kappa*.

PROFESSIONAL POSITIONS

Academic

August, 2013 - Present

Chair and Associate Professor, Wright State University

July, 2012 – July 2013

Associate Professor, Wright State University

June, 2008 – June, 2012

Assistant Professor, Wright State University

August, 2001 – June, 2008

Instructor, Florida Atlantic University

August, 2004 – December 2007

Research Assistant, Florida Atlantic University

Professional

2002 - 2004, Business Development, Home Shopping Group.

2000 - 2001, VP Marketing, eDiets.com, Deerfield Beach, FL.

1998 - 2000, VP Marketing, Iconomy.com, Cambridge, MA.

1995 - 1997, Director of Marketing and Int'l Distribution, Topspeed Corp., Pompano Beach, FL.

1994 - 1995, Manager of Channel Marketing, Citrix Systems, Inc., Fort Lauderdale, FL.

1984 - 1994, Strategic Planning, Manager of Channel Marketing, NCR Corp., Dayton, OH.

TEACHING (Summer 2008 – Summer 2017)

Courses Taught

MBA

MKT 7800 (Marketing Analytics – developed course), 2 terms

MBA 7600 (Marketing Strategy), 14 terms.

MKT 716 (International Marketing), 3 terms.

MKT 7850 (Special Topics in Marketing), 2 terms

MKT 707 (Marketing Research), 1 term.

MKT 781 (Personal Selling and Entrepreneurship), 1 term

Undergraduate

MKT 4650 (Marketing Analytics – developed course), 4 terms

MKT 2500 (Principles of Marketing – online), 5 terms

MKT 4100 (Digital Marketing), 8 terms

MKT 4300 (Entrepreneurship), 11 terms

MKT 461 (Retailing), 3 terms.

MKT 4800 (Internship in Marketing), 2 terms

MKT 4700 (Marketing Challenges), 2 terms

MKT 452 (Marketing Strategy), 1 term

MKT 451 (Marketing Research), 1 term.

MKT 366 (Personal Selling and Sales Management), 1 term

Independent Study Supervised (Marketing Honors Projects)

2012, Lauren Orians, “Analysis of Online Travel/Tourism Market and Purchase Behavior”
(committee chair)

2011, William Schumacher, “Online Click Fraud: An Exploration of Problem Severity and
Potential Causation” (committee chair)

2010, Amy Arnett, “Advertising Strategies in a Changing Environment” (committee member)

Guest Lectures

“Internet Marketing: Past Present & Future,” presented as “Pre-Game Lecture” to students and
faculty, at Nutter Center Berry Room, prior to a Wright State basketball game, January 30, 2013

“Internet Marketing: Past, Present & Future,” presented to the National Black MBA Association,
Dayton Chapter, June 23, 2011

SCHOLARSHIP**Peer Reviewed (Refereed) Journal Publications**

Goodrich, K., Schiller, S., Galletta, Dennis (2015). Consumer Reactions to Intrusiveness Of Online-Video Advertisements: Do Length, Informativeness, and Humor Help (or Hinder) Marketing Outcomes. *Journal of Advertising Research*, 55, 1, 37-50.

Goodrich, K., De Mooij, M. (2014). How “Social” are Social Media? A Cross-Cultural Comparison of Online Purchase Decision Influences. *Journal of Marketing Communications - Special Issue: Word of Mouth and Social Media*, 20 (1-2), 103-116.

Goodrich, K. (2014). The Gender Gap. Brain Processing Differences Between the Sexes Shape Attitudes About Online Advertising. *Journal of Advertising Research*, 54 (1), 61-72

Goodrich, K., Ramsey, R. (2013). Do People with Disabilities Feel Excluded? Comparison of Learning and Physical Disabilities. *Journal of Community Positive Practices*, 13 (3), 74-87.

Schiller, S., Goodrich, K., Gupta, P. (2013). Let Them Play! Active Learning in a Virtual World in Marketing Education. *Information Systems Management*, 30 (1), 50-62.

Goodrich, K. (2013). Effects of Age and Time of Day on Internet Advertising Outcomes, *Journal of Marketing Communications*, 19 (4), 229-244.

Goodrich, K., Ramsey, R. (2012). Are Consumers with Disabilities Getting the Services They Need? *Journal of Retailing and Consumer Services*, 19(1), 88-97.

Goodrich, K. (2011). Teen Online Shopping Factors: Parental and Peer Influences. *Journal of Retail Marketing Management Research*, 4(1), 27-42.

Goodrich, K., De Mooij, M. (2011). New Technology Mirrors Old Habits: Online Buying Mirrors Cross-National Variance of Conventional Buying. *Journal of International Consumer Marketing*, 23(3/4), 246-259.

Goodrich, K. (2011). Anarchy of Effects? Exploring Attention to On-line Advertising and Multiple Outcomes. *Psychology & Marketing*, 28(4), 417-440.

Goodrich, K. (2010). What's Up? Exploring Upper and Lower Visual Field Advertising Effects. *Journal of Advertising Research*, 50(1), 91-106.

Goodrich, K., Mangleburg, T. (2009). Adolescent Perceptions of Parent and Peer Influences on Teen Purchasers: an Application of Social Power Theory. *Journal of Business Research*, 63, 1328-1335.

Goodrich, K. (2007). An Aldersonian Explanation of 21st Century Mass-Customization. *European Business Review*, 19(6), 495-507.

Refereed Conference Presentations

Goodrich, K., Schiller, S., Galletta, D. (2011). Intrusiveness of Online Video Advertising and Its Effects on Marketing Outcomes, 2011 *International Conference on Information Systems (ICIS)*, Shanghai, China, December, 2011.

Goodrich, K. (2008). Hierarchy (or Anarchy) of Effects? *American Marketing Association Educators Conference*, Winter 2008.

Goodrich, K. (2007). Who's got the Power? A Social Perspective on Teen Purchase Influences. *Association for Consumer Research Conference*, 2007.

Goodrich, K. (2007). Why the Bad (or Good) Attitude? An Exploration of Implicit Attitudes and Internet Advertising. *American Marketing Association Educators Conference*, Summer 2007.

Goodrich, K. (2007). Tracking the "Web Site Life Cycle: A Model for Web Site Expansion and Consumer Involvement. *Academy of Marketing Science 2007 Conference*.

Grants Funded

Intrusiveness and Marketing Outcomes of Video Advertising Study, Rike Consumer Research Foundation, \$17,099 (2011).

Consumers with Disabilities Study, Rike Consumer Research Foundation, \$22,999 (2010).

SERVICE**University Committees**

University Branding Committee member (2104-2015)

Survey Software Committee Co-Chair (2012-2013)(resulted in University adoption of Qualtrics)

College Committees

Information Technology Committee, Committee Chair, (2009 – 2013, elected). Member, (August 2008 - September 2009, appointed).

RSCOB Café Committee member (2013-2015)

Undergraduate Programs, Alternate Committee member (2009 - 2013).

MBA Committee member (2012-2013)

Department Committees

Semester Conversion Curriculum Committee member (2010-2011)

Assistant Professor Recruitment Committee member (2013-2014) (2 new faculty recruits)

Annual Planning committee member (2008 – present)

Other University Service

Faculty Advisor, Marketing Club (2011 – 2012). Initiated new marketing programs and events such as Wright Brothers Day and various marketing consulting projects.

University “Move in Day” volunteer (2104)

Represented Marketing Department at University recruiting events (e.g., Wright from the Start Day 2008, 2009, 2013; Raider Open House 2010-2015, Moving on up with a Career in Business 2009, 2010, 2012).

Attended Graduation Commencement Ceremonies (2009-2015)

Attended MBA Hooding Ceremony (2011, 2014)

Attended/presented awards at Department of Marketing Scholarships & Awards Reception (2009 - 2015)

Member, Graduate Faculty

Attended all RSCOB Faculty meetings

Attended all Marketing Department meetings

Professional Service

Editorial Review Board for:

Journal of the Academy of Marketing Science. (February 2010 - Present).

Ad Hoc Reviewer for:

Journal of Advertising Research (January 2011 – Present)

Journal of Internet Marketing (November 2012 – 2014)

Journal of International Business Studies. (January 2009 - 2012).

International Conference on Information Systems (2013)

European Conference on Information Systems (2010).

Conference on Politics and Information Systems, Technologies and Applications (PISTA 2009).

Association for Consumer Research (2009).

European Business Review (2007).

Expert Spokesperson (Internet marketing and branding), quoted in *Dayton Daily News* and *Dayton Business Journal* (4 articles in 2014-2015)

Community Service

American Marketing Association, Wright State Chapter

Marketing Committee member, Hannah’s Treasure Chest, Dayton

Guest Speaker, Internet Marketing, at Nutter Center (Jan. 2013)

Major Accomplishments

As faculty advisory to the marketing club, we initiated the inaugural Wright Brothers Day at the University (Student Center Atrium on October 5th, 2011) and ensured three more successful events in later years. The event focuses on the innovative spirit of the Wright Brothers, and displays Wright State strengths in history (artifacts from WSU Special Collections -- largest Wright Brothers collection in the world) and innovation (multiple innovations, from 3D virtual reality to robotics), as well as fun Wright Brothers-related activities. The October 5th date was officially recognized by the Governor of Ohio as “Wright Brothers Day” in a proclamation, prompted by my communication with the Governors’ office.

Bin Li

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Wright State University
284 Rike Hall, 3640 Colonel Glenn Highway
Dayton, OH 45435

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Office: +1 (937) 775-8375
Cell: +1 (404) 626-2596

EDUCATION

Ph.D.	Marketing University of Connecticut, Storrs, U.S.	2016
B.S.	Electronic Engineering, Tsinghua University, Beijing, China	1991

RESEARCH INTERESTS

Structural Dynamic Games, Empirical IO, Empirical Modeling of Consumer Behavior, Spatial Economics, Data Mining, Big Data Inference, Mobile Marketing, Social Media

PUBLICATIONS

1. Bin Li, Xinxin Li, and Hongju Liu, "Consumer Preferences, Cannibalization and Competition: Evidence from the Personal Computer Industry," *MIS Quarterly* (forthcoming)
2. Shuai Yang, Sixing Chen, and Bin Li (2016), "The Role of Business and Friendships on WeChat Business: An Emerging Business Model in China", *Journal of Global Marketing*, 29(4), 174-187

WORKING PAPERS

1. Joseph Pancras, Rajkumar Venkatesan, and Bin Li, "Investigating the Value of Competitive Mobile Loyalty Program Platforms for Intermediaries and Retailers," *invited for resubmission to the Journal of Marketing Research*
 2. Shuai Yang, and Bin Li, "Brand engagement on social media for B2B firms: Is Value in the Eye of Stock Analysts?", *under review at Industrial Marketing Management*
 3. Bin Li, Peng Huang, Nicholas Lurie and Sabyasachi Mitra, "Retail Store Entry and Online Consumer Search: The Role of Cognitive versus Physical Search Costs"
 4. Bin Li, Hongju Liu, and Ting Zhu, "Technology and Market Structure: An Empirical Analysis of Entry/Exit in Banking Industry"
-

WORK IN PROGRESS

1. Bin Li, and Gang Wang, “Disentangling Social Network Determinants of Consumer Consideration Set Formation and Choice” (*data collecting and model development phase*)
2. Bin Li, “Consumer Learning from Horizontal and Vertical Reviews: An Empirical Analysis with Big Data”

CONFERENCE PRESENTATION

1. “Consumer Preferences, Cannibalization and Competition: Evidence from the Personal Computer Industry,” *INFORMS Marketing Science Conference*, Boston, June 2012.

HONORS, AWARDS AND GRANTS

AMA-Sheth Foundation Doctoral Consortium	2015
School of Business Outstanding Doctoral Student Award	2015
VOYA Financial PhD Fellow	2015
Marketing Department Outstanding Ph.D. Student Scholar Award	2013
MSI Research Grant (with Joseph Pancras and Rajkumar Venkatesan, \$13,000)	2013
School of Business Ph.D. Fellowship, University of Connecticut	2011
Honor of the Most Outstanding Student, Tsinghua University	1990
First-Class Fellowship, Tsinghua University	1987-1990

TEACHING EXPERIENCE

Wright State University	MKT 2500: Principles of Marketing	Fall 2016 Spring 2017
	MKT 4850: Introduction to Marketing Analytics	Fall 2016 Spring 2017
	MKT 7850: Special Topics in Marketing (Marketing Analytics Tools and Insights – now MKT 7820)	Fall 2016
University of Connecticut		Fall 2014

MKT 3101: Introduction to
Marketing Management

Teaching Evaluation:
4/5

Fall 2013
Teaching Evaluation:
3/5

INDUSTRY EXPERIENCE

QindaRuikang System Co., Ltd. (A leading healthcare software provider in China)
Co-Founder and CEO 01/2004 – 06/2008

Tsinghua Unisplendour Co (One of the largest IT service providers in China)
Managing Director 01/2001 – 12/2003
Project Manager 02/1998 – 01/2001
Software Engineer 08/1991 – 01/1998

COMPUTATIONAL SKILLS

Programming Languages C/C++/Java (Professional)
Statistical Packages R, Stata
Others Oracle Database System (Certified DBA)
ArcGIS Information System (Experienced)

SELECTED COURSEWORK

Applied Multivariate Analysis	Introduction to Applied Statistics
Econometrics I	Econometrics II
Microeconomics I	Microeconomics II
Empirical Industrial Organization	Advanced Empirical Industrial Organization
Seminar - Quantitative Applications in Marketing	Seminar - Advanced Quantitative Applications in Marketing
Seminar - Strategic Applications in Marketing	Seminar - Introduction to Research in Marketing
Seminar - Behavioral Applications in Marketing	Statistical Computing

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Springboro, Ohio 45066

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Cell: 937-602-7181

EDUCATION

Formal Education:

[Master's](#) of Science, Social and Applied Economics, Wright State University, Dayton, OH, 1984.

Deleted: Masters

Bachelor of Arts, Economics, Wright State University, Dayton, Ohio, 1978.

Continuing Education:

University of Chicago, Executive Program in Corporate Strategy, November, 1998

LEXIS-NEXIS, 1989 - 2000. Executive Leadership Program

NCR/AT&T, 1987 – 1996 and 1999 – 2000. A variety of management development courses, Product Management, Process Management, Core Interpersonal and Leadership Skills, and Media Relations.

George Washington University, earning a Certificate of Completion, Accelerated course in Project Management.

Industry specific conferences and webinars on a variety of IT, marketing and management topics, especially digital marketing, social media, online communities, data and text analytics.

ACADEMIC/TEACHING EXPERIENCE

Teaching experience at Wright State University as an adjunct professor since Fall of 2004, teaching undergraduate and graduate courses in Marketing and Management, including:

- MKT4850/7800, Marketing Analytics,
- MKT 775, Entrepreneurship
- MGT 3110, Leadership and Ethics
- MGT 3100, Organizational Behavior
- MGT 475/4750, Small Business Management,
- MGT 4850, International Management
- MBA 760, Marketing Strategy, an accelerated course for Chinese MBA students,
- MBA 7750, Competitive Strategy,
- Academic Advisor, Business 4000, Honor Students Entrepreneurship Experiential Learning Course

Delivered and developed various sales and other training seminars and courses in prior corporate roles, and especially at LexisNexis and NCR.

PUBLICATIONS

Authored a number of articles for Technology First Magazine, Technology First IT Association of The Greater Dayton Area, including:

"The Growing Role of Technology in Workforce Development and Training," 3/2010

"ROI Demand Drives Convergence of e-Marketing and Analytics," 2/2010

"Nonprofit Sector Embraces New Technology-Based Strategies for Challenging Economic Times," 10/2009

"Medical Practices Increasingly Embrace Technology-Based Marketing," 8/2009

"Seniors Adopting Technology in Record Numbers," 7/2009

"Building Business Momentum through Continuous Customer Conversations," 1/2009

Numerous articles and blog posts for IntelliQ clients and prospects concerning best practices in B2B and Healthcare Marketing, Strategy, Social Media and Analytics.

CORPORATE EXPERIENCE SUMMARY

Versatile multi-lingual executive with progressively responsible global management experience and a proven track record of positively impacting business performance with customer and data-driven product, services, and marketing programs. Extensive experience in corporate client, as well as agency supplier, roles across a variety of B2B and B2C product and services sectors with particular strengths in:

- Market Intelligence, Research, Analytics and Data Mining
- Strategy Development, Planning and Market Development
- Product/Services Management and Development
- Strategic and Tactical Product and Services Marketing, Including Digital and Traditional Print

Industry specific experience in a variety of sectors including:

- **Healthcare**, including public and private payers, hospitals, physician groups, medical device and pharmaceutical manufacturers.
- **Information Technology**, including hardware and software, professional and customer support services, web site and e-commerce application development.
- **Information Publishing**, including business, legal and government information.
- **Financial Services**, including insurance, commercial and retail banking.
- **Public sector**, at local, state and Federal level, including economic development, public safety, and healthcare.

CURRENT EXPERIENCE

**IntelliQ Research
Strategy
Cincinnati, Ohio
Since 11/2010**

Vice President and Chief Marketing and Strategy Officer

and

Lead marketing, branding, strategy and business/client development and engagement management for the firm's IntelliQ Health and IntelliQ B2B divisions supporting "high stakes" strategic decision making needs of the firms' industry leading healthcare and industrial (B2B) clients.

- *Direct strategic market intelligence client engagements for the firms' healthcare and B2B clients adding three leading national accounts that account for 35% of the firm's overall revenue.*
- *Lead the firm's strategy, marketing and business development initiatives such as Online Communities, Search and Content Marketing, Social Media Monitoring, "Big Data" and Text Analytics.*

**RxPREDiCT
Cincinnati, Ohio
Since 8/2016**

Vice President Value Based Programs

Lead development and implementation of value-based programs and relationship manage client engagements for this 4 year old healthcare analytics start-up firm.

- *Team with the firm's technical team to translate client needs and requirements into leading edge products and services for healthcare organizations, including health systems, provider organizations, payers, pharmacies, and pharmacy benefit managers.*
- *As a member of the senior management team, assisted in development and successful launch of the firm's INDICARE predictive risk scoring and patient simulation tools as well as its' Pharmacogenomics service offer.*
- *Provide executive client relationship management for three of the firms' leading clients.*

PRIOR EXPERIENCE AND ACCOMPLISHMENTS

Fortune 1000 Corporate Experience:

A highly experienced and effective leader, team player, and relationship builder adept at working collaboratively and cross-organizationally in matrixed environments to achieve organizational goals and objectives. Extensive market research, analysis and competitive intelligence skills as a practitioner, manager and consultant, coupled with a proven track record of developing and executing insights driven customer-focused product and services programs as well as strategic and tactical marketing programs within time and budget parameters. More specifically:

- ✓ **12 years with NCR Corporation, Dayton, Ohio (1987-1996 and 1999-2001)** in a number of progressively responsible program and product marketing/management roles. Last served as **Vice President, Marketing**, for NCR's Worldwide Professional Services (WPS) group leading a team of 8 and a \$ 2 million budget developing and implementing the divisional strategic plan, marketing strategy, marketing plan and internal as well as external tactical marketing programs.

- ✓ **3 years with LexisNexis, Dayton, Ohio (1996 – 1999) as Director, Corporate Research Corporate Strategy and Development**, leading a team of 7 research and competitive Intelligence professionals supporting the strategic intelligence needs of senior corporate and business unit management decision makers, managing an annual \$1.5 million budget participating in, and contributing to, a number of corporate strategy, M&A and business transformation and improvement engagements.

Agency/Consulting Experience:

Ten plus years of experience developing, marketing, selling and delivering strategic business services, counsel, and insight to clients in a variety of B2B and B2C industries as well as the public and non-profit sectors. A proven track record of building mutually beneficial long term and trusted relationships with clients and business partners, delivering best practice based strategic business and marketing planning, technology enabled marketing and market analysis programs, that have resulted in significant and impactful business and process change, improvements, and measurable top and bottom line growth.

- ✓ **3 years (2007-2010) with TDH Marketing, Dayton Ohio, as Vice President Strategy and Planning**, leading the firm's five person Interactive Services Group, in providing well over seventy five web site, interactive and web-based application development client engagements, while spearheading strategy, business development and positioning efforts for the firm and the firms' clients.
- ✓ **3 years (2001-2003) with Flynn, Sabatino and Day, Dayton Ohio, Sr. Vice President, E-Business Division**, directing the development and delivery of technology-enabled marketing engagements, ranging from \$25,000 to \$1.2 million, including business and marketing strategy, web site and web product development, CRM, online and traditional marketing communications programs.

Small, Mid-Market, and Start-Up Business Experience:

Fourteen years of small, mid-sized and start-up business planning, marketing research, marketing and sales experience in B2B and B2C industries, economic development and the non-profit sector. Adept at achieving organizational goals and objectives, facilitating strategic decision making and adding significant value in oftentimes resource constrained environments through creative problem solving, being able and willing to be versatile, flexible and inventive, while wearing multiple hats and teaming and collaborating with others internally and externally.

- ✓ **1 year (2006-2007) as Vice President Strategic Planning for QBase LLC, Beavercreek, Ohio**, leading the business and marketing strategy function as well as the development of a professional services line of business for this data mining and analytics start-up.
- ✓ **2 years (2004-2006) as Director of Marketing for MMCIC, Miamisburg, Ohio**, directing redevelopment marketing and sales efforts for this former Department of Energy "Superfund" site, by engaging and partnering with local, state and federal politicians, agencies, the economic development, real estate and academic community. Successfully repositioned the site as an innovative business and scientific technology park while raising awareness and interest in the site among potential tenants, securing new tenants and raising loyalty among existing tenants.

