


Nancy D. Albers



October 8, 2021

Mr. James Carter, Chair  
Board of Supervisors  
University of Louisiana System  
1201 North Third Street, Suite 7-300  
Baton Rouge, LA 70802  
Telephone: (225) 342-6950  
Facsimile: (225) 342-6473

Dear Mr. Carter and Members of the Search Committee:

Please consider this letter of interest and submission of my CV and summary document as an application for the position of President of Northwestern State University. My previous experiences are consistent with the responsibilities of the position and appear to be a strong fit with the mission and vision of a Carnegie Master's College and University (larger programs) and Northwestern State University.

My administrative career has provided opportunities to support the achievement of the objectives, missions and visions for several institutions across a range of diverse colleges and universities. My background has allowed me to develop an innovative, entrepreneurial perspective, and gain substantial proficiencies in various skills supportive of effective academic leadership, visionary goal development, and marketing an institution of higher education to gain local, national and international recognition. The documentation of the successes you will see on my CV provides evidence of implementing successful change, increasing both enrollment, solving problems, and building teams. A demonstration of fiscal responsibility is provided by my background in budgetary planning and management. A history building relationships and supporting interdisciplinary programs are also confirmed by my documents. My personal commitments align with the goals of at Northwestern State University.

Experience makes me uniquely prepared to work with the students, faculty, staff, and leadership team to reinforce all of the programs at Northwestern State University. I have built upon achievements resulting in remarkable growth in graduate and undergraduate programs across disciplines. Previous experience in brand repositioning and marketing has also resulted in increased applications, removal of barriers, improved retention, increased student and faculty diversity, and the reversal of declining enrollment trends. Addressing competitive pressures has resulted in the development of partnerships with healthcare organizations, the military, business leaders, community colleges, and international institutions. I am prepared to support the values, develop a unified vision, and to articulate the mission to move initiatives forward.

Raising funds, connecting with alumni, and working with advisory boards have enhanced my institutions. Collaborative engagement with the internal and external communities has been foundational for economic development, generating innovations, and staying relevant. Successful leadership in the area of fundraising has generated record breaking results. My experience prepares me to work closely with organizations, foundations, the military, advisory boards, alumni, and donors. I hope that you will find that my background as a marketer, leader, and communicator has prepared me to support Northwestern State University.

Strategic planning experience has prepared me to effectively use analytic data to support ethical decision making. Successful innovations have resulted in the revision of existing curriculum and the development of new programs and engaging student experiences. Program development has led to international and domestic collaboration. These efforts have also resulted in new interdisciplinary programs, embedded industry certifications, degree completion

programs, new and expanded continuing education programs, experiential learning opportunities, and applied service learning opportunities. My skills include supporting and developing partnerships and preparing students to move from college to their careers.

My participatory management style, with a transparent and collaborative approach, has supported strong team building with faculty, staff, and students. I am prepared to share governance with your faculty to provide for faculty and staff development, to support scholarship, motivate the team, and to enhance student learning. My previous accomplishments substantiate the effectiveness of my mentoring of new scholars, both students and faculty. I have facilitated the development of learning-centered approaches that educate the whole person. This has led to a record of preparing students to be responsible, effective leaders in a rapidly changing, global environment.

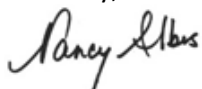
Accreditation, assessment and continuous improvement are all critical components of successful academic programs. I am prepared to support continuous improvement toward maintenance of regional and specialized accreditation. Previous experience with the development and implementation of assessment techniques is confirmed by my CV. Active participation in SACSCOC, NWCCU, AACSB, CAEP, CACREP, CEPH and NASP accreditation processes strengthen my confidence in providing leadership in these and similar processes for Northwestern State University. My expertise has been validated by numerous invitations to speak, the peer review process, and a research award. You will find my interest in outcome assessment, closing the loop, and accreditation reporting has been consistent and includes vital leadership roles.

My academic credentials seem to be consistent with the position; my Ph.D. in Marketing is from the University of Houston, which is an R1 research institution. My publications have received awards and citations of impact on the discipline. These experiences provide for an understanding of the challenges that the members of the faculty face in balancing the often conflicting demands of maintaining excellent and innovative teaching, generating significant and relevant scholarship, and contributing to beneficial and meaningful service.

While my track record to date includes challenges and opportunities that I have enjoyed, I hope you find that it is time for me to apply these skills as the President of Northwestern State University. Your commitment to being a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service, are closely aligned with the strategic directions I have implemented at previous institutions. You have a very attractive position and I am extremely interested in talking with you about the potential fit of your needs with my abilities and skills.

With the set of attractive aspects provided by this position, I know you will have many qualified applicants. Thank you for your consideration of the set of experiences my record could provide to you. I look forward to hearing from you and wish you the best in your search for the right leader.

Sincerely,

A handwritten signature in cursive script that reads "Nancy D. Albers".

Nancy D. Albers, PhD

# Nancy D. Albers, Ph.D.

Louisiana State University Shreveport  
College of Business  
One University Place  
Shreveport, LA 71115



## Education

- Ph.D. University of Houston, 1994  
Major field: Marketing  
Dissertation: "Relating Hofstede's Dimensions of Culture to International Variations in Print Advertisements: Comparison of Appeals"  
Minor field: International Business
- M.B.A. Texas State University-San Marcos, 1989
- B.S. University of Texas at Austin, 1982  
Major: Speech Communications

## Positions/Responsibilities

**Louisiana State University Shreveport** 2016-Present

### Key Positions at Louisiana State University Shreveport

- Professor of Marketing** (2016-present)
- College of Business International Experience Coordinator** (2021 - present)
- Dean of the College of Business** (2019-2021)
- Dean of the College of Business, Education, and Human Development** (2016-2019)
- Vice President of Phi Kappa Phi Executive Committee** (2016-2018)

### Board Positions

- Board of Directors**, Junior Achievement (2016-2021)

### Key Responsibilities

- Leadership for
  - College of Business (and previously as the School of Business)
    - Undergraduate Degrees: Accounting, Finance, General Business, Management, and Marketing
    - Masters Degrees: Business Administration and Health Administration
    - Concentrations, Specializations, Minors, and Certificate Programs: Accounting, Advertising Design, Business Law, Business Fundamentals, Business Intelligence, Casino Management, Data Analytics, Economics, Entrepreneurship, Finance, Financial Analysis, Financial Planning, Hospitality, Human Resource Management, Information Systems, Insurance, International Business, Real Estate, Project Management, Marketing, Public Accounting, Sales, Small Business Management
    - Degree Levels: Bachelors, Masters
  - School of Education
    - Programs: Academically Gifted, Curriculum and Instruction, Early Childhood Education, Education Leadership, Educational Technology, Elementary Education, English as a Second Language, Library Sciences, Secondary Education, Special Education, STEM
    - Degree Levels: Bachelors, Masters

- School of Human Sciences
  - Programs: Community Health, Counseling, Kinesiology, Leadership Studies, Pre-Occupational Therapy, Pre-Physical Therapy, Psychology, and Public Health
  - Degree Levels: Bachelors, Masters, Doctorate
- Accreditation for 5 separate accrediting bodies, including AACSB (Association to Advance Collegiate Schools of Business)-reaffirmed 2018, CAEP (Council for the Accreditation of Educator Preparation)-initial 2017, CACREP (Council for Accreditation of Counseling & Related Educational Programs)-initial 2018, CEPH (Council on Education for Public Health)-reaffirmed 2020, and NASP (National Association of School Psychologists).
- Management and coordination of College of Business international programs and relationships
- Significant building renovations
- Enrollment and recruiting
- Strategic Planning and Program Building, including strategic partnerships
- School Psychology and Counseling Clinic operations
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management, including negotiations of Memorandums of Understanding (MOUs)
- Fundraising (including the two largest gifts to the College of Business)

**University of Washington-School of Law**

PhD Committee

**Key Positions at University of Washington**

**Affiliate Graduate Faculty (6/28/2018-6/28/2023)**

Gratis Appointment

Authorized to Chair or Serve on Law Ph.D. Dissertation Committees

**Liskow and Lewis Law Firm**

Expert Witness

**Key Positions at Liskow and Lewis**

**Expert Witness (2018-2021)**

Court recognized as an expert in:

- Marketing Research
- Survey Design
- Research Ethics
- Marketing Strategy
- Social Media
- Collegiate Education

**Pacific Lutheran University**

2013-2016

**Key Positions at Pacific Lutheran University**

**Dean of the School of Business (2013-2016)**

**Building Coordinator/Emergency Response for Morken Center for Learning and Technology (Gold Leed Certification) (2013-2016)**

**Co-Chair Dean of the School of Nursing Search (2013)**

**Chair Dean of the School of Education Search (2015)**

**President-Elect Phi Kappa Phi Executive Committee (2015-2016)**

**Board Positions**

**Board of Directors**, Washington Business Week (2013-2016)

**Board Member**, Metro Parks Tacoma (2015)

**Key Responsibilities**

- Leadership for School of Business
- International Partnerships and Agreements
- Strategic Planning and Program Building
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management, including negotiations of MOUs
- Fundraising (including multimillion dollar pledge)
- Accreditation and Assurance of Learning Planning and Reporting

**Berry College**

2003-2013

**Key Positions at Berry College**

**Marketing Department Chair** (2010-2013) **Interim** (2009)

**Professor** (2008-2013) **Associate Professor** (2003-2008)

**Faculty Assembly Chair** (2008-2009) **Vice Chair** (2006-2007)

**Chair Undergraduate Assessment and Policy Committee** (2008-2010)

**Program Director-Summer International Program** (2007-2013)

**Planning Council** (2008-2013)

**Budget Advisory** (2008-2010)

**Key Leadership Positions in Organizations**

**President**, Academy of Business Education (2012-2013)

**President Elect**, Academy of Business Education (2011-2012)

**President**, Chapter, Phi Kappa Phi Honor Society (2011-2013) **VP** (2011)

**President**, Chapter, Beta Gamma Sigma Honor Society (2006-2009)

**Editorial Review Board**, *Marketing Education Review*, (2006- 2013)

**Board Member**, Chapter, Executive Round Table (2005-2013)

**President**, Academy of Business Education (2005-2006) **President Elect** (2003-2005)

**President**, Association of Collegiate Marketing Educators (2003-2004)

**Awards**

**Martindale Award** (2011)

**Beta Gamma Sigma Professor of the Year Award** (2010)

**Samuel S. and Mary Poe Carden Award** (2008)

**ACME Marketing Educator of the Year** (2008)

**Sherwin Williams/SMA Distinguished Teaching Award Runner Up** (2004)

**Key Responsibilities**

- Department/Program Management and Leadership in Shared Governance
- Accreditation and Assurance of Learning Planning and Reporting
- Fundraising
- Strategic Planning and Program Building
- Budgetary Planning and Management
- Management of Human Resources
- External Outreach and Enrollment Management
- Teaching, Research and Service

**Albers, Inc.** 2008-2010  
Albers, Inc. specialized in providing integrated marketing, management, research and consulting services.

