

GINA L. MILLER

Stetson School of Business and Economics
Mercer University
3001 Mercer University Drive
Atlanta, Georgia 30341-4155
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EDUCATION

- Ph.D. *Georgia Institute of Technology* Atlanta, Georgia
Doctor of Philosophy in Management, September 1993
Major: Marketing Minor: Psychology and Statistics
Awarded President's Fellowship (1989/1990-1992/1993)
GPA: 4.0
- M.S.M. *Georgia Institute of Technology* Atlanta, Georgia
Master of Science in Management, June 1989
Concentration in Marketing
GPA: 3.5
- B.S. *Georgia Institute of Technology* Atlanta, Georgia
Bachelor of Science in Applied Biology, December 1987
Major GPA: 3.2

ADMINISTRATIVE AND ACADEMIC EXPERIENCE

Mercer University Atlanta, Georgia
Tenured July 1, 2003

Associate Dean and Professor of Marketing
(July 2007-present)
Assistant Dean, Undergraduate Program Director and Professor of Marketing
(July 2006-present)
Assistant Dean, Undergraduate Program Director, Associate Professor
(January 2000-June 2006)

Courses Taught:

BAA 515: Foundations of Management & Marketing (Atlanta)
(Fall 2004-present)

-MKT 361: Principles of Marketing (Atlanta and Douglas County)
(Fall 2000-Spring 2004)

-MKT 415: Marketing Research (Atlanta and Douglas County)
(Fall 2001 – Spring 2002)

-BA 605: Strategic Marketing (Atlanta)
(Spring 2000)

University of North Carolina at Asheville Asheville, North Carolina
Tenured July 1, 1998

Assistant Professor and Marketing Coordinator
(July 1993 – December 1999)

Courses Taught:

-Services Marketing
(Fall 1997 – Fall 1999)

-Systems and Information Management
(Spring 1996 – Spring 1999)

-Consumer Behavior
(Fall 1994 – Fall 1999)

-Retailing
(Spring 1994 - Spring 1997)

-Marketing Principles
(Fall 1993 – Fall 1999)

-Marketing Research
(Fall 1993 – Spring 1999)

-Research Methodology (co-taught with Dr. Robert Yearout)
(Fall 1993 – Fall 1999)

Georgia Institute of Technology

Atlanta, Georgia

Instructor

-Marketing Research
(Winter 1993)

-Marketing Principles, co-taught with Dr. Fred Allvine
(Winter 1990)

-Marketing Management, co-taught with Dr. Fred Allvine
(Winter 1990)

TEACHING INTERESTS

Marketing Research, Marketing Principles, Consumer Behavior, Services Marketing, Research Methodology, and Marketing Management. Also willing to teach other courses in Marketing and Statistics.

RESEARCH INTERESTS

Marketing Research/Multivariate Methods

-Applications of multivariate techniques to problems in Consumer Behavior and other disciplines

Consumer Behavior

-To explore categorization as a framework for developing descriptive and prescriptive models of consumer behavior

Marketing Ethics

-The examination of ethical issues in Marketing, particularly as they apply to Marketing Research

Marketing/Entrepreneurship Interface

-To explore the relationship between Marketing and Entrepreneurship/Small Businesses

COMPUTER SKILLS AND LANGUAGES

Word, Excel, PowerPoint, Access, WebCT and some FrontPage.
Have programmed in BASIC, FORTRAN, SPSS and SAS.

PUBLICATIONS & GRANTS

“Categorization: A Review and An Empirical Investigation of the Evaluation Formation Process”
Gina L. Miller, Naresh K. Malhotra, and Tracey E. King
In *Review of Marketing Research*, Volume 2, M.E. Sharpe, Inc.: 2006, pp. 109-149.

