
Carl S. Bozman, Ph.D.
Professor
Marketing
School of Business Administration
bozman@gonzaga.edu

Academic Background

Ph.D. Washington State University.

Title: *The Antecedents of Risk Tolerance: A Comparative Theory Test*

M.A. University of Victoria.

B.S. University of Idaho.

Professional Certifications

Certified Professional Marketer, 2002

Professional Memberships

American Marketing Association, 2015

Work Experience

Employment Experience

Academic

Professor of Marketing, Gonzaga University (2003 - Present), Spokane, Washington.

Teaching

Courses Taught

Courses from the Teaching Schedule: Advertising (Bachelors), Business Planning (Bachelors), Business Planning (MBA), Directed Study (Bachelors), Marketing Communications (Bachelors), Personal Selling (Bachelors), Principles of Finance (Bachelors), Principles of Marketing (Bachelors), Promotion Project (Bachelors)

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	6	1	1	8
Articles in Refereed Journals (in Press)	2	1		3
Publications in Refereed Conference Proceedings	4	5		9
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1

Refereed Articles

Applied or Integrative/application Scholarship

McPherson, M., Friesner, D., & Bozman, C. S. (in press, 2020). Mapping the Inter-Relationships between Community Assets. *International Journal of Social Economics*.

Bozman, C. S. (2016). Community sport social benefits: A basis for continuous improvement. *Athens Journal of Sport*.

Basic or Discovery Scholarship

- Friesner, D., Bozman, C. S., McPherson, M., Valente, F., & Zhang, A. (in press, 2020). Information Entropy and Scale Development. *Journal of Survey Statistics and Methodology*.
- Bozman, A., Xu, D., & Bozman, C. S. (in press, 2020). The Incremental Effect of Satisfaction on Stock Price. *Journal of Applied Business and Economics*.
- Bozman, C. S. (2018). Sport brand architecture: Branding effects associated with the creation of an umbrella brand. *Athens Journal of Sport*.
- Bozman, C. S. (2016). Using entropy-based information theory to evaluate survey research. *Journal of Marketing Development and Competitiveness*.
- Bozman, C. S., Friesner, D., & McPherson, M. Q. (2015). Intangible and Tangible Value: Brand Equity Benefits Associated with Collegiate Athletics. *International Journal of Sports Marketing & Sponsorship*, 16 (4), 261-284.
- Bozman, C. S., McPherson, M. Q., Friesner, D., & Teng, C. I. (2014). Brand Equity Effects on Bidding Strategies in an Online Environment: Evidence from eBay Coin Auctions. *International Journal of E-Business*, 10 (2), 11-26.
- Kurpis, L. H., Bozman, C. S., & Kahle, L. R. (2010). Distinguishing between amateur sport participants and spectators: the List of Values approach. *International Journal of Sport Management and Marketing*, 7 (3/4), 190-201, doi: 10.1504/IJSMM.2010.032550.
- Bozman, C. S., Kurpis, L. H., & Frye, C. (2010). Hoopfest: Using longitudinal economic impact data to assess the success of a strategic reorientation. *Sport Management Review*, 13 (1), 65-81.

Teaching and Learning Scholarship

- Bozman, C. S. (2008). Economic impact of pharmacy graduates on a regional economy. *American Journal of Pharmaceutical Education*, 73 (3), 1-8.

Refereed Proceedings

Applied or Integrative/application Scholarship

- McPherson, M., Friesner, D., & Bozman, C. S. (2021). Designing Community Asset Mapping Surveys: What Types of Questions Generate the Most Informative Responses? *MBBA International Conference*.
- Bozman, C. S. (2020). Mapping the Interrelationships Between Community Assets to Inform Local Economic Development. *MBBA International Conference*, MBBA International Conference.
- Bozman, C. S. (in press, 2016). Community sport social benefits as a basis for continuous improvement. *International Conference on Sports: Economic, Management, Marketing & Social Aspects*.
- Bozman, C. S., & Jeannot, T. (2016). Time-Space compression and the eventual death of money. *RMLA Conference*, RMMLA Conference.
- Bozman, C. S., Patil, V., Henrickson, K., & Kurpis, L. (2013). How can a community sport event improve attendee satisfaction when participants are already satisfied? *EASM Conference*.

Basic or Discovery Scholarship

- Bozman, C. S., Bozman, A., & Xu, D. (2020). The Incremental Effect of Satisfaction on Stock Prices. *WDSI*, Western Decision Sciences Institute.
- Bozman, C. S. (2018). What types of incentives generate more informative survey responses? Empirical evidence from the Hoopfest Basketball Tournament. *MBBA International Conference*.
- Bozman, C. S. (2018). Sport brand architecture: Branding effects associated with the creation of a corporate holding company. *International Conference on Sports: Economic, Management, Marketing & Social Aspects*.
- Bozman, C. S., Friesner, D., McPherson, M. Q., & Teng, C. I. (2011). Brand Equity in an online environment: Valuation effects within eBay auctions. *West Coast Conference*.

Chapters, Cases, Readings, Supplements

Chapters

- Bozman, C. S., & Kurpis, L. (2011). The Motivations Associated with Attendance and Participation in an Amateur Sporting Event. *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. Taylor & Francis.

Service

Service to the Institution

University Assignments

Committee Member:

2013-2014: Academic Freedom and Tenure Committee

Gonzaga University

College Assignments

Member:

2018-2019: Information Technology Committee

2014-2015 – 2015-2016: Globalization Committee

2013-2014: Student Services Committee

Chair:

2010-2011: Committee on Reappointment, Promotion, and Tenure (CRPT)

Member:

2011-2012 – 2012-2013: Student Services Committee

Service to the Profession

Academic Conference: Panelist

2015-2016: Salesforce Academic Conference, New Orleans, Louisiana (International).

Honors/Awards

Award

2014-2015 – 2015-2016: Business School Research Award, Gonzaga University.

Honor

2010-2011: Jepson Fellowship, Gonzaga University.

James G. Helgeson, Ph.D.
Professor
Marketing
School of Business Administration
helgeson@gonzaga.edu

Academic Background

Ph.D. University of Oregon.

Title: *Expectancy Oriented Processing of Price Stimuli and its Effects on Price Perception*

M.B.A. Eastern Washington University.

B.A. Eastern Washington University.

Professional Memberships

American Marketing Association, 1982-2015

Work Experience

Employment Experience

Academic

Visiting Professor of Marketing, Norwegian School of Economics (January, 2018 - March, 2018), Bergen, Norway.

Visiting Professor of Marketing, Norwegian School of Economics (August, 2000 - December, 2000), Bergen, Norway.

Chair, Division of Management, Gonzaga University (September, 1988 - September, 1993), Spokane, Washington.

Assistant, Associate, and presently Professor of Marketing, Gonzaga University (September, 1984 - Present), Spokane, Washington.

Teaching

Courses Taught

Courses from the Teaching Schedule: Business Analytics (MBA), Creativity and Intuition (MBA), Marketing Strategies (Bachelors), Marketing Theory and Practice (MBA), Principles of Marketing (Bachelors)

Teaching Activities

Thesis / Dissertation Committee - Member

2011-2012 - *Norwegian School of Economics.*

2009-2010 - *Norwegian School of Economics.*

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	27			27

Refereed Articles

Basic or Discovery Scholarship

- Jukubanecs, A., Supphellen, M., & Helgeson, J. G. (2018). Crisis Management across Borders: Effects of a Crisis Event on Consumer Responses and Communication Strategies in Norway and Russia. *Journal of East-West Business*.
- Helgeson, J. G., Kurpis, L. V., Supphellen, M., & Ekici, A. (2017). Consumers' Use of Country of Manufacture Information? Norway and the U.S.A.: Ethnocentric, Economic and Cultural Differences. *Journal of International Consumer Marketing*.
- Kurpis, L. V., Helgeson, J. G., Ekici, A., & Supphellen, M. (2016). Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A. *Academy of Marketing Studies Journal*.
- Helgeson, J. G., & Patil, V. H. (2014). Assessment of Outcomes: The Effect of Incentives on Student Participation Rates and Performance Levels. *Journal of the Academy of Business Education*, 15, 41-55.
- Loroz, P., & Helgeson, J. G. (2013). Boomers and Their babies: An Exploratory Comparison of Psychological Profiles and Advertising Appeal Across Two generations. *Journal of Marketing Theory and Practice*, 21 (3), 289-306.
- Kurpis, L., & Helgeson, J. G. (2012). The Effects of Country-of-Origin and Product Category Fit on Acceptance of New Brands. *International Research Journal of Global Business Development*, 1 (1), 9-18.
- Mager, J., & Helgeson, J. G. (2011). Fifty Years of Advertising Images: Some Changing Perspectives on Role Portrayals Along With Enduring Consistencies. *Sex Roles: A Journal of Research*, 64, 238-252.
- Kurpis, L., Beqiri, M. S., & Helgeson, J. G. (2008). The Effects of Commitment to Moral Self-Improvement and Religiosity on Ethics of Business Students. *Journal of Business Ethics*, 80 (3), 447-463.
- Kurpis, L., Beqiri, M. S., & Helgeson, J. G. (2007). Business Ethics Education: The Service Quality Perspective. *The Journal of Learning in Higher Education*.
- Helgeson, J. G., & Supphellen, M. (2004). A Conceptual and Measurement Comparison of Self-Congruity and Brand Personality: The Impact of Socially Desirable Responding. *International Journal of Market Research*.
- Helgeson, J. G., & Gorger, E. (2003). The Price Weapon: Developments in U.S. Predatory Pricing Law. *Journal of Business-to-Business Marketing*.
- Helgeson, J. G., Voss, K., & Terpening, W. (2002). Determinants of Mail Survey Response: Survey Design Factors and Respondent Factors. *Psychology & Marketing*.
- Hansen, D. E., & Helgeson, J. G. (2001). Consumer Response to Decision Conflict from Negatively Correlated Attributes: Down the Primrose Path or Up Against the Wall? *Journal of Consumer Psychology*.
- Hansen, D. E., & Helgeson, J. G. (1996). Choice Under Strict Uncertainty: Processes and Preferences. *Organizational Behavior and Human Decision Processes*.
- Hansen, D. E., & Helgeson, J. G. (1996). The Effects of Statistical Training on Choice Heuristics in Choice Under Uncertainty. *Journal of Behavioral Decision Making*.
- Helgeson, J. G. (1994). Receiving and Responding to a Mail Survey: A Phenomenological Examination. *Journal of the Market Research Society*.
- Helgeson, J. G., & Ursic, M. (1994). The Role of Affective and Cognitive Processes in Questionnaire Completion. *Psychology & Marketing*.
- Helgeson, J. G., & Ursic, M. I. (1994). Using Price as a Weapon: An Economic and Legal Analysis of Predatory Pricing. *Industrial Marketing Management*.
- Helgeson, J. G., & Shrader, M. (1993). Using Experimental Financial Asset Markets in the Investments Curriculum. *Journal of Financial Practice and Education*.
- Helgeson, J. G., Brown, N. J., & Birrer, G. E. (1990). Marketing A Law Firm: It's More than Advertising. *Journal of Professional Services Marketing*.
- Ursic, M. L., & Helgeson, J. G. (1990). The Impact of Choice Phase and Task Complexity on Consumer Decision Making. *Journal of Business Research*.
- Helgeson, J. G., & Ursic, M. L. (1989). The Decision Process Equivalency of the Electronic versus Pencil and Paper Data Collection Methods. *Social Science Computer Review*.

