

KATHLEEN DEBEVEC WITZ

January, 2018

Associate Professor of Marketing
Isenberg School of Management
University of Massachusetts
Amherst, MA 01003
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103 Windham Drive
East Longmeadow, MA 01028
(413) 525-2514

EDUCATIONAL BACKGROUND

- Ph. D. University of Cincinnati, December 1982
Major Field: Marketing
Support Field: Social Psychology and Research Methodology
Dissertation: "Social Labeling as a Moderator of Stereotypic Perceptions: An Attributional Analysis"
Dissertation Chairman: Jerome B. Kernan
- M.B.A. University of Cincinnati, December 1980
Major Field: Marketing
- B.S. University of Dayton, April 1979
School of Business Administration
Majors: Marketing and Finance

ACADEMIC EXPERIENCE

University of Massachusetts, Isenberg School of Management

Associate Professor of Marketing from September, 1988 to present

Marketing Department Head, 1996-2000

Assistant Professor of Marketing, September, 1982 to August, 1988.

Taught Promotional Strategy, Advertising, and Marketing Communications (graduate and undergraduate), Advanced Promotional Strategy, Retailing Management and Technology (undergraduate), Fundamentals of Marketing (undergraduate), Consumer Behavior (undergraduate and doctoral), and Current and Classics seminar (doctoral).

University of Cincinnati, School of Business Administration, Instructor for undergraduate Marketing Principles courses, June, 1981 to June, 1982.

TEACHING INTERESTS

Advertising and Promotional Strategy
Retailing Management

RESEARCH INTERESTS

Importance of Explaining How and not Just Why in Encouraging Healthy Behaviors

Impact of Personal Motivations and Nutritional Package Information on Recall of Nutritional Information and Attitudes

Values of Millennials in the US and abroad

Marketing Communication Strategies and Consumer Behavior

RESEARCH ACTIVITIES

PUBLICATIONS

Refereed Publications

Debevec, Kathleen, Elizabeth Miller, and Yana Andonova, "Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing," Abstract in *Creating a Better Tomorrow*, Marketing & Public Policy Conference, Chicago, IL, American Marketing Association, 2014.

Schewe, Charles, Kathleen Debevec, Thomas Madden, William Diamond, Anders Parment, and Andrew Murphy, "If You've Seen One, You've Seen Them All! Are Young Millennials the Same Worldwide?" *Journal of International Consumer Marketing*, Vol. 25, Issue 1, 2013, pp. 3-15, DOI: 10.1080/08961530.2013.751791.

Debevec, Kathleen, Charles D. Schewe, Thomas Madden, and William Diamond, "Are Today's Millennials Splintering into a New Generational Cohort? Maybe," *Journal of Consumer Behaviour*, Vol. 12, Issue, 1, January/February, 2013, pp. 20-31, DOI: 10.1002/cb.1400.

Debevec, Kathleen and William Diamond, "Social Smokers: Smoking Motivations, Behavior, Vulnerability, and Responses to Antismoking Advertising," *Journal of Consumer Behaviour*, May/June, 2012, Vol. 11, Issue 3, pp. 207-216, DOI: 10.1002/cb.1373.

Debevec, Kathleen, Yana Andonova, and Elizabeth Miller, "Is That Healthy? The Influence of Information Type and Location," Abstract, Association for Consumer Research, Appreciating Diversity, ACR Annual Conference, Vancouver, BC, 2012, p. 200.

Schewe, Charles, Kathleen Debevec, William Diamond, and Shabnam Azimi, "Are Today's Millennials About to Splinter into a New Generational Cohort: An Analysis of College Upperclassmen," Abstract, Proceedings of the American Marketing Association Summer Educators' Conference, Boston, MA, American Marketing Association, 2010

Diamond, William and Kathleen Debevec, "Understanding and Changing Perceptions of Hazardous Consumption Activities," Abstract published in *Portal to the Pacific: Public Policy in an International Arena*, Chicago, IL, American Marketing Association, 2006, pp. 30-32.