“An Examination of Perceived Risk Factors as They Relate to the Internet Purchasing Behaviors of Entrepreneurial Small Firms (ESFs)”
Gina L. Miller and Michelle L. Patrick
Proceedings of the AMA/UIC Research at the Marketing/Entrepreneurship Interface Symposium, 2006, forthcoming.

“Internet Adoption by Entrepreneurial Small Firms (ESFs): Purchasing Versus Non-Purchasing Behaviors”
Michelle L. Patrick and Gina L. Miller
Journal of Research in Marketing and Entrepreneurship, 6(1), 2004, pp. 33-43.

“The Rise and Fall of Dot Coms: A Relationship between Failure and Strategic Persistence”, Summary
Gina L. Miller, Robert G. Schwartz and Richard D. Teach
2004 Frontiers of Entrepreneurship Research, Proceedings of the Babson Kauffman Entrepreneurship Research Conference (BKERC), 2004, p. 33.

“The Rise and Fall of Dot-Coms and Strategic Persistence”
Gina L. Miller, Richard D. Teach, and Robert G. Schwartz
Proceedings of the AMA/UIC: Research at the Marketing/Entrepreneurship Interface, 2003-2004 (2004), p. 246.

“An Examination of Purchasing versus Non-Purchasing Entrepreneurial Small Firms as Internet Consumers”
Michelle L. Patrick and Gina L. Miller
Proceedings of the AMA/UIC: Research at the Marketing/Entrepreneurship Interface, 2003-2004 (2004).

“Strategic Persistence in Dynamic Times: A Longitudinal Study of Dot-

Coms”

Robert G. Schwartz, Richard D. Teach, and Gina L. Miller
*Proceedings of the AMA/UIC: Research at the
Marketing/Entrepreneurship Interface*, 2003-2004 (2003), p. 116.

“Social Responsibility and the Marketing Educator: A Focus on
Stakeholders, Ethical Theories, and Related Codes of Ethics”
Naresh K. Malhotra and Gina L. Miller
Journal of Business Ethics, 19(2), 1999, pp. 211-224.

“Multimedia Classroom and Multimedia Lab Grant Proposal”
with Claudel McKenzie and Linda Nelms
-submitted to NationsBank, January 1999
-funded for \$100,000 by NationsBank, February 1999

“Assessing Carpal Tunnel Syndrome Risk via Discriminant Analysis”
Gina L. Miller, Robert D. Yearout, and R. Neimkin
Advances in Occupational Ergonomics and Safety, IOS Press, June 1998,
pp. 794-797.

“An Integrated Model for Ethical Decisions in Marketing Research”
Naresh K. Malhotra and Gina L. Miller
Journal of Business Ethics, 17(3), 1998, pp. 263-280.

“A Commentary On: Social Responsibility and the Marketing Educator”
Naresh K. Malhotra and Gina L. Miller
1997 Academy of Marketing Science Proceedings, 20, May 1997,
p. 158.

“Analyzing Interval Level Data: An Application of Conjoint Analysis”
Gina L. Miller, Robert D. Yearout, and Donald D. Lisnerski
Advances In Occupational Ergonomics and Safety, 2, July 1996, pp. 601-
606.

“Ethical Issues in Marketing Managed Health Care”
Naresh K. Malhotra and Gina L. Miller
Journal of Health Care Marketing, Spring, 16(1), 1996, pp. 60-63.

“Approaches to Modeling Consumer Attitude, Preference and Choice”
Naresh K. Malhotra, James Agarwal, Gina Miller, and Chulwan Kim
*-International Association for Research in Economic Psychology
Proceedings*, 18th Annual Colloquium, 1993.

ABSTRACTS

PUBLISHED

-In *Journal of Health Care Marketing*, (June 1992)

“Free-standing Surgery Centers: The Wave of the Future,” John Lynch, *Hospital Materiel Management Quarterly*, 13 (No. 2, 1991), 86-89.

“CEOs: Well-informed Reporters Can be Powerful Hospital Allies,” Howard J. Anderson, *Hospitals* (November 5, 1991), 38-42.