**Key Positions at Albers, Inc.**

**Partner** (2008-2010)

**Key Responsibilities**

- Strategic Planning and Management
- Outreach and Client Development
- Marketing Consulting and Research
- Fiscal Management and Budgeting

**University of North Texas** 1993-2003

**Key Positions at University of North Texas**

**Associate Professor** (2001-2003); **Assistant** (1994-2001); **Lecturer** (1993-1994)

**Chair of Assessment for Cross-Cultural General Education Core** (2000-2003)

**Assessment Trainer** (2000-2003)

**Key Leadership Positions in National Organizations**

**Board of Directors**, Academy of Business Education (2001-2003)

**President Elect**, Association of Collegiate Marketing Educators (2002-2003)

**VP of Membership**, Association of Collegiate Marketing Educators (2001-2002)

**Special Issue Co-Editor**, *Journal of Travel and Tourism Management* (2001-2002)

**Awards**

**Developing Scholar Award** (2000)

**UNT Minnie Stevens Piper Professor** (2000)

**Junior Faculty Research Award** (1999)

**Key Responsibilities**

- Strategic Planning and Program Development
- Accreditation and Assurance of Learning
- Teaching, Research and Service

**University of Houston** 1989-1993

**Key Positions at University of Houston**

**Teaching Fellow** (1989-1993)

**Research Assistant** (1989-1991)

**Assistant to the Director of the Southwest Center for International Business** (1990)

**Key Leadership Positions in National Organizations**

**Assistant to the Editor** of the *Journal of Advertising* (1990-1992)

**Assistant to the Book Review Editor**, *Journal of Marketing*, (1991-1992)

**Awards**

**Distinguished Dissertation Award** (1993)

**Melcher Teaching Excellence Award** (1992)

**AMA Doctoral Consortium Fellow** (1992)

**Key Responsibilities**

- Teaching, Research and Service

**Newark Electronics** 1986-1988

Newark Electronics is an industrial stocking distributor of electronic and electrical components.

**Key Positions at Newark Electronics**

**Branch Manager**-Houston, TX (1987-1988); Sunnyvale, CA (1986-1987); Encino, CA (1986)

**Awards**

Million Dollar Milestone

**Key Responsibilities**

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

**Allied American International**

1983-1986

Allied American International was an industrial distributor of a wide range of products for export, serving international and foreign companies and governments.

**Key Positions at Allied American International**

**Vice President of International Sales** (1983-1986)

**Key Responsibilities**

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

**Hickory Farms of Ohio**

1982-1983

Hickory Farms is retailer of groceries.

**Key Positions at Hickory Farms**

**Store Manager** (1982-1983)-Largest store in Houston

**Key Responsibilities**

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

**Astroworld**

1976-1983

Astroworld was an amusement facility.

**Key Positions at Astroworld**

**Department Supervisor** (1980-1983)

**Lead Foreman** (1978-1980)

**Foremen** (1976-1977)

**Key Responsibilities**

- Strategic Planning and Program Building
- Management of Human Resources
- Fiscal Management and Budgeting

**Grants, Gifts, and Financial Awards**

2020	Five Technology Grants	LSU Shreveport	Equipment Grant-\$88,000
2016 - 2020	Donations and Scholarship Funding	LSU Shreveport	Various Gifts-ranging from \$500 to \$10,000
2019	Insurance Commissioner Gift	LSU Shreveport	Major Gift-\$259,000
2018	Three Technology Grants	LSU Shreveport	Equipment Grant-\$45,000

2017	Insurance Commissioner Gift	LSU Shreveport	Major Gift-\$340,000
2016	Technology Grant (Business)	LSU Shreveport	Equipment Grant-\$16,000
2016	Blue Cross Blue Shield (Psychology)	LSU Shreveport	Travel/Scholarship Grant-\$19,000
2016	Believe & Prepare Grant (Ed)	LSU Shreveport	State Education Grant-\$90,000
2016-2017	Foundation Grants (various)	LSU Shreveport	Small Grants-ranging from \$1000 to \$5000
2013-2016	Donations and Scholarship Funding	Pacific Lutheran University	Various Gifts-ranging from \$1000 to \$25,000
2012	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 99%
2011	Martindale Award	Berry College	Service Award-\$2500
2011	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 99%
2010	Chair of Faculty Staff Internal Giving	Berry College	Faculty Staff Giving at 98.6%
2008	Samuel S. & Mary Poe Carden Award	Berry College	Teaching, Research and Service Award-\$2500
2006	Faculty Development Grant	Berry College	Research Grant-\$2000
2005	Research Grant	Berry College	Research Grant-\$2500
2004	Grant for Course Development	Berry College	Teaching Grant-\$1000
2004	Faculty Development Grant	Berry College	Research Grant-\$2000
2003	Teaching Infrastructure Grant	University of North Texas	Teaching Grant-\$15,000
2002	Teaching with Technology Grant	University of North Texas	Teaching Grant-\$15,911
2001	Research Opportunities Grant	University of North Texas	Research Grant-\$4000
2001	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$12,865
2000	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$12,568
2000	Developing Scholar Award	University of North Texas	Research Award-\$3000
1999	Faculty Small Grant	University of North Texas	Research Grant-\$750
1999	Junior Faculty Research Grant	University of North Texas	Research Grant-\$3500
1998	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant-\$14,309
1996	Faculty Research Grant	American Marketing Association	Research Grant-\$1000
1994	Research Initiation Grant	University of North Texas	Research Grant-\$2000
2003-1993	Travel Grants	University of North Texas	Travel Grants-ranging from \$300 to \$1400
1993	Distinguished Dissertation Grant	University of Houston	Research Grant-\$400
1992	Limited-Grant-in-Aid	University of Houston	Research Grant-\$1000
1989	AACSB/GMAC Doctoral Fellowship	University of Houston	Scholastic Award -\$12,000

### Academics Honors and Awards

Best of Track Award-Assurance of Learning & Assessment Track, ACME Conference (Research Award)	2010
Best of Track Award-Student Research Track, ACME Conference (Research Award)	2010
Beta Gamma Sigma Professor of the Year Award (Honor Society Award for Teaching, Scholarship and Service Award)	2010
Candidate for National Business Education Association John Robert Gregg Business Education Award	2010
ACME Marketing Educator of the Year	2008



Best of Track Award, ACME Conference (Research Award)	2008
Phi Kappa Phi	2007
O. C. Ferrell Award (Research Award)	2005
Finalist 2004 Sherwin Williams/SMA Distinguished Teaching Award	2004
Emerald Literati Club 2002 Highly Commended Award (Research Award)	2002
Nominated for the J. H. Shelton Excellence in Teaching (University of North Texas)	2001
Nominated for the Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2001
Best of Conference Award, Association of Collegiate Marketing Educators (Research Award)	2001
Developing Scholars Award, University of North Texas (Research Award)	2000
UNT Representative for Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2000
ANBAR Citation of Excellence (Research Award)	1999
Best of Track Award, AMA Winter Educators' Conference (Research Award)	1999
ANBAR Citation of Excellence (Research Award)	1997
Best of Conference Award, Southwestern Marketing Association (Research Award)	1997
Beta Gamma Sigma	1994
Melcher Teaching Excellence Award, University of Houston	1992
AMA Doctoral Consortium Fellow	1992
Outstanding M.B.A. Graduate, Southwest Texas State University	1989

## Research

### Journal Articles and Book Chapters

- Kim, Minseong, Nancy D. Albers, and Tami L. Knotts (2021), "What Undergraduate Students Want from Their Professors: A Leadership Style Perspective," *Journal of the Academy of Business Education*, In Press
- Kim, Minseong, Tami L. Knotts and Nancy D. Albers (2021), "The Role of Motivation in Online Professional Learning Strategies," *Administrative Issues Journal: Connecting Education, Practice, and Research*, 11 (1), 36-53. DOI: 10.5929/2021.11.1.3
- Albers, Nancy D, Amy Oakes Wren, Tami L. Knotts, and Meredith Godwin Chupp (2021), "Consumer Perceptions and Pricing Practices for Weddings," *Journal of Consumer Policy*, April 20, <https://doi.org/10.1007/s10603-021-09488-y>
- Albers, Nancy D. and Tami L. Knotts (2019), "Cultural Influences on Academic Sharing: A Challenge to Academic Honesty," Chapter 12, *Handbook of Research on Cross-Cultural Online Learning in Higher Education*, Eds. Jared Keengwe and Kenneth Kungu, pp. 230-252. DOI: 10.4018/978-1-5225-8286-1.ch012
- Miller, Caitlyn A; Nancy D. Albers, and Tami L. Knotts (2018), "Applying Television Ratings to Advertising: Are Parents Informed?" *Young Consumers* (previously *International Journal of Advertising and Marketing to Children*), 19 (3), 267-279. <https://doi.org/10.1108/YC-11-2017-00751>
- Albers-Miller, Nancy D. (2009), "Managing the Service Component in Academics: Practical Advice for Scholars," *Journal for Advancement of Marketing Education*, 15 (Winter) 67-72.  
<http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2009-Vol15-Issue1/JAME-2009-Vol15-Issue1-Albers-Miller-pp67-72.pdf>

- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2007), "Advertising Travel Services to the Business Traveler: A Cross-Cultural Study," *Tourism Management*, eds. Arch G. Woodside and Drew Martin, Chapter 11, 185-196. ISBN 1845933230, 9781845933234
- Albers-Miller, Nancy D. (2007), "Everything I Learned about Teaching I Learned from Bad Examples, (OK, not Everything)," *Journal for Advancement of Marketing Education*, 10 (Summer), 12-16.  
<http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2007-Vol10-Issue1/JAME-2007-Vol10-Issue1-Albers-Miller-pp12-17.pdf>
- Albers-Miller, Nancy D. and V. Myles Landers (2006), "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives: A Comparison of Mountain Climbing, Skydiving and Scuba Diving," *Sport Marketing in the New Millennium*, Editor Brenda Pitts, 1-19. ISBN-10: 1885693710
- Sharma, Dheeraj, Nancy D. Albers-Miller, and Lou E. Pelton and Robert D. Straughan (2006), "The Impact of Image Management, Self-Justification, and Escalation of Commitment on Knowledge Development in the Marketing Discipline," *Journal of Marketing Education*, 28 (2), 161-171. <https://doi.org/10.1177/0273475306288659>
- Woodside, Arch G., Marylouise Caldwell, and Nancy D. Albers-Miller (2004), "Broadening the Study of Tourism: Introduction to the Special Issue on the Consumer Psychology of Travel/Tourism Behavior," *Journal of Travel and Tourism Marketing*, 17 (1), 1-6. [https://doi.org/10.1300/J073v17n01\\_01](https://doi.org/10.1300/J073v17n01_01)
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2004), "Managing Student Satisfaction with Non-Business Curriculum Alternatives: An Analysis of Student Perceptions with Strategic Implications," *Journal for Advancement of Marketing Education*, 5 (Winter), 15-26.  
<http://www.mmaglobal.org/publications/JAME/JAME-Issues/JAME-2004-Vol05-Issue1/JAME-2004-Vol05-Issue1-Albers-Miller-Prenshaw-Straughan-pp15-26.pdf>
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Exploring Innovative Teaching among Marketing Educators: Perceptions of Innovative Activities and Existing Reward and Support Programs," *Journal of Marketing Education*, 23 (3), 249-259. <https://doi.org/10.1177/0273475301233010>
- Albers-Miller, Nancy D. and Robert D. Straughan (2000), "Financial Services Advertising in Eight Non-English Speaking Countries," *International Journal of Bank Marketing*, 18 (7), 347-357.  
<https://doi.org/10.1108/02652320010359561>
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "Marketing Education Research: Credit for the Advancement of our Own Profession?" *Journal of Marketing Management*, 16 (7), 793-812.  
<https://doi.org/10.1362/026725700784672926>
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), 521-541. Awarded the Emerald Literati Club 2002 Highly Commended Award. <https://doi.org/10.1108/EUM0000000006044>
- Albers-Miller, Nancy D., Thomas D. Sigerstad, and Robert D. Straughan (2000), "Internationalization of the Undergraduate Curriculum: Insight from Recruiters," *Journal of Teaching in International Business*, 11 (4), 55-80. [https://doi.org/10.1300/J066v11n04\\_04](https://doi.org/10.1300/J066v11n04_04)

- Albers-Miller, Nancy D. and Marla Royne Stafford (1999), "International Services Advertising: An Examination of Variation in Appeal Use for Experiential and Utilitarian Services," *Journal of Services Marketing*, 13 (4/5), 390-406. <https://doi.org/10.1108/08876049910282682>
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Student Perceptions of Study Abroad Programs: A Survey of US Colleges and Universities," *Marketing Education Review*, 9 (1), 29-36. <https://doi.org/10.1080/10528008.1999.11488657>
- Albers-Miller, Nancy D. (1999) "Consumer Misbehavior: Why People Buy Illicit Goods," *Journal of Consumer Marketing*, 16 (3), 273-287. Awarded the ANBAR Citation of Excellence. <https://doi.org/10.1108/07363769910271504>
- Albers-Miller, Nancy D. and Marla Royne Stafford (1999) "An International Analysis of Emotional and Rational Appeals in Services vs. Goods Advertising," *Journal of Consumer Marketing*, 16(1), 42-57. <https://doi.org/10.1108/07363769910250769>
- Albers-Miller, Nancy D. (1996) "Designing Cross-Cultural Advertising Research: A Closer Look at Paired Comparisons," *International Marketing Review*, 13 (5), 59-75. Awarded the ANBAR Citation of Excellence. <https://doi.org/10.1108/02651339610131397>
- Albers-Miller, Nancy D. and Betsy D. Gelb (1996) "Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries," *Journal of Advertising*, 25 (4), 57-70. <https://doi.org/10.1080/00913367.1996.10673512>
- Kumar, V. and Nancy D. Albers (1996) "Identifying Factors for Successful Exporting by Small Businesses: Implications for Competitive Advantage," *Revista de Estadística (now: Revista Colombiana de Estadística)* 8 (10), 39-54. ISSN 0120-1751
- Albers, Nancy D. and Betsy D. Gelb (1991) "Hazardous Exports: An Update and Framework for Policy," *Journal of Public Policy and Marketing*, 10 (Fall), 130-144. <https://doi.org/10.1177/074391569101000208>
- Albers, Nancy D. and V. Kumar (1991) "International Direct Marketing Efforts: Are They Useful to Small Businesses in Establishing Consistent Patterns of Exporting?" *Journal of Direct Marketing (Now: Journal of Interactive Marketing)*, 5 (Autumn), 29-38. <https://doi.org/10.1002/dir.4000050406>
- Gelb, Betsy D., George M. Zinkhan, Mary Jane Saxton, and Nancy D. Albers (1990) "Competitive Intelligence: Insights from Executives," *Business Horizons*, 34 (January-February), 43-47. [https://doi.org/10.1016/0007-6813\(91\)90080-F](https://doi.org/10.1016/0007-6813(91)90080-F)

### **Journal Manuscripts Under Review**

- Kim, Minseong, Tami L. Knotts, and Nancy D. Albers (2021), "Hands-on Activities vs. High-Tech Tools in a Higher Education Classroom to Improve Student Satisfaction and Loyalty," *Education and Information Technologies*, Under Review

### **Conference Proceedings**

- Knotts, Tami L., Nancy D. Albers, and Karen E. James (2021), "Providing an International Experience in the Era of COVID," Applied Business and Entrepreneurship Association International Seventeenth Annual Meeting, Maui, HI, November 2021.
- Albers, Nancy D., Tami L. Knotts, Karen James, and Amy Oakes Wren (2021), "Online Learning: Insights from COVID Conversions in Higher Education," 10th Annual Hawaii University International Conferences on Arts, Humanities, Social Sciences, STEAM and Education, Honolulu, HI, June 2021. ISSN 2162-917X
- Albers, Nancy D., Tami L. Knotts, Karen James, and Amy Oakes Wren (2021), "Challenges with Enrollment Increases: Lessons Learned in the Trenches," 10th Annual Hawaii University International Conferences on Arts, Humanities, Social Sciences, STEAM and Education, Honolulu, HI, June 2021 ISSN 2162-917X
- Albers, Nancy D., Amy Oakes Wren, and Tami L. Knotts (2021), "Dispelling the Myths of Generalized Online "Best Practices": What Approaches are Best for Accounting Classes Taught Online," Hawai'i Accounting Research Conference, University of Hawaii at Manoa, Online, January 2021. <http://hdl.handle.net/10125/70554>
- Miller, Caitlyn A. and Nancy D. Albers-Miller (2017), "Trials and Tribulations or Wonder and Wisdom: Perceptions of the Undergraduate Experience on Loyalty and Giving," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Little Rock, AK. ISSN: 2476-2555
- Miller, Travis D. and Nancy D. Albers-Miller (2017), "Parasocial Bonding and the Effectiveness of Strategic eWOM Messages: An Experiment," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Little Rock, AK. ISSN: 2476-2555
- Fisher, Frederick and Nancy D. Albers-Miller (2016), "Impact of Consumers' Level of Cognition On Responses to Pushed Online Advertisements," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Oklahoma City, OK.
- Martinson, Zach and Nancy D. Albers-Miller (2016), "Reinforcing Existing Brand Loyalty with Appropriate Message Strategies: The Case of Coffee," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Oklahoma City, OK.
- Miller, Caitlyn A. and Nancy D. Albers-Miller (2012), "Understanding Standardized Nutrition Labels," Abstract, the Proceedings of the Annual Meeting of the Academy of Business Education; Charleston, SC.
- Miller, Caitlyn A. and Nancy D. Albers-Miller (2012), "Television Advertising and TV Rating System: An Empirical Investigation of Appropriateness of Television Advertising Content," Abstract, the Proceedings of the Public Policy and Marketing Conference, Atlanta, GA.
- Albers-Miller, Nancy D. and Travis D. Miller (2012), "Eagle Scout: Long-Term Career and Personal Impacts," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- An, Ye Eun and Nancy D. Albers-Miller (2012), "A Relationship between Cultural Impact and Influence of Social Media Marketing on Consumer," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.