- ✓ **Since 2003, as Founder and Owner of The Infoneer Group** providing strategic and tactical marketing programs and services, including web site, SEO, SEM, social media as well as market intelligence initiatives to mid-market clients and divisions of Fortune 1000 corporations.
- ✓ **10 plus years** of prior small business experience in international sales and marketing as well as consumer and B2B marketing research.

OTHER RELEVANT INFORMATION

Professional Memberships:

Member, I-70/75 Development Association and organizing committee member for I-70/75 Annual Regional Economic Development Summit, 2004 - 2006, 2008 - 2010.

Member, Entrepreneurial Development Network, Dayton Development Coalition, 2004-2007.

Member, West Chester/Liberty Township Chamber of Commerce and Dayton/Cincinnati Corridor Task Force.

Member of Board of Advisors of Marketing Department at WSU, 2005 – 2010.

Other:

Naturalized US Citizen of Dutch ancestry with fluency in Dutch, German and semi-fluency in French.

REFERENCES

Dr. Melissa Gruys, Former Chair, Department of Management and International Business, Wright State University, Raj Soin School of Business, and currently Dean, Doerner School of Business, Indiana/Purdue University, Fort Wayne, IN, Phone: 260-481-6461– Email: gruysm@ipfw.edu

Dr. Bud Baker, Professor of Management, Robert J. Kegerreis Distinguished Professor of Teaching, Wright State University, Raj Soin School of Business, Phone: 937-775-3030 – Email: Bud.baker@wright.edu

Dr. Jim Munch, Associate Dean for Graduate and Undergraduate Programs, Wright State University, Raj Soin School of Business, Phone: 937-775-3193 – Email: james.munch@wright.edu

Mr. Mike Grauwelman, Executive Director, Montgomery County Land Reutilization Corp., Phone: 937-531-692 – Email: mikeg@mclandbank.com

KUNAL SWANI

Department of Marketing
 Raj Soin College of Business
 Wright State University
 Dayton, Ohio 45435

Phone: (937) 775 2260
 Email: kunal.swani@wright.edu

EDUCATION

University of Massachusetts, Amherst, Massachusetts	2014
Ph.D. in Marketing	
Minor: Statistical Methods	
Frank G. Zarb School of Business, Hofstra University, Hempstead, New York	2009
M.B.A. in Marketing	
Maharashtra Institute of Technology, Pune University, Pune, India	2005
B.E. Polymer Engineering	

TEACHING

Wright State University, Raj Soin College of Business, Department of Marketing
Assistant Professor of Marketing 2014-present

University of Massachusetts – Amherst, Isenberg School of Management
Instructor of Marketing 2012-2014

Courses Taught (Undergraduate)

Principles of Marketing
 Integrated Marketing Communications\Advertising
 Marketing Research
 Viral Marketing
 Applied Business Planning

Courses Taught (Graduate)

Marketing Research
 Viral Marketing
 Entrepreneurship

PROFESSIONAL EXPERIENCE

<i>Lencore Acoustics Corp.</i>	<i>Woodbury, NY</i>
Marketing Internship	June 2008-May 2009
Marketing Manager	May 2009-September 2010

<i>Cognizant Technology Solutions Pvt. Ltd.</i>	<i>Pune, India</i>
Programmer Analyst	December 2005-June 2007

RESEARCH

Published Refereed Journals

Dinsmore, John, **Kunal Swani**, and Riley Dugan, "To free or not to free: trait predictors of mobile app purchasing tendencies," *Psychology and Marketing* (forthcoming).

Swani, Kunal, Easwar Iyer, "The impact of the great recession on financial services advertising: an exploratory study," *Services Marketing Quarterly* (forthcoming).

Swani, Kunal, George R. Milne, Brian P. Brown, A. George Assaf, and Naveen Donthu, "What messages to post? Evaluating the popularity of social media communications in business versus consumer markets," *Industrial Marketing Management* (forthcoming).

Weinberger, Marc G., **Kunal Swani**, Hye Jin Yoon, and Charles S. Gulas (2016), "Understanding responses to comedic advertising aggression: The role of vividness and gender identity," *International Journal of Advertising*, (forthcoming).

Swani, Kunal, George R. Milne, and Brian P. Brown (2014), "Should B2B tweets differ from B2C tweets? An Analysis of Fortune 500 Companies' Twitter Communication," *Industrial Marketing Management*, 43 (5), 873-881.
Ranked by Elsevier Publishing as Top 10 most downloaded Economics articles since January 2014.

Swani, Kunal, Marc G. Weinberger, and Charles S. Gulas (2013), "The impact of violent humor on advertising success: A gender perspective," *Journal of Advertising*, 42 (4), 308-312.

Swani, Kunal, George R. Milne, and Brian P. Brown (2013), "Spreading the Word through Likes on Facebook: Evaluating the Message Strategy Effectiveness of Fortune 500 Companies," *Journal of Research in Interactive Marketing*, 7 (4), 269-294.
Selected by Emerald Publishing as an "Emerald Gem" and will appear in New Perspectives in Marketing by Word-of-Mouth based on being "[one] of the most highly cited, read and innovative research in its field."

Swani, Kunal, George R. Milne, Cory Cromer, and Brian P. Brown (2013), "Fortune 500 Companies use of Twitter Communications: A Comparison between Product and Service Tweets," *International Journal of Integrated Marketing Communications*, 5, 47-56.

Swani, Kunal and Boonghee Yoo (2010), "Interactions between price and price deal," *Journal of Product and Brand Management*, 19 (2), 143-152.

Berman, Barry and **Kunal Swani** (2010), "Managing product safety of imported Chinese goods," *Business Horizons*, 53 (1), 39-48.

Book Chapters

Gulas, C., Marc G. Weinberger, and **Kunal Swani**, "Humor and Violence," *Wiley Handbook of Violence and Aggression* (forthcoming).

Refereed Conference Presentations

Labrecque Lauren and **Kunal Swani** “Does Linguistic Styles in Social Media Communications Impact Consumer Engagement?” presented at the AMS Annual Conference, May 18-21, 2016 in Lake Buena Vista, Florida.

Dinsmore, John, **Kunal Swani**, and Riley Dugan, “Trait Predictors of Mobile App Purchasing Behaviors,” presented at the DMEF Direct/Interactive Marketing Research Summit, October 3-4, 2015 in Boston, Massachusetts.

Labrecque Lauren and **Kunal Swani** “Does Linguistic Styles in Social Media Communications Impact Consumer Engagement?” presented at the DMEF Direct/Interactive Marketing Research Summit, October 3-4, 2015 in Boston, Massachusetts.

Gulas, Charles Gulas, **Kunal Swani** and Marc G. Weinberger, “Comedic Violence in Advertising: A Test of Gender Commonality,” presented at the American Academy of Advertising Conference, March 26-29, 2015, Chicago, Illinois.

Shalini Bahl, George Milne, Spencer Ross, and **Kunal Swani**, “The Role of Mindfulness and Subjective Well-being on College Campuses,” presented at Association for Marketing and Health Care Research, February 25–28, 2015, Steamboat Springs, Colorado.

Swani, Kunal, George R. Milne, and Brian P. Brown, “What Messages to Post? Evaluating the Effectiveness of Social Media Communications for Services and Products,” presented at Direct/Interactive Marketing Research Summit, October 25-26, 2014 in San Diego, California.

Swani, Kunal, George R. Milne, and Brian P. Brown, “Should B2B tweets differ from B2C tweets? An Analysis of Fortune 500 Companies’ Twitter Communication,” presented at the IMP Conference, August 30-September 2, 2013 in Atlanta, Georgia.

Swani, Kunal and Easwar Iyer, “Financial services advertising: Comparing business-to-business and business-to-consumer contexts,” presented at the AMS Annual Conference, May 15-18, 2013, Monterey, California.

Swani, Kunal, George R. Milne, and Brian P. Brown, “What messages to post? Evaluating the effectiveness of social media communications in business-to-business and business-to-consumer contexts,” CADMEF Conference, May 9-10, 2013 in Chicago, Illinois.

Ross, Spencer M., **Kunal Swani**, and George R. Milne, “What are they reading? The role of networked information usage in the classroom environment,” poster at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, Nevada.

Swani, Kunal, George R. Milne, and Brian P. Brown, “A comparison of social media message strategies in business-to-business and business-to-consumer contexts,” presented at the DMEF Direct/Interactive Marketing Research Summit, October 13-14, 2012 in Las Vegas, Nevada.

Swani, Kunal, George R. Milne, and Brian P. Brown, “101 people like this - Evaluating the Facebook message strategy effectiveness of fortune 500 companies,” presented at the AMA Summer Conference, August 17-19, 2012 in Chicago, Illinois.

Swani, Kunal and Marc G. Weinberger, “The impact of violent humor on advertising success: A gender perspective,” presented at the AMA Summer Conference, August 17-19, 2012 in Chicago, Illinois.

Andonova, Yana and **Kunal Swani**, “Helping managers avoid privacy mishaps: a re-examination of marketer caused consumer privacy harms,” presented at the DMEF Direct/Interactive Marketing Research Summit, October 1-12, 2011 in Boston, Massachusetts.

Swani, Kunal and Brian P. Brown, “The effectiveness of social media messages in organizational buying context,” presented at the AMA Summer Conference, August 5-7, 2011 in San Francisco, California.

Articles under Review

Swani, Kunal and George R. Milne, “Evaluating Facebook brand content popularity for service versus product offerings,” *Journal of Business Research*, under review, submitted February 2017, (2nd round).

HONORS AND AWARDS

- Rike Consumer Research Foundation (\$3,000), Fall 2014
- Graduate School Fellowship Award (UMASS) (\$17,000), Spring 2013
- Isenberg School of Management (UMASS), Outstanding Doctoral Student Researcher Award, Spring 2013
- AMA-Sheth Doctoral Consortium Fellow, University of Michigan, Spring 2013
- Harold E. Hardy Award Winner (departmental) (\$1,500 scholarship), Spring 2012
- Awarded a medallion for Scholastic Achievement by Beta Gamma Sigma, New York Chapter, Spring 2009
- President of Theta Chapter of Beta Gamma Sigma, Zarb School of Business, Spring 2009
- Awarded M.B.A. Scholarship, Zarb School of Business, Fall 2007

PROFESSIONAL SERVICES

- Guest Editor: Special Issue on ‘B2B Advertising’ at *Industrial Marketing Management* (2016)
- Editorial Board member at *Industrial Marketing Management* (2015 – present) and *Journal of Marketing Analytics* (2015 – present)
- Ad hoc reviews for *Journal of Business Research*, *Journal of Business & Industrial Marketing* and several other conferences such as American Marketing Association, Academy of Marketing Science, and Direct Marketing Association (DMEF) (2014 – present)
- Served as a session chair at the DMEF 2014 and 2015 conferences

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Beta Gamma Sigma

John B. Dinsmore

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john.dinsmore@wright.edu · Skype: johnbowmandinsmore

EDUCATION

- PhD—Marketing, University of Cincinnati, 2013
- MBA—Marketing & Decision Support Systems, University of Georgia, 2003
- BA—History & Political Science, James Madison University, 1994

ACADEMIC EXPERIENCE

- 2014-Present, Assistant Professor, Marketing, Wright State University, Fairborn, OH
- 2012-2014, Visiting Professor, Marketing, Xavier University, Cincinnati, OH
- 2009-2012, Research Assistant, University of Cincinnati, Cincinnati, OH
- 2001-2003, Graduate Assistant, University of Georgia, Athens, GA

INDUSTRY EXPERIENCE

- 2005-2009, Director of Marketing & Business Development, The Tetra Companies, Richmond, VA

Summary: Managed corporate marketing and sales/leasing for a commercial real estate developer of apartment communities and shopping centers in the Southeast.

- 2004-2005, Product Manager, IMAKE Software, Bethesda, MD

Summary: Served as product manager and sales engineer for the software systems that create, transport, and manage Video on Demand offerings between content producers and broadcast companies.

- 2002, MBA Summer Intern, Société Générale Insurance & Derivatives, New York, NY *Summary: Worked to generate and implement market segmentation strategy for the bank's weather derivatives product.*

- 1996-2001, Media Director, Feldman Communications, Annapolis, MD

Summary: Worked at a boutique PR agency specializing in high tech to conceptualize and implement public relations and advertising campaigns.

RESEARCH INTERESTS

Mobile Applications & Commerce; Methods of Payment

CLASSES TAUGHT (U=Undergraduate, G=Graduate)

Advertising (U), Creativity & Problem Solving (U), Digital Marketing (U), Entrepreneurship (U), Marketing Strategy (U, G), Principles of Marketing (U, G), Product Management (U)

PUBLICATIONS—JOURNAL ARTICLES

Dinsmore, John B., Kunal Swani and Riley G. Dugan (2017), "To 'Free' or Not To 'Free': Trait Predictors of Free vs. Paid Mobile App Usage," *Psychology & Marketing*, 34(2), 227-244.

Sundar, Aparna, John B. Dinsmore, Sung-Hee Wendy Paik, and Frank R. Kardes (2017), "Metaphorical Communication, Self-Presentation, and Consumer Inference in Service Encounters," *Journal of Business Research*, 72, 136-135.

Dinsmore, John B., Riley G. Dugan and Scott A. Wright (2016), "Monetary versus Nonmonetary Pricing: Differences in Product Evaluations due to Pricing Strategies within Mobile Applications," *Journal of Strategic Marketing*, 24(3/4), 227-240.

Wright*, Scott, Jose Hernandez*, Aparna Sundar, John Dinsmore and Frank Kardes (2013), "If It Tastes Bad It Must Be Good: Consumer Naïve Theories and the Marketing Placebo Effect," *International Journal of Research in Marketing*, 30(2), 197-98. * *Equal Authorship*

Wright, Scott A., John B. Dinsmore and James J. Kellaris (2013), "How Loyalty Shapes Ethical Judgment and Punishment Preferences," *Psychology & Marketing*, 30(3), 203-210.

Wright, Scott A., Chris Manolis, Drew Brown, Xiaoning Guo, John Dinsmore, C-Y Peter Chiu and Frank Kardes (2012), "Construal-level Mind-sets and the Perceived Validity of Marketing Claims," *Marketing Letters*, 23(1), 253-261.

PUBLICATIONS—CASES

Dinsmore, John B. (2016), "Samsung Mobile: Market Share and Profitability in Smartphones," Ivey Publishing.

MANUSCRIPTS IN PREPARATION

Eric Stenstrom, Dinsmore, John B., Jonathan Kunstman and Kathleen D. Vohs, "The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism," Status: In preparation for submission to *Journal of Consumer Psychology*.

John B. Dinsmore, Eric Stenstrom, Jonathan Kunstman and Kathleen D. Vohs, "Status, Endocrinal Reactions to Money and Their Effect on Charitable Donations," Status: In preparation for submission to *Psychological Science*.

Vohs, Kathleen D., John B. Dinsmore, Eric Stenstrom and Jonathan Kunstman, "Endocrinal Reactions to Money and Their Effect on Belief in a Just World," Status: In preparation for submission to *Journal of Experimental Psychology General*.

POPULAR PRESS MENTIONS

<u>Date</u>	<u>Publication</u>	<u>Article Title</u>
05-08-17	CIO	Why some people are willing to pay for a mobile app
02-22-17	Business.com	Sale Inside: How Retailers are Using Online Promotions to Dominate Sales
01-15-17	Software Advice	4 Considerations When Hiring a Marketer
12-2-16	Nanorep	Customer Experience Pros Share The Biggest Mistakes Companies Make in Buying and Evaluating Customer Experience Software
11-21-16	Funder's Club	The Uncertain Future of Carmakers
10-19-16	Appboy	Don't Do the Wrong Thing Better: 7 Marketing Pros on Thinking Outside the Box
10-18-16	TED: The Electrical Distributor Magazine	6 Ways to Create a Profitable Value-Added Approach
09-20-16	Xenia Gazette	Local Students Start Marketing Company
09-19-16	US News & World Report	13 Ways to Take the Emotions Out of Investing
08-12-16	CIO	10 Low-cost PR Strategies for Startups and Small Businesses
05-05-16	Manta.com	How to Engage Smartphone Users
04-05-16	Bit.ly	App Marketing 101
03-25-16	TED: The Electrical Distributor Magazine	"Finding Opportunity in Small Growth Pockets"
03-22-16	Business.com	Sale Inside: How Retailers are Using Online Promotions to Dominate Sales
03-03-16	Fundbox Blog	"5 Questions to Ask Before You Offer Deep Discounts"
02-23-16	Insureon Blog	"What Mozzarella Sticks Can Teach Food Businesses about False Advertising"
02-13-16	Shoprocket Blog	"Common Marketing Mistakes That eCommerce Stores Make"
09-01-15	Geekwire	"No need to panic: Amazon isn't slashing the number of Prime-eligible products available."

INVITED PRESENTATIONS & LECTURES

"Individual and Organizational Creativity," United States Air Force LCMC, Fairborn, OH, 2017.

"The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism," EM Strasbourg Business School, Strasbourg, France, 2017.

"The Effects of Money Exposure on Testosterone and Risk-Taking, and the Moderating Role of Narcissism," HEC Paris, Paris, France, 2017.

"Individual and Organizational Creativity," United States Air Force Life Cycle Management Center, Fairborn, OH, 2016.

"Price Fairness and The Placebo Effect in Marketing," Carlson School of Management, University of Minnesota, Minneapolis, MN, 2012.

CONFERENCE PRESENTATIONS (* denotes presenter)

Dinsmore, John B.*, Scott A. Wright and Frank R. Kardes (2016), "There's a [free] app for that: But will you pay for it anyways? Driving preference for paid vs. free versions of digital goods," American Psychological Association Convention, Denver, CO.

Dinsmore, John B.*, Kunal Swani and Riley G. Dugan (2015), "Trait Predictors of Mobile App Purchasing Behaviors Using Mowen's '3M' Hierarchical Model of Motivation and Personality," Marketing EDGE Direct/Interactive Marketing Research Summit, Boston, MA.

Dinsmore, John B.*, Scott A. Wright and Riley G. Dugan (2015), "Need for Closure and the Preference for Paid Versions of Products Over Free Versions," American Psychological Association Convention, Toronto, ON.

Dinsmore, John B.*, Riley Dugan and Scott A. Wright (2014), "Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications," Association for Consumer Research North American Conference, Baltimore, MD.

Dinsmore, John B.*, Karen A. Machleit, Kathleen D. Vohs and Frank R. Kardes (2013), "A Multi-Dimensional Construct of Impulse Purchases," American Marketing Association Summer Educator's Conference, Boston, MA.

Dugan, Riley* and John Dinsmore (2013), "Researching the Web 2.0 and 3.0 in the Selling Process," Special Session at the National Conference in Sales Management, San Diego, CA.

Hernandez, Jose, Scott A. Wright*, Aparna Sundar, John Dinsmore and Frank Kardes (2012), "Effects of Set Size, Scarcity, Packaging, and Taste on the Marketing Placebo Effect," Association for Consumer Research North American Conference, Vancouver, BC.

Dinsmore, John, Jason Harris and Riley Dugan* (2012), "Going Viral: Proven Strategies," Atlantic Marketing Association Annual Conference, Williamsburg, VA.

Dinsmore, John, Scott Wright, Riley Dugan* and Frank Kardes (2012), "Price Fairness and The Placebo Effect in Marketing," Atlantic Marketing Association Annual Conference, Williamsburg, VA.

Dinsmore, John B.* (2012), "Mental Accounting, General Evaluability Theory and The Framing of Losses Posed By Partitioned Monetary and Non-Monetary Prices," Wayne State Behavioral Pricing Conference, Detroit, MI.

Guo, Xiaoning*, Scott Wright, John Dinsmore and James Kellaris (2012), "The Effect of Mortality Salience on Materialism: The Moderating Role of Regulatory Focus," Competitive paper, Society for Consumer Psychology, Las Vegas, NV.

Dinsmore, John*, Scott Wright, Xiaoning Guo and James Kellaris (2011), "Recession, Financial Hardship, and Ethical Judgment: Do Tough Times Beget Tough Judges?" paper presented at Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.

Wright, Scott A.*, John Dinsmore, Xiaoning Guo and James Kellaris (2011), "Biasing Effects of Group Affiliation on Ethical Judgment" paper presented at Proceedings of the Summer Marketing Educator's Conference of the American Marketing Association, San Francisco, CA.

Wright, Scott A.*, Xiaoning Guo, Chris Manolis, Andrew Brown, John Dinsmore, Tarryn E. Williamson, Xiaoqi Han, and Frank R. Kardes (2011), "The Illusory Truth Effect: No Repetition Necessary." Society for Consumer Psychology, Atlanta, Georgia.