“Factors Influencing Physician Choice,” Jeanne C. Hill and S. J. Garner, *Hospital & Health Services Administration*, 36 (No. 4, Winter 1991), 491-503.

-In *Journal of Health Care Marketing*, (December 1991), 85-88.

“Managing Quality in a Service Business,” Shelli Williamson, *Hospital Materiel Management Quarterly*, 12 (February 1991), 6-10.

“Sleep Disorder Centers: How to Plan a Successful Program,” Mary T. Koska, *Hospitals* (January 5, 1991), 37-40.

-In *Journal of Health Care Marketing*, (December 1990), 78.

“Hospital Market Share: The Declining Share of Small Players in the Market,” Fred H. Dorner, Richard M. Burr, and Stephen L. Tucker, *Health Care Management Review*, 15 (Winter 1990), 11-15.

TEXTBOOK WORK

“Ethics in Marketing Research”, Book Chapter

Based on a paper co-authored with Naresh K. Malhotra

-in Naresh K. Malhotra, *Marketing Research: An Applied Orientation*, 2nd ed., (Prentice Hall: Upper Saddle River, New Jersey) Chapter 24, 1996, pp. 820-840.

As a Ph.D. student, assisted Naresh K. Malhotra with his Marketing Research textbook and its corresponding ancillaries.

-*Marketing Research: An Applied Orientation*, 1st ed., (Prentice Hall: Englewood Cliffs, New Jersey) 1993.

RESEARCH

IN PROGRESS

“Reducing Risk in a B2B Online Purchasing Situation: A Model of Perceived Risk as it Relates to Entrepreneurial Small Firms’ (ESFs’) Online Purchasing Behavior”, Gina L. Miller and Michelle L. Patrick
Being prepared for journal submission.

“Color as an Affect in Academic Performance”, Gina L. Miller with Michelle L. Patrick
Data collected and paper being written.

PRESENTATIONS & PROFESSIONAL ACTIVITIES

Presentation, “An Examination of Perceived Risk Factors as they Relate to the Purchasing Habits of Entrepreneurial Small Firms (ESF’s) on the Internet”

Gina L. Miller and Michelle L. Patrick

August 2006

- 2006 AMA/UIC Research at The Marketing/Entrepreneurship Interface Symposium, Chicago, Illinois.

Attendee, Beta Gamma Sigma Collegiate Workshop

October 6-7, 2005

-Crowne Plaza, San Antonio, Texas

Attendee, Guided Reflection: Learning and Assessment with Patti Clayton

October 5, 2005

-Mercer University, Trustees’ Dining Room, Atlanta, Georgia

Director and Presenter, BBA Program Retreat

March 2005

-Mercer University, Ravinia Club, Atlanta, Georgia

Presentation, “The Rise and Fall of Dot Coms: A Relationship between Failure and Strategic Persistence”

Gina L. Miller, Robert G. Schwartz and Richard D. Teach

June 2004

-2004 Babson Kauffman Entrepreneurship Research Conference (BKERC), Glasgow, Scotland

Presenter, “Integrating Web-Based Technology to Deliver Course Content”

May 2004

-Mercer Summer Technology Institute, Macon, Georgia

Selected Participant, Mercer Summer Technology Institute
May 2004

-Mercer University, Macon, Georgia

Participant, Assessment Institute

November 2003

UIPUI, Indianapolis, Indiana.

