

J. Michael Weber

Curriculum Vitae

CORE LEADERSHIP PROFILE

- A dynamic, innovative, and entrepreneurial leader that utilizes experience, collaboration, and transparency to achieve significant outcomes.
- **Leadership Accomplishments**
 - New Program Development:
 - Redesigned and Relaunched the MaineMBA, with concentrations in Accounting, Analytics, Finance, Healthcare Management and Sustainability. This is the MBA for the state system.
 - While at Mercer University, developed and launched U.G. majors in Analytics, Entrepreneurship, Risk Management and Insurance, and Sports Marketing. Also developed and launched the Innovation MBA, Two-Year MBA, Online MBA, Online BBA, and the M.S. in Business Analytics.
 - Program Rankings:
 - The MaineMBA-Online ranked #47 by *U.S. News & World Report*, and #28 globally by *CEO Magazine*.
 - Student Enrollment:
 - Increased student enrollment in the MaineMBA by more than 300% in less than two years.
 - Student Outcomes:
 - 95% job placement/impact. 68% graduate with no debt.
 - Accreditation:
 - Managed and facilitated continuous accreditation in 3 AACSB accreditation cycles.

EDUCATION

Ph.D. in Business, Louisiana State University Major: Marketing Minor: Sociology	1998
Master of Business Administration, University of West Florida Concentration: Marketing	1992
Bachelor of Science, University of Florida Major: Recreation	1989

LEADERSHIP EXPERIENCE

Florida Southern College – Barnett School of Business and Free Enterprise 2020 - Present **Dean**

Responsibilities include: Academic Program Development and Management; Faculty Recruitment, Retention, and Development; Student recruitment, retention, and placement; Budget Oversight and Management; Community Development; Accreditation and Assessment; and Marketing Communications. Initial outcomes will be added.

University of Maine – Graduate School of Business 2018 - 2020 **Founding Dean**

Responsibilities include: **Academic Program Development and Management**; Redesigned and launched The MaineMBA in evening and online formats, as the only MBA program in the state system. Currently working on unique MBA concentrations such as Analytics, Forestry Business, Food Business, Engineering Management, Transaction Law, and more. Also developing a M.S. in Business Analytics and a MAcc. **Faculty Recruitment, Retention, and Development**; Hired two new graduate faculty (Accounting and Analytics). Work with 60+ graduate faculty from 4 different system universities. **Student recruitment, retention, and placement**; Enrollments up 300% in MBA, with 95% placement in 2020. **Budget Oversight and Management**; Built 5 year budget with average operating margin of 40%. Exceeded the projected margin in year 1. **Community Development**; Currently engaged in \$80 million fund raising campaign. Acquired development funds of \$7.5 million with additional \$7.5 million match expected this CY. **Accreditation and Assessment**; Completed CIR in Summer 19, with successful campus visit November 19. **Marketing Communications**. In first 2 years, the Online MBA ranking was improved from 131st to 90th to **#47** (U.S. News and World Report) and **#28** in CEO Magazine, reflecting new program improvements and data management initiatives.

Mercer University - Stetson School of Business and Economics – Atlanta 2013 – 2018 **Senior Associate Dean / Associate Dean**

Responsibilities include: **Academic Program Management and Development** – Graduate and BBA. Specifically developed the Master of Science in Business Analytics, Professional MBA in Innovation, the Online MBA, the Two Year MBA for International Students, and the Online BBA. **Faculty Recruitment, Retention, Promotion and Development** - Hired 9 new faculty and successfully promoted and tenured 4 faculty members. **Student recruitment, retention, and placement** - Increased enrollment by 20%, decreased “stop-outs” by 11%, and increased internship placement to 100%. Hired a Director of Career Services. **Budget Oversight and Management** - Revenue budget of \$24.2 M. Operating Expense Budget of \$8.5 M. **Accreditation and Assessment** – Responsible for the AOL section of the AACSB re-accreditation report (CIR) in two review cycles. **Marketing Communications** - Responsible for external communications via newsletter and social media.

Mercer University - Stetson School of Business and Economics 2012 – 2015

Founding Director – Center for Executive Education

Responsibilities included the development of the business proposal and pro-forma for approval of the center. Developed custom programs (i.e. Lean Six Sigma) for companies such as Piedmont Hospital, American Financial Services Association, and Greystone Power. Also developed a series of open enrollment courses. Generated enough revenue and programs to hire a fulltime director. Current revenue exceeds \$450,000.