HONORS & AWARDS

- \$2,000 International Seed Grant, Wright State University Center for International Education, Awarded on November 30, 2016.
- \$9,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "The Mental Accounting of Monetary and Nonmonetary Prices," Awarded on January 6, 2016.
- \$17,280 Research Grant, Wright State University/Rike Consumer Research Foundation, Principal Investigator, "Endocrinal Reactions to Handling Money and Their Effect on Risk Tolerance," Awarded on January 13, 2015.
- \$8,500 Research Grant, Wright State University/Rike Consumer Research Foundation, Co-Principal Investigator, "Contrary Construal Level Mindsets Induced By Monetary and Nonmonetary Prices," Awarded on August 8, 2014.
- Foundation \$2,500 Research Grant (2013), Direct Marketing Policy Research Center, Co-Principal Investigator, "Catch it if you Can: An Exploratory Look into the Creation and Dissemination of Viral Videos," Awarded on August 26, 2013.
- Honorable Mention, Fordham University Behavioral Pricing Doctoral Dissertation Competition (2012)
- AMA-Sheth Consortium Fellow (2012)
- \$7,667 Research Grant (2011) Marketing Science Institute (RA 4-1730), Principal Investigator, "A Multi-dimensional Construct and Measurement Scale of Impulse Purchases," Awarded on July 26, 2011

- Recipient, “Teachers Who Inspire” Designation from University of Cincinnati’s Class of 2011
- Kelly-Siddall Fellowship, University of Cincinnati (2009-2012)
- Turnaround Management Competition (2003) representing University of Georgia, Winner for Southeastern Region, Tied with Columbia University for Third Place Nationally

SERVICE

- Graduate Program Committee, Chair (2016-Present)
- Consulting with Wright State Research Institute on GoFlyZone mobile application and general marketing strategy. (2015-2016)
- Faculty Search Committee, Marketing Department, Raj Soin College of Business at Wright State University (2014-2015)
- Scholarship & Awards Committee, Raj Soin College of Business at Wright State University (2014-2016)
- Evaluation Committee, Raj Soin College of Business Integrity Award (2016)
- *Journal of Marketing Theory and Practice*—Ad Hoc Reviewer
- *Journal of Business Research*— Ad Hoc Reviewer
- *Marketing Letters*— Ad Hoc Reviewer
- *Journal of Strategic Marketing*— Ad Hoc Reviewer
- *Journal of Marketing Analytics*— Ad Hoc Reviewer
- Atlantic Marketing Association Conference 2013 (Reviewer & Track Chair), 2014 (Reviewer)
- Kao Brands Competition, Faculty Sponsor, Xavier University, 2012, 2013
- Association for Practical and Professional Ethics Intercollegiate Ethics Bowl National Championship, Xavier University, 2012 (Judge)
- Fragrance Marketing Lab, Research Assistant, University of Cincinnati, 2009-2012
- American Marketing Association Summer Conference 2011, 2012, 2013 (Reviewer)
- American Marketing Association Winter Conference 2011, 2012 (Reviewer)
- Academy of Marketing Sciences World Marketing Congress 2011 (Reviewer)
- Society of Consumer Psychology Conference 2011, 2012, 2013 (Reviewer)

PROFESSIONAL AFFILIATIONS

- Society for Consumer Psychology (Member)
- American Marketing Association (Member)

TEACHING EXPERIENCE

Wright State University

Original Classes Developed (Listed Alphabetically By Name)

- **Creativity, Communication & Problem Solving** (MKT 3700—Undergraduate)
- **Digital Marketing, Online Version** (MKT 4100/7100)

Classes Taught (Listed Alphabetically By Name)

- **Creativity, Communication & Problem Solving** (MKT 3700—Undergraduate)
Spring 2017
 - Evaluations TBDSpring 2016
 - Mean student evaluation 4.37/5 (n=32) for teaching excellence
- **Digital Marketing** (MKT 4100—Undergraduate)
Summer 2016
 - Mean student evaluation 4.73/5 (n=18) for teaching excellence
- **Digital Marketing, Online Version** (MKT 4100—Undergraduate)
Summer 2017
 - Evaluations TBD
- **Entrepreneurship** (MKT 4300—Undergraduate)
Summer 2017
 - Evaluations TBDSummer 2016
 - Mean student evaluation 4.13/5 (n=24) for teaching excellenceSummer 2015
 - Mean student evaluation 3.93/5 (n=18) for teaching excellence
- **Marketing Strategy** (MKT 7600—Graduate)
Spring 2017
 - Evaluations TBDFall 2016
 - Mean student evaluation 4.18/5 (n=28) for teaching excellenceFall 2015
 - Mean student evaluation 4.64/5 (n=12) for teaching excellenceFall 2014
 - Mean student evaluation 4.67/5 (n=12) for teaching excellence
- **Marketing Strategy** (MKT 4900—Undergraduate)
Fall 2016
 - Mean student evaluation 4.69/5 (n=32) for teaching excellence

- **Principles of Marketing** (MKT 2500—Undergraduate)

Spring 2016

- Section 02, Mean student evaluation 4.41/5 (n=60) for teaching excellence
- Section 03, Mean student evaluation 4.57/5 (n=60) for teaching excellence

Fall 2015

- Section 01, Mean student evaluation 4.58/5 (n=60) for teaching excellence

Summer 2015

- Section 02, Mean student evaluation 4.72/5 (n=18) for teaching excellence

Spring 2015

- Section 02, Mean student evaluation 4.61/5 (n=60) for teaching excellence
- Section 03, Mean student evaluation 4.53/5 (n=60) for teaching excellence
- Section 05, Mean student evaluation 4.61/5 (n=53) for teaching excellence

Fall 2014

- Section 01, Mean student evaluation 4.54/5 (n=60) for teaching excellence

Xavier University

- **Marketing Concepts** (MKT 500—Graduate)

Fall 2012

- Mean Student Evaluation 4.3/5 (n=22) for teaching excellence

- **Marketing Strategy** (MKT 600—Graduate)

Spring 2013

- Mean Student Evaluation 3.8/5 (n=30) for teaching excellence

Summer 2013

- Sec. 1: Mean Student Evaluation 4.1/5 (n=27) for teaching excellence
- Sec. 2: Mean Student Evaluation 4.1/5 (n=27) for teaching excellence

Spring 2014

- Sec. 4: Mean Student Evaluation 4.4/5 (n=34) for teaching excellence
- Sec. 14: Mean Student Evaluation 4.4/5 (n=18) for teaching excellence

- **Principles of Marketing** (MKT 300—Undergraduate)

Fall 2012

- Sec. 1: Mean student evaluation 4.4/5 (n=32) for teaching excellence
- Sec. 2: Mean student evaluation 4.6/5 (n=30) for teaching excellence

Spring 2013 (3 Sections—additional section covering for ill colleague)

- Sec.1: Mean student evaluation 4.2/5 (n=22) for teaching excellence
- Sec. 3: Mean student evaluation 4.0/5 (n=32) for teaching excellence

- Sec. 4: Mean student evaluation 4.4/5 (n=32) for teaching excellence
- Fall 2013
- Sec. 1: Mean student evaluation 4.1/5 (n=30) for teaching excellence
 - Sec. 2: Mean student evaluation 4.0/5 (n=32) for teaching excellence ○

Spring 2014

- Sec. 8: Mean student evaluation 4.4/5 (n=30) for teaching excellence ○

Summer 2014

- Sec. 1: Mean student evaluation 4.4/5 (n=9) for teaching excellence
- Sec. 2: Mean student evaluation 4.5/5 (n=8) for teaching excellence

- **Product Development** (MKT 366—Undergraduate)
- Fall 2013

- Mean student evaluation 3.9/5 (n=24) for teaching excellence

University of Cincinnati

- **Advertising** (MKT 577—Undergraduate)
 - Summer 2011: Mean student evaluation 7.5/8 (n=63) for teaching excellence
- **Marketing Strategy** (MKT 585—Undergraduate)
 - Spring 2012: Mean student evaluation 7.7/8 (n=40) for teaching excellence
- **Product Management** (MKT 574—Undergraduate)
 - Summer 2010: Mean student evaluation 7.4/8 (n=55) for teaching excellence
 - Spring 2011: Mean student evaluation 6.8/8 (n=50) for teaching excellence

RESUME

James M. Munch, Ph.D.
Professor of Marketing
Wright State University
Raj Soin College of Business
3640 Colonel Glenn Highway
Dayton, OH 45435-0001
Office (937) 775-3193
Office E-mail: james.munch@wright.edu
Cell (937) 750-7335

PERSONAL

Marital Status: Married
Citizenship: United States of America
Excellent Health

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Doctor of Philosophy in Marketing, August 1983

SYRACUSE UNIVERSITY

[Master's](#) of Business Administration in Marketing, January 1975

Deleted: Masters

ST. BONAVENTURE UNIVERSITY

Bachelor of Science in Business Administration, Cum Laude, June 1973

BUSINESS EXPERIENCE

FEDERAL WHOLESALE COMPANY, June 1975-September 1978

Straight commission sales and marketing manager:
Nationwide Hardline Distributor to National
Discount Retailers, Eastern Region, USA

CARNATION COMPANY, January 1975-June 1975

Sales and marketing representative:
Grocery Products Marketing, Midwestern Region, USA.

ACADEMIC EXPERIENCE

WRIGHT STATE UNIVERSITY 2007-to present

Notable Accomplishments-

- ***Created and launched the first executive education program for the college of business (14 cohorts taught 2007-2015)***
- ***Created the Rike Consumer Research Foundation Faculty Research Initiative: Approximately \$100,000 of faculty research project funding***
- ***Restructured undergraduate marketing degree program to launch the Consumer Insight undergraduate marketing degree track***
- ***Established the Customer Insight Corporate Board to support the CI track with student scholarships, internships and corporate mentoring program***
- ***Created and gained Ohio Board of Regents Approval for new Online MBA degree program 2013. Fully on-line MBA degree launch in fall 2015***
- ***Co-Chair for Wright State University Marketing and Re-Branding Initiative. Comprehensive market segmentation study, brand development, and promotional campaign (2013-2015).***

Wright State University Appointments

Professor of Marketing
August 1, 2016 to present

Associate Dean for Graduate Programs and Executive Education,
January 2013 to August 1, 2016

Professor and Chair, Department of Marketing,
June 2007 to August 2013

Professor and Interim Chair, Department of Finance,
October 2007 to July 2008

Professor and Chair, Department of International Business,
June 2007 to September 2008

COURSES TAUGHT

Graduate Marketing

- Marketing Strategy Online (MBA)
- Marketing Strategy (MBA)
- Marketing Strategy (MBA) Mason Program
- Marketing Strategy (MBA) Capital University, Beijing, China

Undergraduate Marketing

- Consumer Behavior
- Industrial B to B Marketing
- Personal Selling and Sales Management
- Principles of Marketing
- Services Marketing
- Strategic Marketing Management

Executive Development Programs

Speedway, Inc. Emerging Leaders Executive Training Programs
Created, developed, managed, and delivered this executive education course September 2007- present. Fourteenth cohort class taught September, 2015

Dayton Superior, Inc. Project Management Training Program
Created, developed, managed, and delivered this executive education course May - July 2008.

UNIVERSITY OF TEXAS AT ARLINGTON 1993-2007

Notable Accomplishments-

- ***Directed Marketing Department PhD program from 1994-2007***
- ***Chaired 12 Dissertations and served on 10 PhD committees.***
- ***Chaired faculty hiring committees, hiring 4 new marketing faculty***
- ***Received College of Business outstanding research and outstanding teaching awards***
- ***Earned promotion to full professor***

University of Texas at Arlington Appointments

Full Professor of Marketing, September 1999 to 2007

Tenured Associate Professor of Marketing, September 1993-1999

COURSES TAUGHT

Graduate Marketing:

Seminar in Marketing Strategy (PhD)
Seminar in Consumer Research (Ph.D.)
Consumer Behavior (MBA/MSMR)
Industrial Marketing (MBA/MSMR)
Marketing Management (MBA/MSMR)
Marketing Strategy (MBA/MSMR)
Marketing Communications (MBA/MSMR)

Undergraduate Marketing:

Consumer Behavior
Principles of Marketing
Integrated Marketing Communications
Retailing
Personal Selling/ Sales Management
International Marketing
Marketing Strategy and Planning

UTA Executive MBA Programs:

Domestic Programs:

Chinese Executives: International Marketing Strategy 2004, 2005
Taiwan: International Marketing On-line Course, April, 2003

International Programs:

Taipei, Taiwan:
International Marketing, 2004, 2005, 2006, 2007
Tainan, Taiwan:
International Marketing, 2007
Beijing, China:
University of Science and Technology:
EMBA Marketing Strategy, 2003
Shanghai, China:
Tongji University:
EMBA Marketing Strategy 2004, 2005, 2006, 2007
Suzhou, China:
Suzhou Institute of Vocational Technology:
EMBA Marketing Strategy 2003, 2005, 2006, 2007

UTA [Master's](#) in Healthcare Administration Program (HCAD):

Services Marketing:
Presbyterian Hospital 2003
UTA Fort Worth Campus 2004, 2006, 2007
UTA University Center, Dallas 2005

Deleted: Masters

DOCTORAL COMMITTEES

University of Texas Arlington

Dissertation Chairperson for:

Hieu Nguyen, UTA
Marketing Ph.D. completed 5/2007
Associate Professor of Marketing
California State University at Long Beach

Vivek Natarajan, UTA
Marketing Ph.D. completed 12/2006
Associate Professor of Marketing
Lamar University

Michael Richarme, UTA
Marketing Ph.D. completed 5/2006
Clinical Assistant Professor and Associate Director MSMR
Marketing Analyst
Decision Analysts, Arlington, TX

Ethan Christensen, UTA
Marketing Ph.D. completed 8/ 2003

Assistant Professor of Marketing
University of Minnesota, Duluth

Scott Wysong, UTA
Marketing Ph.D. completed 5/2001
Associate Professor of Marketing
University of Dallas

Chien Le, UTA
Marketing Ph.D. completed 7/1999
Marketing Research Director
Cingular Wireless, Southlake, Texas

David Ha, UTA
Marketing Ph.D., completed 5/1998
Associate Marketing Professor
Pusan University, South Korea

Gary Gregory, UTA
Marketing Ph.D., completed 5/1997
Associate Professor of Marketing
University of New South Wales, Australia

Joneta D.Mosley-Matchett, UTA
Marketing Ph.D., completed 5/1997
Director of Marketing,
Department of Tourism, Cayman Islands

Notis Pagiavlas, UTA
Marketing Ph.D., completed 8/1996
Associate Professor of Marketing
Winston Salem State University
Winston-Salem, NC

Karin Braunsberger, UTA
Marketing Ph.D., completed 6/1996
Professor of Marketing
University of South Florida
St. Petersburg, FL

Brian Buckler, UTA
Marketing Ph.D., completed 6/1996
Professor of Marketing
Southwest Missouri State University

Dissertation Committee member for:

Melissa Bishop, UTA
Marketing Ph.D. completed 5/2007
Associate Professor of Marketing,
University of New Hampshire

Samar Baqer, UTA
Marketing Ph.D. completed 5/2007

Molly Alpert, UTA, M.S. Administration, completed 6/ 2003

Paula Daly, UTA
Management Ph.D., completed 5/1997

Tammy Gebara, UTA
MS Education, completed 12/1996

Rusty Juban, UTA
Management Ph.D., completed 8/1996

Bruce Walters, UTA
Management Ph.D., completed 8/1996

Michaelle Cameron, UTA
Marketing Ph.D., completed 6/1996

Toni McNutt, UTA
Ph.D. Marketing, completed 6/1995

James A. Walker, UTA
Ph.D. Marketing, completed 8/1994

KENT STATE UNIVERSITY

Tenured Associate Professor of Marketing,
Tenure approved with 1993-94 academic appointment.

Associate Professor of Marketing, July 1990 to May 1993

COURSES TAUGHT

Graduate Marketing:

Ph.D. Seminar in Marketing Theory

Ph.D. Seminar in Consumer Decision Making

Undergraduate Marketing:

Marketing Management

Personal Selling

DOCTORAL COMMITTEES (Kent State University)

Chairperson for:

Mark F. Toncar, Kent State University

Ph.D. Marketing, completed 8/1994

Associate Professor of Marketing

Youngstown State University

Deborah Skinner, Kent State University

Ph.D. Marketing, completed 8/1994

Associate Professor of Marketing

Butler University

Michael J. Tharp, Kent State University

Ph.D. Marketing, completed 12/1994

Alan R. Miciak, Kent State University

Ph.D. Marketing, completed 6/1993

Dean, College of Business

Duquesne University

Linda Ueltschy, Kent State University

Ph.D. Marketing, completed 6/1993

Associate Professor of International Business

Bowling Green University

THE UNIVERSITY OF DELAWARE

Tenured Associate Professor Business Administration, May 1989 - July 1990

Assistant Professor of Business Administration, September 1983 - May 1989

COURSES TAUGHT

Graduate Courses:

Marketing Administration (MBA)

Undergraduate Courses:

Marketing Management
Buyer Behavior
Advertising Management

RESEARCH

Research in Progress

Munch, James M., Swani, Kunal and Kendall Goodrich, "Marketing the University: Exploring the Use and Importance of Key Brand Builders"

Published Refereed Articles

Nguyen, Hieu P., James M. Munch and Meryl P. Gardner, (2014) "Does Repeated Ad Exposure Impair or Facilitate Recall of Ads with Similar Affective Valence? An Exploratory Study," **Journal of Marketing Theory and Practice, vol.22, no.1 (winter 2014) pp.25-40.**

Nguyen, Hieu P. and James M. Munch, (2011) "Romantic Gift Giving as Chore or Pleasure: The Effects of Attachment Orientation on Gift Giving Perceptions," **Journal of Business Research 64(2011) 113-118.**

Mark F. Toncar and James M. Munch, (2010) "Meaningful Replication: When is a Replication no Longer a Replication? A Rejoinder to Stella and Adam," **Journal of Marketing Theory and Practice, Vol.18, no.1 (winter), 2010, pp. 71-80.**

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas, (2009), "Humorous Appeals in Advertising: Comparing the United States, Australia and the People's Republic of China." **In Cross Cultural Research**, Lenard C. Huff ed.

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas (2009), "Humor Types and Themes in Cross Cultural Advertising," **Proceedings of the Academy of International Business.**

Vivek Natarajan, James. M. Munch and Satyanarayana Parayitam (2009) "Viewing New Product Development through the Real Options Lens," accepted for **Allied Academies International Conference**, New Orleans, April 8-10, 2009.

Nguyen, Hieu P. and James M. Munch (2008) "The Effects of Syntactic Structure on Consumers' Memory for Print Advertisements," **Marketing Theory and**

Applications, Vol. 19, eds. Tom Brown and Zeynep Gurhan-Canli,
**Proceedings of the American Marketing Association Winter Educators’
Conference, 57-58, 12-13.**

Nguyen, Hieu P. and James M. Munch (2007), “The Effects of Regulatory Focus on Gift Giving Behaviors,” **Marketing Theory and Applications**, Vol. 18, eds. Andrea L. Dixon and Karen Machleit, **Proceedings of the American Marketing Association Winter Educators’ Conference, 57-58.**

Luo, Xueming, Mark Peterson, and James M. Munch, (2007)
“What Happens When Firms Combine Customer and Competitor Orientations While Pursuing Learning or Performance Goals Related to Competitors?” **Marketing Theory and Applications**, Vol. 18, Andrea L. Dixon and Karen Machleit, **Proceedings of the American Marketing Association Winter Educators’ Conference.**

Nguyen, Hieu P. and James M. Munch (2006), “Gift Giving Behaviors: Views from an Attachment Perspective,” **Advances in Consumer Research**, Vol. 34, ed. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research.

Toncar, Mark F. and James M. Munch (2006), “Emerging Market Perceptions of National and Global Brands: The People’s Republic of China,” **Journal of International Business and Economics**, Volume V, Number 1, p. 1-9.

Nguyen, Hieu P., James M. Munch and Mark F. Toncar (2005), “The Effects of Message Structure Variations on Consumers’ Recall and Attitudes,” **Advances in Marketing Concepts, Issues, and Trends**, Proceedings of the Annual Conference of the Society for Marketing Advances.

Logsdon, James D., James M. Munch and Mark F. Toncar, (2005) “Customer Service in Health Care,” **Proceedings of the Academy of International Business and Economics**, IABE Conference, Las Vegas, NV, October, 2005.

Peterson, Mark, Gary D. Gregory, and James M. Munch (2005)
“A Service Recovery for the B-to-B Equipment Industry in Europe,” **International Marketing Review**, vol. 22. No. 3, p. 353-368.

Murphy, Ceil, James M. Munch and Mark F. Toncar (2004) “Creating a Win-Win Experience with Alzheimer’s Patients,” **Review of Business Research**, 3 (1), 82-87.

Wysong, Scott, James M. Munch, and Susan Kleiser, (2004)

"An Investigation into the Brand Personality Construct: It's Antecedents and Consequences," **Proceedings of the American Marketing Association**, Winter Educators' Conference, Scottsdale, Arizona.

Toncar, Mark F., James M. Munch (2003), "The Influence of Simple and Complex Tropes on Believability, Importance and Memory," **Journal of Marketing Theory and Practice**. 11 (4), 39-53.

Wysong, Scott, James M. Munch, and Susan Kleiser, (2003) "The Role of Personality Antecedents in Building Brands," **Proceedings of the American Marketing Association**, Winter Educators' Conference, Orlando, Florida

Toncar, Mark F., James M. Munch and Amy S. Bortz (2002), "Ad Claim Believability, Importance and Memory: The Effects of Simple and Complex Tropes," **Association of Marketing Theory and Practice Proceedings**, Vol. 11, Brenda Ponsford, ed., Savannah, GA.
(*Chosen best paper in track*).

Gregory, Gary D., James M. Munch, and Mark Peterson (2002), "Attitude Functions in Consumer Research: Comparing Value-Attitude Relations in Individualist and Collectivist Cultures," **Journal of Business Research**, Vol. 55, #2. p. 933-942.

Wysong, Scott, James M. Munch and Susan Kleiser (2002), "Is Brand Personality a Process? An Investigation into the Brand Personality Construct, its Antecedents, and its Consequences," **American Marketing Association Winter Educators', Conference Proceedings**.

Toncar, Mark F. and James M. Munch (2001), "Consumer Responses to Tropes in Print Advertising," **Journal of Advertising**, Volume 30, Number 1, 55-66.