Presenter, “The Rise and Fall of Dot-Coms and Strategic Persistence”

Gina L. Miller, Richard D. Teach, and Robert G. Schwartz

August 2003

-17th Annual UIC Research Symposium on Marketing and
Entrepreneurship, Chicago, Illinois

Presenter, “An Examination of Purchasing versus Non-Purchasing
Entrepreneurial Small Firms as Internet Consumers”

Michelle L. Patrick and Gina L. Miller

August 2003

-17th Annual UIC Research Symposium on Marketing and
Entrepreneurship, Chicago, Illinois

Presenter, “Strategic Persistence in Dynamic Times: A Longitudinal
Study of Dot-Coms”

August 2002

-16th Annual UIC Research Symposium on Marketing and
Entrepreneurship, San Diego, California

Attendee, AACSB—International Continuous Improvement Symposium

September 2002

Omni Shoreham Hotel, Washington, DC

Attendee, Enhancing Teaching Effectiveness and Creating Active
Learning in the Classroom

July 2001

-Georgia College and State University, Milledgeville, Georgia

Designer, Format and publish BBA, MBA, TGM, and HCM tri-fold program brochures for SSBE Open Houses,
2001

-SSBE, Mercer University, Atlanta, Georgia

Attendee, AACSB Undergraduate Programs Conference
February 2001

-AACSB-International, Dallas, Texas

Attendee, Georgia Economic Outlook Luncheon
December 2000 - 2005

-World Congress Center, Atlanta Georgia

Attendee, SSBE Brown Bag Luncheons
2000-present

-Mercer University, Atlanta, Georgia

Attendee, Research Seminars
Oct-Nov, 2000

-Mercer University, Atlanta, Georgia

Presenter, SSBE Faculty, "Highlights from the 2000 AACSB Undergraduate Programs Conference"

March 28, 2000

-Faculty EMBA Retreat, Atlanta, Georgia

Attendee, AACSB Undergraduate Programs Conference
February 2000

-AACSB-International, Atlanta, Georgia

Presenter, "Current and Future Trends in Business"
February 2, 2000

- Dunwoody Women's Club, Atlanta, Georgia

Consultant, Aid in design of SSBE Atlanta promotional and viewbook materials and design of SSBE RAC promotional and viewbook materials,
January 2000- present

-SSBE, Mercer University, Atlanta, Georgia

Attendee, Executive Forum
2000-present

-Mercer University, Atlanta, Georgia

Attendee, Instructional Design Workshop
January 2000
-Mercer University, Atlanta, Georgia

Attendee, AACSB Assessment Conference
April 1999
-AACSB-International, Atlanta, Georgia

Author and designer, “Asheville Sales and Marketing Executives
Brochure”
December 1998
-Asheville Sales and Marketing Executives, Asheville, North Carolina

Student, “Marketing Research Applications in SAS”
December 1998
-SAS Training Center (SAS Institute), Cary, North Carolina

Co-Presenter, “We Hold These Truths to Be Self-Evident...”
with Michelle Patrick
October 1998
-Asheville Sales and Marketing Executives Meeting, Asheville, North
Carolina

Student, “Fundamentals of SAS Programming”
July 1998
-SAS Training Center (SAS Institute), Atlanta, Georgia

Co-Presenter, “Sales and Marketing in the New Millennium”
with Michelle Patrick
April 1998
-Asheville Sales and Marketing Executives Meeting, Asheville, North
Carolina

Presenter, “Developing a Marketing Plan”
April 1998
-North Carolina Department of Health Food Service Seminar, Fletcher,
North Carolina

Officer Nominee, Academy of Marketing Science
October 1997
- AMS Ballot for VP of Membership (1998-2000)

Session Chair, “Measuring Consumer Responses to Marketplace Stimuli”
May 1997
-1997 Academy of Marketing Science Conference, Coral Gables, Florida

Presenter, "A Commentary On: Social Responsibility and the Marketing Educator," Naresh K. Malhotra and Gina L. Miller
May 1997
-1997 Academy of Marketing Science Conference, Coral Gables, Florida

Session Chair
April 1997
-1997 UNCA NCUR Spring Symposium

Track Chair, Consumer and Business Buyer Behavior
1996-1997
-1997 Academy of Marketing Science Conference, Coral Gables, Florida

Special Session Coordinator, Destination Branding
1996-1997
-1997 Academy of Marketing Science Conference, Coral Gables, Florida