Debevec, Kathleen, Mei-Yau Shih, and Vishal Kashyap, "Learning Strategies and Performance in a Technology Integrated Classroom," *Journal of Research on Technology in Education*, Spring 2006, 38(3), pp. 293-307.

Debevec, Kathleen and William Diamond, "Social Smokers: A Breed Apart – Differences in Schemas, Smoking Behavior, and Responses to Anti-Smoking Ads, Abstract published in *Challenges for an Era of Continuous Change*, Proceedings of the Marketing & Public Policy Conference, Chicago Illinois: American Marketing Association, 2005, pp. 14-15.

Debevec, Kathleen and Mei-Yau Shih, "Learning in the Digital Age: A Multimedia Approach to Enhance Student Learning," Abstract, NEFDC Annual Conference, 2004

Diamond, William and Kathleen Debevec, "Do Different Anti-Smoking Messages Work for Smokers and Nonsmokers? Results of Internet Marketing Studies," Abstract, Marketing and Public Policy Conference, Washington, D.C., May 18, 2002.

Diamond, William and Kathleen Debevec, "The Effects of Framing, Type of Message, and Self-Referencing on the Effectiveness of Anti-Smoking Advertising," Abstract, Marketing and Public Policy Conference, Washington, D.C., 2001.

Debevec, Kathleen, "Self-Referencing Measurement in Persuasive Communications," *Psychological Reports*, 77, 1995, pp 1-2.

Fellerman, Ritha and Kathleen Debevec, "Kinship Exchange Networks and Family Consumption," *Advances in Consumer Research: Volume 20*, (Chicago, IL: Association for Consumer Research, 1993) 458-62.

McKeage, Kim, Marsha Richins and Kathleen Debevec, "Self Gifts and the Manifestation of Material Values," *Advances in Consumer Research: Volume 20*, (Chicago, IL: Association for Consumer Research, 1993) 359-64.

Debevec, Kathleen and Jean Romeo, "Self-Referent Processing in Perceptions of Verbal and Visual Commercial Information," *Journal of Consumer Psychology*, 1(1), 83-102, 1992.

Myers, Patricia and Kathleen Debevec, "Differentiating Advertising for a Technological Innovation: What the Consumer Knows Matters," *Journal of High Technology Management Research*, 3(2), 243-261, 1992.

Romeo, Jean and Kathleen Debevec, "An Investigation of Self-Referencing's Influence on Affective Evaluations," in John F. Sherry, Jr. and Brian Sternthal (eds.), *Advances in Consumer Research: Volume 19* (Chicago, IL: Association for Consumer Research, 1992), 290-295.

Fellerman, Ritha and Kathleen Debevec, "Till Death do we Part: Family Dissolution, Transition, and Consumer Behavior," in John F. Sherry and Brian Sternthal (eds.), *Advances in Consumer Research: Volume 19* (Chicago, IL: Association for Consumer Research, 1992), 514-521.

Iyer, Easwar and Kathleen Debevec, "The Role of Origin of Rumor and Tone of Message in Rumor Quelling Strategies," *Psychology & Marketing*, 8(3), 161-175, 1991.

Schmidt, Sandra and Kathleen Debevec, "Positioning Strategy for Credit Unions: Know They Niche," *Journal of Professional Services Marketing*, 7(1), Fall/Winter, 1991.

Debevec, Kathleen and Sandra Schmidt, "The Diffusion of Innovations: Let's Take Another Look," *Developments in Marketing Science: Volume XII* (Academy of Marketing Science, 1989).

Iyer, Easwar and Kathleen Debevec, "Bases for the Formation of Product Gender Images," *Developments in Marketing Science: Volume XII* (Academy of Marketing Science, 1989).

Debevec, Kathleen and Easwar Iyer, "Men's and Women's Emerging Roles: Sociological and Marketing Perspectives," *Abstract for Special Topics Session*, 1988 Summer Marketing Educators' Conference, American Marketing Association.