Toncar, Mark F., James M. Munch and Melanie Gibson (2000), "Exploring Memory for Tropes in Print Advertising," **Association of Marketing Theory and Practice Conference Proceedings**

Gregory, Gary, James M. Munch and Mark Peterson (1999), "An Investigation of Value Structures in the U.S. and Columbia: Implications for the development of Ad Appeals," **The Seventh Symposium on Cross-Cultural Research**, sponsored by ACR and The Society for Consumer Psychology.

Braunsberger, Karin and James M. Munch (1998), "Source Expertise versus Experience Effects in Hospital Advertising," **Journal of Services Marketing**, Vol. 12, No. 1, pages 23-39.

Toncar, Mark F. and James M. Munch (1998), "Conversational Sensitivity: The Role of Cognitive and Affective Individual Differences in Persuasion," **Association of Marketing Theory and Practice Conference Proceedings**, Charleston/Mt. Pleasant, South Carolina, March 21-23, 1998.

Peterson, Mark, Gary Gregory and James M. Munch (1998), "Equipment Failure Recovery: An Etic Dimension of Medical Technology Field-Service Quality in Europe and the United States," **AMA Winter Educators' Conference Proceedings**, Austin, Texas, February 21-24, 1998.

Gregory, Gary, Mark Peterson and James M. Munch (1997), "Extending Attitude Function Theory to Cross-Cultural Consumer Research," **Sixth Symposium on Cross Cultural Consumer and Business Studies**, Honolulu, Hawaii, December 1997.

Gary D. Gregory and James M. Munch (1997), "The Importance of Cultural Values in International Advertising: An Examination of Familial Norms and Roles in Mexico," **Psychology and Marketing**, March, Vol. 14, Number 2 p.99-120.

Gary D. Gregory and James M. Munch (1996), "Reconceptualizing Individualism-Collectivism in Consumer Behavior," **Advances in Consumer Research**, Vol. 23 p. 104-110.

Lee C. Simmons and James M. Munch (1996), "Is Relationship Marketing Culturally and Structurally Bound? A Look at Guanxi in China," **Advances in Consumer Research**, Vol. 23 p. 92-103.

Mark F. Toncar, James M. Munch and Michael A. Mayo (1995), "Using Conversation Theory to Investigate Conclusion-Drawing: Implications for Persuasion," **Advances in Consumer Research**, Vol. 21 p. 343-347.

Mark F. Toncar, James M. Munch and Michael Y. Hu (1994), "Examining Consumers' Thoughts during a Telemarketing Message," **Journal of Marketing Theory and Practice**, Vol. 2, No. 3 (September), 46-56.

Munch, James M., Gregory W. Boller, and John L. Swasy (1993), "The Effects of Argument Structure and Affective Tagging on Product Attitude Formation," **Journal of Consumer Research**, 20 (September), pages 294-302.

Pavelchak, Mark A., John H. Antil, and James M. Munch (1993), "Why Do People Recall TV Ads? A Comparison of Viewer Beliefs and Objective Contextual Determinants of Recall," **Winter Educators' AMA Conference Proceedings**, The American Marketing Association, p. 179-186.

Munch, James M., Paul J. Albanese, Michael A. Mayo, and Lawrence J. Marks (1991), "The Role of Personality in Moral Development in Consumers' Ethical Decision Making," in eds. F. Robert Dwyer and Mary Gilly, **AMA Educators' Proceedings**, Summer, Vol.2 p. 299-308.

Boller, Gregory W. , John L. Swasy and James M. Munch (1990), "Conceptualizing Argument Quality via Argument Structure", **Advances in Consumer Research**, Vol. 17, Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay, Editors, (Provo, UT: Association for Consumer Research) p. 321-328.

Pavelchak, Mark A., John H. Antil and James M. Munch (1988), "The Super Bowl: An Investigation into the Relationship Among Program Context, Emotional Experience, and Recall for Commercials," **Journal of Consumer Research**, Vol. 15, No. 3, (December) 360-367.

Munch, James M. and John L. Swasy (1988), "Rhetorical Question, Summarization Frequency, and Argument Strength Effects on Recall," **Journal of Consumer Research**, Vol. 15, No. 1, (June) 69-76.

Antil, John H. and James M. Munch (1988), "Drugstore Shoppers: Who Are They and What Do They Buy?" **Journal of Pharmaceutical Marketing and Management**, Vol. 2, No. 3, (Spring) 11-38.

Swasy, John L. and James M. Munch (1985), "Examining the Target of Receiver Elaborations: Rhetorical Question Effects on Source Processing and Persuasion," **Journal of Consumer Research**, Vol. 11, No. 4, (March) 877-886.

Clogg, Clifford C. and James M. Munch (1984), "Using Simultaneous Latent Structure Models to Analyze Group Differences: Exploratory Analysis of Buying Style Items," **Journal of Business Research**, Vol. 12, 319-336.

Munch, James M. and John L. Swasy (1983), "A Conceptual View of Questions and Questioning in Marketing Communications," in Richard P. Bagozzi and Alice M. Tybout (ed.), **Advances in Consumer Research**, Vol. 10, (Ann Arbor, Michigan, Association for Consumer Research), 209-214.

Clogg, Clifford C., James M. Munch, and Daniel G. Callahan (1982), "Application of Latent Structure Models in Marketing Research: Exploratory Analysis of Buying Style Items," in W. R. Darden, K. B. Monroe, and W. R. Dillon (ed.), **Research Methods and Causal Modeling in Marketing**, (Chicago, American Marketing Association), 32-36.

Munch, James M. and John L. Swasy (1980), "An Examination of Information Processing Traits: General Social Confidence and Information Processing Confidence," in Kent B. Monroe (ed.), **Advances in Consumer Research**, Vol. 8, (Ann Arbor, Michigan: Association for Consumer Research), 349-354.

CHAPTERS IN BOOKS

Antil, John H. and James M. Munch (1992), Chapter 6, "Drugstore Shoppers: Who Are They and What Do They Buy?" **Marketing Pharmaceutical Services: Patron Loyalty, Satisfaction, and Preferences**, Smith, Harry A. and Stephen Joel Coons (Eds.), Pharmaceutical Products Press (Imprint of the Hayworth Press), Binghamton, NY. Pages 71-98.* This chapter is a reprint of the journal article listed above.

EDITORIAL REVIEW BOARDS

Journal of Marketing Theory and Practice
Senior Advisory Board 2010 to present

Journal of Innovative Marketing
Senior Advisory Board 2009 to present

Journal of Asia Pacific Studies
Editorial Review Board 2007 to present

Journal of Business Research
Buyer Behavior Section, 1989 to present

Psychology and Marketing
Ad hoc Editor, July 1993 - December 1994
Consulting Editor, First Term, Jan. 1995 - Dec. 1997.
Consulting Editor, Second Term, Jan. 1997 to present

Academy of Marketing Science Review
Editorial Review Board Member 1998-2007

MANUSCRIPT REVIEWER

Journal of Business Research
Editorial Review Board Reviewer, 1988 to present

Psychology and Marketing
Editorial Review Board Reviewer, 1993 to present

Journal of Advertising
Ad Hoc Reviewer, 2004 to present

Journal of Consumer Research
Ad Hoc Reviewer, 1988 to 2005

American Marketing Association, Educators Conference Proceedings 1986, 1989, 1990, 1991

American Marketing Association Winter Educators' Conference Proceedings 1989, 1990, 1991, 1993, 1994, 1998

American Psychological Association, Division 23, 1989

Association for Consumer Research, 1990, 1997, 1998
Midwest AIDS Proceedings, 1985
Southwestern Marketing Association Conference 1994
Marketing and Public Policy Conference 1994, 1995

GRANTS AND PROPOSALS

- NSF Grant (2015) "Collaborative Research: Retail Layout for Visual Experience," with Professor Pratik Parikh, Associate Professor, College of Engineering and Computer Science, Wright State University, *under review*.
- Rike Foundation Grant to Explore Customer Insight and Choice in Virtual Retail Environments, with Kendall Goodrich, 2014-2015
- "The Super Bowl: An Investigation Into the Relationship Among Program Context, Emotional Experience, and Recall for Commercials," 1986, University of Delaware College of Business and Economics Grant
- "Rhetorical Question Effects," 1984, University of Delaware General University Research Grant

ACADEMIC SERVICE ACTIVITY

WRIGHT STATE UNIVERSITY

- Co-Chair, University Re-Branding Initiative, August 2013 - present
- RSCOB –College Dean's Council
- Dean's Executive Management and Strategic Planning Team: 2007- present
- College AACSB Assessment Team: 2007-present
- MBA Program Director 2013 to present
- University Graduate Programs Council 2013 - present
- College Graduate Programs Committee 2013 – present
- College MBA Committee 2013- present
- University Promotion and Tenure Hearing Panel: 2007-2008
- Chair, Faculty Recruiting, Marketing Department 2007-2008

UNIVERSITY OF TEXAS AT ARLINGTON

UTA UNIVERSITY LEVEL:

- University Hearing Panel: 2006
- University Program Review Committee, College of Liberal Arts, Department of Communications 2005-2006
- University Undergraduate Assembly: 2003, 2004, 2005-2006
- University Provost Review Committee, 2001, 2002
- University Faculty Senate, Second term: 1999-2001
- University Faculty Senate, First term: 1996-1998

UTA COLLEGE LEVEL:

- College Dean's Review Committee, 2004-2005
- College Ph.D. Committee, 1994-2006
- College Research Committee 1998- 2005
- College Research Awards Committee 1998- 2006
- College PhD Coordinator, Summer July-August 2002
- College Dean's Search Committee, 2000-2001
- College Teaching Excellence Committee 1998-2000
- College AACSB Doctoral Committee 1994, 1995, 1996, 1997
- College AACSB Intellectual Contributions Committee 1994, 1995, 1996, 1997
- College AACSB Teaching Excellence Committee 1993-1998
- Coordinator, College Ph.D. Colloquium, 1996, 1997

UTA DEPARTMENT LEVEL:

- Marketing Ph.D. Program Advisor 1994-2000, 2003-2006
- Chair, Graduate Studies Committee 2003-2006
- Chair Marketing Department Faculty Recruiting 1995-6, 2003-4, 2005-6, 2006-7
- Chair, Promotion and Tenure Committee 2003-2006
- Marketing Department Recruiting Committee 2002, 2003, 2004, 2005, 2006
- Marketing Department Graduate Studies Committee 1993-2006
- Marketing Department Promotion and Tenure Committee 1993-2006
- Acting Department Chairman, Marketing Department, summer 2002

KENT STATE UNIVERSITY

- College Strategic Planning Committee 1992, 1993
- College Ph.D. Committee 1993
- College Curriculum Committee 1991, 1992
- College Faculty Advisory Council 1990
- Marketing Faculty Recruiting Committee 1991

UNIVERSITY OF DELAWARE

- Deans' Faculty Advisory and Planning Council 1989-1990
- Committee on Organization, College of Business 1989
- College Promotion and Tenure Committee 1989, 1990
- Marketing Faculty Committee Representative for Chair Search, Department of Business Administration 1988
- Chair, Marketing Area Faculty Recruiting, Department of Business Administration 1988
- Committee for Marketing Area Faculty Recruiting, 1984, 1985, 1986, 1987, 1988

- Faculty Advisor to the Student Chapter of the American Marketing Association, University of Delaware 1986, 1987, (co-advisor) 1988, 1989
- University Freshman Honors Advising, University of Delaware Honors Program 1984, 1985, 1986
- MBA Committee, Department of Business Administration 1987
- Honors Committee, Department of Business Administration 1987
- Member of the Committee on Oversight, College of Business and Economics 1986, 1987
- Chairperson for the Establishment of and Fund Raising for the Jerome Scott Excellence in Marketing Graduation Award, Department of Business Administration 1985, 1986

AWARDS, DISTINCTIONS AND MEMBERSHIPS

TEACHING:

- Founder, Wright State Marketing Customer Insight Undergraduate Degree Program
- Selected for Who's Who in Business Higher Education: multiple years
- Selected for Who's Who among America's Teachers: multiple years
- The University of Texas at Arlington, College of Business Administration Outstanding Undergraduate Teaching Award, 2002-2003

RESEARCH:

- Association of Marketing Theory and Practice: Best Paper in Track Award, 2002
- The University of Texas at Arlington, College of Business Administration Distinguished Professional Publication Award, 1998-1999
- McNair Minority Research Mentor Program, Sixth Place Award, University of Texas at Arlington, 1996.
- Robert Ferber Award, PhD Consumer Research Dissertation Competition, Honorable Mention, 1985.

OTHER AWARDS:

- Delta Sigma Pi Business Fraternity, Honorary Faculty Member Kent State University 1991.
- American Marketing Association Doctoral Consortium Fellow, The Pennsylvania State University 1982.
- Alpha Mu Alpha, Honorary Marketing Society, The Pennsylvania State University 1981.
- Beta Gamma Sigma, Honorary Business Society, Syracuse University 1975.
- The Mike Kinsella Student Activities Graduation Award Recipient, St. Bonaventure University 1973.

L. WAKIURU WAMWARA**Associate Professor**

Wright State University
Raj Soin College of Business
Department of Marketing
3640 Colonel Glen Hwy.
Dayton, OH 45435-001
Tel: 937-775-4579 (O)
Tel: 937-775-3952 (fax)
E-mail: Lwamwara@wright.edu

EDUCATION**UNIVERSITY OF MEMPHIS**

Doctor of Philosophy in Marketing, August 2003
Minor: Management

Memphis, TN

VANDERBILT UNIVERSITY

Master of Business Administration, May 1994
Major: Marketing and Management Information Systems

Nashville, TN

LEMOYNE OWEN COLLEGE

Bachelor of Science, May 1992
Major: Computer Science
Minor: Mathematics

Memphis, TN

Journal Articles

- 1) Wamwara, L. Wakiuru (2016), "Bubble Living: social class and contextual influences on Immigrant consumer acculturation in a non-western cultural context," Journal of International Management Studies, (R: refereed).
- 2) Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2010), "Visitor Motivation to Attending an International Festival," Event Management, 13, 4: 277-286. (R: refereed).
- 3) Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell, (2010), "A Dialogical Examination of Kenyan Immigrants' Acculturation in the United States." Journal of Immigrant and Refugee Studies, 8, 1:32-49. (R: refereed).
- 4) Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2008), "The Impact of Tourism on the Consumption Environment of Consumers in Malindi, Kenya," African Journal of Business Management, 2, 6: 99-10 (R: refereed).
- 5) Wamwara-Mbugua, L. Wakiuru, T. Bettina Cornwell and Gregory Boller, (2008), "Triple

Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan immigrants," Journal of Business Research, 61: 83-90. (R: refereed).

- 6) Cornwell, T. Bettina, L. Wakiuru Wamwara-Mbugua and Stephan Nicovich (2008), "Dependence Patterns in Consumer Behavior: Exploration and Refinement of a Concept," Journal of Consumer Behavior, 7: 51-71. (R: refereed).
- 7) Wamwara-Mbugua, L. Wakiuru, (2008) "Situational Ethnicity and Gift Giving Behavior among Immigrant Mothers," Journal of International Management Studies, 3, 1:126-133. (R: refereed).
- 8) Wamwara-Mbugua, L. Wakiuru, (2007), "An Investigation of Household Decision Making Among Immigrants," Advances in Consumer Research, Volume 34, 180-186. (R: refereed).
- 9) Wamwara-Mbugua, L. Wakiuru and Edward M. Kamau (2006), "A Systems Dynamics View of Tourism Development in Kenya," Journal of Global Business Management, Vol. 2, 3, 37-43. (R: refereed)

REFEREED PROCEEDINGS

Wamwara, Wakiuru L. (2015), "Living in a bubble: social class and contextual influences on immigrant consumer acculturation in a non-western cultural context," Association of Consumer Research Pacific.

Wamwara-Mbugua, Wakiuru (2012), "Inter-racial couples household decision-making and contextual influences on consumer acculturation." Presentation at the *Association of Consumer Research*, Vancouver, Canada, October 4th – 7th 2012.

Wamwara-Mbugua, L. Wakiuru (2010), "Cross-Cultural Attribution Processes and their Impact on Service Quality," Proceedings of the African International Business and Management Conference, Nairobi, Kenya (R: refereed).

Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2006), "Immigrant Acculturation as a Dialogical Process," *Advances in Consumer Research - Asia-Pacific Conference Proceedings, Sydney, Australia*, 7:192-193. (R: refereed)

Wamwara-Mbugua, L. Wakiuru and Edward M. Kamau (2006), "A Systems Dynamics View of Tourism Development in Kenya," *Macromarketing Conference, June 2006, Queenstown, New Zealand*. (R: refereed)

Wamwara-Mbugua, L. Wakiuru (2005), "Culture's Effect on The Evaluation of Service Advertisements," Proceedings of the *Society for Advancement of Management International Business Conference*, April 2005, Las Vegas, Nevada. (R: refereed)

Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2001), "Tourism's Impact on the

Consumption Environment of Consumers in Malindi, Kenya," *American Marketing Association, Summer Conference Proceedings*, 12: 245-246. (R: refereed)

Cornwell, T. Bettina and L. Wakiuru Wamwara (1997), "The Influence of Dependence Patterns on Consumer Behavior: Exploration and Refinement of a Concept," *Association of Consumer Research*. (R: refereed)

Kamau, Edward M. and L. Wakiuru Wamwara (1997), "National Culture: A Source of Competitive Advantage in International Competition," *Academy of International Business*. (R: refereed)

Wamwara L. Wakiuru (1997), "An Examination of Gift Giving Behavior Among U.S. Immigrants: the Case of a Baby Shower," *American Marketing Association Summer Conference Proceedings*. (R: refereed)

Kamau, M. Edward and L. Wakiuru Wamwara (1996), "Integration Across Cultures: National Culture as a Source of Competitive Advantage in International Markets," *American Marketing Association Summer Conference Proceedings*. (R: refereed).

Cornwell, T. Bettina, Monika Menon and L. Wakiuru Wamwara (1996), "The New Intern Expatriate: An Empirical Examination of Business, Culture and Language Preparation," *Academy of International Business*. (R: refereed).

Wamwara, L. Wakiuru, Jyotsna Mukherji, Emin Babakus and Dennis Pedrick (1995), "Total Quality Management with a Diverse Workforce," *International Management Development Conference*. (R: refereed).

CONFERENCE PRESENTATIONS

Kamina, Penina, Francis Koti, Faith Maina and Wamwara, L. Wakiuru, (2016), "Landing an Academic Job and Keeping it: Working Strategies," **Panel Presentation** at the *Kenya Scholars and Studies Association Conference*, Atlanta, Georgia, September 9th – September 11th 2016.

Abala, Imali J. Gauta, Mary, Njororai, W. W. S. and Wakiuru Wamwara (2016), "Vision, mindset of selected mothers from Kenya." **Panel Presentation** at the *Kenya Scholars and Studies Association Conference*, Atlanta, Georgia, September 9th – September 11th 2016.

Kidula, J. N , Otiso, K., Rotich, J., Simiyu, W. W.N. and Wamwara, L. W., "Carnegie African Diaspora Fellowship Program and other Global Outreach and Education Programs: Experiences and Lessons," **Panel Presentation** at *Kenya Scholars and Studies Association Conference*, Florence Alabama, September, 2015

Wamwara, Wakiuru L. (2015), "Living in a bubble: social class and contextual influences on

immigrant consumer acculturation in a non-western cultural context,” Association of Consumer Research Pacific.

Wamwara-Mbugua, Wakiuru (2012), “Does context influence the acculturation experience?” Presentation at the Kenya Scholars and Studies Association, KESSA Conference, Bowling Green State University, Bowling Green, Ohio, September 7th – September 8th 2012.

Wamwara-Mbugua, Wakiuru (2012), “Inter-racial couples household decision-making and contextual influences on consumer acculturation.” Presentation at the Association of Consumer Research, Vancouver, Canada, October 4th – 7th 2012.

Wamwara-Mbugua, L. Wakiuru (2010), “Consumer Socialization and Acculturation of Immigrant Teenagers in United States,” Presentation at the *Kenya Scholars and Studies Association Conference*, Bowling Green State University, Bowling Green Ohio, September 17th – September 18th 2010.

Kamina, Penina, Francis Koti, Faith Maina and L. Wakiuru Wamwara-Mbugua, (2010), “Landing an Academic Job and Keeping it: Working Strategies,” Panel Presentation at the *Kenya Scholars and Studies Association Conference*, Bowling Green State University, Bowling Green Ohio, September 17th – September 18th 2010.

Wamwara-Mbugua, L. Wakiuru (2010), “Cross-Cultural Attribution Processes and their Impact on Service Quality,” Presentation at the *African International Business and Management Conference*, Nairobi, Kenya, August 24th – August 26th 2010.

Wamwara-Mbugua, L. Wakiuru (2010), “The Impact of Globalization and Regional Economic Integration on Consumer Acculturation and Consumption Patterns”, Invited Keynote speech at the *African International Business and Management Conference*, Nairobi, Kenya, August 24th – August 26th 2010.

Wamwara-Mbugua, L. Wakiuru, (2007), “International Festivals: Reverse Acculturation or the Peddling of Ethnicity.” *Association of Consumer Research*, Working Paper Session, Memphis, TN, October 24th – October 27th 2007.

Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2006), “Immigrant Acculturation as a Dialogical Process,” *2006 Association of Consumer Research, Pacific Conference*, July 2006, Sydney, Australia.

Wamwara-Mbugua, L. Wakiuru and Edward M. Kamau (2006), “A Systems Dynamics View of Tourism Development in Kenya.” *Macromarketing Conference*, June 2006, *Queenstown, New Zealand*.

Wamwara-Mbugua, L. Wakiuru, (2006) “An Investigation of Household Decision Making Among Immigrants.” *Association of Consumer Research*, Orlando, Florida.