Presenter, "Analyzing Interval Level Data: An Application of Conjoint Analysis"
July 1996
-1996 International Occupational Ergonomics and Safety Conference, Zurich, Switzerland

Moderator
April 1996
-1996 National Conference on Undergraduate Research, Asheville, North Carolina

Placement Chair
1995-1996
-1996 Academy of Marketing Science Conference, Phoenix, Arizona

Placement Chair
1994-1995
-1995 Academy of Marketing Science Conference, Orlando, Florida

Discussant
November 1993
-Southern Marketing Association Conference, Atlanta, Georgia

AWARDS & HONORS

Recipient, *2005 Who's Who Among American Teachers*
(2005)

-This is an award given by *Who's Who* Students to their best teacher

Member, Phi Kappa Phi Honor Society

Member, Beta Gamma Sigma Honor Society

President and Chapter Advisor, *Beta Gamma Sigma* (AACSB Business Honor Society)

- Earned Exemplary Chapter status and Scholarship for 2007-2008
- Earned Premier Chapter status and Scholarship for 2008-2009

Nominee, *2004-2005 SSBE Distinguished Faculty Award*

-This is an award given to the SSBE faculty member considered the best teacher by SSBE graduating students.

Recipient, *1998 Anbar Citation of Excellence in Research Implications*
(1998)

-For the article: "An Integrated Model for Ethical Decisions in Marketing Research," Naresh K. Malhotra and Gina L. Miller
Journal of Business Ethics, 17(3), 1998, pp. 263-280.

Recipient, *1998 Who's Who Among American Teachers*
(1998)

-This is an award given by *Who's Who* Students to their best teacher

Nominee, *Professor of the Year Award*
(1996-1997, 1998-1999)

-This is an award given to the best teacher at UNCA, as judged by the students

Fellow, *Georgia Institute of Technology President's Fellowship*
(1989-1993)

-This is an academic award and stipend given to doctoral students

**UNIVERSITY &
COMMUNITY
SERVICE/CONSULTING**

Mercer University Service:

-Associate Dean, *Stetson School of Business and Economics (SSBE)*
(July 2007 – present)

-Assistant Dean, *Stetson School of Business and Economics (SSBE)*
(January 2000 – June 2007)

-Director, *Undergraduate Program (Atlanta & Douglas)*
(January 2000 – June 2007),
Griffin & Covington (January 2000-May 2002)

-Professor of Marketing, *SSBE*
(July 2006 – present)

-Associate Professor of Marketing, *SSBE*
(January 2000 – June 2005)

- Represent SSBE at various Mercer and Community Events
(January 2000 – present)

-Member/Alternate, *Atlanta Administrative Council*
(July 2007-present/January 2000-June 2007)

-Alternate, *Academic Council*
(August 2004-present)

-Member, *RAC Coordinating Council*
(October 2005-present)

-Member, *Associate Dean's Council*
(August 2004-September 2005)

-SSBE Rep., *University General Education Curriculum Committee*
(August 2004-present)

-SSBE Rep., *University General Education Assessment Committee*
(August 2004-present)

-SSBE Rep. and Presenter, *Atlanta Student Orientation*
(January 2000-present)

- SSBE Rep. and Presenter, *RAC Student Orientation*
(August 2004-present)
- Member, *RAC Orientation Task Force*
(August 2004-present)
- Member, *University Oral Competency Committee for SACCS*
(2004-2005)
- Member, *Commencement Committee*
(March 2000-present)
- SSBE Rep. and Presenter, *Atlanta and RAC Open Houses*
(April 2000-present)
- SSBE Rep., *RAC. Student Advisory Committee*
(April 2000-present)
- SSBE Rep., *RAC. Advising and Registration*
(April 2000-present)
- SSBE Rep., *Center Coordinators Committee*
(April 2000-present)
- Member, *CSAG*
(August 2002-May 2004)
- Member, *New Building Committee*
(May 2000-May 2002)
- Member, *University Search Committee*
(June 2000-2002)
- Member, *Mercer Apartments Committee*
(July 2000-September 2000)
- Member, *Refund Appeals Committee* (Atlanta and RAC)
(November 2000-present)