Debevec, Kathleen, Harlan Spotts, and Jerome B. Kernan, "The Self-Reference Effect in Persuasion: Implications for Marketing Strategy," *Advances in Consumer Research: Volume XIV* (Chicago, IL: Association for Consumer Research, 1987), 417-420.

Debevec, Kathleen and Easwar Iyer, "Self-Referencing as a Mediator of the Effectiveness of Sex-Role Portrayals in Advertising," *Psychology & Marketing*, 5 (1), 71-84, 1988.

Schmidt, Sandy and Kathleen Debevec, "Positioning Strategy for Credit Unions: Know They Niche," *Development in Marketing Science*, Abstract, Vol. XI, 1988.

Debevec, Kathleen and Jerome B. Kernan, "Self-Referencing as a Mediator of the Physical Attractiveness Stereotype," *Genetic, Social, and General Psychology Monographs*, 113(4), 433-60, 1987.

Schmidt, Sandra, Kathleen Debevec, and Clare Comm, "Marketing Majors' Satisfaction with their College Experience: Implications for Strategic Planning in Marketing Departments," *Journal of Marketing Education*, Fall, 58-63, 1987.

Debevec, Kathleen and Easwar Iyer, "The Influence of Spokespersons in Altering a Product's Gender Image," *Journal of Advertising*, 15(4), 12-20, 1986.

Debevec, Kathleen, Thomas J. Madden, and Jerome B. Kernan, "Physical Attractiveness, Message Evaluation, and Compliance A Structural Examination," *Psychological Reports*, 58, 503-508, 1986.

Schmidt, Sandy, Kathleen Debevec, and Clare Comm, "Segmentation and Satisfaction by Major Choice: Implications for Internal Marketing in Schools of Business," *Proceedings*, American Marketing Association, 1986.

Iyer, Easwar, and Kathleen Debevec, "Gender Stereotyping of Products: Are Products Like People?" *Developments in Marketing Science: Volume IX* (Atlanta, GA: Academy of Marketing Science, 1986), 40-45.

Debevec, Kathleen and Easwar Iyer, "Sex Roles and Consumer Perceptions of Promotions, Products, and Self: What Do We Know and Where Should We be Headed?" *Advances in Consumer Research: Volume XIII* (Chicago, IL: Association for Consumer Research, 1986), 210-214.

Madden, Thomas J., Kathleen Debevec and Jacquelyn L. Twible, "Assessing the Effects of Attitude-Toward-the-Ad on Brand Attitudes: A Multitrait-Multimethod Design," 1985 *AMA Winter Educators' Conference Proceedings*.

Debevec, Kathleen, Patricia W. Meyers, and Kenny K. Chan, "The Effects of Knowledge and Imagery on Advertising Responses to an Innovation," *Advances in Consumer Research: Volume XII* (Chicago, IL: Association for Consumer Research, 1985), 273-278.

Debevec, Kathleen and Chris T. Allen, "Theoretical Frameworks by which to Understand the Effectiveness of Sex-Role Stereotyping in Persuasive Communications," 1984 *AMA Winter Educators' Conference Proceedings*.

Debevec, Kathleen and Jerome B. Kernan, "More Evidence on the Effects of a Presenter's Physical Attractiveness--Some Cognitive, Affective, and Behavioral Consequences," in T. C. Kinnear (ed.), *Advances in Consumer Research: Volume XI* (Chicago, IL: Association for Consumer Research, 1984), 127-132.

Madden, Thomas J. and Kathleen Debevec, "An Assessment of the Effects of Time Provided for Thought Elicitation on Subsequent Standard Scaled Measures of Attitudes and Intentions," in P. E. Murphy (ed.), 1983 *AMA Summer Educators' Conference Proceedings* (Chicago, IL: American Marketing Association, 1983), 415-410.

Allen, Chris T., Kathleen Debevec, and Kenny K. Chan, "Nontraditional Family Forms, Time Orientation, and Household Behaviors: Perspectives and Research Directions for the Consumer Researcher," in M.L. Roberts and L.H. Wortzel (eds.), *Marketing to the Changing Household: Management and Research Perspectives* (Cambridge, MA: Ballinger Publishing Company, 1984), 169-185.