Wamwara-Mbugua, L. Wakiuru, Cornwell, T. Bettina and Gregory Boller (2005), “Triple

Acculturation: The Role of African Americans in the Consumer Acculturation of Kenyan immigrants,” *Association of Consumer Research, San Antonio Texas*.

Wamwara-Mbugua, L. Wakiuru (2005), “The Role of Kenyan Immigrants in the Maintenance of African Culture among African Americans,” (*submitted as a special session paper for ACR 2005, San Antonio Texas. Title of the Special Session: Coming Home: The Role of Consumption in the (Re)Construction of Heritage among African-Americans, Session.*

Wamwara-Mbugua, L. Wakiuru (2005), “Culture’s Effect on The Evaluation of Service Advertisements,” Proceedings of the *Society for Advancement of Management International Business Conference*, April 2005, Las Vegas, Nevada.

Wamwara-Mbugua, L. Wakiuru and T. Bettina Cornwell (2001), “Tourism’s Impact on the Consumption Environment of Consumers in Malindi, Kenya,” *American Marketing Association, Summer Conference Proceedings*, 245-246.

Wamwara L. Wakiuru (1997), "An Examination of Gift Giving Behavior Among U.S. Immigrants: the Case of a Baby Shower," *American Marketing Association Summer Conference*, Chicago, Illinois.

Wamwara, L. Wakiuru (1997), "Assimilation/Acculturation of Gift Giving Behavior," *The Ph.D. Project Doctoral Students Association - Marketing Section Conference*: Chicago

Kamau, M. Edward and L. Wakiuru Wamwara (1996), "Integration Across Cultures: National Culture as a Source of Competitive Advantage in International Markets," *American Marketing Association Summer Conference Proceedings*.

Other Presentations

Did a UCIE Faculty brown bag seminar for University Center for International Education on my experiences on the Fall 2013 -Semester at Sea Voyage, March 12th 2014.

Gave a talk at the Bolinga Black Cultural Center with Professor Opolot Okia and the title of the talk was “**Our turn to Eat, The March 2013 Presidential Elections in Kenya**,” March 27th 2013.

I gave a Union Seminar: “**Modern Europe and Immigration**” (usually attended by over 200 members of the ship board community); September 9th 2013.

Academic Grants

Applied and was awarded the Carnegie African Diaspora Fellowship, 2016-2017 funding Cycle,
This award is only given to African Immigrants and total grant will be over \$10,000

Applied and was granted Professional Development Leave for the 2011-2012.

Wright State University – Dean’s Summer Research Grant, June 2009 – August 2009

Wright State University – Dean’s Summer Research Grant, June 2007 – August 2007

Wright State University – Dean’s Summer Research Grant, June 2006 – August 2006

WSU, UCIE grant: Internationalizing the Curriculum Seed Grant: Latin American Business Practices: A focus on Brazil.”Grant: \$1500 Awarded: Winter 2008, Research conducted: Summer 2008.

WSU, UCIE Grant: (Grant to explore research collaboration with faculty in Germany and to explore opportunity for study abroad program for our students).Grant: \$1500, Awarded: Winter 2005.

WSU, UCIE grant: Internationalizing the Curriculum Seed Grant: Doing Business in Africa: A Case Study of Kenya, (teaching video developed in order to internationalize the curriculum at WSU), Grant: \$1500, Awarded: Winter 2005, Research conducted: Summer 2005.

WSU, Research and Sponsored Programs Grant: (Grant provided to explore collaboration with faculty in Kenyan University and to further develop video for ACR Submission), Grant: \$1000, Awarded: Spring 2005, Research conducted: Summer 2005.

Association of Consumer Research, ACR Jagdish Sheth 2002 **Dissertation Award** for the cross-cultural category, An Examination Of Immigrant Acculturation in the United States, \$2000. (only two awards given every year).

University of Memphis, Center for International Business, **Dissertation Grant**, “An Examination of Immigrant Acculturation in the United States,” \$1500.

SERVICE TO THE DISCIPLINE

Session Chair, *African International Business and Management Conference*, Nairobi, Kenya, August 24th – August 26th 2010.

Co-Track Chair for the Cross-Cultural Integrated Marketing Communication Track for the 2010 *Academy of Marketing Science Cultural Perspectives in Marketing Conference* to be held in Lille, France July 22 - July 25; 2010.

Reviewed manuscript for the *Journal of Immigrant and Refugee Studies*, November 2009.

Ad Hoc Reviewer, 2009 Atlantic Marketing Association Conference, global marketing track, June 2009.

Reviewed paper for *Society for Marketing Advances Conference*, (SMA) Services Marketing Track, May 2009.

Reviewed manuscript for the *Journal of Asia-Pacific Business*, November 2008.

Reviewed two papers for *Latin American Association of Consumer Research Conference*, held in Sao Paulo, Brazil, July 2008.

Co-Chair for Integrated Marketing Communication Track for the 2008 *Academy of Marketing Science Cultural Perspectives in Marketing Conference* held in New Orleans, Louisiana, January 2008.

Reviewed two papers for the 2008 *Atlantic Marketing Association* – global marketing track. Served as Co-Chair for *IMC Track* for the 2008 *AMS Cultural Perspectives in Marketing Conference* held in New Orleans, Louisiana, January 2008.

Reviewed two papers for the *European Association of Consumer* (EACR) Research, held in Milan, Italy July 2007.

Session Chair, at the 2005 *SAM International Business Conference*, Las Vegas, April 3rd – 6th, 2005

Reviewer, Consumer Behavior Track of the *American Marketing Association Winter 2005 Conference*.

Reviewer, Global Marketing Track of the 2005 *AMA Summer Marketing Educators' Conference*.

Reviewer, Global and Cross-Cultural Track of the 2004 *AMA Summer Marketing Educators' Conference*.

Reviewer, Consumer Behavior Track of the 2003 *Society for Marketing Advances Conference*.

Reviewer, *International Management Development Conference*, 1996

SERVICE TO THE UNIVERSITY

- | | |
|----------------------------------------------------------|----------------|
| 1. WSU Branding Council | 2016 – present |
| 2. Ohio Department of Education – Tag and CLEP Committee | 2016 - present |
| 3. AMAWSU Marketing Club Faculty Advisor | 2011 -2 016 |
| 4. ABBS Faculty Advisor | 2013- present |
| 5. Marketing Department Curriculum Committee, Member | 2003 - present |

- | | |
|---------------------------------------------------------------------------------------------|----------------|
| 6. Undergraduate Programs Committee, Member, Chair of the Committee, 2011-- but member from | 2006 - present |
| 7. Undergraduate Assessment Committee, Member | 2006 – present |
| 8. Member of the Deans Assurance of Learning Committee | 2010 – present |
| 9. Awards, Scholarships and Honors Committee | 2012 – present |
| 10. Academic Diversity Initiatives Advisory Council | 2012 – 2016 |
| 11. Faculty Advisory Board Member for Work Smart Program -Social Work department. | 2007 – 2011 |
| 12. Chair, Combined Community Campaign | 2015-2015 |
| 13. Chair, Marketing Search Committee | 2014-2015 |

TEACHING EXPERIENCE

Semester at Sea – Fall 2013 Voyage: (I received above average teaching evaluations)

I taught two sections of international business and one section of international marketing on the Fall 2013 Voyage. The program was run by the University of Virginia. The Fall voyage went to seventeen different countries in Europe, Africa and South America, over the course of four months.

WRIGHT STATE UNIVERSITY

Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

Associate Professor, Raj Soin College of Business, (September 2009 – present)
Assistant Professor, Raj Soin College of Business, (July 2003 – August 2009)

Graduate Courses

MBA 7600: Marketing Strategy MKT 7700: International Marketing

Undergraduate Courses

MKT 2500: Principles of Marketing	MKT 3100: Consumer Behavior
MKT 3300: International Marketing	MKT 3500: Market Research
MKT 3600: Retailing	MKT 4900: Marketing Strategy

LAMBETH UNIVERSITY

Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

Instructor of Marketing and International Business (August 1999 – June 2003).
Fall 1999 – Fall 2002

International Marketing	Cross-Cultural Issues in Business
International Business	Consumer Behavior
Market Research	Retailing
Introduction to Business	Strategic Management
Organizational Behavior	Organizational Theory

UNIVERSITY OF MEMPHIS

Graduate Teaching Assistant, University of Memphis. (1995 - 1999).

Teaching Evaluation: consistently above 4.0 (above average) on a 5-pt scale

Fall 1995	Principles of Marketing
Spring 1996	Principles of Marketing
Spring 1997	International Marketing
Summer 1997	Market Research
Fall 1997	Consumer Behavior
Fall 1998	Intro to Business
Spring 1999	Sales Management
Spring 1999	Principles of Marketing

LEMOYNE OWEN COLLEGE

Adjunct Faculty, LeMoyne Owen College. (1996 - 1997).

Fall 1996	Strategic Management (Lifelong Learning and Excel Program)
Fall 1997	Strategic Management (Lifelong Learning and Excel Program)

OTHER WORK EXPERIENCE

Market Research Analyst, Message Factors, Memphis, TN, (Summer 1999)

- Conducted value analysis and customer satisfaction research for clients.
- Interpreted the research results and provided recommendations for clients.

Strategic Marketing Research Analyst Intern, Northern Telecom, Nortel, Nashville TN (Summer 1996)

- Evaluated current and future corporate strategies of major competitors.
- Conducted detail analysis of buying behavior and competitors' share of sub-segments.
- Made recommendations for product positioning.
- Provided comprehensive summaries and charts depicting industry trends and projections of competitor's potential next moves.

Systems Assistant Intern, Bankers Trust, Nashville, TN, (Summer 1994)

- Implemented inventory system and interfaced with 200 LAN and Wide area network users.
- Resolved user problems including LAN, Telecommunications and Voice Response Units.

Production Control Intern, Federal Express, Memphis, TN (1990)

- Assisted systems development group in identifying and analyzing production related problems using various operating systems: TSO, COS, IMS, CA-7.
- Coordinated production schedules with clients and computer operators.

Bilingual Administrative Assistant, United Nations Center for Human Settlement, (Habitat Headquarters in Nairobi, Kenya), (January 1988 – December 1988).

- Assistant to the Programme Officer for the Asia Pacific Regional

Administrative Assistant, International Development Research Center, (August 1987 – December 1987) (Canadian Organization)

- Assistant to Professor Jackson Kategile

Administrative Assistant Kenya Association of Manufacturers, Nairobi Kenya, (July 1985 – December 1987).

- Administrative Assistant to the Secretary to the Autoparts Liaison Committee

Personal Secretary, Kenya African National Union, Nairobi Kenya, (October 1984 –July 1985)

- Personal Secretary to the National Organizing Secretary at KANU Headquarters

PROFESSIONAL AFFILIATIONS

The Ph.D. Project
Association of Consumer Research
American Marketing Association
Alpha Kappa Epsilon Alpha Chapter, International Business Honor Society, WSU
Inducted into the Phi Beta Delta Honor Society for International Scholars, Spring,2008.
Inducted into the Beta Gamma Sigma Honor Society, Spring 2010
Kenya Scholars and Studies Association
Marketing Ethnic Faculty Association

Community Service

- **Member, Social Outreach Commission**, Incarnation Catholic Church, Dayton Ohio. Serve as a liaison to work with non-profit organizations as they solicit funding from the church. I was a liaison for the House of the People (a home that primarily serves Rwandese immigrants)
- **Community Service: Acculturation Volunteer**
 - I have served the Dayton community by working with Catholic Social Services as an “acculturation volunteer” with the Refugee Resettlement Program. To this end, I was trained as a volunteer and I attended several “new arrival” training workshops in order to see where my skills as an acculturation volunteer would best serve the non-profit organization. After completion of the training, I developed a series of five workshops on immigrant acculturation and adaptation for refugee women. The workshops were conducted weekly and lasted 2 to 3 hours. The topics and workshop dates are as shown. All of the workshops were held at the offices of Catholic Social Services in Downtown Dayton and one occasion at the home of one of the refugee women.
 - Workshop # 1: Women and Health
 - Workshop # 2: Women and Children Related Issues
 - Workshop # 3: Women, Education and Employment
 - Workshop # 4: Women and Understanding U.S. Financial System
 - Workshop # 5 Women and Empowerment

Defense Institute and Security Assistance Management- DISAM

- I regularly conduct training as a guest speaker at the Defense Institute of Security Assistance Management (DISAM) at the Wright Patterson Airforce Base, Dayton, Ohio. The presentations cover economic issues as well as cross-cultural issues in Africa.

POLA B. GUPTA, Ph.D. (Marketing)

(February 2017)

2234 Oakbrook Blvd.
Dayton, OH 45434
Tel: (937) 458-2002 (Home)
(937) 775-3046 (office)

Professor of Marketing
Department of Marketing
Raj Soin College of Business
Wright State University
Dayton, OH 45435

Education

State University of New York at Buffalo, Buffalo, New York.
Ph.D. in Marketing, 1988

State University of New York at Buffalo, Buffalo, New York.
M.B.A. in Marketing, 1985

S.V. University
B.S. in Electrical Engineering, 1972 (Ranked first in the college in Electrical Engineering)

Academic Positions

Fall 2007 – Present

Professor of Marketing (Tenured)
Raj Soin College of Business
Wright State University, Dayton, Ohio.

Fall 2004 – Fall 2007

Associate Professor of Marketing (Tenured)
Wright State University, Dayton, Ohio.

Fall 2002 - Fall 2004

Assistant Professor of Marketing
Wright State University, Dayton, Ohio.

Fall 1996 – Fall 2002

Associate Professor of Marketing (Tenured)
College of Business Administration
University of Northern Iowa, Cedar Falls, Iowa.

Fall 1991 - Spring 1996

Assistant Professor of Marketing
College of Business Administration
University of Northern Iowa, Cedar Falls, Iowa.

July 1988 - August 1991

Assistant Professor of Marketing
School of Business
Rutgers University, New Brunswick, New Jersey.

1985 – 1988 Graduate Instructor (Marketing), **SUNY at Buffalo**, Buffalo, NY.

BUSINESS EXPERIENCE

1981 – 1982	Deputy Manager Bokaro Steel Plant, India
1973 – 1981	Assistant Manager Bokaro Steel Plant, India

Teaching

Academic Awards and Honors:

1. Recipient of the 2017 **Robert J. Kegerreis Distinguished Professor of Teaching** (Note: Wright State University selects one faculty every year among 900 full time faculty. This award also comes with an annual stipend of \$2,500 for 3 years)
2. Recipient of the 2015-2016 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
3. Recipient of the 2014-2015 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
4. Recipient of the 2012-2013 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
5. Recipient of the 2011-2012 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
6. Recipient of the 2010-2011 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
7. Recipient of the 2008-2009 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
8. Recipient of the 2007-2008 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
9. Recipient of the 2006-2007 **Outstanding Research Award**, Raj Soin College of Business, Wright State University.
10. Recipient of the 2006-2007 **Outstanding Marketing Professor of the Year Award**, Raj Soin College of Business, Wright State University.
11. Recipient of the **Faculty Innovations in Teaching Award** (2000), College of Business Administration, The University of Northern Iowa.
12. Recipient of an **Honorable Mention in Excellence in Teaching Award** (1987) in a university-wide competition among 700 Graduate Teaching Assistants at the State University of New York at Buffalo, Buffalo, New York.
13. Recipient of a **Pravasi Achievers Gold Medal** from the NRI Welfare Society of India at a ceremony organized in House of Lords, London on September 10, 2010.
14. Recipient of an **Outstanding Research Award** for the paper titled, "An Exploration of Student Satisfaction with Internship Experiences in Marketing," at the 2010 IBFR (Institute for Business and Finance Research) conference, Kona, Hawaii (coauthored with David Burns & Jamie Schiferl).
15. In an article published in the *Journal of Advertising* has identified me as one of the top twenty advertising scholars in the nation. I was ranked 18th among the most

published scholars in the top three U.S. advertising research journals, *Journal of Advertising*, *Journal of Advertising Research* and *Journal of Current Issues and Research in Advertising*. The ranking was published in the article titled, “A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006” by Ford and Merchant in the *Journal of Advertising* vol. 37, no. 3 (Fall 2008) pp. 69-94.

Foreign Teaching Experience and Study Abroad programs:

- **Study Abroad Program (Summer 2015):** Took eight students from Wright State University to Japan as a part of the Japan Ambassador Program.
- **Germany :** Taught International Marketing at the University of Applied Sciences, Jena Paradies, Germany (2010).
- **India:** Taught International Marketing at the Indian Institute of Management, Bangalore, India
- **Austria:** Taught Advertising at the University of Klagenfurt, Austria.
- **Russia:** Taught Principles of Marketing at the Moscow Linguistic University, Moscow, Russia.

Courses Taught

- Marketing Research
- Internet Marketing / E-Commerce
- International Marketing
- Marketing Strategy
- Marketing Management
- Product and Price Strategy
- Marketing Planning
- Principles of Marketing

Professional Development Leave (Sabbatical): 2009-2010

Research

A. Articles in Refereed Journals:

1. Gupta, Pola, David, David Burns and Heather Boyd (2016), “Texting while Driving: An Empirical Investigation of Students’ Attitudes and Behaviors,” *Information Systems Management*, 33(1), 88-101.

2. Burns, David and Pola B. Gupta (2015), "Ethics Integration across the Business Curriculum: An Examination of the Effects of the Jesuit Approach," *Teaching Ethics*, 15(2), 245-260.
3. Burns, David and Pola B. Gupta (2014), "The Meaning of Money and Possessions: A Cross-University Comparison," *Atlantic Marketing Journal*, 3(1), 74-90.
4. Burns, David and Pola B. Gupta (2013), "Are Business Students at Jesuit Universities More Socially Responsible?" *Social Responsibility Journal*, 9(3), 454-464, 2013.
5. Schiller, Shu, Kendall Goodrich, Pola B. Gupta (2013), "Let Them Play! Active Learning in a Virtual World in Marketing Education", *Information Systems Management*, 30(1), 50-62.
6. Burns, David, Pola B. Gupta and Günter Buerke (2015), "Sentiment toward Marketing: A Comparison of German and U.S. Students," *International Journal of Commerce and Management*, 25(1), 21-37
7. Gupta, Pola B., David J. Burns and Jaime Schiferl (2010), "An Exploration of Student Satisfaction with Internship Experiences in Marketing," *Business Education & Accreditation*, Vol. 2(1), pp. 27-37.
8. James R. Coyle, James R., Stephen J. Gould, Pola B. Gupta, and Reetika Gupta (2009), "To Buy or To Pirate": The Ethical Matrix of Music Consumers' Acquisition-Mode Decision-Making," *Journal of Business Research*, Vol. 62(10), pp. 1031-1037.
9. Klassen, Michael, Pola. B. Gupta and Matthew P. Bunker (2009), "Comparison Shopping on the Internet," *International Journal of Business Information Systems*, Vol. 4(5), pp. 564-580.
10. Lord, Kenneth and Pola B. Gupta (2010), "Response of buying-center participants to B2B product placements," *Journal of Business and Industrial Marketing*, Vol. 25(3), p188-195.
11. Gupta, Pola B. and Stephen J. Gould (2007), "Recall of Products Placed as Prizes Versus Commercials in Game Shows," *Journal of Current Issues and Research in Advertising*, Vol. 29(1), pp. 43-53.
12. Gupta, Pola B., Paula M. Saunders, and Jeremy Smith (2007), "The Traditional Broad MBA vs. the MBA with Specialization: A Disconnection Between What B-Schools Offer and What Employers Seek," *Journal of Education in Business*, Vol. 82(6), pp. 307-311.
13. Gould, Stephen and Pola Gupta (2006), "Come on Down: A Study of How Consumers' View, Game Shows and the Product Placed in Them," *Journal of Advertising*, Vol. 35(1), pp. 65-81.
14. Gupta, Pola B., Stephen J. Gould and Bharath Pola (2004), 'To Pirate or Not to Pirate: A Comparative Study of the Ethical Versus Other Influences on the Consumer's Software Acquisition-Mode Decision,' *Journal of Business Ethics*, Vol. 55, pp. 255-274.

15. Gould, Stephen; Pola Gupta and Sonja Grabner-Krauter (2000), "Product Placement in Movies: A Cross-Cultural Analysis of Austrian, French, and American Consumers' Attitudes Toward This Emerging, International Promotional Medium," *Journal of Advertising*, Volume XXIX(No.4), pp. 41-58.
16. Gupta, Pola; Siva K. Balasubramaniam and Michael Klassen (2000), "Viewer's Evaluation of Product Placements in Movies: Public Policy Issues and Managerial Implications," *Journal of Current Issues and Research in Advertising*, Volume 22 (2), pp. 41-52.
17. Gupta, Pola and Kenneth R. Lord (1998), "Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall," *Journal of Current Issues and Research in Advertising*, Volume 20, (No.1., pp. 47-59).
18. Gupta, Pola and Steve Gould (1997), "Consumers' Perceptions of the Ethics and Acceptability of Product Placements in Movies: Product Category and Individual Differences," *Journal of Current Issues and Research in Advertising*, Volume 19, (No.1., pp 37-49).
19. Gupta, Pola B. (1996), "Survey of Pharmacists: Impact of the Generic Drug Scandal and Implications for Marketing Generic Drugs," *Health Marketing Quarterly*, Vol. 13(3), pp. 109-120.
20. Gupta, Pola B. and Kenneth R. Lord (1995), "Identification of Determinant Objective Attributes of New Automobiles: Objective Analogues of Perceptual Constructs," *Journal of Marketing Management*, Vol. 5 (No. 1), pp. 21-29.
21. Chao, Paul and Pola B. Gupta (1995), "Information Search and Efficiency of Consumer Choices of New Automobiles: Country-of-Origin Effects," *International Marketing Review*, Vol. 12 (No. 6), pp. 47-59.
22. Gupta, Pola B. and Stephen Gould (1993), "Decision Making in Health Care Institutions: The Health Care Paradigm," *The Journal of Hospital Marketing*, Vol. 7, No. 2, pp. 47-59.
23. Ratchford, Brian and Pola B. Gupta (1992), "On Estimating the Market Efficiency," *Journal of Consumer Policy*, Vol. 15, No. 3, pp. 275-293.
24. Gupta, Pola B. and Brian T. Ratchford (1992), "Estimating the Efficiency of Consumer Choices of New Automobiles," *Journal of Economic Psychology*, Vol. 13, No. 3, pp. 375-397.
25. Ratchford, Brian T. and Pola B. Gupta (1990), "On the Interpretation of Price-Quality Relations," *Journal of Consumer Policy*, Vol. 13, pp. 389-411.