Ursic, M. L., & Helgeson, J. G. (1989). Variability in Survey Questionnaire Completion Strategies: A Protocol Analysis. *Journal of the Market Research Society*.

Helgeson, J. G., & Beatty, S. E. (1987). Price Expectations and Price Recall Error: An Empirical Study. *Journal of Consumer Research*.

Tull, D. S., Wood, V. R., Duhan, D., Gillpatrick, T., & Helgeson, J. G. (1986). 'Leveraged' Decision Making in Advertising: The Flat Maximum Principle and Its Implications. *Journal of Marketing Research*.

Helgeson, J. G., & Birrer, G. E. (1986). Marketing Plans for Accounting Firms. *Journal of Accountancy*.

Helgeson, J. G., Kluge, E. A., Mager, J., & Taylor, C. (1984). Trends in Consumer Behavior Literature: A Content Analysis. *Journal of Consumer Research*.

Refereed Proceedings

Basic or Discovery Scholarship

Helgeson, J. G., Kurpis, L., Ekici, A., & Supphellen, M. (2016). Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A. *Allied Academies International Conference*.

Helgeson, J. G., Kurpis, L., Supphellen, M., & Ekici, A. (2010). A Cross-Cultural Examination of Consumers' Use of Country of Origin Information in Purchase Decisions. *Macromarketing Conference*, 335-353.

Software

2004-2005: NewShoes. Principles of Marketing simulation and documentation.

Service

Service to the Institution

Gonzaga University

College Assignments

Chair:

2018-2019: Undergraduate Curriculum Committee

Member:

2015-2016: Information Technology Committee

2014-2015: Information Technology Committee

2013-2014: Information Technology (Spring)

2013-2014: Information Technology (Fall)

Chair:

2019-2020: Undergraduate Curriculum Committee

2009-2010: Student Services Committee

2004-2005: Strategic Initiatives Committee

Member:

2011-2012 – 2012-2013: Information Technology Committee

University Assignments

Committee Member:

2008-2009: Doctoral Dissertaion Committee, John Lyons

Service to the Profession

Board Member: PRJ Editorial Review Board

2007-2008: Psychology and Marketing (National). Board member 2002-2007

Reviewer - Article / Manuscript

2013-2014: Journal of Consumer Behaviour (International).

2011-2012: Sex Roles (International).

Other Professional Service Activities

2011-2012: Norwegian School of Economics (International). Doctoral Dissertation Committee Member

2009-2010: Norwegian School of Economics (International). Doctoral Dissertation Committee Member

Service to the Community

Member of a Committee

1999-2000: Immaculate Heart Retreat Center

Honors/Awards

Award

2017-2018: Jepson Research Fellowships, Gonzaga University School of Business. Many of these awards over the years.

1995-1996: Great Teachers Program Award for Distinguished Scholarship, Gonzaga University.

Lada V. Kurpis, Ph.D.
Professor
Marketing
School of Business Administration
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Academic Background

Ph.D. University of Oregon.

Title: *Interplay of Consumers' Lay Persuasion Beliefs and Affect-Inducing Advertising*

M.S. Urals State University of Economics.

B.S. Urals State University of Economics.

Professional Memberships

Academy of Marketing Studies, 2016 - present

Society for Consumer Psychology, 2003-present

American Marketing Association, 2002-2017

Work Experience

Employment Experience

Academic

Professor of Marketing, Gonzaga University (September, 2017 - Present), Spokane, Washington.

Associate Professor of Marketing, Gonzaga University (September, 2010 - Present), Spokane, Washington.

Assistant Professor of Marketing, Gonzaga University (September, 2004 - September, 2010), Spokane, Washington.

Graduate Instructor of Marketing, University of Oregon (September, 1999 - September, 2004), Eugene, Oregon.

Instructor of Marketing, Urals State University of Economics (September, 1995 - September, 1999), Ekaterinburg, Russia.

Teaching

Courses Taught

Courses from the Teaching Schedule: Current Issues in Marketing (MBA), Directed Study (Bachelors), International Marketing (MBA), International Marketing (Bachelors), Marketing Strategies (Bachelors), Marketing Theory and Practice (MBA), Research Project (MBA)

Courses taught, but not in the Schedule:

MBUS 627 Marketing Theory and Practice

MBUS 685 International Marketing

MBUS 689 Culture and Global Markets

MKTG 310 Principles of Marketing

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
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Articles in Refereed Journals	10		3	13
Articles-in-Progress (All)	3			3
Publications in Refereed Conference Proceedings	2			2
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	2			2
Presentations of Refereed Papers	2			2
Presentations of Non-Refereed Papers		1	4	5

Refereed Articles

Basic or Discovery Scholarship

- Helgeson, J. G., Kurpis, L. V., Ekici, A., & Supphellen, M. (2017). Consumers' Use of Country-of-Manufacture Information? Norway and the United States: Ethnocentric, Economic, and Cultural Differences. *Journal of International Consumer Marketing*, 29 (3), 179-193.
- Kurpis, L. V., Helgeson, J., Ekici, A., & Supphellen, M. (2016). Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A. *Academy of Marketing Studies Journal*, 20 (2), 82-100.
- Bozman, C. S., Patil, V. H., Kurpis, L. V., & Lehman, K. (2016). Community Sport Social Benefits: A Basis for Continuous Improvement. *Athens Journal of Sports*, 10, 129-142.
- Kurpis, L. V. (2012). Empirical Investigation of Select Personality, Attitudinal, and Experience-Based Antecedents of Cultural Intelligence in Undergraduate Business Students. *The Journal of Learning in Higher Education*, 8 (1), 47-58.
- Kurpis, L., & Helgeson, J. G. (2012). The Effects of Country-of-Origin and Product Category Fit on Acceptance of New Brands. *International Research Journal of Global Business Development*, 1 (1), 9-18.
- Bozman, C. S., Kurpis, L. V., & Frye, C. (2010). Sport Festival or Tournament? Using Longitudinal Economic Impact Data to Assess the Success of a Strategic Reorientation. *Sport Management Review*, 13 (1), 65-81.
- Kurpis, L. H., Bozman, C. S., & Kahle, L. R. (2010). Distinguishing between amateur sport participants and spectators: the List of Values approach. *International Journal of Sport Management and Marketing*, 7 (3/4), 190-201, doi: 10.1504/IJSMM.2010.032550.
- Bozman, C. S., Kurpis, L. H., & Frye, C. (2010). Hoopfest: Using longitudinal economic impact data to assess the success of a strategic reorientation. *Sport Management Review*, 13 (1), 65-81.
- Kurpis, L. V., Beqiri, M., & Helgeson, J. G. (2008). The Effects of Commitment to Moral Self-Improvement and Religiosity on Ethics of Business Students. *Journal of Business Ethics*, 80, 447-463.
- Kurpis, L. V., & Stan, S. (2008). When a Foreign Brand Pretends to Be Domestic: Cross-Cultural Differences in Responses to Deception in Positioning a Foreign Brand as a Seemingly Domestic Brand (U.S. versus Romania). *International Journal of the Academic Business World*, 2 (2), 41-52.

Teaching and Learning Scholarship

- Kurpis, L. V., & Hunter, J. (2016). Developing Students' Cultural Intelligence through an Experiential Learning Activity: A Cross-Cultural Interview. *Journal of Marketing Education*., doi: 0.1177/0273475316653337.
- Kurpis, L. V. (2009). Developing Students' Cultural Intelligence in an International Marketing Course. *Journal of Global Business Development*, 2 (1), 110-122.
- Kurpis, L. V., Beqiri, M., & Helgeson, J. G. (2007). Business Ethics Education: The Service Quality Perspective. *The Journal of Learning in Higher Education*, 3 (1), 51-56.