RESEARCH IN PROGRESS

"Communicating with Mars and Venus in the New Digital Space," (with Ruby R. Dholakia), submitted to *New Media and Society*

"Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing," (with Elizabeth Miller, and Yana Andonova), in preparation for submission to the *Journal of Marketing & Public Policy*

"Importance of Explaining How and not just Why in Increasing Healthy Behaviors"

PRESENTATIONS

"Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing," (with Elizabeth Miller, and Yana Andonova), presentation at Marketing & Public Policy Conference, Boston, MA, June, 2014.

"Is That Healthy? The Influence of Information Type and Location," (with Yana Andonova and Elizabeth Miller), presentation at Association for Consumer Research Conference, Appreciating Diversity, Vancouver, BC, October, 2012.

"Are Today's Millennials About to Splinter into a New Generational Cohort: An Analysis of College Upperclassmen," AMA Summer Marketing Educators' Conference, Boston, MA, August, 2011

"Understanding and Changing Perceptions of Hazardous Consumption Activities," (with William Diamond), presentation at Marketing & Public Policy Conference, 2006

"Social Smokers: A Breed Apart - Smoking Motivations, Behavior, Vulnerability and Responses to Antismoking Advertising," (with William Diamond), presentation at the Marketing & Public Policy Conference, 2005

"Learning in the Digital Age: A Multimedia Approach to Enhance Student Learning," (with Mei-Yau Shih), presentation at NEFDC Annual Conference, 2004

"Do Different Anti-Smoking Messages Work for Smokers and Nonsmokers? Results of Internet Marketing Studies," (with William Diamond), presentation at Marketing and Public Policy Conference, Washington, D.C., May 18, 2002.

"The Effects of Framing, Type of Message, and Self-Referencing on the Effectiveness of Anti-Smoking Advertising," Marketing and Public Policy Conference, Washington, D.C., 2001.

"Self-Referent Processing in Perceptions of Verbal and Visual Commercial Information," presentation at MIT Marketing Workshop Series, 1992.

"Kinship Exchange Networks and Family Consumption," presented at 1992 ACR Conference, Vancouver.

"Self Gifts and the Manifestation of Consumer Values," presented at 1992 ACR Conference, Vancouver.

"Enhancing the Classroom Experience with a Promotional Campaign," presented in a Special Topics Session at the 1991 AMA Summer Educators' Conference, San Diego.

"An Investigation of Self-Referencing's Influence on Affective Evaluations," presented at the 1991 ACR Conference, Chicago, IL.

"Till Death do we Part: Family Dissolution, Transition, and Consumer Behavior," presented at the 1991 ACR Conference, Chicago, IL.

"Images of Men and Women in Advertising," presentation at MIT, 1989.

"The Diffusion of Innovations: Let's Take Another Look," presented at the 1989 Academy of Marketing Science Conference, Orlando, FL.

"Bases for the Formation of Product Gender Images," presented at the 1989 Academy of Marketing Science Conference, Orlando, FL.

"Sociology of Gender Roles: A Historical Analysis for Understanding Changes in Women's and Men's Roles," presented at the 1988 American Marketing Association Summer Educator's Conference, San Francisco, CA.

"Positioning Strategy for Credit Unions," presented at the 1988 Academy of Marketing Science Conference.

"The Self-Reference Effect in Persuasion: Implications for Marketing Strategy," presented at the 1986 ACR Conference, Toronto.

"Segmentation and Satisfaction by Major Choice: Implications for Internal Marketing in Schools of Business," presented at the 1986 AMA Summer Educators' Conference, Chicago, IL.

"Gender Stereotyping of Products: Are Products Like People?" presented at the 1986 Academy of Marketing Science Conference, Anaheim, CA.

"Sex Roles and Consumer Perceptions of Promotions, Products, and Self: What Do We Know and Where Should We be Headed?" presented at the 1985 ACR Conference, Las Vegas.