26. Ratchford, Brian T. and Pola B. Gupta (1986), "On Measuring the Informational Efficiency of Consumer Markets," in *Advances in Consumer Research*, M. Wallendorf and P. Anderson, eds. Provo, UT: Association for Consumer Research, Vol.14 (309-313).

B. Manuscripts under review

Burns, David and Pola B. Gupta, "Sentiment Toward Marketing: An Examination of Future Business Personnel Attending Different Types of Institutions."

(Under review at the *Journal of Education for Business*)

Lord, Kenneth and Pola B. Gupta, "The Medium Is the Message: The Role of Context in Product Placements."

(Under **review** at the *Journal of Advertising*)

E. Work in Progress

1. Gupta, Pola, David Burns and Hanna Ranly, "An Empirical Investigation of Students' Attitudes and Behavior Toward Showrooming."
(Data collection is completed.)
2. Pillai, Deepa and Siva K. Balasubramanian and Pola Gupta "Determinants of Consumers' Attitudes Toward Product Placement: A Structural Equation Modeling Approach."
3. Balasubramanian, Siva K. and Pola B. Gupta "Viral Marketing Messages: A Theoretical Framework"
4. Michael L. Klassen and Pola B. Gupta, "Comparison Shopping on the Internet: U.S. and Austrian Shoppers."
5. Gupta, Pola B. "Shoplifting: Consumers' Attitudes and Implications for the Retailers."
6. Gupta, Pola B., "Adolescent Smoking: Influences of Marketing, Environmental, and Psychological Factors."
7. Gupta, Pola et. al., "Marathon Vs. Non-Marathon Runners: An Empirical Examination of Their Needs and Marketing Implications."
8. Gould, Stephen J., Pola B. Gupta, Richard E. Plank, and James Coyle, "Integrating Consumer Communications source effects in retailing: A study of relative influences."
9. Balasubramanian, Siva K. and Pola B. Gupta, "Viral Marketing Messages: An Empirical Assessment."

F. Research Grants

1997 Received a **\$57,000** grant from the Iowa Department of Transportation to work on the Access Management Project (with Dr. Paul Chao).

SERVICE

Wright State University

Spring 2017-Present	Faculty Advisor for AMA-WSU Marketing Club
Fall 2014 – Present	Graduate Program Committee (GPC)
Fall 2012 – Fall 2014	Information Technology Committee
Winter 2007 – Fall 2009 & Fall 2011 – Present	Faculty Advisor for the Marketing Internships
Winter 2009 – Fall 2009	Faculty Executive Committee
Fall 2008 – Winter 2009	Ad Hoc Dean's Advisory Committee (To advise on the MBA Core Faculty group's proposals)
Fall 2007 – Fall 2008	Student Awards, Scholarships and Honors Committee
Fall 1997- Fall 2007	Faculty Advisor for the WSU Chapter of the American Marketing Association
Fall 2006	Member of the Search Committee for Marketing Department Chair
Fall 2006	Member of the Search Committee for the IT Coordinator
Fall 2006 – Fall 2007	RSCOB Information Technology Committee
Fall 2003 – Winter 2009	Graduate Program Committee (GPC)
Fall 2002- Present	Curriculum Committee, Marketing Department
Winter 2005 – Fall 2009	Marketing Department Bylaws Committee
Fall 2003 – Fall 2004	Parking Advisory and Appeals Committee
Spring 2003 – Fall 2005	MBA Core Committee
Fall 2002 – Fall 2003	Student Awards, Scholarships and Honors Committee
Fall 2011 – Spring 2012	Co-Chair, Web Survey Software Committee (Ad Hoc) (Successfully implemented a university-wide solution for creating web surveys using Qualtrics)
Fall 2012 – Present	Member, Web Survey Software Committee

Other Services at Wright State University

Summer 2010-Spring 2012 Guided Heather Boyd's undergraduate research project for which she obtained \$4,500 research grant

Professional Services

2007-Present Director of Marketing Educators' Association

Service at the University of Northern Iowa

Spring 1995 – Fall 2002	Web Master for the departments' web site (I am responsible for creating and maintaining our department web site.)
Fall 2001 – Fall 2002	The CBA Faculty Council
Fall 2001 – Fall 2002	CBA Admissions & Retention Subcommittee of the Faculty Council
Spring 97 - Fall 2002	Member of CBA MBA Policy Committee
Spring 1999- Fall 2002	CBA Faculty Research and Development Committee
Fall 1997- Fall 2002	Member of CBA Technology and Telecommunications Committee
August 1991- Fall 2002	Member of Graduate Faculty
Spring 1996- Fall 2002	Member of Dept. Professional Assessment Committee
August 1996 - Fall 2002	Library Liaison
Fall 1997- Fall 2002	Member of Information Technology Services
April 1995 - Fall 2002	Member of Awards Competition Coordinating Committee
August 1995- Fall 2002	Member of Honorary Degrees Committee
October 1995 - Fall 2002	Member of Affirmative Action Council on Academic Affairs
Fall 1999-Fall 2001	Chair of the CBA Faculty Research and Development Committee
Fall 1997-Fall 1999	Member of Faculty Council
Spring 1997-Fall 1999	Member of CBA Curriculum Committee
August 1996 – Fall 1998	Department Curriculum Committee
August 1996 – August 1997	Chair of Department Professional Assessment Committee (PAC)
August 1996 - Spring 1997	Member of the Marketing Head Search Committee
January 1996 – Fall 1997	Member of the ICN/Distance Education Task Force
October 1995 – Fall 1997	Member of MBA Curriculum Revision Committee
September 1995 – Fall 1997	Member of CBA Web Committee
September 1994 – Fall 1997	Member of the Undergraduate Business Core Curriculum Continuous Improvement Committee
Fall 1993 – Fall 1998	Member of the Departmental Outcomes Assessment Committee
Fall 1993	Chair of the Search Committee for Faculty Recruitment
April 1992 - August 1995	Member of General Education Committee
April 1992 - December 1992	Member of Student Assessment Form Committee
April 1992 - December 1992	Member of Oral Competency Committee

Service at Rutgers University

1988 - May 1991	Member of Teaching Evaluation and Improvement Committee
1986 - 1987	Member of Graduate Research Council
1988 - May 1991	Member of Computer Resources Coordination Committee
1988 - May 1991	Member of Rules and Procedures Committee
April 1989	Chaired and organized the All-Rutgers Marketing Conference

Other Services at UNI

Spring 1998	Designed several surveys (e.g., The MBA Outcome Assessment Survey, CBA Alumni Survey, Survey for the Students Abroad Program etc.)
Fall 1997- Fall 1998	Faculty Advisor for the American Marketing Association (Local chapter)
Fall 1995	<u>Developed</u> a new Marketing Department Brochure for use by the Public Relations Office at the University of Northern Iowa

Major Professional Activities

Spring 2008 – Present	Board of Director, Marketing Educators' Association
March 1991 - January 1994	Member of the Editorial Review Board at the <u>Journal of Marketing</u> . Reviewed several articles for this journal.
July 1991 - Fall 2001	Member of the Editorial Advisory Committee for the <u>Journal of Hospital Marketing</u> , <u>Journal Professional Services Marketing</u> , and <u>Health Marketing Quarterly</u> .
August 1989 - March 1991	Ad Hoc Reviewer for the <u>Journal of Marketing</u> . Reviewed several articles for this journal.
October 1989 - March 1991	Ad Hoc Reviewer for the <u>Journal of Marketing Research</u> . Reviewed several articles for this journal.

Community Service

Marketing Studies conducted for local businesses as class projects:

I conducted several large marketing research projects for local businesses with the help of students in my classes. The following is a sample of the projects completed. These projects involved focus groups, designing questionnaires, sampling, coding, data processing using the SPSS statistical software package, writing reports, and making oral

presentations to the clients. Given the nature of these projects, I had to spend countless hours outside the classroom.

1. A & E Powder Coating, Springfield, Ohio:

As class projects, we conducted two major studies for A& E Powder Coating. This project was selected for participation in the 2003 MBA Showcase event hosted by the Raj Soin College of Business. We presented our study findings and conclusions to the President of the company and submitted a 150-page report. According to the appreciation letter received from President of the company, our report will be used on a daily basis to help them in their growth and future success. The following are some major tasks accomplished by our study:

- Through surveys, explored the sales/marketing opportunities for marketing their proposed new product (pails imported from Mexico).
- Developed marketing and sales program for their existing powder coating business.

2. Adolescent Health & Wellness Center, Dayton, Ohio:

(A division of Combined Health District Montgomery County)

As class projects, we conducted an extensive study and accomplished the following tasks:

- Prepared a media exposure to recognize the 10-year anniversary of the Adolescent Wellness center.
- Identified the target market for a publicity campaign.
- Conducted patient satisfaction surveys.
- Developed new brochures to introduce prospective patients and their parents to the Health Center.

3. Wright State Music Department Study:

With the help of students in my Marketing Strategy classes, we conducted two major projects for the Wright State Music Department. We developed a detailed marketing plan to promote their music events and to increase number of music majors.

4. John Deery Motors: A marketing study (Cedar Falls, IA)

5. First State Bank: A marketing study (Cedar Falls, IA)

6. UNI Suzuki School: A marketing study (Cedar Falls, IA)

7. American Red Cross: A marketing study (Cedar Falls, IA)

8. KUNI Radio Station: A marketing study (Cedar Falls, IA)

9. University Inn: A marketing study (Cedar Falls, IA)

10. Cedar Falls Chamber of Commerce: A marketing study (Cedar Falls, IA)

11. UNI Health Services Department : A marketing study (Cedar Falls, IA)

Note: I received several appreciation letters from the above organizations.

Charles S. Gulas

*Vita**Spring 2017***Office:**

Department of Marketing
 Raj Sooin College of Business
 Wright State University
 Dayton, OH 45435
 (937) 775-2905
 charles.gulas@wright.edu

Home:

2805 Pekin Road
 Springboro, OH 45066
 (937) 743-9621
 csg_email@yahoo.com

Education

Ph.D.	University of Massachusetts Amherst Amherst, MA 01003 Major Area: Marketing Minor Area: Social Psychology	1994
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Dissertation:

The Effect of Ambient Scent on Consumer Behavior:
 Implications for Retail Atmospherics

Honors and Awards

American Marketing Association Doctoral Consortium Fellow 1993
 Member of Beta Gamma Sigma - National Business Honor Society
 1993 Harold Hardy Scholarship Award
 1992 Harold Hardy Scholarship Award

MBA	Williamson School of Business - Youngstown State University Youngstown, OH 44555 Concentration: Marketing	1986
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BS	Williamson School of Business - Youngstown State University Major: Marketing Management Minor: Economics Graduated Magna cum Laude	1984
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Honors and Awards

Dean's List - 4 years
 Outstanding Senior in Marketing Award
 Distinguished Student in Business Award
 Served as graduate school representative to Student Government

Publications and Scholarship

Book Publications

Gulas, Charles S., Marc G. Weinberger and Kunal Swani (forthcoming), “Humor and Violence,” Wiley Handbook of Violence and Aggression, Peter Sturmey, ed.

Banerjee, Subhabrata, Charles Gulas and Easwar Iyer (2015) *Shades of Green: A Multidimensional Analysis of Environmental Advertising in Environmental Communication Volume Four: Environmental Publics: Citizens, Corporations, And Non-Governmental Organizations* Robert Cox (editor) SAGE Publications, Thousand Oaks, CA. **(This chapter is a reprint of an article previously published in the Journal of Advertising in 1995).**

Gulas, Charles S., Kim K. McKeage and Marc G. Weinberger (2014), “It’s Just a Joke: Violence against Males in Humorous Advertising in Advertising and Violence: Concepts and Perspectives” Nora J. Rifon; Marla B. Royne; Les Carlson (eds.) Armonk, NY M.E. Sharpe. 45-59. **(This chapter is a reprint of an article previously published in the Journal of Advertising in 2010).**

Weinberger, Marc G., Charles S. Gulas and Michelle F. Weinberger (2012), “Culture as Expressed through Advertising Humour,” in *Handbook of Developments in Consumer Behaviour*, Victoria Wells and Gordon Foxall (eds.), Edward Elgar Publishing. 83-117.

Gulas, Charles S. and Marc G. Weinberger (2010), “That’s Not Funny Here: Humorous Advertising across Boundaries,” in *Translation, Humour and the Media*, Delia Chiaro, ed. London: Continuum Books. 17-33.

Gulas, Charles S. and Marc G. Weinberger (2006), *Humor in Advertising: A Comprehensive Analysis*, Armonk, NY: M. E. Sharpe, Inc. (ISBN 0-7656-1613-0).

Gulas, Charles S. and Marc G. Weinberger (2003), “Humor” in *The Advertising Age Encyclopedia of Advertising*, John McDonough, ed., New York: Fitzroy Dearborn. 824-828.

Xue, Zhiming and Charles S. Gulas (2002), “Continuous Improvement in College Teaching: An Application of Statistical Tools,” in *Fundamental Concepts of Quality Improvement*. Hartman, Melissa G. ed., Milwaukee, WI: ASQ Quality Press, 273-284 **(Reprinted from a paper previously published in ASQC Proceedings in 1995).**

Journal Publications

Weinberger, Marc G., Kunal Swani, Hye Jin Yoon and Charles S. Gulas (2016), “Understanding Responses to Comedic Advertising Aggression: The Role of Vividness and Gender Identity.” *International Journal of Advertising*
<http://dx.doi.org/10.1080/02650487.2016.1186411>

- Weinberger, Marc G., Charles S. Gulas and Michelle F. Weinberger (2015), "Looking in Through Outdoor: A Socio-Cultural and Historical Perspective on the Evolution of Advertising Humor." *International Journal of Advertising* 34 (3) 447-472.
- Swani, Kunal, Marc G. Weinberger, and Charles S. Gulas (2013), "The Impact of Violent Humor on Advertising Success: A Gender Perspective." *Journal of Advertising*. 42 (4) 308-319.
- McKeage, Kim K. and Charles S. Gulas (2013), "Relationships, Roles, and Consumer Identity in Services Marketing," *Services Marketing Quarterly*. 34 (3) 231-239.
- Gulas, Charles S. and James E. Larsen (2012), "Silence is Not Golden: Firm Response and Non-response to Consumer Correspondence," *Services Marketing Quarterly* 33(3) 261-275.
- Gulas, Charles S., Kim K. McKeage and Marc G. Weinberger (2010), "It's Just a Joke: Violence against Males in Humorous Advertising," *Journal of Advertising*. 39(4) 109-120. (reprinted in 2014 Rifon, Royne, Carlson book listed above).
- Gulas, Charles S., James E. Larsen and Joseph W. Coleman (2009), "Brand and Message Recall: The Effects of Situational Involvement and Brand Symbols in the Marketing of Real Estate Services," *Services Marketing Quarterly*. 30 (4) 333-341.
- Larsen, James E., Charles S. Gulas, Joseph W. Coleman (2008), "Residential Real Estate Marketing Activities: What Works, What Doesn't." *Real Estate Review*. 37 (3) 97-110.
- Gulas, Charles S. and Robert Premus (2008), "Inventing Flight: A Once-In-A-Lifetime Business Opportunity," *Journal of Business and Behavioral Sciences*. 18 (1) 43-62.
- Larsen, James E., Joseph W. Coleman and Charles S. Gulas (2008), "Using Public Perception to Investigate Real Estate Brokerage Promotional Outlet Effectiveness," *Journal of Real Estate Practice and Education*. 11 (2) 159-177.
- Gulas, Charles S., Robert Premus, John P. Blair (2008), "Choosing a Business Location at Startup: A Case Study," *Business Journal for Entrepreneurs*. 2008 (3) 1-31.
- Flaherty, Karen, Marc G. Weinberger and Charles S. Gulas (2004), "The Impact of Perceived Humor, Product Type, and Humor Style in Radio Advertising," *Journal of Current Issues and Research in Advertising*. 26 (1) 25-36.
- Gulas, Charles S. and Kim McKeage (2004), "The Memetics of Transcendent Places," *Advances in Consumer Research* 31 (1) 468-472.
- Gulas, Charles S. and Kim McKeage (2000), "Extending Social Comparison: An Examination of the Unintended Consequences of Idealized Advertising Imagery," *Journal of Advertising*. 29 (2) 17-28.

Campbell, Leland, Charles S. Gulas and Thomas S. Gruca (1999), "Corporate Giving Behavior and Decision-Maker Social Consciousness," *Journal of Business Ethics*. 19 (4) 375-383.

Gulas, Charles S. (1996), "Atmospherics: Maintaining and Motivating Consumers," *Journal of Academy of Business Administration*. 2 (1) 46-54.

Banerjee, Subhabrata, Charles S. Gulas, and Easwar Iyer (1995), "Shades of Green: A Multidimensional Analysis of Environmental Advertising," *Journal of Advertising*. 24 (2) 21-31.

Gulas, Charles S. and Peter H. Bloch (1995), "Right Under our Noses: Ambient Scent and Consumer Responses," *Journal of Business & Psychology*. 10 (1) 87- 98.

Iyer, Easwar, Bobby Banerjee and Charles S. Gulas (1994), "An Expose' on Green Television Ads," *Advances in Consumer Research* 21(1) 292-298.

Weinberger, Marc G. and Charles S. Gulas (1992), "The Impact of Humor in Advertising: A Review," *Journal of Advertising*, 21 (4) 35-59.

Maskulka, James M. and Charles S. Gulas (1987), "The Long-term Dangers of Gray-Market Sales," *Business*, 37 (1) 25-31.

Papers Published in Refereed Conference Proceedings

Gulas, Charles S., Kunal Swani, and Marc G. Weinberger (2015), "Comedic Violence in Advertising: A Test of Gender Commonality." *The Proceedings of the 2015 Conference of the American Academy of Advertising*, Michelle R. Nelson, editor, (abstract published) 202.

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas, (2009), "Humorous Appeals in Advertising: Comparing the United States, Australia and the People's Republic of China." In *Cross Cultural Research*, Lenard C. Huff, editor.

Crawford, Heather, Gary Gregory, James Munch and Charles S. Gulas (2009), "Humour Types and Themes in Cross Cultural Advertising" *Proceedings of the Academy of International Business*.

Delaney, Jay and Charles S. Gulas (2007), "Marketing of Art and the Art of Marketing; The Marketing Concept in Practice," in *The Proceedings*, International Management Conference, Society for Advancement of Management. 1540-1544.

Gulas, Charles S., Robert Premus, and John P. Blair (2006), "Choosing a Landing Site for Wright Air & Space Center," abstract published in *Proceedings of the International Academy for Case Studies*. Allied Academies International Conference 13 (2) 7.

Monnier, Christina and Charles S. Gulas, (2004), "American Odyssey," extended abstract published in *Advances in Consumer Research* Vol. 31 Barbara E. Kahn and Mary Frances Luce eds. Valdosta, GA: Association for Consumer Research. 6-7.

Gulas, Charles S. (2002), "Fear Appeals in a Fearful Time," *The Proceedings*, International Management Conference, Moustafa H. Abdelsamad and Elwin R. Myers, eds. Society for Advancement of Management. 779-782.

Campbell, Leland and Charles S. Gulas (1996), "The Effect of Cause Related Marketing (CRM) on Emotions and Attitudes," *Developments in Marketing Science* Vol. 19 Elizabeth J. Wilson and Joseph F. Hair Jr. eds. Coral Gables, FL: Academy of Marketing Science, 238-242.

Xue, Zhiming and Charles S. Gulas (1995), "Continuous Improvement in College Teaching: An Application of Statistical Tools," in *ASQC 49th Annual Quality Congress: Proceedings*. Milwaukee: American Society for Quality Control, 267-275. (reprinted in 2002 Hartman book listed above).

Gulas, Charles S. and Charles D. Schewe, (1994), "Atmospheric Segmentation: Managing Store Image With Background Music," in *Enhancing Knowledge Development in Marketing 1994 AMA Educators' Proceedings* Vol. 5 Ravi Achrol and Andrew Mitchel, eds. Chicago: American Marketing Association, 325-330.

Antes, David L. and Charles S. Gulas (1993), "The Use of Humor in Health Care Advertising: A Planning Model," in *Advances in Health Care Research*, Ronald Hoverstad and H. Lee Meadow, eds. Madison, WI: American Association for Advances in Health Care Research, 56-60.

Gulas, Charles S. and David L. Antes, (1993), "Celebrity Endorsers and Race: A Report of Two Pilot Studies," abstract published in *Proceedings of the 1993 Conference of the American Academy of Advertising*, Esther Thorson, ed. Columbia, MO: University of Missouri-Columbia, 269.