UNCA University Service:

- Alternate, *Faculty Senate* (elected by faculty)
(1998-1999)
- START Advisor

(1998-1999)

-Member, *University Research Council* (appointment by VCAA)
(1997-1999)

-Member, *Feldman Awards Committee*
(1997-1999)

-Faculty Reader, *Knowledge Bowl* (Competition for NC High Schools)
(1997, 1998)

-Member, *UNCA Foundation Marketing Plan Task Force*
(1997-1998)

-Chair, *Human Subjects Research Committee/IRB*
(1996-1999)

-Member, *1996 NCUR Conference Publications Committee*
(1995-1996)

-Mentor, *Faculty Mentoring Program*
(1994-1997)

-Member, *Library and Learning Resources Committee*
(1994-1996)

-Advisory Board Member, *Appalachian Center for Survey Research*
(1994-1995)

-Management Liaison to Admissions
(1994-1995)

-Management Faculty Representative, *Open House*
(1994-1995)

-Interviewer, *UNCA Undergraduate Research Fellows*
(1993-1999)

-Judge, *Knowledge Bowl* (competition for NC High Schools)
(1993-1994)

Mercer SSBE Service:

-Associate Dean, *Stetson School of Business and Economics (SSBE)*

(July 2007 – present)

-Assistant Dean, *Stetson School of Business and Economics (SSBE)*
(January 2000 – June 2007)

-Director, *BBA Program* (Atlanta & Douglas)
(January 2000 – June 2007),
Griffin & Covington (January 2000-May 2002)

-Associate Professor/Professor of Marketing, *SSBE*
(January 2000 – June 2006/July 2006 - present)

- Recruiter and Hiring Manager, SSBE Tenure-Track and Adjunct Faculty
(January 2000 – present)

- Hiring Manager, *SSBE Academic Support Specialist Position*
(July 2005 – October 2005)

- Recruitment Committee Member, *Marketing Faculty Search*
(September 2005 – August 2006)

- Faculty Advisor/Coordinator, *Beta Gamma Sigma Honor Society*
(May 2005 – present)

- Founder and Coordinator, 1st Annual SSBE Honors Ceremony and
Reception
(October 2005-present)

- Academic Advisor, *SSBE BBA Program* (298 students)
(January 2000 – present)

-Member, *Curriculum and Content Committee*
(2000 – 2001)

-Member, *Steering Committee*
(2000 – 2004)

-Member, *Executive Committee*
(2000-2004)

-SSBE Liaison, *Regional Academic Centers (RAC)*
(2000 – present)

-Member, *Dean's Student Advisory Committee*
(2000-present)

-Interviewer and Reviewer, *Faculty Search Committee*
(2000-present)

UNCA Department Service:

-UNCA Business School Coordinator, *NC Supercomputing Center*
(1998-1999)

-Member, *Resource Committee*
(1998-1999)

-Member, *AACSB Editing Committee*
(1998-1999)

-Member, *Multimedia Task Force*
(1996-1999)

-Chair, *Curriculum Committee*
(1995-1999)

-Treasurer, *Sigma Beta Delta*
(1995-1999)

-Faculty Advisor, *Individual Degree Program*
(1995-1997)

-Member, *Teaching Circle for Oral Competency*
(1995-1996)

-Coordinator, *Marketing Concentration Track*
(1994-1999)

-Member, *Recruitment Committee*
(1994-1999)

-Faculty Sponsor, *Undergraduate Research/Directed Research*
(1994-1997, 1998-1999)

-Nominator, *Scholarship Recipients*
(1994-1999)