"Assessing the Effects of Attitude-Toward-the-Ad on Brand Attitudes: A Multitrait-Multimethod Design," presented at the AMA 1985 Winter Educators' Conference.

"The Effects of Knowledge and Imagery on Advertising Responses to an Innovation," presented at 1984 ACR Conference, Washington, DC.

"Theoretical Frameworks by which to Understand the Effectiveness of Sex-Role Stereotyping in Persuasive Communications," presented at the 1984 Winter Educators' Conference, Fort Lauderdale, Fla.

"The Impact of Time on Consumption Decisions: A Review and Proposal for Future Research," presented at 1983 AMA Southern Marketing Association Conference, Atlanta, GA.

"More Evidence on the Effects of a Presenter's Physical Attractiveness--Some Cognitive, Affective, and Behavioral Consequences," presented at the 1983 ACR Conference, Chicago, IL.

"Nontraditional Family Form, Time Orientation, and Household Behaviors: Perspectives and Research Directions for the Consumer Researchers," presented at the Marketing Science Institute Changing Household Workshop, Cambridge, MA, April, 1983.

"An Assessment of the Effects of Time Provided for Thought Elicitation on Subsequent Scaled Measures of Attitudes and Intentions," presented at the AMA 1983 Summer Educators' Conference.

AWARDS AND HONORS

Awarded National Retail Federation funding for the Retail Academic Symposium, August 5-8, 2014 – nominated by Adrienne Santos of TJX Corp.

Cadillac Marketing Case Competition – Semifinalist team, 2007

Ford Fusion Collegiate Marketing Competition – Class received 1st place award, 2006

Ford Focus Collegiate Marketing Competition – Class received 2nd place award, 2005

TEACHnology Fellow, Center for Teaching, 2001-2002

TIME Magazine Collegiate Marketing Competition – Class received 1st place award, 1999-2000

General Motors Collegiate Competition (GMMI) – Class won 1st place in the national competition among 110 colleges and universities across the country, 1996

General Motors Collegiate Competition (GMMI) – Class placed 1st in the northeast region, 1995

Beta Gamma Sigma Honorary Fraternity, University of Cincinnati Chapter, 1983

AMA Doctoral Consortium Fellow, 1982

Wall Street Journal Student Achievement Award, 1979

Alpha Epsilon Tau Honorary Society, University of Dayton Chapter, 1979

Outstanding Marketing Student Awards, University of Dayton, 1978, 1979

Direct Mail/Marketing Association Institute Scholarship, 1978

Dayton Sales and Marketing Executives Scholarship, 1978

PROFESSIONAL ASSOCIATIONS

Association for Consumer Research

American Marketing Association

SEMINARS, PROGRAMS

Women's Global Leadership Conference, Presentation at Mt. Holyoke College, September, 2007

Proseminar in Marketing with Bill Diamond, "Social Smoking..."

SBDC Workshop – Presentation on the Use of Secondary Data by Small Businesses, 1998

Proseminar in Marketing, "Competitive Structure in the Retail Industry, Retail Patronage, and Strategy Implications", 1997

"Self-Referencing and Persuasion," Brownbag Seminar conducted on May 1, 1987.

"Direct Response Marketing: Making it Work For You," Seminar sponsored by the University of Massachusetts School of Management and Division of Continuing Education, September 13, 1983.

International Executive Training Program, University of Massachusetts, June, 1983-85.