Other Publications

Weinberger, Marc G. and Charles S. Gulas (2016), "A Curation of Advertising Humor in the Journal 2000-Present," the *Journal of Advertising* published online February
<http://explore.tandfonline.com/content/bes/ujoa-si-humor/ujoa-si-humor-intro/>

Gulas, Charles S. and Kim McKeage (2003), "Store Relationship Quality (SRQ) A Tool for Understanding Store Loyalty," *Working Paper Series* Raj Sooin College of Business number 03-01.

Gulas, Charles S. (1996), Book Review of – M. M. Kostecki, Marketing Strategies for Services: Globalization, Client-Oriented, Deregulation. New York: Pergamon Press - *Journal of the Academy of Marketing Sciences*, 24 (2) 178-179.

Gulas, Charles S. and Charles D. Schewe (1993), "Atmospheric Segmentation: Managing Store Image With Background Music," 1993/16 in *Working Paper Series*, Sven-Olof Collin and Rikard Larsson eds. Institute of Economic Research, School of Economics and Management, Lund University, Sweden (revised version of this paper was published as a refereed conference paper listed above).

Scholarly Reviews and Other Service to the Discipline

Guest Editor: *Journal of Advertising* - online curation - Humor in Advertising (2016)
 Book Reviewer: *Humor in the Workplace*, Psychology Press (2014)
 Ad hoc reviewer – *Journal of Advertising* (1998-present)
 Member of the Editorial Board - *Journal of Asia Pacific Business* (2009-2012)
 Ad hoc reviewer - *Journal of Experimental Psychology: Applied* (2011)
 External Reviewer for promotion and tenure cases
 University of New Hampshire (2014)
 East Carolina University (2012)
 East Carolina University (2010)
 Skidmore College (2004)
 External thesis examiner for a Ph.D. candidate at the University of New South Wales, Australia. (2010)
 Reviewer - AMA Summer Educators' Conference (2009)
 Judge – Chapter Plans and Annual Reports - American Marketing Association International Collegiate Conference (2008)
 Ad Hoc Reviewer – *Marketing Theory* (2003)
 Competitive Paper Reviewer - AMS/ACRA Retailing Conference (2003)
 Judge - John A. Howard Doctoral Dissertation Competition *American Marketing Association* (2003)
 Competitive Paper Reviewer - *American Marketing Association Summer Marketing Educators' Conference* San Diego, CA (2002)
 Competitive Paper Reviewer - *American Marketing Association Winter Marketing Educators' Conference* Scottsdale, AZ (2001)
 Competitive Paper Reviewer - *Seventh Annual Marketing and Public Policy Conference* - Boston (1997)
 Competitive Paper Reviewer - *Marketing Management Association Annual Conference* - Chicago (1997)
 Competitive Paper Reviewer - *Fifth Symposium on Cross-Cultural Consumer and Business Studies* - Hong Kong (1995)

Teaching Experience and University Service

Wright State University - Raj Sooin College of Business – Department of Marketing

Professor	2010-present	
Associate Professor		2000/2010
Assistant Professor		1994/2000

Undergraduate courses taught: Entrepreneurship, Senior Projects in Marketing (capstone course), Advertising / Promotional Marketing /IMC, Internet Marketing, Marketing Management, Marketing Management Lab (communications), Marketing Strategy, Product Management, Independent Studies in Marketing, Honors Project in Marketing, Internship in Marketing

Graduate courses taught: Entrepreneurship, Integrated Marketing Communications, Business Professionalism, Consumer and Industrial Buyer Behavior, The Marketing Process, Marketing Strategy, Survey of Marketing, Independent Studies in Marketing. (Full membership in the graduate faculty granted in 2004)

Directed student groups in developing advertising campaigns and marketing plans for local small businesses and not-for-profit organizations.

Off Campus Teaching

WSU MBA Program	Lake Campus, Celina, Ohio
WSU MBA Program	Rio Grande, Ohio
WSU MBA Program	Tortola, British Virgin Islands
WSU MBA Program	Mound Advanced Technology Center

Grants Received

“Successful Media Impacts,” with James E. Larsen and Joseph W. Coleman – Ohio Division of Real Estate & Professional Licensing \$82,077 (2006)
 “E-Business Development,” with Barbara Denison – Wright State University Professional Development Grant \$3000 (2003-2004)
 “Electronic Commerce Learning Community,” with Barbara Denison, Thomas Dovel, Jung Choi, Joan Lumpkin, Paula Saunders, Hong Wang – Wright State University Special Grants Program \$18,900 (2000-2001)

Recent University and College Service (previous years similar)

2012-2013

Promotion and Tenure Committee (college)	Member
Student Awards, Scholarships and Honors Committee (college)	Alternate
Marketing faculty search committee (department)	Member

Honors and Awards

Nominee – Educator of the Year: Greater Dayton Advertising Association	2017, 2015, 2013, 2012, 2011, 2010, 2009, 2008
Raj Soin College of Business Award for Outstanding Faculty Scholarship	2008-2009
Gold Medal Winner – People’s Choice Award: Association for Consumer Research Film Festival	2003
Department of Marketing Co-Nominee for COBA Outstanding Teacher	2000-01
The Belinda A. Burns Faculty Scholarship Award	1997-99

Wright State University MBA Association Faculty Award for Marketing	1996
Chair's Award for Commitment to Excellence for Outstanding Teaching	1996
Department of Marketing Nominee for COBA Outstanding Teacher	1996

Other Teaching Experience and University Service

University of Massachusetts Amherst

Graduate Instructor 1993/94
 Department of Marketing
 Amherst, MA 01003
 Taught undergraduate course: Buyer Behavior and Marketing Research.

Clarion University of Pennsylvania

Full Time Instructor 1989/90
 Department of Marketing
 Clarion, PA 16214
 Taught undergraduate courses in: Principles of Marketing, Advertising, Industrial Marketing and Physical Distribution
 University Service:
 Advisor for Student Chapter of the American Marketing Association
 Member of Library Committee
 Undergraduate Student Advisor
 Reader - Pittsburgh National Bank Essay Contest

Youngstown State University - Williamson School of Business

Part-Time Instructor 1989
 Department of Marketing
 Youngstown, OH 44555
 Instructed course in Industrial Marketing.
Teaching Assistant, (as an MBA student) 1984/86
 Department of Marketing
 Youngstown, OH 44555
 Instructed courses in Physical Distribution/Logistics and Industrial Marketing. Fully responsible for course design, instruction, and grading.
 University Service:
 Directed a Small Business Administration consulting panel in counseling a local small business.

Industry Experience

Funny Business

P.O. Box 5292; Poland, OH 44514

Sole Proprietor:

1988-90

In addition to management of the Funny Business Comedy Club in Liberty, OH, the company also provided comedy booking agency services for corporate functions, professional organizations, hotels, and other comedy clubs. The proprietor's responsibilities included: media buying (radio, newspaper, TV, and direct mail), copywriting, talent management, and customer service.

Maidenform, Inc.

90 Park Avenue, New York, NY 10016

Key Account Representative: Chicago, IL - Responsible for sales, new placements, and inventory control for accounts in Illinois, Iowa and Indiana. 1987/88

Sales Representative: Toledo, OH Responsible for sales, new placements, and inventory control for accounts in Northern Ohio and Eastern Michigan. 1986/87

Consulting Projects, Seminars Conducted, and Invited Presentations

Leeds School of Business – University of Colorado Boulder	2014
Invited Presenter: "Humor in Advertising"	
BSUR – Amsterdam, the Netherlands	2010
<i>Consultant:</i> Humor in Advertising	
Wright State University Athletics Council Lecture Series	2008
Invited Presenter: "Humor in Advertising"	
Wright State University Friends of the Library Lecture Series	2007
Invited Presenter: "Humor in Advertising"	
(r)evolution partners – Atlanta, GA	2007
<i>Consultant:</i> Humor in Advertising	
A Fortune 1000 firm	
<i>Consultant:</i> (a non-disclosure agreement prohibits the identification of the firm or the nature of the project)	2007
Wright State University	2006
Conducted survey research in support of <i>Enhancement of Teaching and Learning Grant</i> "Pilot Geographic Expansion of Raj Soin College of Business Graduate Education"	
Better Business Bureau of Dayton/Miami Valley, Inc.	2005
<i>Conducted Seminar:</i> Truth in Advertising	
Better Business Bureau of Dayton/Miami Valley, Inc.	2004
<i>Conducted Seminar:</i> Truth in Advertising	
Wright Air & Space Center	2004
<i>Consultant:</i> with Robert Premus and John Blair – Site Selection Study	
Otterbein Retirement Living Communities	2004
<i>Consultant:</i> with Charles Schewe – Strategic Plan	
Mercer County – Grand Lake Economic Development	2004
<i>Conducted Seminar:</i> with Robert Premus – Retail Competitive Strategies	
Center for Teaching and Learning – Wright State University	2004
<i>Invited Presenter:</i> Writing for Publication: Suggestions from Successful WSU Faculty	
Raj Soin College of Business - Wartime Business and Economics Forum Series	2001-2002
<i>Discussion Facilitator:</i> Marketing, Consumer Behavior and Advertising: November 5, 2001; January 14, 2002; September 6, 2002	
Better Business Bureau of Dayton/Miami Valley, Inc.	1999
<i>Conducted Seminar:</i> Clear and Effective Advertising Techniques	
Miami Valley Ford Dealers Service Manager Meeting - Dayton, OH	1998
<i>Conducted Seminar:</i> Customer Service and Relationship Marketing	
Better Business Bureau of Dayton/Miami Valley, Inc. – Dayton, OH	1997
<i>Conducted Seminar:</i> Clear and Effective Advertising Techniques	
Dayton Metropolitan Housing Authority – Dayton, OH	1995
<i>Consultant:</i> Developed an advertising and publicity strategy.	
Better Business Bureau of Dayton/Miami Valley, Inc. and Dayton Advertising Club Dayton, OH	1995
<i>Workshop Leader:</i> Truth in Advertising, the DOs and DON'Ts	
Fairborn Rotary	1995
Invited Presenter: "Retail Atmospherics: The Environment of Consumption"	

Professional Development

Consortium for Entrepreneurship Education	2006
Awarded scholarship to attend annual conference Phoenix, AZ	
Direct Marketing Association	2000
Awarded scholarship to attend DMA Professor's Institute – Chicago, IL	
Raj Soin College of Business Summer Professional Development Program	2000
E-business / Internet Marketing Internship	

Flynn, Sabatino & Day, Inc. – Miamisburg, OH
Advertising Education Foundation Visiting Professor

1996

Trade Publications

Larsen, James E., Joseph W. Coleman and Charles S. Gulas (2007), "An Investigation of Promotional Outlet Effectiveness for Ohio Real Estate Brokers," Ohio Department of Commerce Division of Real Estate & Professional Licensing available online at:
http://www.com.state.oh.us/real/documents/Media_Impact_Study_FINAL.pdf

Charles S. Gulas (1997), "Network Marketing Schemes Raise Ethical Issues," *Dayton Business Reporter*. March 3. p 7.

Charles S. Gulas (1996), "Developing Ad Images Causes Social Quandary," *Dayton Business Reporter*. September 30. p 7.

External Service

Panelist: Community Chautauqua: Conserve or Consume? Sponsored by B-W Greenway 2004
Judge for the Better Business Bureau Eclipse Awards 1998
 Assisted in the development of an advertising campaign for the Daybreak youth shelter 1996
 Directed student teams in developing advertising campaigns and marketing plans for local small businesses and non-profit organizations 1994-present

Professional Affiliations and Board Memberships

Church of the Incarnation, Centerville, Ohio	
Cubmaster for Cub Scout Pack #530	2013-2015
Den Leader for Cub Scout Pack #530	2010-2015
President Emeritus of the Education Commission	2012-13
President of the Education Commission	2011-12
Member of the Education Commission and School Subcommittee Chair	2008-10
Valco Industries Inc., Springfield Ohio	
Member of Board of Advisors	2009-2013
A & E Powder Coating, Springfield Ohio	
Member of Board of Advisors	2002-2013
Rural Land Alliance	
President, Board of Trustees	2001 - 2007
Advertising Review Council (Dayton and Miami Valley)	
Vice Chair	2003- 2006
Kettering Children's Choir	
Member of the Board of Trustees and the Public Relations Subcommittee	1998 - 2000
Dayton Advertising Club	

Member of Board of Directors and Chair of Scholarship Committee Member	1997-99 1994 - present
Member of the American Academy of Advertising	1992 - present
Member of Dayton Chapter of the American Marketing Association	1994 - 2011
Member of the American Marketing Association	1983 - 2011

Media Appearances

Quoted in, "Cable Fights for Customers" <i>Dayton Daily News</i>	February 20, 2017
Interview: WHIO (CBS) Dayton, Ohio Topic: Super Bowl advertising	February 4, 2016 February 5, 2016
Interview: WGRT (FOX) Dayton, Ohio Topic: Super Bowl advertising	February 6, 2012
Quoted in, "Residents Trying 'Buy American' Plan to Change Economy" <i>Dayton Daily News</i>	April 13, 2010
Quoted in, "Von Maur to Shake Up Retail Market" <i>Dayton Business Journal</i>	September 12, 2008 p. 3
Quoted in, "Making a Name for Themselves: Young Entrepreneurs are Starting area Businesses While They're Still in College" <i>Dayton Daily News</i>	August 26, 2007 p. C1
Quoted in, "Super Bowl Advertising Onslaught is Coming: WSU Professor Researches Humor in Advertising," <i>Fairborn Daily Herald</i> also published in <i>The Dayton Weekly News</i>	January 29, 2007 Front Page
Quoted in, "Humorous TV ads Common in Super Bowl," <i>Fairborn Daily Herald</i> also published in <i>Xenia Daily Gazette</i>	February 4, 2006
Interview: WOSU radio, Columbus, OH Topic: Super Bowl advertising	February 2, 2006
Interview: WMUB radio, Oxford, OH Topic: Humor in advertising	February 2, 2006
Interview: Quoted in, "Unique Marketing Attracting Attention for Local Company" (marketing communications strategy) <i>Dayton Business Journal</i>	December 16, 2005
Interview: Quoted in, "Sweet Success" (marketing strategy) <i>Dayton Business Journal</i>	December 16, 2005
Interview: Quoted in, "Companies use Technology to Advance" (web and interactive marketing strategies) <i>Dayton Daily News</i>	November 1, 2004 p. D3
Interview: Quoted in, "Dayton Area Ranks 8 th in Test Market Survey" (regional demographics) <i>Dayton Business Journal</i>	October 29, 2004 p. 4
Interview: Quoted in, "Tough Market" (regional brand competitive strategies) <i>Dayton Business Journal</i>	May 21, 2004 p. 1 +
Interview: Quoted in, "Steady Course" (business naming strategies) <i>Dayton Business Journal</i>	April 9, 2004 pp. 12-13
Interview: WMUB Radio Oxford, OH Topic - Humor in Super Bowl Advertising	January 29, 2004
Interview: Quoted in, "Fifth Third to Appeal to Women to Get Loans," (bank advertising campaign) <i>Dayton Daily News</i>	December 31, 2003 p. D1+
Interview: Quoted in, "Good Deal?" (going out of business sales) <i>Columbus Dispatch</i>	December 20, 2003 pp. B1-B2
Interview: Quoted in, "Ending with a Bang" (marketing of "Inventing Flight")	July 25, 2003

Dayton Business Journal	p. 1+
Interview: Quoted in, "Baby Boom: Biggest Generation Faces Challenges of Aging Differently," (targeting baby boomers) Dayton Daily News	April 13, 2003 Forecast 03 p. 2
Interview: WYSO radio, Yellow Springs, OH Topic - Patriotism in Advertising	July 4, 2002
Interview: Quoted in, "MTC Changes Name to Soin International" (marketing effects of name change) Dayton Business Journal	June 7, 2002
Interview: Quoted in, "Reviving Kmart Not a Sure Thing" (retail competition) Dayton Daily News	January 23, 2002
Interview: WKEF Television Dayton, OH - News 22 Topic - Price Negotiation	November 21, 2001
Interview: Quoted in, "Wonderful Weather Wows Most," (weather effects on business) Dayton Daily News	November 2, 2000 p E1 +
Interview: Quoted in, "Salem Mall's New Manager Only a Part-Timer: Experts Wonder If the Mall is on Its Way Out" (retail competition) Business News	February 11, 2000 p 1+
Interview: WKEF Television Dayton, OH - News 22 Topic - Internet Marketing	February 3, 2000
Interview: Quoted in, "Hot Deals, Cold Shoppers," (seasonal discounts) Dayton Daily News	January 10, 2000 p 5C
Interview: WKEF Television Dayton, OH - News 22 Topic - Political Advertising	October 12, 1998
Guest: WHIO Television Dayton, OH -WHIO Reports Topic - Business Integrity, Customer Service and the BBB	April 21, 1998
Interview: Quoted in, "Outlet Malls Grabbing Slice of Retail Pie," (retail competition) Dayton Daily News	December 21, 1997 p A1 +
Interview: WHIO Television Dayton, OH - NewsCenter 7 at 5:00 Topic - As Seen on TV: Gadget Advertising	November 9, 1996
Guest: Cable Channel 5 Clarion, PA - Five Alive Topic - Stand-Up Comedy and Marketing	October 25, 1989

Appendix B: Proposed 4-Year Budget**Budget for MS in MAI Program**

	Year 1	Year 2	Year 3	Year 4
Projected Enrollment				
Head-count full time	15	18	20	22
Head-count part time				
Full Time Equivalent (FTE) enrollment	15	18	20	22
Projected Program Income				
Tuition (paid by student or sponsor) (assume 3% inc. in tuition each year)	\$279,347	\$341,921	\$387,511	\$395,261
Externally funded stipends, as applicable				
Expected state subsidy	\$ 41,357	\$93,054	\$155,091	\$182,662
Other income (if applicable, describe in narrative section below)				
TOTAL PROJECTED PROGRAM INCOME:	\$320,704	\$434,975	\$542,601	\$577,923
Program Expenses				
New Personnel <i>Students will join existing classes</i>				
• Faculty (e.g. tenure-track, clinical, professional)				
Full _____				
Part Time <u>4</u>				
• Non-instruction (indicate role(s) in narrative section below)				
Full _____				
Part time _____				
	\$ 32,620	\$32,620	\$32,620	\$32,620
New facilities/building/space renovation (if applicable, describe in narrative section below)	0	0	0	0
Tuition Scholarship Support (if applicable, describe in narrative section below)	0	0	0	0
Stipend Support (if applicable, describe in narrative section below)	0	0	0	0
Additional library resources (if applicable, describe in narrative section below)	0	0	0	0
Additional technology or equipment needs (if applicable, describe in narrative section below)	0	0	0	0
Other expenses (e.g., waived tuition and fees, travel, office supplies, accreditation costs) <i>direct and indirect expenses</i> (if applicable, describe in narrative section below)	\$113,779	\$113,779	\$113,779	\$113,779
TOTAL PROJECTED EXPENSE:	\$146,399	\$146,399	\$146,399	\$146,399
NET	\$174,305	\$288,576	\$396,202	\$431,524

**Appendix C:
PDP Comments from CCGS/OPU Reviewers and Wright State Response**

Wright State thanks reviewers for their comments on the Program Development Plan (PDP) for the Master of Science in Marketing degree (now called Master of Science in Marketing Analytics & Insights degree). After careful consideration of each comment, our responses are summarized below and are addressed in more detail in the full proposal. Reviewer comments are in plain text and Wright State responses are in *italics*.

University of Akron

...after reading the proposal and coupling it with my own knowledge I can conclude that (1) there is a major opportunity in analytically driven marketing M.S. degrees and (2) the proposal is not fleshed out enough to know if it fits Wright State's current capabilities... Here are some of my concerns...

1. Is one faculty member in marketing analytics sufficient to make this program work?

There are multiple faculty members with strong experience in marketing analytics in the Wright State Marketing department. Faculty backgrounds are summarized in Section 1: Academic Quality, Program Faculty. CVs are included in Appendix A. Four faculty have extensive academic or work experience with marketing analytics and have taught related classes. Others possess strong skills in marketing research, Web analytics, and other marketing topic courses (e.g., marketing strategy, consumer behavior, digital marketing, international marketing) in which we quantitative components are included.

In order for the program to work I believe there needs to be a synergy between existing marketing courses and analytics. In my view this means that each of the topic area marketing courses should include analytic elements...Will the program achieve this as structured?

Each of the topic area courses in the program include content and/or assignments with a quantitative component and build toward stronger data insights into the marketing domain. Descriptions of all courses in the program are included Section 1 (Academic Quality – Proposed Curriculum).

2. Are the entrance requirements for the program sufficient to attract students that can excel in conducting high level statistical analyses and produce strategic and tactical recommendations that flow from these analyses? A strong quantitative aptitude and strong critical thinking skills are required to excel in this area.

Although we agree that strong quantitative aptitude and critical thinking skills are required to excel in this area, we believe that critical/applied thinking and marketing insights are becoming increasingly important. As mentioned in the PDP, "...user-friendly tools will enable people without extensive data knowledge to parse the information so as to secure meaningful value (CIO, 2016)." Thus, we do not necessarily aim to produce just data scientists, but also potential business leaders who know how to extract and communicate important marketing data and recommendations. We anticipate that the program's combination of advanced marketing knowledge and applied data analysis projects will achieve this objective.

3. Should the marketing analytics program focus on one specific functional area? There are analytics related to customer relationship management, sales, digital marketing, etc. Given the large number of new

programs that are launched every year, would it potentially be wise to focus in one area to differentiate the program? Does faculty expertise lean in one direction?