-Member, *Teaching and Curriculum Committee*
(1994-1995)

-Co-Chair, *Teaching Circle for Internationalizing Curriculum*
(1994-1995)

-Academic Advisor (approximately 40 students per semester)
(1993-1999)

-Internship Advisor (approximately 1-6 students per semester)
(1993-1999)

-Member, *Computer and Library Resources Committee*
(1993-1995, 1996-1998)

-Member, *Faculty Development Committee*
(1993-1997)

-Editor, Department Newsletter, *The Management Missive*
(1993-1995)

Community Service & Consulting:

-*Faculty Representative*, College Board
Georgia Brain Train
(September 2006-present)

- *External Reviewer*, Department of Marketing
West Chester University, West Chester PA
(April/May 2004)
External reviewer for Department of Marketing program review process.

- *Market Researcher*, Leadership Asheville, Asheville, NC
(Fall 1999)
Conduct focus groups and develop and administer survey to determine member satisfaction and future organizational direction. Analyze survey results.

-*Technical Advisor*, Better Business Bureau, Asheville, NC
(Spring 1999)
Develop and administer customer satisfaction survey and analyze results.

-*Technical Advisor*, Blue Ridge Home Care, Asheville, NC
(Spring 1999)
Develop and administer perception and satisfaction survey and analyze results.

-Technical Advisor, Nichols Mattress Outlets, Asheville, NC
(Spring 1999)
Develop promotion plan.

-Technical Advisor, Express Personnel Services, Asheville, NC
(Spring 1999)
Competitor perception and satisfaction survey. Develop, administer, and analyze results.

-Technical Advisor, WNC Nature Center, Asheville, NC
(Spring 1999)
Develop promotion plan.

-Technical Advisor, Downeast Sailing Adventures, Desert Island, ME
(Spring 1999)
Develop marketing plan for pleasure and personal vacation cruises.

-Board Member, Asheville Sales and Marketing Executives, Asheville, NC
(1998-1999)

-Promotions Committee, Asheville Sales and Marketing Executives, Asheville, NC
(1998-1999)

-Technical Advisor, Lewis Jewelers, Charlotte, NC
(Fall 1998)

-Agency Relations Committee, United Way, Asheville, NC
(Spring 1998)

-Technical Advisor, Benchmark/Xerox, Arden, NC
(Spring 1998)
Develop sales plan.

-Technical Advisor, TELCO Credit Union, Asheville, NC
(Spring 1998)
Market study to profile market and identify market potential of various WNC areas.

-Faculty Coordinator, Northwestern Mutual Life, Asheville, NC
(1997-1998, 1998-1999 Sales Scholarship Presentation Contest)

-Technical Advisor, Springer Advertising, Asheville, NC
(Fall 1997)

Market study of competitors in Western NC and Upstate SC.

*-Marketing Research Consultant, Karpen Steel, Asheville, NC
(Spring 1997)*

Create, administer and analysis B2B survey in order to measure buyer-supplier relationship strength dyads.

*-Technical Advisor, Mountain Air Country Club, Burnsville, NC
(Spring 1997)*

-Study designed to track “hits” and effectiveness of promotional efforts in order to better target future promotional dollars.

*-Technical Advisor, Revco/Lindberg, Asheville, NC
(Fall 1996)*

*-Marketing Research Consultant, NCDOT, Raleigh, NC
(Fall 1995)*

-Examine ways to better educate public about construction projects.

*-Marketing Research Consultant, United Way of Asheville, Asheville, NC
(Spring 1995)*

-Provide direction and help to United Way clients needing marketing research.

*-Marketing Research Consultant, North Carolina Arboretum,
Asheville, NC*

Lisette Akins, Executive Assistant to the Director
(Spring 1994)

-Explore ways to increase visitors to NC Arboretum.