- Dosani, Alisha and Nancy D. Albers-Miller (2012), "Eco-Friendly Marketing in the Cosmetics Industry," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Hall, John C. and Nancy D. Albers-Miller (2012), "Importance of Qualifications within Particular Golf `Industries: A Comparison of Becoming a Golf Course Pro and Graduate Assistant College Coach," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Miller, Caitlyn A. and Nancy D. Albers-Miller (2012), "Standardized Nutrition Labels: The Impact on Consumer Comprehension," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Mincey, Ari and Nancy D. Albers-Miller (2012), "Food Deserts: Consumer Behavior Decisions Associated with the Selection of Healthy Food Alternatives," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Staudenmaier, Tricia and Nancy D. Albers-Miller (2012), "The Perception of Consumers in Relation to How a Corporation Makes a Contribution, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Tait, Caroline E. and Nancy D. Albers-Miller (2012), "Divorce, Who Initiates It, and the Effect it has on Future Relationships," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Taylor, Nikki N. and Nancy D. Albers-Miller (2012), "Consumer Behavior Research: Change in Consumption Behavior In The Fashion Market From High School To College," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Uebersax, Megan C. and Nancy D. Albers-Miller (2012), "Status Is Everything: How Facebook Statuses Used by Business Pages Effect Purchase Intention and Consumer Attitudes," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Willoughby, Alex and Nancy D. Albers-Miller (2012), "New Guitar Consumers: Inexperienced Consumers Lack Experience Correlating to Interpersonal Interactions," Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; New Orleans, LA.
- Nancy D. Albers-Miller and Nancy Mercer (2011) "GMAT Scores and MBA Programs: A Look at Student Successes," Abstract, the Proceedings of the Annual Meeting of the Academy of Business Education; Orlando, Florida, CD-ROM.
- Nancy D. Albers-Miller and Caitlyn A. Miller (2011) "Developing a Successful Undergraduate Student Research Program," Abstract, the Proceedings of the Annual Meeting of the Academy of Business Education; Orlando, Florida, CD-ROM.
- Albers-Miller, Nancy D. and Linda A. Hayes (2011) "The Role of Assurance of Learning in Accreditation," Advances in Marketing," Awarded Best of Track-Assurance of Learning and Assessment Track, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.

- Albers-Miller, Nancy D. and Caitlyn A. Miller (2011) "Parental Use of Nutrition Labels," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Albers-Miller, Nancy D. and Travis D. Miller (2011) "Extracurricular Activities and College Admissions," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Bergmann, Joerg and Nancy D. Albers-Miller (2011) "How Come the Number One Country in the World Avoids the Number One Sport in the world?," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Chandler, Tiffany and Nancy D. Albers-Miller (2011) "Using Product Sales to Generate Charitable Contributions," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Moffatt, Megan and Nancy D. Albers-Miller (2011) "Checklists and Medical Mistake Proofing," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Turbyfill, Laura and Nancy D. Albers-Miller (2011) "Forced Consumption and Freedom of Choice: A study of the Effects of College Meal Plans on Consumer Behaviors," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Uebersax, Megan and Nancy D. Albers-Miller (2011) "Personal and Professional: A Content Analysis of Inappropriate Facebook Postings," Awarded Best of Track-Student Research Track, Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; Houston, Texas, CD-ROM.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2010) "Involving Students in the Research Process: Perspectives from Teacher and Student," Proceedings of the Annual Meeting of the Academy of Business Education, September, San Antonio, TX.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2010) "Trans Fats in Food Products Marketed toward Children: The Truth behind Package Labels," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 19-20.
- Albers-Miller, Nancy D. and Travis D. Miller (2010) "Internet and Regional Pricing: A Comparison of Prices on Products Marketed toward Children," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 17-18.
- Albers-Miller, Nancy D., Abigail M. Lyons, and Melinda W. Lyons (2010) "Advertising on Social Media: An Empirical Investigation of Facebook Advertisements Directed to Children," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 15-16.

- Butler, Erin and Nancy D. Albers-Miller (2010) "Consumer Response to High Fashion Advertising: An Experiment," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 35.
- Carter, Stephanie N. and Nancy D. Albers-Miller (2010) "Amusement Park Travel Consumption Behavior: A Comparison of Adults Traveling Alone and with Children," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 36.
- Hayes, Linda and Nancy D. Albers-Miller (2010), "Assurance of Learning: Insight from the Trenches," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 154.
- Jones, Tikedra C and Nancy D. Albers-Miller (2010) "The Influence of College Experiences on the Hiring Decision: A Latent Comparison of Athletics, Work, International and Student Organizations," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 178-179.
- Moffatt, Megan L., Jon Littlefield, and Nancy D. Albers-Miller (2010) "Runner's Rave: An In-Depth Analysis of the Cross-Country Team Culture," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 247.
- Petrotto, Steven G. and Nancy D. Albers-Miller (2010) "Economic Impacts on Automotive Consumption Behavior: A Post-Then Comparison of Consumer Perceptions," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 289-290.
- Reese, Anna and Nancy D. Albers-Miller (2010) "Study Abroad Programs: A Comparative Study," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 291-292.
- Tonsmeier, Sarah and Nancy D. Albers-Miller (2010) "Sports Sponsorships in NASCAR: An Empirical Investigation of Changing Sponsors," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; eds. Vaidotas Lukosius and Grant Aguirre, Dallas, TX, 361.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2009) "The Nutritional Content of Food Products Marketed toward Children: An International Study," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 305-306.
- Fitchett, Kate and Nancy D. Albers-Miller (2009) "Branding Effects on Consumer Perceptions of Quality: An Experiment," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK 299-300.
- Maddox, Jennifer and Nancy D. Albers-Miller (2009) "Athletes, Entertainers and Models: An Experimental Examination of Meaning Transfer," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 311-312.

- Sivertsen, Emily and Nancy D. Albers-Miller (2009) "A Comparison of Sex Appeals in Print Advertisements: A Multicountry Study," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 307-308.
- Sutton, Laura and Nancy D. Albers-Miller (2009) "Dimensions of Values in Health Care," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 303-304.
- Tonsmeire, Sarah and Nancy D. Albers-Miller (2009), "Probabilistic Modeling of Sports Sponsorships in NASCAR," *Proceedings of the Annual Meeting of the Sport Marketing Association, Cleveland, Ohio, Manuscript on CD ROM*.
- Watts, Allison and Nancy D. Albers-Miller (2009) "The Influence of Power Distance in International Advertising: An Analysis of Status and Quality Appeals *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 314-315.
- Wilson, Ben and Nancy D. Albers-Miller (2009) "Student Run Enterprises: The Next Step in the Evolution of Higher Education," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 313.
- White, Rachel and Nancy D. Albers-Miller (2009) "Experiential Marketing of Sporting Events," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK, 309-310.
- Zobolli, Ligia and Nancy D. Albers-Miller (2009) "Customer Disservice: Differential Mistreatment of Foreign Customers by US Customer Service Representatives," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Patrick D. "Pat" Fountain, Oklahoma City, OK. 301-302.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2008) "Crude, Immoral, Vulgar and Senseless: An Empirical Investigation of the Content of Television Advertising, Best of Track Award, *Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Vaidotas Lukosius, Houston, TX.
- Cason, John and Nancy D. Albers-Miller (2008), "A Hideous Truth behind a Convenient Lie: The Unfortunate Consequences of Lax Lending Regulations on the Market Prices of Houses," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Vaidotas Lukosius, Houston, TX.
- Disharoon, Lauren and Nancy D. Albers-Miller (2008), "Nightmare on WoM Street: The Effects of Positive Word of Mouth from Unfavorable Sources," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Vaidotas Lukosius, Houston, TX.
- Gadoua, Kaylin and Nancy D. Albers-Miller (2008), "Consumer Behavior Characteristics Associated with the Selection of Running Style: A Comparison of Casual and Competitive Runner Personality Traits," *Advances in*



Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Harney, Chris and Nancy D. Albers-Miller (2008), "What Price Service?" Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Hartshorn, Delphine and Nancy D. Albers-Miller (2008), "HIV/AIDS Prevention Advertising: Implications on Attitudes and Behaviors of HIV/AIDS-Infected Populations," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Hocker, Drue and Nancy D. Albers-Miller (2008), "Epidemic Proportions: An Examination of the Advertising of Food Products to Children," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Landers, V. Myles and Nancy D. Albers-Miller (2008), "Distorted Perception: The Impact of Advertisements on Male Body Image," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Powell, Robert and Nancy D. Albers-Miller (2008), "Obtuse, Misuse and Abuse: The Consumption of Pornography by Adolescent Users," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX.

Albers-Miller, Nancy D. (2007), "Surviving the Service War and Learning to Live Again Afterward: Ten Important Lessons from a War Torn Veteran," Association of Marketing Theory and Practice Proceedings, editor, Joseph Chapman, Panama City Florida, on CD-Rom.

Albers-Miller, Nancy D. and Caitlyn A Miller (2007), " And Now for a Word from Sponsors . . . @#&\*!!!!," Association of Marketing Theory and Practice Proceedings, editor, Joseph Chapman, Panama City Florida, on CD-Rom.

Hamer, Katia M and Nancy D. Albers-Miller (2007), "Blurring the Lines between Domestic and Import Beer: Consumer Perceptions of Country of Origin and Country of Manufacture on Price and Value," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 115-116.

Hill, Megan and Nancy D. Albers-Miller (2007), "Negative Atmospherics: Missing the Mark and Repelling the Market," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 56-57.

Huff, Kristi and Nancy D. Albers-Miller (2007), "If the Fat Lady Never Sings, Can it Ever be Over? The Impact of a Model's Body Size on the Effectiveness of the Advertisement," Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 159-160.