Our faculty, if anything, leans toward digital marketing and retail commerce analytics. Faculty academic and business experience in this growing area is strong and could be a potential source of differentiation, along with the emphasis on real business data applications.

Our marketing faculty also have strong experience and credentials in real-world marketing and can deliver rich perspectives on the use of data. Thus, we prefer teaching a diverse set of marketing data applications, rather than focusing on specific functional areas. This way, our graduates can contribute knowledge of analytics in multiple functional areas. For example, our MKT 7800 Marketing Analytics course includes assignments related to: Market position, Margins and Profits, Promotion/Advertising, Web Analytics, Product and Portfolio Management, Customer Profitability, Pricing Strategy, and Sales Force Management.

4. Will you have the data and partnerships to produce the type of assignments and projects that fulfill the purpose of the program? This is critical. You note that you have partnerships in place. Are they enough for the long term? This is particularly critical for capstone experiences.

Yes, we already have several alliances with local companies, most of whom happen to also be on our Marketing Advisory board (e.g., Speedway, Reynolds & Reynolds, Scene 75, a local banking chain, and others. Some have already provided us with multiple sets of data. With data sets from these companies, as well as others with which our faculty and students are familiar, we expect to have sufficient bandwidth in this area.

5. Do you have a clear idea of the difference in the content between MKT 7950 and MKT 7970? Have syllabi been produced? Do the professors teaching this course have the background in strategy, consumer behavior and digital marketing to marry analytics with applied marketing problems in these areas?

Yes, the syllabi have been produced and the course descriptions are shown in Section I(Academic Quality, Proposed Curriculum). MKT 7950 focuses on learning and applying "big data" tools with multiple situations and applications. By this time, students should already have chosen the data set for the capstone (MKT 7970), allowing them to consider the best tools to utilize for MKT 7970. The primary professor targeted for these courses (Bin Li) has ten years of executive marketing and analytics experience and has a strong background in marketing strategy and consumer behavior from business, teaching and research. Although Bin Li is the primary professor targeted for these courses, other faculty are also capable teaching these courses.

...I think the bottom line is there is no question there is opportunity here. The question is the extent to which the resources are truly in place to fulfill its promise. They may be, but it is important to be sure. My biggest concern is whether existing content courses will fold into the analytics major without revisions that make them more analytically oriented

All of our marketing faculty meet regularly to discuss our courses and their fit with our program. We have been incorporating quantitative material into our curriculum for over five years, foreseeing growing industry demand for these skills. Thus, all of the courses within the MS MAI program incorporate assignments involving quantitative/analytics skills, providing program continuity and progression. Furthermore, the Marketing Analytics course in the first semester provides an in-depth introduction to analytics and its applications. However, we think it is extremely important for students, some of whom might not come from intensive marketing backgrounds, to strengthen skills in areas like marketing

strategy and consumer behavior to be able more effectively to analyze data and make powerful recommendations.

BGSU

1. The proposal states that program applicants “should have significant business experience” in marketing, analytics, or related business areas in order to be accepted into the program. How much is “significant”? What happens if they do not have such experience? Are they automatically excluded from the program? If not, what then is the criteria for inclusion? Can (should) someone who just finished an undergraduate degree be admitted?

Significant business experience means at least 2 years of applicable work experience. We have clarified this point in Section 1 (Academic Quality - Students). Students who do not have that type of experience would need to have exceptional skills and experience in other areas (e.g., stellar student, impactful/relevant internships, challenging undergraduate data-related projects, etc.) and would be admitted only by exception. We do not want to exclude rare exceptional students who might be able to add to the skill diversity in our class.

2. I am not clear on how MBA 7600 can/should be a prerequisite for entering the program. Does this course have any prerequisites? How would one take this course BEFORE entering the MS in Marketing program? Is this an absolute requirement, or can it be waived too? If it can be waived as a prerequisite, then is it really a requirement to get into the program?

Thank you. Your point is well taken. We have relabeled MBA 7600 as a foundation course in the “Suggested Program Sequence for Full-Time Students” table in Section 1 (Academic Quality – Proposed Curriculum) so that it is not confused with a prerequisite. We consider MBA 7600 to be a foundational course for all enrollees to have a minimum level of academic marketing knowledge and the ability to apply marketing strategy to real business situations (local companies, case studies, etc.). The course is available in a totally online seven-week mode, so students can complete the course conveniently.

3. Apparently some (many?) of the courses in this Master’s program are currently given to undergraduates. The implication is that these courses will be cross-listed for graduate students to take, too. However, cross-listing an undergraduate class does not make it a graduate class or experience. What will they do to assure that the graduate level courses are truly master’s level courses?

We do not plan to cross-list. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.

Our philosophy on cross-listing with undergraduate courses is that it should be 1) as infrequent as possible (e.g., new course or uncertain demand), and 2) if implemented, should include significant differences in projects and assignments across graduate and undergraduate levels.

Kent State

1. Market need for the proposed program and the distinctions or differences between the proposed program and other similar programs across the state;

...To the best of my knowledge, there are only two other master's degree programs in Ohio: Ohio State and the University of Cincinnati. Thus, there is likely a need for another M.S. program in marketing in the state, given the trends indicated in the proposal.

We agree, especially a new program with a focus on marketing analysis and insight.

2. Opportunities for collaboration with the CCGS member's own institution;

...KSU has a master's program in business analytics, so there may be an opportunity for collaboration.

We would welcome opportunities for collaboration. As mentioned in Section 4 (Statewide Alternatives) of this Full Proposal, we are very interested in potential collaboration on courses or content to address areas of curricular need of other universities or Wright State, especially via online course delivery.

3. Concerns with substantive elements of the proposed degree program; and

I believe the proposed program has the following advantages:

- There is a need for the program.
- The program seem like it would be well-staffed.
- The curricular elements are appropriate for the stated objectives.
- The program has a hands-on capstone project.
- The governance structure for the program is good.

I have the following questions:

- The program sounds rigorous, but the admissions requirements are lenient. I would wonder if admitted students would struggle with the material.
 - *The material in the MS MAI program is heavily focused on applying marketing information and data to real-world situations. Yes, this can be rigorous, but we also expect the trend toward democratization of data to continue. We will work to provide the most user-friendly tools to our students, so that they don't necessarily have to be a data scientists to succeed. Instead, they should come out of the program knowing how to extract and evaluate relevant data for making effective business decisions.*
- Admitted students are to have "significant business experience." I would like to have a better idea of how this is defined
 - *We aim for at least 2 years of relevant business experience (see BGSU q. 1 above)*

4. **Suggestions** that might help the submitting institution strengthen the proposal or refine its focus.

I believe it is important to position the M.S. program as being significantly different from an MBA program. Specifically, I think it is important to stress that the breadth and depth of marketing related material covered is far greater than what can be covered with an MBA with a concentration in marketing.

Thank you. That is very helpful. As shown in the proposal (see Academic Quality -- Proposed Curriculum and Course Description sections), the program is more extensive and in-depth than a typical MBA. We plan to emphasize the extent of marketing knowledge to be gained from the MS MAI in the program's promotional material. We understand that some students will favor a more broad MBA business degree, for which a concentration might make sense. However, we also feel that there is strong demand for more intensive marketing knowledge and experience.

Ohio State

There is a market for this program, but it does not conflict with anything we presently offer. We have no other concerns related to the Wright State proposal.

Thank you.

Ohio University

The PDP from Wright State to establish an M.S. in Marketing is thoughtful and well written. However, the proposal could be improved with additional clarification.

1. Market need for the proposed program and distinction or differences between the proposed program and other similar programs across the state.

As compared to general MBA programs, there is a growing need for specialized study graduate programs in Marketing. The PDP identifies several sources that support this including a growing demand for marketing analytics competencies and other advanced marketing skills. The integrated learning experience description also underlines the distinction of the proposed program.

However, the PDP does not fully articulate two issues:

a. Learning goals and Competencies. The PDP does not fully articulate specific learning goals for the program nor does it fully articulate competencies student will master through the program. Additional information about both would be helpful.

This Full Proposal includes an overall program description and specific learning goals, found in Section I (Academic Quality – Proposed Curriculum).

b. Distinctiveness. The PDP does not explain the difference or distinctiveness of the program as compared to other similar programs across the state – e.g., MS in Marketing from the University of Cincinnati or the Graduate Certificate in Marketing Analytics from Cleveland State University.

The Wright State MS MAI is a full graduate degree program emphasizing marketing analysis and insights, unlike the Cleveland State certificate program. Related graduate degree programs in the state either focus on marketing (e.g., UC) or business analytics (e.g. Kent State, UC). The University of Cincinnati MS in Marketing program is a more general marketing degree, whereas the UC's and KSU's MS in Business Analytics degrees do not focus on marketing analytics and insights, as does Wright State's MS MAI.

A comparison matrix of graduate marketing or business analytics programs at Ohio Public Universities is a found in Section 4 (Statewide Alternatives) of this proposal.

2. Opportunities for collaboration with the CCGS member's own institutions

Given the campus location, there could potentially be opportunities for collaboration with Universities with geographic proximity. However, the PDP does not provide information about potential collaboration with other Universities nor does it describe the need for the program by comparing the proposed program to similar programs in the State of Ohio.

As mentioned in Section 4 (Statewide Alternatives) of this Full Proposal, we are very interested in potential collaboration on courses or content to address areas of curricular need at other universities or at Wright State. We especially think that online courses have the greatest potential for collaboration. A comparison matrix of graduate marketing or business analytics programs at Ohio Public Universities is also found in Section 4 of this proposal.

3. Concerns with the substantive elements of the proposed program

First, the PDP and curriculum content emphasizes marketing analytics. However, the program title "MS MAI" may suggest a broader curriculum content. As examples, the program does not appear to include sales (e.g., professional selling, sales management, sales technologies, etc.), supply chain / channels, integrated marketing communications, pricing, or ethics. It is possible that these topics are addressed within the existing courses, yet lack of course descriptions leave this as an open question. As an MS MAI program, these may be a considerable knowledge and skill gaps unless addressed within courses.

Your comments are very helpful. Although sales, supply chain, integrated marketing communications, pricing and ethics are all covered in other courses in the program (e.g., MBA 7600, MKT 7050), it is accurate to say that the program emphasizes marketing data insights. Therefore, we have renamed the degree MS in Marketing Analytics & Insights (MAI) to better reflect the focus of the curriculum. We believe the current courses build toward the learning goals identified for the program. However, there is flexibility for students to choose two electives to strengthen areas which they feel are most useful for their career goals.

Second, the PDP states that courses have already been taught at the MBA or undergraduate level except for the capstone course. Furthermore, the PDP states that some of the courses will be cross-listed with existing undergraduate marketing courses using advanced projects for master's students. Which courses will be graduate only and which courses will be cross-listed with undergraduate courses? What are the differences in learning goals and outcomes between undergraduate and graduate courses that are cross-listed?

As mentioned in earlier comments, we do not plan to cross-list courses. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.

Our philosophy on cross-listing with undergraduate courses is that it should be 1) as infrequent as possible (e.g., new course or uncertain demand), and 2) if implemented, should include significant differences projects and assignments across graduate and undergraduate levels.

Third, the PDP states that there are no projected needs for additional faculty or facilities for the first four years. It is not clear that the current capacity would be enough to cover increased enrollment in both

graduate and undergraduate courses. Does this mean that the University now has excess capacity that will be used to cover increased enrollment (estimated to be 15, 18, 20, and 22)? If not, then there should be a budget and clear plan to hire faculty to address increased enrollments.

We are confident that we can deliver this program with existing resources (see Section 1, Academic Quality – Program Faculty). One of the benefits of this MS MAI program is that average class enrollment for existing marketing classes is expected to increase, with little or no increase in the number of classes, and our newer analytics courses are expected to benefit from supplemental enrollment by students from our growing MBA program.

Fourth, Wright State is an AACSB accredited University. AACSB standards (Standard 9: Curriculum Content) for specialized business master's degree programs typically include general skill areas – leading, managing in a diverse global context, thinking creatively, making sound decisions, and integrating knowledge across fields – as well as specialized skill areas. Curriculum content from an AACSB accreditation perspective is not fully developed.

The curriculum already covers the essential areas outlined by AACSB, especially in the earlier courses of the program. The general skill areas outlined by AACSB and applicable courses are listed in Section 1 (Academic Quality – Assessment of Academic Quality).

4. Suggestions that might help the submitting institution strength the proposal or refine its focus.

Suggestions are:

a. Articulate specific learning goals and competencies

See Section 1 (Academic Quality – Proposed Curriculum).

b. Compare the proposed program to similar programs and identify points of parity and points of difference

See Section 4 (Statewide Alternatives)

c. Add course descriptions

See Section 1 (Academic Quality -Proposed Curriculum)

d. Specify cross-listed courses and distinctions between undergraduate and graduate learning goals within cross-listed courses

There are no courses in the MS MAI program that are formally cross-listed. As mentioned earlier we do not plan to cross-list at the outset of the program. We expect that the combination of enrollees from both the MS MAI program and our MBA program (especially from those with a Marketing concentration), will allow efficiently run classes for the MS MAI program.

Youngstown State

Our reviewers expressed a couple of major concerns:

1) it is presented as an MS in Marketing but appears to be a program in analytics. Further, none of us are clear how the proposed new courses MKT 7820 & 7950 are substantially different from the current course MKT 7800

See course descriptions in Section 1 (Academic Quality -Proposed Curriculum). MKT 7800 is an introductory marketing analytics course, MKT 7820 focuses on relatively easy-to-use tools and applications (e.g., Excel, SPSS), and MKT 7950 focuses on Big Data tools and applications.

2) We're not sure the proposed faculty have the necessary qualifications for teaching analytics.

We're not suggesting that they can't pull this off, but the proposal lacks two crucial components:

1) a clear idea of what each course - existing and proposed - will cover, and

2) some indication of the proposed faculty's expertise.

See Section 1 (Academic Quality – Program Faculty). We are confident we have the expertise to effectively deliver this program.

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Wright State University
New Degree Program Revenue Expense Template

1 (v4) **Wright State University**
2 **Academic Program Financial Analysis**

Scenario #1 - Revenue & Expenditure Analysis using Faculty (direct) expenses from Kendall Goodrich/Tom Traynor's Fiscal Impact template 09/19/18 (see row 62)

3
4 **Program Name:** MS in Marketing
5 **College or School:** RSCB
6 **Program Contact:** Kendall Goodrich / Tom Traynor
7 **Date Prepared:** 5/30/2017; Updated 7/07/17; Updated 9/19/18

8
9 **DESCRIPTION**

10 **Definition:** A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

10 **Assumptions:**

11 It is assumed that each student will enroll in 30 credit hours per year over two terms (Fall & Spring) at the "full-time" flat rate (11-18 hour per term).
12 All Completed FTE are subsidy eligible and are not considered At-Risk for subsidy purposes.
13 All Degrees Awarded are by In-State students and are not considered At-Risk for subsidy purposes.
14 SSI Rates are held constant and not adjusted for inflation or any changes in the subsidy model.
15 I&G Fees not discounted and adjusted annually by: 2%

16 **CIP Code:** 52.1401 **CIP Title:** Marketing/Marketing Management, General.
17 IPEDS National Center for Education Statistics
18 <http://nces.ed.gov/ipeds/cipcode/cipdetail.aspx?y=55&cipid=87810>

1st to 2nd yr retention
2nd to 3rd yr retention
3th to 4th yr retention
Graduation rate =

		Cohort 1	Cohort 2	Cohort 3	Cohort 4	Cohort 5			
Projected Enrollment	Yr of Program	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Headcount Full Time (12 credit hours	1st Yr	12.0	15.0	18.0	20.0	20.0	20.0	20.0	20.0
in both Fall & Spring terms)	2nd Yr		0.0	0.0	0.0	0.0	0.0	0.0	0.0
	3rd Yr			0.0	0.0	0.0	0.0	0.0	0.0
	4th Yr				0.0	0.0	0.0	0.0	0.0
Total Hdcnt Fall/Spring Full Time		12.0	15.0	18.0	20.0	20.0	20.0	20.0	20.0
Summer Full Time Headcount			0.0	0.0	0.0	0.0	0.0	0.0	0.0
Part Time Student Headcount	(summer term)	12	15	18	20	20	20	20	20
Part Time Student Avg. SCH per Student		6	6	6	6	6	6	6	6
Part Time Students - TOTAL SCH		72	90	108	120	120	120	120	120
Full Time Equivalent (FTE) Enrollment - Full & Part Time Students (30 SCH = 1 FTE)		12.0	15.0	18.0	20.0	20.0	20.0	20.0	20.0
Course Completion Rate		97.2%	97.2%	97.2%	97.2%	97.2%	97.2%	97.2%	97.2%
Course Completion FTE		11.7	14.6	17.5	19.4	19.4	19.4	19.4	19.4
3yr Avg. Course Completion FTE			3.9	8.7	14.6	17.2	18.8	19.4	19.4
Estimated Avg. SSI Received per Completed FTE			\$4,141	\$4,141	\$4,141	\$4,141	\$4,141	\$4,141	\$4,141
Total SSI Received - Course Completion		\$0	\$16,100	\$36,225	\$60,375	\$71,109	\$77,817	\$80,500	\$80,500
								</	

43 **PROJECTED TOTAL SSI** \$ - \$41,357 \$93,054 \$155,091 \$182,662 \$199,894 \$206,787 \$206,787

44 **PROJECTED REVENUE**

	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
46 Tuition (I&G Fees)								
47 Total Fall/Spring Full Time Terms (Full Time Headcount x 2 terms)	24	30	36	40	40	40	40	40
48 Total Full Time Terms including Summer Full Time	24.0	30.0	36.0	40.0	40.0	40.0	40.0	40.0

49 Main Campus UG I&G Fees per Term \$7,149 \$7,292 \$7,438 \$7,587 \$7,738.3 \$7,893 \$8,051 \$8,212

50 **Projected Full Time I&G Fees** \$171,576 \$218,759 \$267,762 \$303,463 \$309,532 \$315,723 \$322,037 \$328,478

51 Total Part Time Credit Hours 72 90 108 120 120 120 120 120

52 Main Campus Part Time UG I&G Fee Rate per Credit Hour \$660 \$673 \$687 \$700 \$714 \$729 \$743 \$758

53 **Projected Part Time I&G Fees** \$47,520 \$60,588 \$74,160 \$84,048 \$85,729 \$87,443 \$89,192 \$90,976

54 **PROJECTED TOTAL TUITION (I&G FEES)** \$219,096 \$279,347 \$341,921 \$387,511 \$395,261 \$403,166 \$411,229 \$419,454

55 **PROJECTED GRAND TOTAL SSI & FEE REVENUE** \$219,096 \$320,705 \$434,976 \$542,601 \$577,923 \$603,061 \$618,017 \$626,241

56 **PROJECTED EXPENSE**

57 **Direct Expense**

58 Full Time Faculty Cost (Including benefits) \$ 32,620 \$ 32,620 \$ 32,620 \$ 32,620 \$ 32,620 \$ 32,620 \$ 32,620 \$ 32,620

59 Supplemental Faculty Cost \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -

60 GTA Cost \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -

61 Operational Expenses \$ 62,750 \$ 57,750 \$ 57,750 \$ 57,750 \$ 57,750 \$ 57,750 \$ 57,750 \$ 57,750

62 **PROJECTED DIRECT EXPENSES** \$ 95,370 \$ 90,370 \$ 90,370 \$ 90,370 \$ 90,370 \$ 90,370 \$ 90,370 \$ 90,370

63 **Other Expense**

Note: The numbers shaded in yellow are values which can be adjusted as needed.

New UG	Initial cohort - Full Time Headcount	Summer Full Time	Initial cohort - Full Time Headcount	2+2 Transfers	Summer Term	Yr of Program	2017-18	2018-19
12	Headcount					1st Yr - 2yr campus		
15	Cohort 2 - FT Headcount					2nd Yr - 2yr campus		
18	Cohort 3 - FT Headcount					3rd Yr - WSU	0.0	0.0
20	Cohort 4 - FT Headcount					4th Yr - WSU		#DIV/0!
20	Cohort 5 - FT Headcount					TOTAL	0	#DIV/0!
same as FT	Estimated # of Part Time Students per year:							
6	Estimated average credits per Part-Time Student per year:							
0%	1st to 2nd Year Retention							
0%	1st to 3rd Year Retention							
0%	1st to 4th Year Retention							
97.2%	2015-16 Graduate Course Completion Rate (ADS data- Marketing)							

\$ 4,141 Estimated Avg. SSI Received per Completed FTE @ BES 7 subsidy model (Based on FY17 SSI-Final 12/12/16)

97% Master's graduation rate (using Marketing Course Completion Rate)

\$ 6,496 SSI Received per Marketing Master's Degree Awarded (Based on FY17 SSI-Final 12/12/16) in:

Subject Field: Marketing
Subject Code (CIP): 52.1401

2% Annual Tuition Increase

\$7,149 Initial Flat Rate I&G Tuition per Term - Main Campus 2018-19

\$660 Initial per Credit Hour Rate I&G Tuition per Term - Main Campus 2018-19

Faculty Direct Expense from Kendall Goodrich/Tom Traynor:

Expense for faculty overloads (4 classes per year @\$7,000 + \$1,155 benefits per class)

Note: All but 4 courses in this program are either cross-listed with MBA courses or UG courses

Annual Increase

Operational Expenses from Kendall Goodrich/Tom Traynor (7/07/17):

for Printing & Copying, Postage & Freight, Office Supplies, Marketing, and Stipend Expense (to support additional faculty/staff dedicated to program promotion & management) and Other (contingency) Expenses.

New Degree Program Revenue Expense Template

= row 124

62% Indirect Expense as a % of Total Direct Expense