Mercer University - Stetson School of Business and Economics 2012 – 2013

Program Director - FT MBA

Responsibilities included curriculum and program development, student recruitment, advising, and placement. Recruitment activities yielded a cohort of 28 students which exceeded budget projections. Internship placement was 100% and career placement was 95%. Also developed and integrated value added program content such as StrengthsFinders and Career Coaching for personal and professional development, and a variety of Team Building activities such as Improve Comedy, Cooking Challenge, and Escape Games.

Weber and Associates – Consulting, LLC 1998 - 2013

Principle

A marketing and consulting firm that provides support to entrepreneurial ventures, government agencies, and the services industry. Clients include Commerce Bank, Sun Trust, Washington Mutual, American Airlines, Delifrance, Verizon - Brazil, INFRAERO - Brazil, Texaco, Turner Broadcasting, Our Lady of the Lake Hospital, Baptist Health Care, The Environmental Protection Agency, The Center for Disease Control, The Louisiana Department of Transportation and Safety, The City of Fort Lauderdale, The Greater Pensacola Chamber of Commerce, The Jamaican Department of Infrastructure Development, Turks and Caicos Airways Holdings, and WebMD.

ACADEMIC EXPERIENCE

Florida Southern College

Professor of Marketing (Tenured) 2020 - Present

University of Maine

Professor of Marketing (Tenured) 2018 - 2020

Mercer University

Professor of Marketing (Tenured) 2013 - 2018

Associate Professor of Marketing (Tenured) 2012 - 2013

Associate Professor of Marketing 2006 - 2012

University of West Florida

Assistant Professor of Marketing 2005 – 2006

University of Miami

Lecturer of Marketing 2002 - 2005

Barry University

Assistant Professor of Marketing

1998 – 2002

Eastern New Mexico University

Assistant Professor of Marketing

1996 - 1998

PUBLICATIONS

Research Interests:

Innovation, Promises – Advertising and Warranties, Financial Services Marketing, Entrepreneurial Branding, Entrepreneurship, Relationship Marketing, Consumer Behavior, Teaching Methodologies, Social Media Marketing, Tourism Marketing, and Cross-Cultural Marketing

Refereed Journal Articles:

Musonera, Etienne and J. Michael Weber (2018), “Analysis of Marketing Strategies in the Social Media: Facebook Case Analysis”, Journal of Marketing Development and Competitiveness. Vol 12 (1), pp. 10-27.

Kushins, Eric, Henry H. Heard, and J. Michael Weber (2017), “The Next Disruptive Innovation in Rural American Healthcare: The Physician Assistant Practice”, The International Journal of Pharmaceutical and Healthcare Marketing. Vol. 11 (2), pp. 165 – 182.

Weber, J. Michael (2015), “The Development of a Scale for the Measurement of Internal Marketing in Service Firms”, Academy of Marketing Studies Journal. Vol. 19 (2), pp. 145 – 156.

Weber, J. Michael (2014), “Defining the Constructs of Making, Enabling, and Keeping Promises: A Focus Group Application”, Journal of Services Research. Vol. 13 (2), pp. 117 - 130

Musonera, Etienne, Michel Ndahimana, and J. Michael Weber (2013), “Assessment of Marketing Strategies for Ecotourism Promotion: A Case of RDB/Tourism and Conservation in Rwanda”, Journal of Marketing Development and Competitiveness, Vol. 7 (2), pp. 37-56.

Weber, J. Michael (2013), “A New but Old Business Model for Family Physicians: Cash”, Health Marketing Quarterly, Vol. 30 (2). pp. 235-245.

Kraft, Heather and J. Michael Weber (2012), “A Look at Gender Differences and Marketing Implications”, International Journal of Business and Social Sciences. Vol. 3 (21), pp. 247-253.

Weber, J. Michael (2008). "The Comparison and Testing of a Hybrid-Wiki Course", Journal for Advancement of Marketing Education, Vol. 13 (Winter), pp. 41-46.

Weber, J. Michael and Ron Lennon (2007). "Multi-Course Comparison of Traditional Versus Web-based Course Delivery Systems", Journal of Education Online, Vol. 4 (2), pp. 1-19.