- Lewallen, Meredith and Nancy D. Albers-Miller (2007), "Walking a Fine Line: The Effects of Vertical Line Extensions on Brand Equity in the High Fashion Industry," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Phil Rutsohn, San Diego, CA, 54-55.
- Nichols, Georgette N. and Nancy D. Albers-Miller (2007), "From Pets to Perceptions: Measuring the Transfer of Associated Personality Characteristics Attributed to Animals to Perceptions and Attitudes toward the Ad," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Phil Rutsohn, San Diego, CA, 52-53.
- Schildgen, Bryan and Nancy D. Albers-Miller (2007), "Forbidden and Tainted Fruit: The Marketing Impact of Mature Ratings on Video Games," *Advances in Marketing, Abstract, the Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*; ed. Phil Rutsohn, San Diego, CA, 161-162.
- Albers-Miller, Nancy D. (2006), "Deadly Intersections: Beyond Teaching, Research and Service," Abstract in *Advances in Marketing: Linking Organizations and Customers, The Proceedings of the Annual Meeting of the Society for Marketing Advances Conference*, eds. William J. Kehoe and Linda K. Whitten, (November), available on CD-Rom.
- Albers-Miller, Nancy D. and John R. Grout (2006), "Simplifying and Streamlining Outcome Assessment: Rules of the Game, the Stakes and Quitting Time," *Association of Marketing Theory and Practice Proceedings*, editor, Joseph Chapman, 15, 119-124.
- Albers-Miller, Nancy D. and John R. Grout (2006), "What's Wrong with this Picture? Preventing "Mission-Drift" in the Assessment of Learning Outcomes," Abstract in *Advances in Marketing: Linking Organizations and Customers, The Proceedings of the Annual Meeting of the Society for Marketing Advances Conference*, eds. William J. Kehoe and Linda K. Whitten, (November), available on CD-Rom.
- Albers-Miller, Nancy D. and John R. Grout (2006), "Winning the Outcome Assessment Game: An Application of Failure Modes and Effect Analysis to the Assessment of Institutional and Program Learning Objectives," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 96-97.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2006), "Advertisements Directed toward Children: The "Ugly" Truth about Adult Role Models," *Association of Marketing Theory and Practice Proceedings*, editor, Joseph Chapman, 15, 2-8.
- Brown, Elizabeth and Nancy D. Albers Miller (2006), "Marketing to Pregnant Women: Consumer Vulnerability and Pricing Practices of Baby-Related Product," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 29-30.
- Colvin, James and Nancy D. Albers Miller (2006), "Surviving Disruptive Change: Consumer Expectations in the Case of the Music Industry," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 218-219.

- Colvin, James and Nancy D. Albers-Miller (2006), "When the Wrong Audience Intercepts the Message: On-Target and Off-Target Consumer Responses to Gendered Advertisements," Atlantic Marketing Association Conference Proceedings, 211-217.
- Dowling, Tamarin and Nancy D. Albers Miller (2006), "African Consumer Values and Perceptions: An Examination of Consumers in South Africa, Zimbabwe and Zambia," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 25-26.
- Doyle, Jessica and Nancy D. Albers Miller (2006), "Pet Adoption Positioning Strategies: Understanding Consumer Characteristics Associated with the Pet Adoption Decision Process," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 27-28.
- Hogan, Abby and Nancy D. Albers Miller (2006), "Sociolects and Dialects in Advertising: How the Voice of the Spokesperson Influences Consumer Response," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 216-217.
- Landers, V. Myles and Nancy D. Albers Miller (2006), "From Serene to Extreme: Characteristics of Participants in High-Commitment Recreational and High-Risk Sports," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 157-158.
- Linnhoff, Stefan and Nancy D. Albers Miller (2006), "Toward an Understanding of Consumer Perceptions: Product Labeling of Natural, Organic and Enhanced Products," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 31-32.
- Margrave, Daniel and Nancy D. Albers Miller (2006), "Consumer Incarcerated: Perceptions of Product Quality and Service Quality in a Captive Consumption Setting," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 153-154.
- Massey, Adam and Nancy D. Albers-Miller (2006), "The Negative Impacts Associated with the Use of Strong Sexual Images on In-Store Poster Advertisements for Gendered Products," Atlantic Marketing Association Conference Proceedings, 233-240.
- Pomeroy, Wes and Nancy D. Albers Miller (2006), "Academic Institutional Advertising: The Impact of University Brand Equity on Consumer Response to Print Advertisements," Abstract in Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference, ed. Phil Rutsohn, (February/March), 214-215.
- Purcell, Emily and Nancy D. Albers-Miller (2006), "The Color of Patriotism: An International Comparison of the Propensity of Advertisers to Use Flag Colors in Subtle Communication of Nationalism," Association of Marketing Theory and Practice Proceedings, editor, Joseph Chapman, 15, 25-30.

- Taylor, Kerri and Nancy D. Albers Miller (2006), "Promotion of Unhealthy Consumption Choices: A Comprehensive Examination of Children's Food Product Advertising," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 159-160.
- Brazel, John (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Finding it Hard to Swallow: Consumer Perceptions and the Marketing of Genetically Modified Food Products," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2006, 148, on CD-Rom.
- Colvin, James (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "When Advertisers Miss the Mark: Off-Target Consumer Responses to Sex-Role Values in Advertising," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2006, 151, on CD-Rom.
- Eberhardt, Marine (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Perceived Value to Employers of MBA Degrees Depending on What Country they are Obtained in," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2006, 147, on CD-Rom.
- Margrave, Daniel (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Subjugated Students: The Negative Consequences of Loss of Control on Consumer Evaluations of Product and Service," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2006, 151, on CD-Rom.
- Albers-Miller, Nancy D. and Stefan Linnhoff (2005), "Food as Prevention or Cure: A 47 Country Analysis of Government Regulations of the Labeling of Organic, Enhanced and Genetically-Modified Nutraceuticals," Abstract in *Society for Marketing Advances 2005 Proceedings*, eds. William J. Kehoe and Linda K. Whitten, 172-173.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2005), "Adult Role Model Portrayal in Advertisement Directed Toward Children: The Grim, The Bad, and the Ugly," *Advances in Marketing: 2005 Association of Collegiate Marketing Educators' Conference*, Public Policy Track, O. C. Ferrell Award, Manuscript on CD-ROM.
- Albers-Miller, Nancy D. and Peter Stuetgen (2005) "Masculinity and Sexuality in Advertising in Sports Publications: A Four Country, Cross-Cultural Examination," Abstract in *Third National Annual Sports Marketing Association Conference Program and Proceedings*, Tempe AZ, 95.
- Guillory, Patrick and Nancy D. Albers-Miller (2005) "Tarnished Stars: The Stock Price Impact when an Athlete Sponsor is accused of a Scandalous Act," Abstract in *Third National Annual Sports Marketing Association Conference Program and Proceedings*, Tempe AZ, 58.
- Landers, V. Myles and Nancy D. Albers-Miller (2005) "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives," Abstract in *Third National Annual Sports Marketing Association Conference Program and Proceedings*, Tempe AZ, 93.
- Atkinson, Dustan and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Internet Diffusion in the United States of America," *2005 Proceedings of the National Conference on Undergraduate Research (NCUR)*, Lexington, Virginia, Manuscript on CD ROM, 1654-1659.

- Colvin, James and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Disruptive Technology: A Look into the Music Retail Industry," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1928-1931.
- Godwin, Meredith Dawn and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Price Gouging of Wedding-Related Products: The "Real" Ball-and-Chain on Wedding Consumers," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1819-1926.
- Heavin, Summar and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Unique Consumption Experience of Weddings: Indicators of Vendor Trust," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1742-1746.
- Purcell, Emily and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Use of Patriotic Colors in Advertising: A Five Country Cross-Cultural Examination," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1098-1103.
- Weaver, Lacey and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Expanding the Body of Knowledge of Intergenerational Research: A Comparison of Mother-Specific versus Father-Specific Influences on Consumption Behavior of Offspring," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 87-93.
- Whitaker, Jennifer (Nancy D. Albers-Miller, Faculty Sponsor) (2005), "Across the Great Divide: An Empirical Comparison of Faculty and Student Perceptions of Academic Dishonesty," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2005, on CD-Rom.
- Albers-Miller, Nancy D. (2004), "Everything I Learned about Teaching I Learned from Bad Examples. Ok, Not Everything," *Advances in Marketing: Concepts, Issues and Trends*, Proceedings of the Annual Meeting of the Society for Marketing Advances, eds. William J. Kehoe and Linda K. Whitten, Sherwin Williams Distinguished Teaching Competition Statement, 2.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2004), "Advertising during TV-Y7 Children's Programming: Children's Perceptions of Acceptable Behavior and Role Model Portrayal," *Advances in Marketing: 2004 Association of Collegiate Marketing Educator's Conference, Public Policy Track*, Manuscript on CD-ROM.
- Albers-Miller, Nancy D., and Penelope J. Prenshaw (2003), "Reflections on Educator's Workshops and Training Programs," *Academy of Business Education Conference*, September, Abstract on CD-Rom.
- Albers-Miller, Nancy D. and Stephanie R. Griffin (2002), "Consumption of Internet Services: Do You Know Where Your Children Are?" *Advances in Marketing: 2002 Association of Collegiate Marketing Educator's Conference, Service Marketing Track*, Abstract on CD-ROM.
- Straughan, Robert D., Nancy D. Albers-Miller, and Penelope J. Prenshaw (2002), "Students' Perceptions of Teaching Innovation: Dimensions and Attitudes," *Academy of Business Education Conference*, September, Abstract on CD-ROM.

- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2001), "Travel Services Advertising: An Examination of Travel Motivations Across Eleven Countries," The Tenth Biennial World Marketing Congress, Services Marketing Track, June, Abstract on CD-Rom.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Consumer Response to Product Warning Labels: A Five Country Cross-Cultural Examination," The Tenth Biennial World Marketing Congress, Ethics and Social Responsibility Track, June, Abstract on CD-Rom.
- Prenshaw, Penelope J., Robert D. Straughan and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis across Fourteen Universities," Advances in Marketing: 2001 Association of Collegiate Marketing Educator's Conference, Awarded Best of Conference Overall. Education Track, March, Abstract on CD-Rom.
- Straughan, Robert D. and Nancy D. Albers-Miller (2001), "Domestic Retail Loyalty: A Closer Look at Cultural Effects," Advances in Marketing: 2001 Association of Collegiate Marketing Educator's Association Conference, Special Sessions and Workshop Track, March, Abstract on CD-Rom.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2000), "Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis with Implications for Managing Student Satisfaction," Academy of Business Education Conference, September, Abstract on CD-ROM.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2000), "Widespread Cheating and Satisfaction with University Choice: An Analysis of Student Perceptions" in 2000 Advances in Marketing, Southwestern Marketing Association, 7.
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "The Semantic Structure of Time-Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk" Abstract in Developments in Marketing Science, Vol 23, eds., Harlan E. Spotts and H. Lee Meadows, Academy of Marketing Science Conference, 66.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Student Perceptions," Awarded Best of Track, in 1999 AMA Winter Educators' Conference Marketing Theory and Applications, Vol 10, eds., Anil Menon and Arun Sharma, 65-72.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (1999), "A Choice Model of International Internships: A Profile of Students across Seven Universities" Summary Brief in 1999 Advances in Marketing: Theory, Practice and Education, eds., Joyce A. Young, Robert D. Green and Faye W. Gilbert, Society for Marketing Advances, 139-140.
- Albers-Miller, Nancy D. (1998), "Winning the War on Undergraduate Curriculum Internationalization: Perceptions of Employers Regarding the Internationalization Process," Summary Brief in 1998 Marketing Advances Theory, Practice and Education, eds., J. Duncan Herrington and Ronald D. Taylor, Society for Marketing Advances, Radford, Virginia, 148-149.
- Albers-Miller, Nancy D. (1997) "Appealing to Values in Advertising Across Cultures: Results from a Distorted Mirror," Awarded Best of Conference Overall, in 1997 Advances in Marketing, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.

Straughan, Robert D. and Nancy D. Albers-Miller (1997) "Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance," in 1997 Advances in Marketing, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.

Albers-Miller, Nancy D. (1995) "International Comparative Research: Issues in Research Design," in 1995 Marketing Advances Theory, Practice and Education, Southern Marketing Association Conference, eds., Brain P. Engelland and Denise T. Smart, Southern Marketing Association, 99-104.

### **Presentations at Professional Meetings**

"Challenges with Enrollment Increases: Lessons Learned from the Trenches," Hawaii University International Conferences, 2021, Honolulu, Hawaii.

"Roundtable Discussion: Study Abroad Programs," Association of Collegiate Marketing Educators' Conference, 2012, New Orleans, LA.

"Issues in Accreditation and Assessment," Association of Collegiate Marketing Educators' Conference, 2012, New Orleans, LA.

"Multidisciplinary Collaboration Key to Teaching Innovation/Entrepreneurship A Panel Discussion," Academy of Business Education Conference, 2010, San Antonio, TX.

"Business Student Participation in Extra-Curricular, Co-Curricular and International Experiences: The Impact on a Job Search," Academy of Business Education Conference, 2009, Ft. Lauderdale, FL.

"Assessment and the Assurance of Learning Outcomes," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2009, Oklahoma City, Oklahoma.

"Starting and Managing Student Run Enterprises," Teaching Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2009, Oklahoma City, Oklahoma.

"When Bad Teachers happen to Good Students," Academy of Business Education Conference, 2008, Hilton Head, SC.

"Creating Innovative Products: But Can We Teach Creativity?" Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.

"International Marketing Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.

"Methods for Assessment and Assurance of Learning," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2008, Houston, Texas.

"International Marketing Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.

- "Students in Research," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.
- "How to Get Creative: Innovation Ideas and Processes," Research Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2007, San Diego.
- "Student Research: Increasing Quantity and Quality of Output," Teaching Enhancement Workshop at Academy of Business Education Conference, 2006, San Antonio.
- "Beyond Being a Respondent: Involving Students in Conducting High-Quality Social Science Research," Academy of Marketing Science Annual Conference, 2004, Vancouver.
- "On-Line Learning Survival Guide: For Experts, Novices and Innocent By-Standers," Teaching Enhancement Workshop at Association of Collegiate Marketing Educators' Conference, 2003, Houston.
- "What you NEED to know about Assessment, but are Afraid to Ask," Assessment Program, Association of Collegiate Marketing Educators' Conference, 2001, New Orleans.
- "Development of Internet Assisted Courses: Motivating Students to Utilize Electronic Resources" Teaching Enhancement Workshop at Society for Marketing Advances Conference, 1999, Atlanta, GA.
- "Internationalization of the Marketing Curriculum: Avoiding the Potholes on the Road to Global Education," AMA Winter Educator's Conference, 1999, St. Petersburg, FL.
- "Student Organization Sponsorship: Reports from the Field," AMA Winter Educator's Conference, 1999, St. Petersburg, FL.
- "The Realities of Student Organization Sponsorships: How to Survive and Succeed," Society for Marketing Advances Conference, November, 1998, New Orleans, LA.
- "The Transition from Doctoral Student to Assistant Professor," Southwestern Marketing Association Conference, March, 1998, Dallas, TX.
- "Surviving the Dissertation Process," Southwestern Marketing Association Conference, March, 1998, Dallas, TX.
- "The History and Future of Advertising Research: An International Perspective" presented at 1997 AMA Winter Marketing Educator's Conference, St. Petersburg, Florida.

## **Teaching**

### **Study Abroad/Study Away**

2021-Virtual, (3 Credit Hours-Online MBA International Experience-LSUS)

2020-Virtual, (3 Credit Hours-Online MBA International Experience-LSUS)

2018-Auckland, New Zealand (3 Credit Hours-10 day MBA International Experience-LSUS)

2017-Sydney, Australia (3 Credit Hours -10 day MBA International Experience-LSUS)



2016-Caribbean (14 islands) (4 weeks/8 Hours –Administrated, Executed, and Taught-PLU)  
 2015-China (3 Credit Hours -10 day MBA International Experience-PLU)  
 2013-Europe, including England, Portugal, Spain, France, Italy, Denmark, Sweden, Finland, Estonia, Russia (5 weeks/6 Credit Hours –Administrated, Executed, and Taught in summer of 2012 Berry College)  
 2012-Europe, including Transatlantic Cruise, Cruise Ports, Switzerland and Italy (5 weeks/6 Credit Hours – Administrated, Executed, and Taught in summer of 2012 Berry College)  
 2010-Switzerland, France and Italy (4 weeks/6 Credit Hours-Administrated, Planned, Executed, and Taught-Berry College)  
 2008-Switzerland (3 weeks/6 Credit Hours-Administrated, Planned, Executed, and Taught-Berry College)  
 2003-Spain (1 week/ 3 Credit Hours-Taught-University of Houston)

### **Undergraduate and Master's Student Advanced Research Mentorship**

Travis D. Albers (2019)-MBA  
 Travis D. Miller (2018)-undergraduate  
 Cailtyn A. Miller (2017)-MBA  
 Travis D. Miller (2017)-undergraduate  
 Fisher, Frederick (2016)-undergraduate  
 Martinson, Zach (2016)-undergraduate  
 Ye Eun An (2012)-undergraduate  
 Alisha Dosani (2012)-undergraduate-Awarded Kirbo Scholar  
 John C. Hall (2012)-undergraduate  
 Cailtyn A. Miller (2012)-undergraduate  
 Ari Mincey (2012)-undergraduate  
 Tricia Staudenmaier (2012)-undergraduate  
 Caroline E. Tait (2012)-undergraduate  
 Nikki N. Taylor (2012)-undergraduate  
 Alex Willoughby (2012)-undergraduate  
 Jorg Bergmann (2011)-undergraduate  
 Tiffany Chandler (2011)-undergraduate  
 Megan L. Moffatt (2011)-MBA  
 Laura Turbyfill (2011)-undergraduate  
 Megan Uebersax (2012 and 2011)-undergraduate-Awarded Kirbo Scholar; Awarded Best of Track  
 Erin Butler (2010)-undergraduate  
 Stephanie N. Carter (2010)-undergraduate  
 Tikedra C. Jones (2010)-undergraduate  
 Megan L. Moffatt (2010)-undergraduate-Awarded Kirbo Scholar  
 Steven G. Petrotto (2010)-undergraduate  
 Anna Reese (2010)-undergraduate  
 Sarah Tonsmeier (2010 and 2009-two projects)-undergraduate  
 Kate Fitchett (2009)-undergraduate  
 Jennifer Maddox (2009)-undergraduate  
 Emily Sivertsen (2009)-undergraduate  
 Laura Sutton (2009)-undergraduate  
 Allison Watts (2009)-undergraduate  
 Ben Wilson (2009)-MBA  
 Rachel White (2009)-undergraduate  
 Ligia Zobolli (2009)-MBA