SERVICE ACTIVITIES

PROFESSIONAL SERVICE CONTRIBUTIONS

Reviewing Activities

Journal of Consumer Psychology, ad hoc reviewer

Journal of Consumer Behaviour, ad hoc reviewer

Journal of Consumer Research, ad hoc reviewer

Journal of Marketing, ad hoc reviewer

Journal of Advertising, ad hoc reviewer

International Journal of Advertising, ad hoc reviewer

Journal of International Consumer Marketing, ad hoc reviewer

Journal of Retailing and Consumer Services, ad hoc reviewer

Journal of Public Policy & Marketing, ad hoc reviewer

Handbook of Technology Management, Wiley 2008-09

Journal of Business Research, reviewer for special issue, 1996

Journal of Marketing Theory and Practice, reviewer for special issue

Psychology & Marketing

McGraw-Hill, Kerin, Hartley, and Rudelius' Principle of Marketing Text and CONNECT

Marketing & Public Policy Conference

AMA Summer Marketing Educators' Conference

AMA Winter Marketing Educators' Conference

Fifth Research Conference on Relationship Marketing, 2000

John A Howard AMA Doctoral Dissertation Competition, 1999

AMA Winter Educators' Conference - Services Marketing Track, 1992

AMA Summer Educators' Conference - Buyer Behavior Track, 1992

Southern Marketing Association Conference - Marketing Research/ Models/Theory Track, 1992

AMA Summer Educators' Conference - Buyer Behavior Track and Services Marketing Track, 1991

AMA Winter Conference - Services Marketing Track and Communications Track, 1991

Academy of Marketing Science World Marketing Congress - Buyer Behavior Track and Promotion Management Track

Southern Marketing Association Conference - Marketing Research/Models/Theory Track, 1991

Wiley Publishing - proposal for Advertising text, 1991

Marketing Communications by Rothschild, 1990

Consumer Behavior, John Mowen, New York: Macmillan Publishing Co., 1987

Advertising, Christopher Gilson and Harold Berkman, New York: Random House, 1986

AMA Summer Educators' Conference, 1986

Academy of Marketing Science Student Paper Competition, 1984

National American Institute for the Decision Sciences Conference, 1984

Northeast American Institute for the Decision Sciences Conference, 1984

Chairperson, Discussant, or Panel Member

Session Co-Chair, "Influencing Food Choices at the Point-of-Purchase: The Impact of FOP Claims, Menu Information, and Health Consciousness," 2014 Marketing & Public Policy Conference

Track Chair, Education Track of Electronic Commerce Conference, 1999

Session Chair, Education Track of Electronic Commerce Conference, 1999

Panel Member, AMA Conference, 1997

AMA Summer Educator's Conference - Co-chaired Special Topics Session with E. Iyer, 1988

Academy of Marketing Science Conference - Session Chairperson, 1986

AMA Summer Educators' Conference - Discussant, 1986

Northeast American Institute for the Decision Sciences Conference Discussant, 1984

UNIVERSITY SERVICE

Academic Priorities Council, Chair 2008-2010; Member since 2002

Moderator, Fashion Summit Panel hosted by University and Isenberg Development, April 25, 2013

Faculty Senate, 2011-2013

Faculty Teaching Grants Committee

Technical Reviewer for Faculty Research Endowment Grant

Academic Priorities Council, Chair of Supply and Demand Committee 2007-2008

Ad Hoc Committee on Strategic Organization (AHCSO) 2009-2010

Budget Planning Task Force, 2008-2009

Co-Chair Revenue Subcommittee of Budget Planning Task Force, 2008-2009

Steering Committee Member of Budget Planning Task Force, 2008-2009

Research Library Council, 2002 - 2009

Center for Teaching, Faculty Teaching Grants Committee, 2003 - 2008

Center for Teaching TEACHnology Fellowship Grants Committee, 2005-2006

Search Committee, Director for Outreach Marketing Communications, 2004-2005

Provost's Revenue Development Committee, 2000-2001

Faculty Senate Status of Women Council 1988-1994

Faculty Advisory Board - Internship Program 1983-86

Search Committee Member - Dept. of Agriculture and Resource Economics, 1985

Doctoral Dissertation Committee Member
Joan Donoghue Connolly, School of Education
Mary Linda Jurgela, School of Education
James Malone, School of Education

ISENBERG SCHOOL OF MANAGEMENT SERVICE

Isenberg Teaching Award & Recognition Selection Committee (TARSC), 2017

Isenberg Career and Professional Development Task Force, 2011-2012

Faculty Moderator of Retail is Sweet Panel, 2010 – 2016; panel of recruiters and managers sponsored by the Chase Career Center