Refereed Proceedings

Basic or Discovery Scholarship

- Kurpis, L. V., Helgeson, J. G., Ekici, A., & Supphellen, M. (2016). Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A. *Proceedings of the Allied Academies Spring International Conference, USA: Allied Academies*.
- Kurpis, L. V., & Helgeson, J. G. (2012). The Effects of Country-of-Origin and Product-Class "Fit" on Acceptance of New Brands. *GBDI Conference*.

Books, Monographs, Compilations, Manuals

Books

Kurpis, L. V., & Bozman, C. S. (2011). *Consumer Behavior Knowledge for Effective Sports Marketing*. New York, NY: Routledge: Taylor & Francis.

Chapters, Cases, Readings, Supplements

Chapters

Kurpis, L. V., & Bozman, C. S. (2011). The Motivations Associated with Attendance and Participation in an Amateur Sporting Event. *Consumer Behavior Knowledge for Effective Sports Marketing*. Taylor and Francis.

Presentations of Refereed Papers

International

Kurpis, L. V., Helgeson, J. G., Ekici, A., & Supphellen, M. (2015-2016). *Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A.* Allied Academies International Conference, New Orleans, Louisiana.

Kurpis, L. V. & Helgeson, J. G. (2011-2012). *The Effects of Country-of-Origin and Product Category Fit on Acceptance of New Brands*. Global Business Institute, Las Vegas, Nevada.

Presentations of Non-Refereed Papers

International

Kurpis, L. V. & Hunter, J. (2015-2016). *Developing Students' Cultural Intelligence through an Experiential Learning Activity*. Palouse Language and Culture Symposium, Moscow, Idaho.

Kurpis, L. V. (2011-2012). *Marketing in Emerging Markets*. International Marketing Seminar for International Trade Alliance, Spokane, Washington.

Local

Kurpis, L. V. & Hunter, J. (2015-2016). *Developing Students' Cultural Intelligence through an Experiential Learning Activity*. Invited presentation at Forum for MA/TESOL faculty and students at Gonzaga University, Spokane, Washington.

Kurpis, L. V. & James, H. (2015-2016). *Developing Students' Cultural Intelligence*. Gonzaga University SBA Faculty Development Brown Bag Presentations, Spokane, Washington.

Kurpis, L. V., Hunter, J., & Sevedge, J. (2014-2015). *Consumer Behavior Across Culture: Experiential Learning Activity*. Center for Teaching and Advising - Gonzaga University, Spokane, Washington.

Working Papers

Lengler, J. & Kurpis, L. V. (2016). "Consumers' Perceptions of New Zealand as a Tourist Destination."

Kurpis, L. V. & Pepper, M. (2016). "Ways to Facilitate CQ Development in College Students."

Kurpis, L. V. & Pepper, M. (2016). "Antecedents and Outcomes of Cultural Intelligence of University faculty and Staff: Exploring Factors of Cultural Intelligence Development in the Workplace."

Conference Presentations

Kurpis, L. V. & Hunter, J. (2015-2016). *Developing Students' Cultural Intelligence through an Experiential Learning Activity*. Palouse Language and Culture Symposium, Moscow, Idaho.

Kurpis, L. V., Helgeson, J. G., Ekici, A., & Supphellen, M. (2015-2016). *Consumers' Use of Country-of-Manufacture Information: Turkey versus the U.S.A.* Allied Academies International Conference, New Orleans, Louisiana.

Kurpis, L. V. & Hunter, J. (2015-2016). *Developing Students' Cultural Intelligence through an Experiential Learning Activity*. Invited presentation at Forum for MA/TESOL faculty and students at Gonzaga University, Spokane, Washington.

Kurpis, L. V. & James, H. (2015-2016). *Developing Students' Cultural Intelligence*. Gonzaga University SBA Faculty Development Brown Bag Presentations, Spokane, Washington.

Kurpis, L. V., Hunter, J., & Sevedge, J. (2014-2015). *Consumer Behavior Across Culture: Experiential Learning Activity*. Center for Teaching and Advising - Gonzaga University, Spokane, Washington.

Kurpis, L. V. & Helgeson, J. G. (2011-2012). *The Effects of Country-of-Origin and Product Category Fit on Acceptance of*

New Brands. Global Business Institute, Las Vegas, Nevada.

Kurpis, L. V. (2011-2012). *Marketing in Emerging Markets*. International Marketing Seminar for International Trade Alliance, Spokane, Washington.

Professional Development

Other Professional Development

2015-2016: .

2015-2016: .

2015-2016: .

2015-2016: Gonzaga University SBA Faculty Development Brown Bag Presentations.

2015-2016: Palouse Language and Culture Symposium.

2015-2016: Allied Academies International Conference.

2015-2016: Gonzaga University SBA Faculty Development Brown Bag Presentations. Kurpis, Lada and James Hunter (2015), "Developing Students' Cultural Intelligence," presentation to Gonzaga School of Business faculty within the framework of Brown Bag series, Gonzaga University, on September 23, 2015.

2014-2015: Center for Teaching and Advising - Gonzaga University.

Professional Seminars / Workshops

2014-2015: Gonzaga University SBA Faculty Development Brown Bag Presentations. Ongoing participation in the SBA Faculty Development Brown Bag events.

Service

Service to the Institution

University Assignments

Committee Member:

2012: Gonzaga University Globalization Working Group

Gonzaga University

Department Assignments

Other Institutional Service Activities:

2019-2020: Marketing Department Lead

College Assignments

Assurance of Learning - Institutional Service:

2016-2017: Assurance of Learning - School of Business

Member:

2018-2019: Continuous Improvement Committee

2017-2018: Assurance of Learning Committee

2015-2016: Faculty and Research Development Committee

2014-2015: Faculty and Research Development Committee

2013-2014: Faculty and Research Development Committee (Spring)

2013-2014: Faculty and Research Development Committee (Fall)

Writing Student Recommendations:

2016-2017: School of Business

Chair:

2010-2011: Planning and Learning Assurance Committee

Member:

2018-2019 – 2019-2020: Continuous Improvement Committee

2015-2016: Ethics Lecturer Search Committee

2012-2013: Graduate Committee

2011-2012: Assurance of Learning Committee

2005-2006 – 2009-2010: Undergraduate Curriculum Committee

University Assignments

Committee Member:

2018-2019 – 2019-2020: Faculty Senate

2018-2019: Program Review Committee

2016-2017: Program Review Committee

2016-2017: Academic Freedom and Tenure Committee - Alternate

2013-2014 – 2015-2016: Faculty Senate

2013-2014: Academic Council - Faculty Awards

2010-2011: Assurance of Learning

2009-2010: Program Review Committee

2008-2009: Program Review Committee

2006-2007 – 2007-2008: Faculty Elections Committee

Service to the Profession

Reviewer - Article / Manuscript

2017-2018: Journal of Marketing Education (International).

2013-2014 – 2016-2017: Global Economics and Management Review, Lisbon, Portugal (International).

2015-2016: Journal of Marketing Education (International).

2014-2015 – 2015-2016: International Marketing Review (International).

2011-2012 – 2015-2016: Journal of Business Ethics (National).

2012-2013: Global Marketing (International).

Service to the Community

Other Community Service Activities

2018-2019 – 2019-2020: Participated in the open classroom initiative enabling prospective students' to experience lecture during visit to Gonzaga

2016-2017: Lecture for prospective students of Gonzaga University during the GEL Weekend

Positions Held in Civic Organizations

2013-2014: International Trade Alliance, Member, Advisory Board

2011-2012: International Trade Alliance, Member, Advisory Board

Speech / Presentation at a Community Meeting

2018-2019: Lecture for prospective students during the GEL weekend

2015-2016: Gonzaga University English Language Center, Presentation for the Gonzaga University English Language Center students on cross-cultural communications, providing information about GU School of Business Programs to prospective students.

Honors/Awards

Award

2010-2011 – 2012-2013: Robert and Alice Jepson Jr. Fellowship, Gonzaga University SBA.

2010-2011: Faculty Research Award, Coeur d'Alene Mines.

Scholarship

2017-2018: Faculty Development Scholarship, School of Business.

2015-2016: Jepson Fellowship, Gonzaga University.

Connie Lipsker, B.B.A.
Lecturer IR
Marketing
School of Business Administration
lipsker@gonzaga.edu

Academic Background

B.B.A. Gonzaga University.

Work Experience

Employment Experience

Academic

Lecturer, Gonzaga University (September, 2008 - Present), Spokane, Washington.

Adjunct Instructor of Marketing, Gonzaga University (September, 2004 - September, 2008), Spokane, Washington.

Non-Academic

Business Consultant, Owner, Retail Strategies Northwest (September, 2003 - Present), Spokane, Washington.

Store Manager, Macy's Corp (September, 1992 - September, 2002), Seattle, Washington.

Store Manager, Frederick & Nelson (September, 1987 - September, 1992), Seattle, Washington.

Corp. Divisional Merchandise Manager, Bon Marche (September, 1984 - September, 1986), Seattle, Washington.

Admin. Asst. to EVP, Allied Stores (September, 1983 - September, 1984), New York, New York.

Apparel Buyer, Bon Marche (September, 1976 - September, 1984), Seattle, Washington.

Teaching

Courses Taught

Courses from the Teaching Schedule: Consumer Behavior (Bachelors), Directed Study (Bachelors), Internship (Bachelors), Internship (Bachelors), Internship (Bachelors), Internship (Masters), Internship (MBA), Marketing Communications (Bachelors), Principles of Marketing (Bachelors), Promotion Project (Bachelors), Retail Management (Bachelors), Special Topics (Bachelors)

Intellectual Contributions

Service

Service to the Institution

Gonzaga University

College Assignments

Faculty Advisor:

2017-2018 – 2018-2019: Collegiate DECA

2015-2016: Collegiate DECA Student Chapter

Member:

2018-2019: Continuous Improvement Committee

2017-2018: Assurance of Learning Committee

2014-2015 – 2015-2016: Globalization Committee

2013-2014: Student Services Committee

2010-2011 – 2012-2013: Student Services Committee

University Assignments

Faculty Advisor:

2013-2014 – 2014-2015: Collegiate DECA Student Chapter

Peggy Sue Loro, Ph.D.
Professor
Marketing
School of Business Administration
loroz@gonzaga.edu

Academic Background

Ph.D. University of Colorado.