*-Marketing Research Consultant, The River Ridge Outlet Center,
Asheville, NC*

Robin Gantt, Marketing Director
(Spring 1994)

-Examine ways to attract clients/stores to Outlet Center.

*-Marketing Research Consultant, Langberg, McHugh & Company,
Asheville, NC*

Les Langberg, Partner
(Fall 1993)

Create, conduct and carry out satisfaction survey for Temple Beth-Israel.

WORK EXPERIENCE

Mercer University

Atlanta, Georgia

Associate Dean and Professor of Marketing, 2007-present

- Manage and participate in the day-to-day operations of the business school (see items listed below under Assistant Dean), including developing and administering budgets and overseeing admissions and marketing activities for the School's metro Atlanta based degree programs.

-Engage in strategic planning for the School: Aid in developing student and faculty diversity. Direct the faculty in creating and revising degree programs and curricula. Solicit feedback from stakeholder groups.

-Supervise all SSBE Atlanta based faculty and staff: including both tenure-track and adjunct faculty and staff.

Assistant Dean, Undergraduate Program Director, and Professor, 2000-2007 (Associate Professor to Professor in July 2006)

-Assist in management and administration of SSBE:

Handle day-to-day operations of SSBE including but not limited to coordinating course scheduling, adjunct hiring and staffing, academic advising, and dealing with student appeals and complaints.

-Direct, develop and assess BBA program. Prepare degree audits and certifications.

-Fulfilled duties of tenure-track faculty: Teach, research and provide service commensurate with a tenure track full-time university faculty position.

Miller & Patrick Marketing Research

Weaverville, North Carolina

Consulting Partner, 1998-1999

-Performed various marketing consulting services for businesses.

University of North Carolina at Asheville

Asheville, North Carolina

Assistant Professor, 1993-1999

-Fulfilled duties of tenure-track faculty, Marketing Faculty Coordinator and served extensively as internship advisor and undergraduate research faculty sponsor.

Georgia Institute of Technology

Atlanta, Georgia

Research Assistant, 1989-1993

-Worked on various projects with professors Malhotra, Teach and Allvine.

Instructor, 1990 & 1993

-Taught Marketing Research, Co-taught Marketing Principles and Marketing Management

C&S Bank

Atlanta, Georgia

Summer Intern, 1988

-Revised the International Banking System accounts on the C&S mainframe, through the use of organizational and communication skills, which incorporated a basic knowledge of computers.

U.S. Sprint (through Norrell Services)

Atlanta, Georgia

Production Assistant, Summer 1988

-Self-managed the organization of marketing project documents on the Macintosh, which were essential to the successful completion of the project.

-Maintained communication with project participants, on all levels of the project team, so that revision could be integrated as rapidly as possible; thus ensuring that all information was current and accurate.

Georgia Power Company

Atlanta, Georgia

Summer Intern, 1984-1987

to

-Utilized communication skills to provide assistance and reliable service customers.

-Maintained awareness of work performed in other departments in the Operating Headquarters and coordinated work efforts within the Engineering Department and between Operating Departments.

American Greetings Corporation

Smyrna, Georgia

Merchandiser, September 1985-April 1986

-Assembled, maintained and arranged displays.

-Determined when to order cards and supplies for a store, and set own work hours.

Cobb County Public Library System

Smyrna, Georgia

Clerk, March 1984-October 1984

-Supervised a library Page in carrying out his daily duties and was responsible for opening and closing the library for business.

-Ensured that the patrons of the Cobb County Public Library System received attentive and knowledgeable service.

-Voter Registration Deputy.

PROFESSIONAL MEMBERSHIPS

Member, *American Marketing Association (AMA)*
(1992-present)

Member *Academy of Marketing Science* (AMS)
(1992-present)

Member, *Association for Consumer Research* (ACR)
(1993-2003)

Member, *Southern Marketing Association* (SMA)
(1993-present)

Member, *Asheville Sales and Marketing Executives* (SME)
(1997-1999)