Weber, J. Michael (2007). "Mirror Neuron Networks: Implications for Modeling and Consumer Behavior Strategies", Academy of Marketing Studies Journal, Vol. 11 (2), pp. 57-68.

Weber J. Michael (2006). "Lessons from Global Entrepreneurs: Ideas for the Classroom", International Journal of Business Disciplines, Vol. 17 (1), pp. 29-35.

Lennon, Ron, and J. Michael Weber (2003) "The Development and Testing of A Behavioral Intentions Model: A Longitudinal Study", Journal of Hospitality and Leisure Management, Vol. 10, No. 1, pp. 65-78.

Weber, J. Michael and Julie Capitant DeVillebonne (2002) "Differences in Purchase Behavior Between France and the U.S.: The Cosmetics Industry", The Journal of Fashion Marketing and Management, Vol. 6, (4), pp. 396-407.

Lennon, Ron, J. Michael Weber, and James Henson, (2001) "A Test of a Theoretical Model of Consumer Travel Behavior: German Consumers' Perception of Northern Ireland as a Tourist Destination", Journal of Vacation Marketing (January), Vol. 7, (1), 51-62.

Weber, John Michael and Joseph F. Hair, Jr., (2000) "Developing a Perceptual Measure of Environmental Risk," Journal of Environmental Education, Vol. 32 (1), Fall, pp. 28-36.

Licata, Jane W., John Michael Weber, and Patricia Fleniken Reed. (1999) "The Promises That Keep Customers Coming Back", Journal of Retail Banking Services, Vol. 21, (4), pp 31-39.

Licata, Jane W., John Michael Weber, and Patricia Fleniken Reed (1998) "Satisfaction Surveys: Staying on the Right Side of the Tracking", Bank Marketing, Vol. 30, (12), pp. 26-31.

Editor Publications

Weber, J. Michael (Ed.) (2018), "2018 Conference Proceedings" Association of Marketing and Healthcare Research, Vol. 37, pp. 1 – 121.

Weber, J. Michael (Ed.) (2017), Special Issue: “Issues in Healthcare and Pharmacology for Vulnerable Populations” International Journal of Pharmaceutical and Healthcare Marketing, Vol. 11 (2), pp. 114 – 116. Emerald Publishing.

Weber, J. Michael (Ed.) (2016), “2016 Conference Proceedings” Association of Marketing and Healthcare Research, Vol. 35, pp. 1 – 112.

Weber, J. Michael (Ed.) (2011), “2011 Conference Proceedings” Association of Marketing and Healthcare Research, Vol. 30, pp. 1 – 155.

Hair, Joe F., Jr., J. Michael Weber, Ronald Hoverstad (Eds.) (2001), “Advances in Health Care Research” Association of Marketing and Healthcare Research, Vol. 20, pp. 1 – 151, Madison WI: Omni Press. 945769-18-0

Hair, Joe F., Jr., J. Michael Weber, Ronald Hoverstad (Eds.) (2000), “Advances in Health Care Research” Association of Marketing and Healthcare Research, Vol. 19, pp. 1 – 155, Madison WI: Omni Press. 945769-17-2

Refereed Proceedings Articles and Presentations:

Weber, J. Michael (2019), “Innovation! Do We Practice What We Teach? An Academic Case Study.”, Association for Marketing and Health Care Research – 2019 Conference. Jackson Hole, WY (2/26-3/1/19).

Weber, J. Michael (2018), “Do Higher Deductibles Encourage Patients to be Better Consumers”, Association for Marketing and Health Care Research – 2018 Conference. Telluride, CO (2/26-3/1/18).

Musonera, Etienne and J. Michael Weber (2017), “Can Sub-Saharan Africa Attract Multinationals and Achieve Sustainable Development”, Multinational Enterprise and Sustainable Development, Atlanta, GA (12/7/17).

Weber, J. Michael (2016), “Teaching a Culture of Intentional Innovation in the Classroom”, Society for Marketing Advances Conference – 2016 Conference, Atlanta, GA (11/5/16).

Kushins, Eric R., Henry H. Heard, and J. Michael Weber (2016), “The Next Disruptive Innovation in Healthcare – The Physician Assistant Practice – A New Business Model”, Association for Marketing and Health Care Research – 2016 Conference. Crested Butte, CO (2/26-3/1/16).

Weber, J. Michael (2015), “Millennials and the Elevator Pitch: Strategies for Reducing the Fear!”, Society for Marketing Advances Conference – 2015 Conference, San Antonio, TX (11/4 – 11/6).