Faculty Moderator of the Fashion summit Panel, a group of top fashion executives/alumni who spoke about the “Business of Fashion” (hosted by the University and Isenberg Development in 2013)

Isenberg Dean Search Committee, 2008-2009

Isenberg Interim Dean Search Committee, 2007

Isenberg Dean Search Committee, 2005-2006

Isenberg Alternate At-Large Member of Personnel Committee, 2002-2006

Evaluation Committee of Undergraduate Associate Dean, 2003

Ph.D. Program Director Evaluation Committee

Search Committee for Asst. Director of Undergraduate Affairs, 2000

Isenberg Chair Search Committee Member, 1998-1999

ICEE Working Group, 1998-1999

Search Committee for Undergraduate Professional Position

Nirenberg Professor of Business leadership Search Committee, 1995-1996

SOM Personnel Committee - At Large Member, 1988-1996; Chair 1993-1996

SOM Undergraduate Curriculum Committee, 1985-89

McIntire Invitational Faculty Co-Advisor, 1989

Moderator for Women in Business Panel, 1989

Summer Research Grant Committee, 1985

Beta Gamma Sigma Faculty President and Secretary, 1982-84

SOM Planning Task Force, 1983

SOM Placement Program Luncheon Host

DEPARTMENTAL SERVICE

Chair, Marketing Dept. Chair Evaluation Committee, 2018

Chair, Marketing Dept. Lecturer Search, 2015

Marketing Dept. Personnel Committee and Chair, 2012-15, 2017-18

Marketing Dept. Assistant Professor Search Committee, 2010-11

Chair, Marketing Dept. Assistant Professor Search Committee, 2009-10

Departmental Alternate to School Personnel Committee, 2009-10

Merit Committee, 2009-2014, 2016-2018

Honors Capstone Chair for Katherine Shea, 2009-2010

Advising

Core and Comprehensive Exam Committees

Presentation to prospective sophomore Marketing majors, 2007

Alumni Events

Departmental Representative at Isenberg Open Houses for prospective freshmen

Graduation Ceremonies

Generated Revenue – Monetary Awards from five campaign competitions ranging from
\$3,000 to \$1,000 each

Department Head, 1996-2000

SOM Administrative Committee, 1996-2000

Honors Thesis Chair, Communications student Kara Delorey

Research Chair, Senior Honors Project, Rhonda DeVincent, 1999

Honors Thesis Committee Member

Elizabeth Papp 2004

Kate Krier 1999

Kathleen Foley, 1997

COMEC Department liaison, 1997-2000

Chair, Search Committee for Assistant Professor, 1996-97

Chair, Search Committee for Lecturer, 1996-97

Moderator for Retail Panel Discussion, 1991

Ad hoc Marketing Doctoral Subcommittee, 1985-present

Marketing Undergraduate Curriculum Committee, 1984-89

Faculty Advisor to Marketing Club, 1985-89, 1998-1999,

Marketing Dept. Head Search Committee, 1983-84

Merit Committee Chairperson, 1984-85

Merit Committee Member, 1983-84, 1986-87, 1988-1989

Recording Secretary, 1983-84

Honors Coordinator, 1983-85

Doctoral Core and Comprehensive Exam Committee Member

Doctoral Dissertation Committees in Marketing

Ela Lepkowska-White

Kim McKeage

Amy Parsons

Abijhit Sanyal

Harlan Spotts

Jean Romeo

Rajendar Garg

Kenny Chan

David Moore

Student Intern Advisor

BDIC Advisor

SERVICE TO COMMONWEALTH

Consultant to Small Business Development Center, University of Massachusetts

Consultant to Center for Economic Development, University of Massachusetts

MISCELLANEOUS SCHOLARLY ACTIVITY

Direct Marketing Educational Foundation Professor's Institute attendee, New York, May 1984

Specialty Advertising Association International Seminar Attendee, Washington, D.C., August 1987

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