Title: *A Conceptualization and Empirical Assessment of the Consumer Testing Decision Process*

B.B.A. Gonzaga University.

Work Experience

Employment Experience

Academic

Professor, Semester at Sea, University of Virginia (May, 2013 - August, 2013), Charlottesville, Virginia.

Professor of Marketing, Gonzaga University (September, 2012 - Present), Spokane, Washington.

Assistant Professor of Marketing, Gonzaga University (September, 2006 - September, 2012), Spokane, Washington.

Assistant Professor of Marketing, Gonzaga University (September, 2000 - September, 2006), Spokane, Washington.

Graduate Student Instructor, University of Colorado-Boulder (September, 1997 - August, 2000), Boulder, Colorado.

Teaching

Courses Taught

Courses from the Teaching Schedule: Buyer Behavior (MBA), Consumer Behavior (Bachelors), Directed Study (Bachelors), Ethics In Marketing (MBA), Persuasion (MBA), Promotion Project (Bachelors)

Courses taught, but not in the Schedule:

International Marketing, Marketing Communications, Principles of Marketing

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3	1	6	10
Articles-in-Progress (All)	3	1		4
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings			1	1
Presentations of Refereed Papers	2	1	6	9
Presentations of Non-Refereed Papers		1		1
Grants - Funded (both refereed and non-refereed)	1		1	2

Refereed Articles

Applied or Integrative/application Scholarship

Scott, L., Williams, J., Baker, S. M., Brace-Goven, J., Downey, H., Hakstain, A., Henderson, G. R., Loro, P. S., and

Webb, D. (2011). Beyond Poverty: Social Justice in a Global Marketplace. *Journal of Public Policy & Marketing*, 30 (1), 39-46.

Basic or Discovery Scholarship

Loroz, P. S., & Braig, B. M. (2015). Consumer Attachment to Human Brands: The 'Oprah Effect'. *Psychology & Marketing*, 32 (7), 751-763.

Loroz, P., & Helgeson, J. (2013). Boomers and Their Babies: An Exploratory Comparison of Psychological Profiles and Advertising Appeal Across Two generations. *Journal of Marketing Theory and Practice*, 21 (3), 289-306.

Pepper, M. B., Loroz, P. S., Patil, V. H., Stevens, C. E., & Buller, P. F. (2011). Advancing a mission-entered business school: A process for engaging faculty and tracking progress. *Journal of Jesuit Business Education*, 2 (1), 79-96.

Teaching and Learning Scholarship

Loroz, P., & Braig, B. M. (2021). How the Marriage of Nike and Tiger Woods Survived. *Business Case Journal*.

Leithauser, A., Loroz, P., & Kincannon, M. (2019). The Spokane Indians Baseball Club: A Case Study in Tribe and Team Collaboration. *Journal of Case Studies*, 37 (2), 19-29.

Loroz, P., Pepper, M. B., & Leithauser, A. (2019). FullContact: The Case for No-Contact Vacations. *Journal of Case Studies*, 37 (1), 17-22.

Loroz, P., & Patil, V. H. (2019). Mission-Related Outcomes Assessment at a Jesuit Catholic University. *Journal of Jesuit Business Education*, 10, 114-129.

Patil, V. H., & Loroz, P. S. (2014). Outcomes Assessment for Mission: Measuring the Impact of Jesuit Education. *Journal of Jesuit Business Education*, 5 (1), 15-33.

Pepper, M. B., Leithauser, A., Loroz, P. S., & Steverson, B. K. (2012). Responding to Hate Speech on Social Media: A Class Leads a Student Movement. *International Journal of Cyber Ethics in Education*, 2 (4), 45-54.

Chapters, Cases, Readings, Supplements

Chapters

Loroz, P., & Pepper, M. B. (2011). Hate Studies in Business: A Course on Recognizing and Combating the Ways Business Organizations Exert Violence on Individuals, Families, and Society. In Charles Wankel and Agata Stachowicz-Stanusch (Eds.), *Handbook of Research on Teaching Ethics in Business and Management Education* (pp. 253-273). IGI Global.

Presentations of Refereed Papers

National

Leithauser, A., Loroz, P., & Kincannon, M. (2017-2018). *The Spokane Indians Baseball Club: A Case Study in Tribe and Team Collaboration*. Society for Case Research Summer Workshop, Nashville, Tennessee.

Leithauser, A., Loroz, P., & Pepper, M. (2017-2018). *FullContact: The Case for No-Contact Vacations*. Society for Case Research Meeting, Chicago, Illinois.

Loroz, P., Pepper, M., & Leithauser, A. (2017-2018). *FullContact: The Case for No-Contact Vacations*. Society for Case Research Summer Workshop, Nashville, Tennessee.

Loroz, P. S. & Patil, V. H. (2017-2018, July). *Mission-Related Outcomes Assessment at a Jesuit Catholic University*. IAJBS World Forum, Seattle, Washington.

Stewart, D., Gladstone, J. S., & Loroz, P. (2016-2017). *Open Identity: The Evolution and Exploitation of Shared Cultural and Community Identity*. Open and User Innovation Conference, Harvard Business School, Boston, Massachusetts.

Loroz, P. S. & Patil, V. H. (2012-2013, July). *Outcomes Assessment for Mission: Measuring the Impact of Jesuit Education*. Colleagues in Jesuit Business Education Conference, Los Angeles, California.

Loroz, P. S. & Braig, B. M. (2011-2012). *The 'Oprah Effect': Examining Antecedents and Consequences of Consumers' Attachment to a Human Brand*. Society for Consumer Psychology, Las Vegas, Nevada.

Pepper, M. B. & Loroz, P. S. (2011-2012). *Burning Brightly: Causes and Cures for Burnout in Academic Women*. National Association of Women in Catholic Higher Education, Seattle, Washington.

Pepper, M. B., Loroz, P. S., Patil, V. H., Stevens, C., & Buller, P. (2011-2012). *Advancing a Mission-Centered Business School: A Process for Engaging Faculty and Tracking Progress*. Colleagues in Jesuit Business Education Conference,

Cincinnati, Ohio.

Presentations of Non-Refereed Papers

National

Pepper, M. B. & Loroz, P. S. (2011-2012). *Educating Managers about Integrity: Sensitizing Learners to Universal Values and Cultural Variation*. Invited presentation at Academy of Management, San Antonio, Texas.

Grants

Research

2015-2016: Loroz, P. S. & Patil, V. H., Mission-Related Outcomes Assessment at a Jesuit Catholic University, Principal Investigator, Association of Catholic Colleges and Universities.

2013-2014: Loroz, P. S. & Pepper, M. B., Who shops at Walmart? The Personality and Perceptions of the Low Price Consumer, Principal Investigator, Gonzaga Research Council.

Working Papers

Stewart, D., Gladstone, J. S., & Loroz, P. (2016). "Open Identity: The Evolution and Exploitation of Shared Cultural and Community Identity."

Loroz, P. S. & Pepper, M. B. (2015). "Burning Brightly: Causes and Cures for Burnout in Academic Women."

Loroz, P. S. & Pepper, M. B. (2015). "Who shops at Walmart? The Personality and Perceptions of the Low Price Consumer."

Liu, R. L., Helgeson, J. G., & Loroz, P. S. (2015). "Development of a Scale to Measure Brand Signaling Importance."

Conference Presentations

Leithauser, A., Loroz, P., & Kincannon, M. (2017-2018). *The Spokane Indians Baseball Club: A Case Study in Tribe and Team Collaboration*. Society for Case Research Summer Workshop, Nashville, Tennessee.

Leithauser, A., Loroz, P., & Pepper, M. (2017-2018). *FullContact: The Case for No-Contact Vacations*. Society for Case Research Meeting, Chicago, Illinois.

Loroz, P., Pepper, M., & Leithauser, A. (2017-2018). *FullContact: The Case for No-Contact Vacations*. Society for Case Research Summer Workshop, Nashville, Tennessee.

Loroz, P. S. & Patil, V. H. (2017-2018, July). *Mission-Related Outcomes Assessment at a Jesuit Catholic University*. IAJBS World Forum, Seattle, Washington.

Stewart, D., Gladstone, J. S., & Loroz, P. (2016-2017). *Open Identity: The Evolution and Exploitation of Shared Cultural and Community Identity*. Open and User Innovation Conference, Harvard Business School, Boston, Massachusetts.

Loroz, P. S. & Patil, V. H. (2012-2013, July). *Outcomes Assessment for Mission: Measuring the Impact of Jesuit Education*. Colleagues in Jesuit Business Education Conference, Los Angeles, California.

Loroz, P. S. & Braig, B. M. (2011-2012). *The 'Oprah Effect': Examining Antecedents and Consequences of Consumers' Attachment to a Human Brand*. Society for Consumer Psychology, Las Vegas, Nevada.

Pepper, M. B. & Loroz, P. S. (2011-2012). *Educating Managers about Integrity: Sensitizing Learners to Universal Values and Cultural Variation*. Invited presentation at Academy of Management, San Antonio, Texas.

Pepper, M. B. & Loroz, P. S. (2011-2012). *Burning Brightly: Causes and Cures for Burnout in Academic Women*. National Association of Women in Catholic Higher Education, Seattle, Washington.