Weber, J. Michael (2014), “The Development of a Scale for the Measurement of Internal Marketing in Service Firms”, Allied Academies – 2014 Conference, Las Vegas, NV (10/15 – 10/17/14).

Weber, J. Michael (2014), "Scale Development: Measuring Internal Marketing in Service Firms", 2014 SMA Conference Proceedings, Society for Marketing Advances, New Orleans, LA (11/5-11/8).

Weber, J. Michael (2013), "Customer Stability: A Marketing Identity Strategy for Services", 2013 SMA Conference Proceedings, Society for Marketing Advances, Hilton Head, SC (11/3-11/5, 2013).

Weber, J. Michael (2013), "Customer Stability: The Key to a Successful Healthcare Practice", Association for Marketing and Health Care Research – 2013 Conference. Big Sky, MT (2/27-3/1/13).

Perkins, Robert and J. Michael Weber (2012), "Entrepreneurial Branding: The High West Case", 2012 Conference Proceedings, Association for Marketing and Health Care Research, Park City, UT (2/29-3/3)

Weber, J. Michael (2011). "Cash: A Strategic Decision for Family Physicians", 2011 SMA Conference Proceedings, Society for Marketing Advances, Memphis, TN (11/3-11/5).

Weber, J. Michael (2010) "Health Care Reform: Cash is King", 2010 Conference Proceedings, Association for Marketing and Health Care Research, Lake Tahoe, NV (2/24-2/26)

Weber, J. Michael (2009) "Sustainability During Economic Crisis: Creating a Strategy for the Family Business", 2009 Conference Proceedings, Association for Marketing and Health Care Research, Jackson Hole, WY (February).

Weber, J. Michael (2008) "Are We Ready for the Wiki?", 2008 SMA Conference Proceedings, Society for Marketing Advances, St. Petersburg, FL (11/7-11/10)

Weber, J. Michael and Joseph F. Hair, Jr. (2007) "Making, Enabling, and Keeping Promises: Insights from Focus Groups", Best Paper in Consumer Behavior Track, 2007 SMA Conference Proceedings, Society for Marketing Advances, San Antonio, TX (11/7-11/10)

Weber, J. Michael and Ronald F. Bush (2006) "Turmoil in the Advertising Industry: Problems and New Directions", 2006 SMA Conference Proceedings, Society for Marketing Advances, Nashville, TN (November)

Weber, J. Michael (2006), "Modeling and Mirror Neuron Networks: Implications for Consumer Behavior Strategies", Allied Academies Spring International Conference, Allied Academies: New Orleans, LA (April 12-15).

Hair, Joseph H. Jr, Joseph H. Hair III, and J. Michael Weber (2005), "Data Mining: A Healthcare Research Tool", 2005 Conference Proceedings, Association for Health Care Research, Lake Tahoe, NV (March).

Weber, John Michael and Ron Lennon (2004), "A Comparison Between Online and Traditional Course Delivery Systems", 2004 SMA Conference Proceedings, Society for Marketing Advances, (November), (Presentation – Weber)

Weber, John Michael, and Joseph F. Hair, Jr. (2002), "Stakeholder Involvement in Strategic Decision Making: New Perspectives.", 2002 Conference Proceedings, Association for Health Care Research: Weber, ed., Big Sky, MT, (March 23-26). (Presentation – Weber)

Lennon, Ron, J. Michael Weber and James Henson (2001), "A Validation of a Theoretical Model of Consumer Travel Behavior", 2001 Conference Proceedings, Academy of Marketing: Strong, ed., Cardiff, England, (July 2-4) pp. 25-31.

Weber, John Michael, and Joseph F. Hair, Jr. (2001), "Stakeholder Involvement in Strategic Decision Making. A Few Suggestions For Health Care Organizations.", 2001 Conference Proceedings, Association for Health Care Research: Weber, ed., Sante Fe, NM, (March 23-25), pp147-151. (Presentation – Weber)

Weber, John Michael (2000), "A Small Business Perspective On Caribbean Markets: Important Areas For Future Research", 2000 Conference Proceedings, Society for Marketing Advances: Moore, ed., Orlando, FL (November 8-10), pp. . (Presentation – Weber)

Weber, John Michael, and Joseph F. Hair, Jr. (2000), "Is Patient Satisfaction Suffering Due to Over-Management and a Lack of Meaningful Choice?" , 2000 Conference Proceedings, Association for Health Care Research, Wilson, ed., (March), pp. 102-109 . (Presentation – Weber)

Lennon, Ron, John Michael Weber, and James Henson (1999) "German Consumer's Perception of Northern Ireland as a Tourist Destination" Travel and Tourism Research Association 1999 European Conference, Dublin, Ireland, (October), pp. 47-50.