John Cason (2008)-undergraduate  
 Lauren Disharoon (2008)-undergraduate-Awarded Kirbo Scholar  
 Kaylin Gadoua (2008)-undergraduate  
 Chris Harney (2008)-undergraduate  
 Delphine Hartshorn (2008)-undergraduate  
 Drue Hocker (2008)-undergraduate  
 V. Myles Landers (2005, 2006 and 2008)-2 undergraduate and 1MBA project  
 Robert Powell (2008)-undergraduate  
 Katia M Hamer (2007)-undergraduate  
 Megan Hill (2007)-undergraduate  
 Kristi Huff (2007)-undergraduate-Awarded Kirbo Scholar  
 Meredith Lewallen (2007)-undergraduate  
 Georgette N. Nichols (2007)-MBA  
 Bryan Schildgen (2007)-undergraduate  
 Adam Massey (2006)-undergraduate  
 James Colvin (2005-one project and 2006-two projects)-undergraduate  
 John Brazel (2006)-undergraduate  
 Marine Eberhardt (2006)-undergraduate  
 Daniel Margrave (2006)-undergraduate  
 Elizabeth Brown (2006)-undergraduate  
 Tamarin Dowling (2006)-undergraduate  
 Jessica Doyle (2006)-undergraduate  
 Abby Hogan (2006)-undergraduate  
 Stefan Linnhoff (2005 and 2006-two projects)-MBA  
 Daniel Margrave (2006)-undergraduate  
 Wes Pomeroy (2006)-undergraduate  
 Kerri Taylor (2006)-undergraduate  
 Peter Stuetgen (2005)-undergraduate  
 Patrick Guillory (2005)-undergraduate  
 Dustan Atkinson (2005)-undergraduate  
 Meredith Godwin (2005)-undergraduate  
 Emily Purcell (2005)-undergraduate  
 Lacey Weaver (2005)-undergraduate  
 Jennifer Jones Whitaker (2005)-undergraduate  
 Summar Heavin (2005)-undergraduate

#### **Dissertation and Thesis Committees**

Fabio Ambrosio	Law	Doctoral Dissertation	Member University of Washington
Millie McGrail	Leadership	Doctoral Dissertation	Chair LSU Shreveport
Amy Butterfield	Psychology	Master Thesis	Member University of North Texas
Banu Goktan	Management	Doctoral Dissertation	Member University of North Texas

#### **Doctoral Graduate Courses (Louisiana State University Shreveport):**

Introduction to Research Methods (2017)

#### **Graduate Courses (Louisiana State University Shreveport):**

MBA International Experience (study abroad 2017, 2018, 2020, 2021)

Marketing Strategy (2018-2020)  
Foundations of Statistics (2018-2021)  
Healthcare Marketing (2018)

**Undergraduate Courses (Louisiana State University Shreveport)**

Business Statistics (2019-2021)  
Independent Study (2018, 2020)  
Social Media Marketing (2016)  
Marketing Research (2018-2021)

**Internships (Louisiana State University Shreveport):**

Benjamin McDowell (2018)

**Graduate Independent Study Courses (Pacific Lutheran University):**

Startup Strategies (2015)

**Graduate Courses (Pacific Lutheran University):**

MBA International Experience (2015– study away)

**Undergraduate Courses (Pacific Lutheran University):**

Principles of Marketing (2016-study away)  
Travel and Tourism (2016-study away)

**Internships (Berry College):**

Kate Fitchett (2011)  
Andre Ferrera (2010)  
Brittany Jackson (2010)  
Anna Reese (2010)  
Steven Petrotto (2010)  
Katie Purdie (2008)  
Billy Norman (2008)  
Georgette Nichols (2007)  
Harry McCool (2007)  
Abby Hogan (2006-Ireland)  
Rachel Meyer (2005)  
Jennifer Jones (2004)

**Undergraduate Courses (Berry College):**

Advanced Marketing Research  
Business Information Management  
Business Statistics  
International Marketing  
Marketing Research and Analysis  
Business Research Methods  
Marketing Strategy  
Methods of Audience Analysis (Communication Department)  
Experiential Marketing: Marketing Sports and the Arts

E-Commerce  
Travel and Tourism  
Career Management  
New Product Development (scheduled)  
Principles of Marketing  
Qualitative Research Methods  
Social Media Marketing

**Graduate Courses (Berry College):**

Business Research Methods  
International Marketing  
Social Media Strategies  
Strategic Career Management  
Strategic Marketing  
Strategies in Travel and Tourism

**Undergraduate Independent Study Courses (Berry College):**

Advanced Marketing Research  
Advanced Research  
Applied Marketing Research  
Career Marketing  
Research in Consumer Behavior  
E-Commerce  
Social Media Marketing  
New Product Development  
Personal Selling

**Graduate Independent Study Courses (Berry College):**

Advanced Marketing Research  
Events Planning  
International Marketing  
Marketing a Nonprofit Organization  
Medical Checklist Marketing Research

**Graduate Courses (University of North Texas):**

Emerging Global Markets  
E-tailing: Electronic Retailing and Promotion  
Marketing Concepts (traditional classroom and online-WebCT)  
Marketing Management (online-WebCT)  
Multinational Marketing

**Graduate Independent Study Courses (University of North Texas):**

Cultural Influence on Creativity and Innovativeness  
Global Retailing  
Multicultural Consumer Behavior  
Research in Multicultural Consumer Behavior  
Research in Retailing

**Undergraduate Courses (University of North Texas):**

Advertising Management  
E-tailing: Electronic Retailing and Promotion (classroom and online)  
Global Marketing  
Marketing Management  
Marketing Problems (Capstone Course)  
Personal Marketing (traditional classroom and online)  
Principles of Global Marketing (University Core Course)  
Principles of Marketing  
Professional Development (traditional classroom and online)

**Undergraduate Independent Study Courses (University of North Texas):**

Readings in Global Distribution

**Graduate Courses (University of Houston):**

Dimensions in International Marketing (Spain Study Abroad Program)  
International Marketing

**Graduate Independent Study Courses (University of Houston):**

Advertising in Israel  
International Advertising  
Marketing in Eastern Europe  
Spanish Tourism Industry

**Undergraduate Courses (University of Houston):**

Advertising and Promotion Management  
International Marketing (traditional classroom and Spain Study Abroad Program)

**Undergraduate Independent Study Courses (University of Houston):**

Cross-Cultural Marketing  
Cultural Influences on International Marketing  
Issues in International Consumer Behavior  
Marketing in Israel  
Strategic Planning for the Amusement Park Industry

**Service****Professional Activities****Non-Profit**

Board of Directors, Junior Achievement, 2016-2021  
Board of Directors, Washington Business Week, 2013-2016  
Tacoma Metro Parks Destination Point Defiance Steering Committee, 2015

**Editorial**

Editorial Review Board, *Marketing Education Review*, 2006-2008  
Special Issue Co-Editor, *Journal of Travel and Tourism Management*, 2001-2002

Assistant to the Editor, *Journal of Advertising*, 1990-1992

Assistant to the Book Review Editor, *Journal of Marketing*, 1991-1992

#### **Office**

President, Academy of Business Education, 2012-2013

President Elect, Academy of Business Education, 2011-2012

President, Academy of Business Education, 2005-2006

President Elect, Academy of Business Education, 2003-2004

President, Association of Collegiate Marketing Educators, 2003-2004

Board of Directors, Academy of Business Education, 2001-2003

President Elect, Association of Collegiate Marketing Educators, 2002-2003

Vice President of Membership, Association of Collegiate Marketing Educators, 2001-2002

#### **Track and Session Chair**

Track Co-Chair, Student Research Track, Association of Collegiate Marketing Educators, 2019-2020

Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2011-2012

Track Chair, Student Research Track, Association of Collegiate Marketing Educators, 2011-2012

Track Chair, Doctoral Student Symposium, Academy of Business Education, 2011-2012

Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2010-2011

Track Chair, Student Research Track, Association of Collegiate Marketing Educators, 2010-2011

Track Chair, Assurance of Learning Track, Association of Collegiate Marketing Educators, 2009-2010

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2008-2009

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2007-2008

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2006-2007

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2005-2006

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2004-2005

Track Chair, Strategy Track, Society for Marketing Advances, 2004

Program Chair, Association of Collegiate Marketing Educators, 2002-2003

Track Chair, Academy of Marketing Science World Marketing Congress, Perth, Australia, Integrated Marketing Communications, 2003

Track Chair, Association of Collegiate Marketing Educators, Education Track, 2002

Track Chair, Advertising and Promotion Track, Society for Marketing Advances, 2001

Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track, 2001

Special Programs Co-Chair, Southwestern Marketing Association, Marketing Chair's Meeting, 1999

Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track 1997

Special Session Chair, ABE, 2006

Session Chair, PP and M, 2005

Session Chair, SMA 1999

Special Session Chair, SMA, 1999, 1998

Special Session Chair, AMA Winter Educator's Conference, 1999

Special Session Chair, Southwestern Marketing Association, 1997

#### **Reviewing**

Editorial Review Board Marketing Education Review

Ad Hoc Reviewer for Journal of Business Research, Journal of the Academy of Marketing Science, Journal of World Business, Journal of Advertising, Journal of Services Marketing, Journal of the Academy of Business Education, Journal of Marketing Education, Atlantic Marketing Association Conference, Public Policy and Marketing Conference, American Marketing Association, Academy of Marketing Science, Society of Marketing Advances, Association of Collegiate Marketing Educators, Academy of Business Education

Ad Hoc Reviewing for Sage, Prentice-Hall Publishing, Irwin Publishing, West Publishing

## **Institutional Service Activities**

### **Louisiana State University Shreveport: University-Level Service**

Provost's Council 2018-2021

Noel Curator Search Committee 2018 (appointed by the Chancellor)

Academic Deans Council 2016-2018

Compensation Committee 2016-2018 (appointed by the Chancellor)

Interdisciplinary Skills Badging Committee 2017-2018 (appointed by the Provost)

### **Louisiana State University Shreveport: College and School-Level Service**

Dean's Council 2018-2021

Executive Committee 2016-2021

AACSB Task Force 2016-2021

### **Pacific Lutheran University: University-Level Service**

Academic Deans Council 2013-2016

Continuing Education Committee 2014-2015

Dean of Nursing Search Committee 2013-2014 (Co-Chair-Appointed by the Provost)