Pepper, M. B., Loroz, P. S., Patil, V. H., Stevens, C., & Buller, P. (2011-2012). *Advancing a Mission-Centered Business School: A Process for Engaging Faculty and Tracking Progress*. Colleagues in Jesuit Business Education Conference, Cincinnati, Ohio.

Professional Development

DS: Research-Related Conference/Seminar

2011-2012 – 2012-2013: Colleagues in Jesuit Business Education Conference.

2011-2012: National Association of Women in Catholic Higher Education.

2011-2012: Society for Consumer Psychology.

Instructional-Related Conference

2020-2021: HBS: Strategies for Engaging Students in Synchronous Online Courses. This session focused on practical techniques for creating an engaged classroom over Zoom.

2020-2021: IAJBS/CJBE World Forum: New Paradigm for a New Normal. This year's conference was devoted to exploring a new paradigm for Jesuit business education, including dedicated sessions to working on the curriculum in specific disciplines, including marketing.

2020-2021: CTA: A Call To Action: Recognizing and Dismantling Structural Racism and Bias In Our Course Syllabi and Classroom. This workshop series was on promoting antiracist and social justice pedagogies in order to consciously align our teaching with our mission to recognize, confront and change structural racism and promote diversity, inclusivity and equity.

2020-2021: Chronicle of Higher Education: Amplifying Engagement: Energizing Students in Large Online Classrooms. This webinar provided specific techniques for teachers to increase student engagement in large online classrooms for both undergraduate and postgraduate courses.

2020-2021: HBS: Diversity and Inclusion: Building Connection and Community in Physical, Online, and Hybrid Classrooms. This session covered topics related to facilitating an inclusive learning environment, building community in online and hybrid contexts, and leading difficult conversations about issues of diversity and inclusion.

2020-2021: REMOTE: Connected Faculty Summit by ASU.

REMOTE helps to design & deliver the best possible experience and outcomes for teachers and learners and provides keen insights for those involved in supporting education.

2020-2021: HBS: Designing a Curriculum for Online and Hybrid Classes. This workshop focused on adapting instruction to hybrid and online formats to improve student learning and engagement.

Other Professional Development

2020-2021: Minority Opportunities Athletic Association: DEI and ADID - Where do we go from here?. This professional development is related to my work as the FAR with an emphasis on hiring for diversity but also benefits me as a search committee chair.

2020-2021: WCC: Navigating Antiracism: For Our Student Athletes and Ourselves. This professional development is related to my work as the FAR and improving my ability to support BIPOC student athletes.

2020-2021: Diversity.Edu Training.

2020-2021: Achieving Racial Equity in College Sports: A Report by the Knight Commission on Intercollegiate Athletics. This professional development relates to my work as the FAR on the conference EDI committee.

2020-2021: UW/GU: The Future of College Sports: Examining Legal Issues Today for the Leadership of College Sports Tomorrow. This forum convened legal experts and college and athletic department leaders from our campuses, our region, and beyond to examine the legal and legislative issues and offer practical perspectives on the swiftly changing environment that college and university athletic programs must prepare for.

2020-2021: NCAA Education Session: Supporting Student-Athlete Activism: Going Beyond the Moment.

This professional development relates to my role as the FAR and improving my ability support student athletes. In this session, the NCAA office of inclusion, NCAA research and NCAA leadership development presented a broad overview of the current state of student-athlete activism and discuss strategies and action plans toward social justice.

2020-2021: NCAA Education Session: Initiate, Maintain and Elevate: Fostering Brave Conversations on Racial Justice. This professional development relates to my role as FAR and better supporting BIPOC student athletes. This session reviewed the multifaceted process of advancing racial justice conversations within athletics and provided tools and best practices that operationalize these dialogues toward a more inclusive climate.

2020-2021: Ibram X. Kendi on How to Be an Antiracist. A discussion with Ibram X. Kendi on his work in antiracism

2020-2021: Gonzaga SAGE (Sexuality and Gender Equity) Level 1 training.

SAGE 1 certifies faculty, staff, and student leaders/employees in understanding LGBTQ+ terminology and allyship.

2019-2020: Mental Health First Aid training.

Professional Seminars / Workshops

2020-2021: AMA Decoding DEI for Marketers. This session focused on prioritizing diversity, equity, and inclusion for marketers.

2020-2021: AdAge Town Hall on Giving a Voice to the Asian Community. Pandemic-fueled racism against Asians and Asian Americans is on the rise, stoked by disinformation from high office. Amid a movement for racial justice that is not centered on them but must include them nonetheless, Asian, South Asian and Asian Americans and Pacific Islanders (AAPI) marketers must navigate experiences ranging from victim to ally and everything in between. This event offered a frank discussion with Asian and AAPI industry leaders about how the industry needs to change to make their voices heard.

2020-2021: AdAge Town Hall on Multicultural Marketing. This event explored how advertising and marketing can move beyond surface-level attempts at diversifying casting or running commercials on media specifically targeting people of color in order to develop a total-market approach to truly reach multicultural audiences.

2020-2021: WSJ Jobs Summit: Succeed in the Search 2021. The state of job searches in 2021.

2020-2021: AMA MarketingProfs Career Day. This one-day virtual event featured six sessions focusing on all things career-related, including LinkedIn makeovers, how to ace an interview during a pandemic, and powering up job hunting.

2020-2021: AdWeek: Disability Inclusion Summit. Leaders with disabilities—from industry organizations, agencies and brands including Google, Microsoft and Walmart—shared how they are personally and professionally navigating today's environment, how disability inclusion has progressed and where we still have the biggest obstacles.

2020-2021: AdWeek: Purpose-Driven Marketing. In this session, top marketers shared insights on whether purpose-driven marketing strategies remain authentic and impactful in the current state of the world.

2020-2021: UW Transforming Silence into Action: An Anti-Racism Learning Series for Communication & Marketing Professionals. In this workshop, experts shared insights and tactics for building an anti-racist toolkit in marketing and communications.

2020-2021: NCAA Communities of Belonging: Perspectives of Student-Athletes on Racial Justice. Professional Development related to my role as the FAR and serving as a better mentor to BIPOC student athletes.

2020-2021: Whiteness at Work. This session zeroed in on retroactive and proactive actions people can take to address inequities and harm and create more trust and transparency in work cultures.

2020-2021: Redesign Your Life workshop series. These three sessions were directed toward providing a forum for honest discussion and inspiration on how each person can personally engage in the current movement directed toward racial justice.

2020-2021: Race and Higher Education Seminar - The Chronicle of Higher Education. The event explored how colleges and universities can address the systemic problems with race and class in the United States.

2020-2021: NCAA Regional Rules Seminar. Professional Development related to my role as Faculty Athletics Representative

2012-2013: IRTS Foundation Faculty Seminar. Reaching Consumers in the Digital Age / Consumer Electronics Show

2010-2011: IRTS Foundation Faculty Seminar. Reaching Consumers in the Digital Age

Service

Service to the Institution

Gonzaga University

College Assignments

Chair:

2017-2018: Committee on Reappointment, Promotion, and Tenure (CRPT)

2013-2014: Committee on Reappointment, Promotion, and Tenure (CRPT)

Member:

2018-2019: Committee on Reappointment, Promotion, and Tenure (CRPT)

2017-2018: Strategic Mission and Planning Committee

2015-2016: Strategic Mission and Planning Committee

Other Institutional Service Activities:

2010-2011: Alternate Member - Committee on Reappointment, Promotion, and Tenure (CRPT)

Member:

2020-2021: Belonging Inclusion and Equity Committee

2015-2016 – 2020-2021: Writing Task Force

2014-2015 – 2020-2021: Reappointment Promotion Tenure Task Force

2015-2016 – 2016-2017: Strategic Mission and Planning Committee

2015-2016 – 2016-2017: Committee on Reappointment, Promotion, and Tenure (CRPT)

2013-2014 – 2014-2015: AACSB Status Task Force

2012-2013: Committee on Reappointment, Promotion, and Tenure

2011-2012: Committee on Reappointment, Promotion, and Tenure (CRPT)

2010-2011: Planning and Learning Assurance Committee

2009-2010: Faculty Research and Development Committee

University Assignments

Committee Chair:

2014-2015 – 2020-2021: Athletic Council

2014-2015 – 2016-2017: Committee on Continuing Eligibility (Athletics)

2012-2013 – 2014-2015: Athletic Council

Committee Member:

2019-2020 – 2020-2021: Pandemic Response Task Force - Athletics Committee

2019-2020 – 2020-2021: Pandemic Response Task Force - Academic Committee

2015-2016 – 2020-2021: President's Faculty Advisory Board

2012-2013 – 2020-2021: Committee on Academic Standing

2015-2016 – 2017-2018: Academic Freedom & Tenure Committee (Alternate)

2009-2010 – 2013-2014: President's Faculty Advisory Board

2011-2012: 125th Anniversary Jesuit Mission Subcommittee

2010-2011 – 2011-2012: Athletic Council

2009-2010 – 2011-2012: Formal Discipline Hearing Board

Faculty Advisor:

2013-2014: Opus Prize Vetting Team

Mentoring Activities:

2009-2010 – 2013-2014: Communication Arts and Honors Thesis Mentor

Other Institutional Service Activities:

2012-2013 – 2020-2021: Faculty Athletics Representative

Service to the Profession

Board Member: PRJ Editorial Review Board

2014-2015 – 2020-2021: Psychology and Marketing (National).

2013-2014 – 2014-2015: Psychology and Marketing (National).

2006-2007 – 2013-2014: Psychology and Marketing (National).

Board of Directors: Substantial Involvement

2005-2006 – 2012-2013: Society for Consumer Psychology (National).

Invited Lecture

2016-2017: Spokane MarCom Association, Spokane, Washington (Local).