Weber, John Michael (1999), "Delivering Quality Service Through Customer Education and Participation" 1999 Proceedings, The International Conference on Recent Advances in Retailing and Services Science, H. Timmermans and I. Vermeulen, eds., Puerto Rico, (July 18-21), pp. 52-57. (Presentation – Weber)

Weber, John Michael, Joseph F. Hair, Jr., Elizabeth J. Wilson, and Randall Russ (1999), "The Multiple Dimensions of Patient Expectations: Can Health Care Providers Manage This Complicated Belief System?", 1999 Conference Proceedings, Association for Health Care Research, Wilson, ed., Breckenridge, CO (April 1 -3), pp. 95-102. (Presentation – Weber)

Weber, John Michael (1998), "Service Brand Name Familiarity and Behavioral Intentions: Developing a Service Brand Name Evaluation Model", 1998 Conference

Proceedings, Society for Marketing Advances, Moore, ed. New Orleans, LA (November 4-7), pp.71-74. (Presentation – Weber)

Weber, John Michael (1998), “Consumer Perceptions of Service Performance: A Conceptual Model Involving Androgyny, Store Environment, and Degree of Arousal”, 1998 Conference Proceedings, Atlantic Marketing Association, Johnson, ed., Savannah, GA (October 8-10), pp. 175-181. (Presentation – Weber)

Heaney, Joo-Gim, and John Michael Weber (1998), “Professional Services: Measuring Customer Service Satisfaction Using Dyadic Analysis and the Gap Theory”, 1998 Conference Proceedings, Association of Marketing Theory and Practice, D.L. Moore, ed., Charleston, SC (March 26-28), pp. 134-142.

Weber, John Michael, Joseph F. Hair, Jr., and Randall Russ (1998), “Managing the Patient’s Self-Efficacy: Education is the Key and Quality Service Delivery is the Result”, 1998 Conference Proceedings, Association for Health Care Research, Wilson, ed., Jackson, WY (March 19-21), pp. 125-131. (Presentation – Weber)

Weber, John Michael, (1997), “Facilitating Customer Relationships through the Development of Customer-Contact Employees Via Internal Marketing and Enabling Promises: A Conceptual Development”, 1997 Conference Proceedings, Southern Marketing Association, (November 5-7), pp. 300-303. (Presentation – Weber)

Weber J. Michael (1997), “The Fear of Crime in Rural America: An Analysis of Prevalent Explanatory Variables”. Western Social Science Association; 1997 Conference Proceedings (April 23-25), pp. 35-39.

Weber, John Michael and Jane W. Licata (1997), “Promises, Expectations and Long-Term Commitments: A Conceptual Development for the Services Industry,” 1997 Proceedings, Association of Marketing Theory and Practice, D.L. Moore, ed., Jekyll Island, GA, (March 20-22), pp. 216-223. (Presentation – Weber)

Weber, John Michael and Balaji C. Krishnan (1996), "Gambling Proneness: A Conceptual Model and Research Proposal", 1996 Proceedings, Southern Marketing Association Conference, (Nov. 5-10), pp. 355-358. (Presentation – Weber)

Maxham, James G. III, Laura A. Williams, and John Michael Weber (1996), "Computer-Aided Content Analysis: An Expository Study of Its Role in Qualitative Consumer Behavior Research", 1996 Proceedings, Southern Marketing Association Conference, (Nov. 5-10), pp. 37-43.