Dean of Education Search Committee 2015-2016 (Chair-Appointed by the Provost)

Phi Kappa Phi Executive Committee 2016 (President-Elect-Appointed by the Provost)

### **Berry College: College-Level Service**

Steering Committee for Capital Campaign 2011-2013 (Appointed by Advancement)

Planning Council 2011-2013 (Elected by CSOB)

Ad Hoc Faculty Hiring Procedure Committee (Chair-Appointed by Faculty Assembly)

Berry Heritage Society Campaign (Representative-Appointed by Advancement)

Berry College Calendar Committee 2011-2013 (Appointed by Provost's Office)

Faculty Award Selection Committee 2009-2013 (Appointed by Provost's Office)

Annual Fund Faculty-Staff Campaign 2009-2013 (Vice Chair-Appointed by Advancement)

Faculty Development Committee 2011-2013 (Chair-Elected by Committee Members)

Phi Kappa Phi Executive Committee, Chair, 2011-2013 (Elected by Phi Kappa Phi Faculty)

Budget Advisory Committee 2009-2010 (Member-Faculty Assembly Appointment)

Goizueta Scholarship Selection Committee 2008-2013 (Appointed by President's Office)

President's Scholarship Selection Committee 2009-2013 (Appointed by Admissions Office)

Phi Kappa Phi Executive Committee, Vice Chair, 2010 (Elected by Phi Kappa Phi Faculty)

Sabbatical Workshop; 2010 (Panelist-Appointed by the Director of the Center for Teaching Excellence)

Planning Council, 2009-2010 (Member-Faculty Assembly Appointment)

Council on Student Scholarship Committee, 2009-2010 (Chair-Elected by Committee Members)

Faculty Assembly, Chair, 2008-2009 (Officer-Elected by Berry Faculty)

Faculty Assembly Executive Committee, 2008-2009 (Chair-Elected by Berry Faculty)  
 Assistant Provost Search Committee, 2008 (Member-Appointed by the Provost)  
 Budget Advisory Committee 2008-2009 (Member-Faculty Assembly Appointment)  
 Planning Council, 2008-2009 (Member-Faculty Assembly Appointment)  
 Council on Student Scholarship Committee, 2008-2009 (Member-Elected by Business Faculty)  
 Council on Student Scholarship Committee, 2007-2008 (Chair-Elect-Elected by Committee Members)  
 Market Research Work Group, 2007-2009 (Member-Appointed by the President)  
 SACS Reaffirmation QEP Steering Committee, 2006-2007 (Member-Appointed by Faculty Assembly)  
 SACS Reaffirmation QEP Accountability and Budgeting Subcommittee, 2007 (Coordinator/ Convener-Appointed by Chair of the SACS Reaffirmation QEP Steering Committee)  
 Presidential Inaugural Committee, 2006-2007 (Member-Appointed by President's Office)  
 Faculty Representative to the Presidential Transition Committee, 2006-2007 (Member-Appointed by President)  
 Faculty Assembly, Vice Chair, 2006-2007 (Officer-Elected by Berry Faculty)  
 Faculty Assembly Executive Committee, 2006-2007 (Officer-Elected by Berry Faculty)  
 Council on Student Scholarship Committee, 2006-2007 (Chair-Elected by Committee Members)  
 Faculty Development Committee, 2003-2007 (Member-Elected by Business Faculty)  
 Graduate Council, 2004-2007 (Member-Elected by Faculty Assembly)  
 Parent College (2 sessions), Summer 2005 (Presenter-Appointed by the Dean)  
 Book Leader for Sophomore Experience, 2005-2006 (Discussion Leader-Appointed by the Provost)  
 Ad Hoc Faculty Assembly Work Load Equity Committee, 2005-2006 (Member-Appointed by Faculty Assembly)  
 Council on Student Scholarship Committee, 2005-2006 (Chair Elect-Elected by Committee Members)  
 Council on Student Scholarship, 2003-2004 (Member-Elected by Business Faculty)  
 Latin American and Caribbean Studies Advisory Committee, 2003-2004 (Member-Appointed by the Dean)

#### **Berry College: Campbell School of Business-Level Service**

Department of Marketing, Department Chair 2010-2013 (Elected by a consensus of the Department Faculty and Confirmed and Appointed by the Provost and Dean)  
 Promotion and Tenure Committee; 2010-2013 (Chair-Elected by Business Faculty; Chair elected by committee members)  
 CSOB Executive Committee, 2007-2013 (Member-Appointed by the Dean)  
 Executive Round Table, 2005-2013 (Faculty Advisor-Elected by Student Officers)  
 Promotion and Tenure Committee; 2009-2010 (Member-Elected by Business Faculty)  
 Undergraduate Policy Committee (UPC), 2008-2010 (Chair-Appointed by the Dean)  
 Firsthand Friday (2 sessions), Spring 2010 (Presenter-Appointed by the Dean)  
 Decision Berry, Spring 2010 (Presenter-Appointed by Admissions Office)  
 Department of Marketing Acting Department Chair 2009 (Appointed by the Provost and Dean)  
 Beta Gamma Sigma (Honor Society), 2006-2009 (Faculty Sponsor-Appointed by the Dean)  
 Firsthand Friday (2 sessions), Spring 2009 (Presenter-Appointed by the Dean)  
 Decision Berry, Spring 2009 (Presenter-Appointed by Admissions Office)  
 Development Committee, 2007-2008 (Chair-Elected by Business Faculty)  
 Undergraduate Policy Committee, 2007-2008 (Member-Appointed by the Dean)  
 Marketing Search Committee, 2007-2008 (Member-Appointed by the Dean)  
 Visiting Marketing Search Committee, 2007 (Member-Appointed by the Dean)  
 Dean's Search Committee, 2006-2007 (Member-Elected by Business Faculty)  
 Marketing Search Committee, 2006-2007 (Member-Appointed by the Dean)  
 Graduate Curriculum Action Committee, 2005-2007 (Member-Appointed by the Dean)  
 Visiting Marketing Search Committee, 2006 (Member-Appointed by the Dean)



Economics Search Committee, 2005-2006 (Member-Appointed by the Dean)  
Accounting Search Committee, 2005-2005 (Member-Appointed by the Dean)  
Finance Search Committee, 2004-2005 (Member-Appointed by the Dean)  
Accounting Search Committee, 2004 (Member-Appointed by the Dean)  
Visiting Marketing Search Committee, 2004 (Member-Appointed by the Dean)  
Curriculum Action Committee, 2003-2005 (Member-Appointed by the Dean)

**University of North Texas: University-Level Service**

University Curriculum Assessment Committee, 2000-2003 (Member-Appointed by the Vice Provost and Associate Vice President for Academic Affairs)  
University Cross-Cultural/Global Core Component Group, 2000-2003 (Leader-Appointed by the Vice Provost and Associate Vice President for Academic Affairs)  
Committee on the Status of Women, 2002-2003 (Appointed and confirmed by the Faculty Senate)  
University Forum on Teaching, Learning and Assessment, 2000-2003 (Board Member-Elected by the Board Members and approved by Vice Provost and Associate Vice President for Academic Affairs)

**University of North Texas: College of Business Administration-Level Service**

International Programs Committee, 1996-2003 (Elected by Department of Marketing and Logistics Faculty)  
Beta Gamma Sigma Executive Committee, 1996-2003 (Chair-Appointed by the Dean of the College of Business)  
Sponsor of Beta Gamma Sigma Student Organization, 1996-2003 (Sponsor-Appointed by the Dean of the College of Business)  
Beta Gamma Sigma Executive Committee, 1993-1996, (Member-Appointed by the Chair of the Department of Marketing and Logistics)

**University of North Texas: Department of Marketing and Logistics-Level Service**

Operations Committee, 2000-2001, 2002-2003 (Member-Elected by Department of Marketing and Logistics Faculty)  
Curriculum Committee, 1994-1996; 1998-1999, 2001-2003 (Member-Elected by Department of Marketing and Logistics Faculty)  
Sponsor of Student Chapter of AMA, 1995-2003 (Appointed by the Chair of the Department of Marketing and Logistics)  
Office of Equity and Diversity Representative, 2002-2003 (Elected by Department of Marketing and Logistics Faculty)  
Personnel Affairs Committee, 1998-2002 (Member-Elected by Department of Marketing and Logistics Faculty)  
American's with Disabilities Act Representative (Appointed by the Chair of the Department of Marketing and Logistics)  
Senior Logistics Faculty Search Committee, 2000-2002 (Member-Elected by Department of Marketing and Logistics Faculty)  
Executive Committee, 1999-2000 (Member-Elected by Department of Marketing and Logistics Faculty)  
Faculty Search Committee, 1998-1999 (Member-Elected by Department of Marketing and Logistics Faculty)  
Ad Hoc Grade Appeals Committee, 1994-1995 (Member-Appointed by the Chair of the Department of Marketing and Logistics)  
Ad Hoc Journal Evaluation Committee, 1994-1997 (Member-Appointed by the Chair of the Department of Marketing and Logistics)

**Professional and Academic Organizations (Past and Present)**

Academy of Business Education

Academy of International Business  
Academy of Marketing Science  
American Academy of Advertising  
American Marketing Association  
Association for Marketing Theory and Practice  
Association of Collegiate Marketing Educators  
Atlantic Marketing Association  
CUR-Council on Undergraduate Research  
Digital Analytics Association  
Manufacturing Managers Council of Northwest Louisiana  
Puget Sound Research Forum  
Society for Marketing Advances  
Southern Business Deans Association  
Southwestern Business Deans Association  
Sports Marketing Association  
Western Business Deans' Association