2011-2012: Greater Gonzaga Guild (Local). Title: Burning Brightly: Causes and Cures for Burnout in Professional Women

Other Professional Service Activities

2020-2021: West Coast Conference Equity, Diversity, and Inclusion Committee (Regional).

2016-2017 – 2020-2021: West Coast Conference Executive Council Liaison to Women's Rowing (Regional).

2016-2017 – 2020-2021: West Coast Conference Academics and Governance Cabinet (Regional). Chair

2012-2013 – 2020-2021: West Coast Conference Executive Council (Regional).

2012-2013 – 2020-2021: West Coast Conference FAR Standing Committee (Regional).

2014-2015 – 2015-2016: West Coast Conference Awards Committee (Regional).

2013-2014 – 2015-2016: West Coast Conference Academics, Legislation, and Compliance Committee (Regional).

2013-2014 – 2014-2015: West Coast Conference Awards Committee (Regional).

2012-2013 – 2013-2014: West Coast Conference Awards Committee (Regional).

Presentation

2012-2013: Society of Women Engineers (Regional). Title: Burning Brightly: Causes and Cures for Burnout in Professional Women

Reviewer: Conference Paper

2000-2001 – 2015-2016: Society for Consumer Psychology (National).

Service to the Community

Member of a Committee

2019-2020 – 2020-2021: Gonzaga Prep Mission and Branding Work Group

Other Community Service Activities

2020-2021: Catholic Charities Friendly Chat volunteer, Made weekly calls for the past year to several seniors to provide support during the pandemic

2020-2021: COVID Vaccine Clinic Volunteer

2018-2019 – 2020-2021: 2nd Harvest

2015-2016 – 2019-2020: 4-H Project Leader, Country Luck 4-H Club

2000-2001 – 2019-2020: St. Rose of Lima Catholic Church, Lector and Volunteer

2015-2016 – 2016-2017: Spokanimal Volunteer

2009-2010 – 2013-2014: Spokane Falls Montessori School, Parent-Teacher Organization

Positions Held in Civic Organizations

2006-2007 – 2020-2021: Catholic Charities Eastern Washington, Board Member and Program Committee Member

Honors/Awards

Award

2020-2021: Summer Faculty Fellowship, Gonzaga University School of Business Administration. Funding for Brand Activism research project

2018-2019: Barnes Research Award, Gonzaga University.

2018-2019: Barnes Vision Inspiration Award, Gonzaga University.

2018-2019: Thomas A. Bausch Best Paper Award, IAJBS World Forum. Award for "Mission-Related Outcomes

Assessment at a Jesuit Catholic University" with Vivek Patil

2017-2018: Loeken SBA Vision and Values Award, Gonzaga University.

2014-2015: Thomas C. Kinneer/Journal of Public Policy & Marketing Award 2011-13, American Marketing Association. This award honors articles that have made the most significant contribution to the understanding of marketing and public policy issues within the most recent three year period. The award was given for the article entitled, "Beyond Poverty: Social Justice in a Global Marketplace," which appeared in the Journal of Public Policy and Marketing in Spring 2011.

2014-2015: SBA Faculty Fellowship, Gonzaga University.

2013-2014: Jepson Faculty Research Fellowship, Gonzaga University.

2013-2014: Loeken SBA Vision and Values Award, Gonzaga University.

2012-2013 – 2013-2014: Dean's Business Forum Faculty Excellence Award, Gonzaga University.

2009-2010: Jepson Faculty Research Fellowship, Gonzaga University.

2008-2009: Exemplary Faculty Award Recipient, Gonzaga University.

2003-2004 – 2007-2008: Jepson Faculty Research Fellowship, Gonzaga University.

2003-2004: Loeken Academic Excellence Faculty Award, Gonzaga University.

2002-2003: Jepson Faculty Research Fellowship, Gonzaga University.

Honor

2011-2012 – 2013-2014: Outstanding MBA Faculty of the Year, Gonzaga University.

Vivek H. Patil, Ph.D.
Professor
Marketing
School of Business Administration
patil@gonzaga.edu

Academic Background

Ph.D. University of Kansas.

Title: *Appeals with Negative Emotions and Strategies to Reduce Resistance to Persuasion: An Application in the Context of Charitable Solicitations.*

M.S. Birla Institute of Technology and Science.

M.A. Birla Institute of Technology and Science.

Professional Memberships

American Statistical Association, 2016-2019

Work Experience

Employment Experience

Academic

Research Fellow, Opportunity North East Initiative (July, 2020 - May, 2022), Spokane, Washington.

Visiting Jesuit Partner Faculty, Creighton University (2018 - 2020), Omaha, Nebraska. Teaching the Marketing course in Creighton's Doctor of Business Administration degree program.

Professor of Marketing, Gonzaga University (September, 2016 - Present), Spokane, Washington.

Principal and Founder, Business Insights LLC (July, 2011 - 2019), Spokane, Washington. Provide marketing research consulting services.

Associate Professor of Marketing, Gonzaga University (September, 2011 - August, 2016), Spokane, Washington.

Assistant Professor of Marketing, Gonzaga University (September, 2005 - September, 2011), Spokane, Washington.

Graduate Assistant, Marketing, University of Kansas (September, 2000 - September, 2005), Lawrence, Kansas.

Assistant Lecturer, Management, Birla Institute of Technology and Science (September, 1998 - September, 2000), Pilani, India.

Consulting Experience

2011-2012 – 2019-2020: Business Insights LLC, Multiple projects for Strategic Research Associates and other clients, Provide data science and marketing research consulting services.

Teaching

Courses Taught

Courses from the Teaching Schedule: Business Analytics (MBA), Data Visualization (Bachelors), Directed Study (Bachelors), Marketing Research (Bachelors), Principles of Marketing (Bachelors), Promotion Project (Bachelors), Special Topic Seminar (Bachelors), Special Topics (MBA)

Courses taught, but not in the Schedule:

Data Visualization

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	9	4	2	15
Articles in Refereed Journals (in Press)	1			1
Publications in Refereed Conference Proceedings	3	1	2	6
Publications of Non-refereed or Invited Papers		4		4
Presentations of Refereed Papers	5	4	2	11
Presentations of Non-Refereed Papers	6			6
Grants - Funded (both refereed and non-refereed)	1	1		2
Software, Publicly or Commercially Available		1		1
Other Research, Non-refereed		33		33

Refereed Articles

Applied or Integrative/application Scholarship

Patil, V. H. (2014). Identification of Influential Marketing Scholars and their Institutions Using Social Network Analysis. *Journal of Marketing Analytics*, 2 (4), 239-249.

Patil, V., & Gabernet, A. R. (2014). Build a Shiny Application to Analyze #Bluemix Sentiment using the Bluemix R Custom Buildpack. *IBM developerWorks*.

Patil, V. H. (2014). Data Mining Modern Languages. *KD Nuggets*.

Patil, V. H., McPherson, M. Q., & Friesner, D. L. (2010). The Use of Exploratory Factor Analysis in Public Health: A Note on Parallel Analysis as a Factor Retention Criterion. *American Journal of Health Promotion*, 24 (3), 178-181.

Basic or Discovery Scholarship

Joanis, S. T., & Patil, V. H. (in press, 2021). Alphabetical ordering of author surnames in academic publishing: a detriment to teamwork. *PLOS ONE*, 16 (5), e0251176, doi: 10.1371/journal.pone.0251176.

Chuang, T., Nakatani, K., & Patil, V. H. (2020). A Concentric Framework for Leveraging Big Data for Business Value. *International Journal of Big Data Management*, 1 (2), 166-180, doi: 10.1504/IJBDM.2020.112414.

Bozman, C. S., Patil, V. H., Kurpis, L. V., & Lehman, K. (2016). Community Sport Social Benefits: A Basis for Continuous Improvement. *Athens Journal of Sports*, 3 (2), 129-142.

Law, D. W., & Patil, V. H. (2015). An Exploratory Study of the Effects of Exhaustion and Social Support on Business Students' Persistence. *Academy of Educational Leadership Journal*, 19 (3), 187-193.

Patil, V. H. (2015). Gender and Publication Activity in Top Marketing Journals. *Academy of Marketing Studies Journal*, 19 (3).

Elloy, D. F., & Patil, V. (2014). Self-Leadership and Burnout: An Exploratory Study. *International Journal of Business and Social Science*, 5 (9), 7-13.

Helgeson, J., & Patil, V. H. (2014). Assessment of Outcomes: The Effect of Incentives on Student Participation Rates and Performance Levels. *Journal of the Academy of Business Education*, 15, 41-55.

Joseph, K., Subramaniam, R., & Patil, V. (2013). The Impact of Consumption Hassle on Pricing Schedules. *Managerial and Decision Economics*, 34 (1), 1-14.

Elloy, D. F., & Patil, V. (2012). Exploring the Relationship Between Organization Based Self-Esteem and Burnout: A Preliminary Analysis. *International Journal of Business and Social Science*, 3 (9), 283-288.

Pepper, M. B., Loroz, P. S., Patil, V. H., Stevens, C. E., & Buller, P. F. (2011). Advancing a mission-entered business school: A process for engaging faculty and tracking progress. *Journal of Jesuit Business Education*, 2 (1), 79-96.

Teaching and Learning Scholarship

Loroz, P., & Patil, V. H. (2019). Mission-Related Outcomes Assessment at a Jesuit Catholic University. *Journal of*

Jesuit Business Education.

Patil, V. H., & Loroz, P. S. (2014). Outcomes Assessment for Measuring the Impact of Jesuit Education. *Journal of Jesuit Business Education*, 5 (1), 15-33.