Weber, John Michael (1996), "Developing a Framework to Predict the Diffusion and Adoption of Interactive Media and Marketing, and Its Definitive Effect on Patronage," 1996 Proceedings, The International Conference on Recent Advances in Retailing and Services Science, H. Timmermans and I. Vermeulen, eds., Tyrol, Austria, (June 22-25), pg. 202. (Presentation – Weber)

Weber, John Michael and Jane W. Licata (1996), "Toward an Understanding of Service Relationships: The Components and Processes," 1996 Proceedings, Research Conference on Relationship Marketing, A. Parvatiyar and J. Sheth, eds., Atlanta, GA, (June 14-16), pp. 105-114. (Presentation – Weber)

Weber, John Michael (1996), "Evaluating Service Brand Names: A Model of Information Processing," 1996 National Conference, Academy of Business Administration, S. Amin, ed., Miami, FL, (April 9-14), pp. 372-379. (Presentation – Weber)

Weber, John Michael, J. Denise Kleiner and Janeen E. Olsen (1996), "U.S. Small Businesses' Satisfaction with Latin American Exporting Activities," 1996 BALAS Proceedings, Business Association of Latin American Studies, R. Leal, B.W. Husted, D.R. Vanden Bloom, eds., Monterey, Mexico, (March), pp. 520-29.

Weber, John Michael (1996), "A Conceptual View and Analysis of the Relationship Development Process," 1996 Proceedings, Association of Marketing Theory and Practice, D.L. Moore, eds., Hilton Head, SC, (March), pp. 258-263. (Presentation – Weber)

Weber, John Michael and Janeen E. Olsen (1995), "A Small Business Perspective on Latin American Markets: Important Areas for Future Research," 1995 Proceedings, Business Association of Latin American Studies, Washington, DC, (April 6-8), pp. 491-95. (Presentation – Weber)

Books:

Weber, John Michael (2020), Domestic Cross Cultural Marketing: Creating Effective Strategies, Sage Publishing, Forthcoming.

Book Ancillaries:

Weber, John Michael (1995), Marketing Research - Test Item File, Alvin C. Burns and Ronald F. Bush, Prentice Hall, Englewood Cliffs, NJ.

Industry Publications

Licata, Jane W., John Michael Weber and Patricia Fleniken Reed (1998), "Satisfaction Surveys: Staying on the Right Side of the Track." Bank Marketing Magazine (December), pp. 26-31.

Chapters and Cases:

Weber, J. Michael (2020), "Schindler Pharmaceuticals: Motivating the Sales Force", Professional Sales Management. 4th Ed. Hair, Anderson, and Bush. McGraw Hill Publishing. Forthcoming

Weber, J. Michael (2008), "MEDCO Pharmaceuticals: Motivating the Sales Force", Professional Sales Management. 1st Ed. Hair, Anderson, Mehta, and Babin. Houghton-Mifflin Publishing.

Weber, John Michael (1997), "A Consumer Behavior Journal", Great Ideas for Teaching Marketing. Eds. Lamb, Hair, and McDaniel. Southwestern Publishing.

Weber, John Michael (1997), "Getting In Touch With The Advertising Industry", Great Ideas for Teaching Marketing. Eds. Lamb, Hair, and McDaniel. Southwestern Publishing:.

Weber, John Michael (1997), "A Consumer Behavior Audit", Great Ideas for Teaching Marketing. Eds. Lamb, Hair, and McDaniel. Southwestern Publishing:.

Weber, John Michael (1997), "Teaching Marketing on the World Wide Web: Is it as Effective as Traditional Classroom Experiences", Great Ideas for Teaching Marketing. Eds. Lamb, Hair, and McDaniel. Southwestern Publishing.

Non-Refereed Article:

Weber, John Michael (1996), "Environmental Education and Environmental Literacy: A Statewide Assessment", 1996 Environmental Education Conference. (Presentation – Weber)

Dissertation:

Weber, John Michael (1998), Managing Promises and Marketing Activities in the Cultivation of Long-term Relationship Commitment.

TEACHING

Teaching Interests: Consumer Behavior, Fundamentals/Principals, Entrepreneurial Marketing, Internet Marketing, International Marketing, Retailing, Social Media

Teaching Levels: Professional and Executive MBA, MBA, Undergraduate

Performance: Average a 4.8 on a 5 point scale with 5 = excellent

Course Development:

Developed new courses titled New Product Development (2018) Social Media Marketing (2010), Electronic and Viral Marketing (2009), Entrepreneurial Marketing (2002), and Internet Marketing (1998)

Awards:

2008 - 2009: "Outstanding Faculty Member" – SSBE, Mercer University

- 2007 – 2008: “Outstanding Faculty Member” – SSBE, Mercer University
- 2007: SMA 2007: Best paper: Consumer Behavior Track
- 2004: “Excellence in Teaching” – University of Miami
- 2001: “Outstanding Teacher of the Year” – Barry University
- 1998: “Excellent Teacher Award” - Eastern New Mexico University
- 1997: “Excellent Teacher Award” - Eastern New Mexico University

Funded Pedagogical Research:

- 2001: Title III Grant: Comparing Traditional and Online Course Effectiveness. \$5,000
- 2001: Title III Grant: Video: Taking an Online Course. \$5,000:
- 2000: Title III Grant: Effective Strategies for Teaching an Online Course. \$1,500
- 1998: Teaching Grant: Is the Online Education Environment Different? \$2,500

SERVICE

Service to the University

Departmental Assignments:

- 2012 – 2013: Director, Mercer Business Full Time MBA Program
- 2012 – 2013: Chair, SSBE Dean Search Committee
- 2011 – 2013: SSBE Admissions and Marketing Liaison
- 2010 – 2011: Coordinator – Marketing Discipline
- 2008 – 2011: Curriculum Committee, SSBE
- 2011: Chair: Adhoc Faculty Development
- 2008: EMBA/PMBA Adhoc Committee, SSBE
- 2008: MBA Adhoc Committee, SSBE
- 2010: Directed Studies Abroad Trip – Argentina, SSBE
- 2009: Directed Studies Abroad Trip – Brazil, SSBE
- 2008: Directed Studies Abroad Trip – Chile, SSBE
- 2006 – 2012: 14 Independent Studies, SSBE
- 2006 – 2012: 8 Internships, SSBE
- 2002 – 2005: Course Coordinator (Principles of Marketing) – University of Miami
- 2000 – 2001: Web Master - School of Business, Barry University

University Assignments:

Chair:

- 2016 – 2018: Atlanta Deans Council
- 2001 – 2002: SACS - Educational Support Services – Barry University
- 2001 – 2002: Communications And Technology Committee – Barry University
- 2000 – 2001: Curriculum Committee – Barry University

Member:

- 2018 – pres: Deans Council
- 2018 – pres: Provost Council

- 2018 – pres; Provost Council for Advancing Women Faculty
- 2018 – pres; Innovation and Economic Development Council
- 2012 – 2018: Graduate Council, Mercer University
- 2013 – 2018: Undergraduate Council, Mercer University
- 2013 – 2018: General Education Committee, Mercer University
- 2013 – 2018: University Assessment Committee, Mercer University
- 2013 – 2018: Atlanta Deans Council
- 2000 – 2002: Faculty Senate – Senator, Barry University
- 1999 – 2000: Web Oversight Committee, Barry University
- 1998 – 1999: Distance Education Committee, Barry University

Service to the Profession:

Editorial Responsibilities:

- 2016 – 2018: International Journal of Pharmaceutical and Healthcare Marketing
Guest Editor for Special Edition - Issues in Healthcare and Pharmacology for Vulnerable Populations
- 2011 – pres: Journal for Advancement of Marketing Education - Reviewer
- 2008 – pres: International Journal of Bank Marketing – Reviewer
- 2003 – 2005: International Journal of Internet Marketing - Reviewer
- 2002 – 2003: International Journal of Electronic Business - Reviewer
- 2001 – 2002: AMHCR - V. P. for Publications
- 2000 – 2001: Journal of Psychology and Marketing – Reviewer

Conference Responsibilities:

- 2011 - 2020: AMHCR*: President and/or Program Chair
- 2004 – 2016: SMA**: Session Chair, Reviewer, and/or Discussant.
- 2001 – 2010: AMHCR: Session Chair, Reviewer, and/or Discussant
- * Association of Marketing and Healthcare Research
- ** Society for Marketing Advances

Service to the Community

- 2010 – 2013: Chair – BSA, Family and Friends of Scouting – Phoenix District
Raised an average of \$140,000 per campaign.
- 2009 – 2012: Nancy Harris, Mayor of Duluth, GA: Consultant (pro-bono)
- 2006 – 2009: Boy Scouts of America: Scout Master
- 2007 – 2008: Coalition for Baptist Fellowship: Consultant (pro-bono)
- 2006 – 2008: Board of Directors - Devereux
- 2004 – 2005: Board of Directors - Member, NAMIC
- 2003: South Florida SBA – Volunteer Lecturer/Presenter
- 2002: South Florida AMA – Panel Member