Refereed Proceedings

Applied or Integrative/application Scholarship

Bozman, C., Patil, V. H., Kurpis, L. H., & Lehman, K. (2013). How Can A Community Sport Event Improve Attendee Satisfaction When Participants Are Already Satisfied? *EASM Conference*.

Basic or Discovery Scholarship

Bozman, C. S., Patil, V. H., Kurpis, L. V., & Lehman, K. (2016). Community Sport Social Benefits: A Basis for Continuous Improvement. *International Conference on Sports: Economic, Management, Marketing & Social Aspects*, Athens, Greece:.

Law, D. W., & Patil, V. H. (2015). An Exploratory Study of the Effects of Exhaustion and Social Support on Business Students' Persistence. *Allied Academies International Conference*.

Patil, V. H. (2015). Gender and Publication Activity in Top Marketing Journals. *Allied Academies International Conference*.

Teaching and Learning Scholarship

Law, D. W., & Patil, V. H. (2015). An Exploratory Study of the Effects of Exhaustion and Social Support on Business Students' Persistence. *Allied Academies International Conference*.

Loroz, P., & Patil, V. H. (2012). Outcomes Assessment for Mission. *Colleagues in Jesuit Business Education Conference*.

Non-Refereed Proceedings

Applied or Integrative/application Scholarship

Patil, V. H. (2015). Shiny for Interactive Application Development Using R. *Inland Northwest R User Group*.

Patil, V. H. (2015). Getting Started with Geographic Data Displays using R. *Inland Northwest R User Group*.

Patil, V. H. (2012). Writing Effective Surveys. *Spokane MarCom Association*.

Patil, V. H. (2012). Why Use R for Data Analysis? *Gonzaga School of Business Administration*.

Presentations of Refereed Papers

International

Patil, V. H. (2020-2021). *Identification of Statistically Significant Correlation Coefficients from a Correlation Matrix at a Single Level of Significance*. 2020 World Marketing Congress, Brisbane, Australia.

Patil, V. H. (2019-2020, July). *Interactive Data Visualizations of Community Assets and Community Issues*. 25th Annual IAJBS World Forum / 1st CJBE (Asia) Regional Meeting, Bhubaneshwar, India.

Loroz, P. & Patil, V. H. (2018-2019, July). *Mission-related outcomes assessment at a Jesuit Catholic University*. IAJBS World Forum, Seattle, Washington.

Bozman, C. S., Patil, V. H., Kurpis, L. V., & Lehman, K. (2016-2017, May). *Community Sport Social Benefits: A Basis for Continuous Improvement*. International Conference on Sports: Economic, Management, Marketing & Social Aspects, Athens, Greece.

Bozman, C. S., Patil, V. H., Kurpis, L., & Lehman, K. (2013-2014, September). *How Can A Community Sport Event Improve Attendee Satisfaction When Participants Are Already Satisfied?* EASM Conference, Istanbul, Turkey.

Elloy, D. & Patil, V. H. (2010-2011, May). *Does Self-Leadership lead to Burnout: An Exploratory Study*. Pan-Pacific Conference, Bali, Indonesia.

National

Patil, V. H. (2019-2020, November). *Display of a Correlation Matrix*. 50th Annual Conference of the Decision Sciences Institute, New Orleans, Louisiana.

Valluri, C., Raju, S., & Patil, V. H. (2019-2020, November). *Predicting Customer Churn for Subprime Auto Loan*

Borrowers. 50th Annual Conference of the Decision Sciences Institute, New Orleans, Louisiana.

Law, D. W. & Patil, V. H. (2014-2015). *An Exploratory Study of the Effects of Exhaustion and Social Support on Business Students' Persistence*. Allied Academies International Conference, New Orleans, Louisiana.

Loroz, P. & Patil, V. H. (2012-2013, July). *Outcomes Assessment for Mission*. Colleagues in Jesuit Business Education Conference, Los Angeles, California.

Patil, V. H., Stevens, C. E., & Buller, P. F. (2010-2011, July). *How are We Doing? Modeling the Progress of Mission-Related Initiatives at a Jesuit Business School*. Colleagues in Jesuit Business Education Conference, Milwaukee, Wisconsin.

Presentations of Non-Refereed Papers

International

Patil, V. H. (2011-2012). *Consumer Use of Nutrition Facts Panel*. Faculty and Staff Seminar at Gonzaga in Florence, Florence, Italy.

Local

Patil, V. H. (2015-2016, August). *Getting Started with Geographic Data Displays using R*. Inland Northwest R User Group, Spokane, Washington.

Patil, V. H. (2014-2015, January). *Shiny for Interactive Application Development Using R*. Inland Northwest R User Group, Spokane, Washington.

Patil, V. H. (2012-2013, November). *Writing Effective Surveys*. Cocktails and Conversations of Spokane MarCom, Spokane, Washington.

Patil, V. H. (2011-2012). *Issues in International Marketing Research: Focus on India*. Invited presentation at International Trade Alliance, Spokane, Washington.

Patil, V. H. (2011-2012, July). *Issues in International Marketing Research: Focus on India*. International Trade Alliance, Spokane, Washington.

Grants

Research

2018-2019: Loroz, P. & Patil, V. H., Faculty Fellows for Mission, Co-Principal Investigator, Division of Mission and Ministry, Gonzaga University.

2015-2016: Patil, V. H. Measuring mission-related outcomes, Co-Principal Investigator, Association of Catholic Colleges and Universities.

Software

2017-2018: Parallel analysis engine to aid in determining number of factors to retain using R.

Other Research

2016-2017: Patil, V. H., *viZag-evals: A tool to Increase the Accuracy and Informativeness of ZagWeb's Course Evaluation Reports*.

2015-2016: Patil, V. H., *Display of Geographic Data in R*.

2015-2016: Patil, V. H., *Interactive Charts using htmlwidgets*.

2015-2016: Patil, V. H., *Countries of refugees to the US in 2014 and their destinations*.

2015-2016: Patil, V. H., *A Study of the Logan Neighborhood*.

2014-2015: Patil, V. H., *Air Pollution (PM10 and PM2.5) in Different Cities using Interactive Charts*.

2014-2015: Patil, V. H., *Word, Comparison, and Community Clouds of Two Categories*.

2014-2015: Patil, V. H., *Degrees of Choice: Modification of WSJ Graphic*.

2014-2015: Patil, V. H., *Data Manipulation Using dplyr*.

2014-2015: Patil, V. H., *Using Great Circles and ggplot2 to Map Arrival/Departure of 2014 US Open Tennis Players*.

2014-2015: Patil, V. H., *Mortality Rates of Children Under 5 and Gender Differences*.

2014-2015: Patil, V. H., *Frequent Speakers at TED and Word Cloud of Talk Titles*.

2014-2015: Patil, V. H., *Playing with Anscombe's Quarter in an Interactive shiny ggvis Environment*.

2014-2015: Patil, V. H., *Enrollment in US in Different Languages using rCharts and ggplot2*.

2014-2015: Patil, V. H., *Scraping Pro-Football Data and Interactive Charts using rCharts, ggplot2, and shiny*.

2014-2015: Patil, V. H., *An Interactive Visualization for Mapping Community Assets*.

2013-2014: Patil, V. H., *Choropleths and Bar charts of State Wise Potentially Preventable Deaths using googleVis and shiny*.

2013-2014: Patil, V. H., *Animated choropleths using animation, ggplot2, rCharts, googleVis and Shiny to visualize violent crime rates in different US States across 5 decades*.

2013-2014: Patil, V. H., *Visualization of 2012 Crime Rates of Different States in the US using rCharts*.

2013-2014: Patil, V. H., *Replication of few graphs/charts in base R, ggplot2, and rCharts - Parts I, II, and III*.

2013-2014: Patil, V. H., *Subsidies, Revenues, and Expenses of NCAA Division I Public Schools Athletic Departments - Visualizations using rCharts and animint generated interactive ggplots*.

2013-2014: Patil, V. H., *Why use R for Data Analysis?*

2013-2014: Patil, V. H., *Visualizing the Forbes-CCAP University Rankings using ggplot2, rCharts, googleVis, and the shiny server*.

2013-2014: Patil, V. H., *Short tales of two NCAA basketball conferences (Big 12 and West Coast) using graphs*.

2013-2014: Patil, V. H., *Lilac Bloomsday Run in Graphs*.

2013-2014: Patil, V. H., *Visualizing a tiny slice of India's demographics with information from Wikipedia*.

2013-2014: Patil, V. H., *Analyses of the Best Undergraduate (US-based) Business Schools of 2013*.

2013-2014: Patil, V. H., *Revisualizing the best cities in the US in 2012-Shiny+googleVis = Incredibly powerful*.

2013-2014: Patil, V. H., *Twitter Twitter on the Web, Who is the Most Popular of All? Interactively Determining Popularity of Two Entities on Twitter*.

2013-2014: Patil, V. H., *Tweetanalytics - Interactively analyzing tweets from accounts of 5 universities*.

2013-2014: Patil, V. H., *Medicare Provider Charge Data - How Are Things in Spokane?*

2013-2014: Patil, V. H., *Interacting, on demand, with 2012 best cities data and plotting different graphs-Experiments with ggplot2 on shiny server*.

2012-2013: Patil, V. H., *Crimes Against Women in India using rCharts, googleVis, and shiny*.

Conference Presentations

Patil, V. H. (2020-2021). *Identification of Statistically Significant Correlation Coefficients from a Correlation Matrix at a Single Level of Significance*. 2020 World Marketing Congress, Brisbane, Australia.

Patil, V. H. (2019-2020, November). *Display of a Correlation Matrix*. 50th Annual Conference of the Decision Sciences Institute, New Orleans, Louisiana.

Valluri, C., Raju, S., & Patil, V. H. (2019-2020, November). *Predicting Customer Churn for Subprime Auto Loan Borrowers*. 50th Annual Conference of the Decision Sciences Institute, New Orleans, Louisiana.

Patil, V. H. (2019-2020, July). *Interactive Data Visualizations of Community Assets and Community Issues*. 25th Annual IAJBS World Forum / 1st CJBE (Asia) Regional Meeting, Bhubaneswar, India.

Loroz, P. & Patil, V. H. (2018-2019, July). *Mission-related outcomes assessment at a Jesuit Catholic University*. IAJBS World Forum, Seattle, Washington.

Bozman, C. S., Patil, V. H., Kurpis, L. V., & Lehman, K. (2016-2017, May). *Community Sport Social Benefits: A Basis for Continuous Improvement*. International Conference on Sports: Economic, Management, Marketing & Social Aspects, Athens, Greece.

Patil, V. H. (2015-2016, August). *Getting Started with Geographic Data Displays using R*. Inland Northwest R User Group, Spokane, Washington.

Law, D. W. & Patil, V. H. (2014-2015). *An Exploratory Study of the Effects of Exhaustion and Social Support on Business Students' Persistence*. Allied Academies International Conference, New Orleans, Louisiana.

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Bozman, C. S., Patil, V. H., Kurpis, L., & Lehman, K. (2013-2014, September). *How Can A Community Sport Event Improve*

Attendee Satisfaction When Participants Are Already Satisfied? EASM Conference, Istanbul, Turkey.

Patil, V. H. (2012-2013, November). *Writing Effective Surveys*. Cocktails and Conversations of Spokane MarCom, Spokane, Washington.

Loroz, P. & Patil, V. H. (2012-2013, July). *Outcomes Assessment for Mission*. Colleagues in Jesuit Business Education Conference, Los Angeles, California.

Patil, V. H. (2011-2012). *Consumer Use of Nutrition Facts Panel*. Faculty and Staff Seminar at Gonzaga in Florence, Florence, Italy.

Patil, V. H. (2011-2012). *Issues in International Marketing Research: Focus on India*. Invited presentation at International Trade Alliance, Spokane, Washington.

Patil, V. H. (2011-2012, July). *Issues in International Marketing Research: Focus on India*. International Trade Alliance, Spokane, Washington.

Patil, V. H., Stevens, C. E., & Buller, P. F. (2010-2011, July). *How are We Doing? Modeling the Progress of Mission-Related Initiatives at a Jesuit Business School*. Colleagues in Jesuit Business Education Conference, Milwaukee, Wisconsin.

Elloy, D. & Patil, V. H. (2010-2011, May). *Does Self-Leadership lead to Burnout: An Exploratory Study*. Pan-Pacific Conference, Bali, Indonesia.

Service

Service to the Institution

Department Assignments

Member:

2014: Maintenance of Course Descriptions and Catalog Revisions

2014: How to Concentrate Event

Gonzaga University

College Assignments

Chair:

2017-2018: Information Technology Committee

2015-2016: Faculty and Research Development Committee

2014-2015: Faculty and Research Development Committee

2013-2014: Faculty and Research Development Committee (Spring)

2013-2014: Faculty and Research Development Committee (Fall)

Member:

2018-2019: Graduate Committee

2015-2016: Committee on Reappointment, Promotion, and Tenure (CRPT)

2013-2014 – 2014-2015: Committee on Reappointment, Promotion, and Tenure (CRPT)

Other Institutional Service Activities:

2017-2018: Discipline Lead

Chair:

2017-2018: Information Technology Committee

2010-2011: Student Services Committee

Member:

2016-2017: Information Technology Committee

2011-2012: Strategic Mission and Planning Committee

University Assignments

Committee Chair:

2020-2021: University Rank and Tenure Committee

Committee Member:

2020-2021: Academic Preparedness Committee of the Pandemic Response Task Force

2020-2021: Opportunity North-East Place based initiative Advisory Council

2020-2021: Ad-hoc committee to review digital promotion and tenure software

2019-2020: University Rank and Tenure Committee

2016-2017 – 2017-2018: Member, Faculty Senate Committee

2016-2017: Academic Technology Advising Committee

2016-2017: Projects Review Committee of CIO

2016-2017: Gonzaga University Strategic Plan Commitment 4 Workgroup

2010-2011 – 2012-2013: Academic Council

2010-2011 – 2012-2013: Policy and Planning Committee of Academic Council

Service to the Profession

Chair: Committee / Task Force

2017-2018 – 2018-2019: Doctoral Dissertation Committee of a DBA Candidate, Omaha, Nebraska (National). Chairing the dissertation committee of doctoral candidate, Chandrasekhar (Chandu) Valluri

Reviewer - Article / Manuscript

2020-2021: Journal of Marketing Analytics (National).

2020-2021: International Journal of Business and Systems Research (International).

2018-2019: Doctoral Thesis of an International University Student, Bhubaneswar, India (International). The doctoral student was from Kalinga Institute of Industrial Technology, Bhubaneswar, Orissa

Officer: Organization / Association

2014-2015: Inland Northwest R User Group, Spokane, Washington (Regional). Founder of Inland Northwest R User Group based in Spokane.

Other Professional Service Activities

2013-2014 – 2015-2016: Contributor of open source R Code (International). Via blog (<http://patilv.com>) and GitHub (<https://github.com/patilv/>)

2012-2013 – 2014-2015: Contributor to R packages community (International). Contributor to rCharts, ggplot2, and shiny application community, via GitHub (<https://github.com/patilv/>) and email lists.

Reviewer: Ad Hoc Reviewer for a Journal

2012-2013: Management Research Review (International).

Service to the Community

Chair of a Committee

2020-2021 – 2021-2022: Marketing and Development Committee, Vanessa Behan

Member of a Committee

2020-2021 – 2021-2022: Information Technology Committee, Vanessa Behan

2020-2021 – 2021-2022: Board of Trustees, Vanessa Behan

2019-2020 – 2020-2021: Marketing Committee of Vanessa Behan, Ad hoc member of the marketing committee of Vanessa Behan Crises Nursery

Other Community Service Activities

2012-2013: Aslin Finch Feed and Pet Supply, Pro-bono consulting - Evaluation of Aslin Finch's current stores by their customers and by Gonzaga students.

2009-2010: Spokane Catholic Foundation, Complete marketing research project to understand the profile of the Catholic population and their knowledge levels of the Catholic Foundation.

Positions Held in Civic Organizations

2014-2015 – 2020-2021: Co-founder and Organizer of Inland Northwest R User Group

2016-2017 – 2018-2019: Spokane Regional Health District

Honors/Awards

Award

2018-2019: Tom Bausch Best Paper Award winner, 24th Annual IAJBS World Forum/CJBE Annual Meeting. Paper presented with Dr. Peggy Sue Loroz

2014-2015: Centioli Faculty Scholars Excellence Award, Gonzaga University.

2013-2014: Faculty Fellowship Award, Gonzaga University.

2008-2009 – 2012-2013: Robert and Alice Jepson Jr. Fellowship, Gonzaga University.

Scholarship

2018-2019: School of Business Administration's Summer Fellowship, Gonzaga University.

2017-2018: Wilfrid and Patricia Loeken SBA Academic Excellence Fellowship, Gonzaga University.

2016-2017: School of Business Administration Faculty Fellowship Award, Gonzaga University.

Richard J. Vann, Ph.D.
Assistant Professor
Marketing
School of Business Administration
vann@gonzaga.edu

Academic Background

Ph.D. University of Wyoming.
Title: *Exploring Action Crisis in Health Care and Sustainability*
Other Gonzaga University.
M.B.A. Gonzaga University.
B.S. Florida State University.

Professional Memberships

Association for Consumer Research, 2013-2020
American Marketing Association, 2011-2021

Relevant Courses Taken

Relevant Courses

"Session 1: Career and Professional Development Overview" Training, Gonzaga University Career and Professional Development Center, 12/1/2020
"Session 2: Career Decision-Making and Experiential Education" Training, Gonzaga University Career and Professional Development Center, 12/2/2020
"Session 3: Employment Related Services" Training, Gonzaga University Career and Professional Development Center, 12/7/2020
"Session 4: Career Coaches Toolbox" Training, Gonzaga University Career and Professional Development Center, 12/8/2020
Google Shopping Ads Training, Google Skillshop, 1/12/2021
Virtual LeAD Day, Gonzaga University, 1/15/2021
OSRP CTA Event, Gonzaga University Center for Teaching Advising, 1/20/2021
"Cura Personalis: Caring for Me is Knowing My Name" Training, Gonzaga University Center for Teaching and Advising, 1/25/2021

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: Current Issues in Marketing (MBA), Digital Marketing (Bachelors), Marketing Theory and Practice (MBA)

Courses taught, but not in the Schedule:

MKTG 301 - Principles of Marketing (Penn State Behrend)
MKTG 342 - Marketing Research (Penn State Behrend)
MKTG 410 - Personal Selling (Penn State Behrend)
MKTG 441 - Sustainability in Marketing Strategy (Penn State Behrend)
BUSN 496N - Sustainability Marketing (Whitworth University)
MGMT 301 - Management and Organizations (University of Wyoming)

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	9			9
Articles-in-Progress (All)	4			4
Presentations of Refereed Papers	13			13

Refereed Articles

Basic or Discovery Scholarship

Tanner, E. C., Vann, R. J., & Kizilova, E. (2020). Consumer-Level Perceived Access to Health Services and Its Effects on Vulnerability and Health Outcomes. *Journal of Public Policy & Marketing*, 39 (2), 240-255, doi: 10.1177/0743915620903299.

Stornelli, J., Pereira, B., & Vann, R. J. (2020). Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit. *Journal of Consumer Psychology*, 30 (2), 368-378, doi: 10.1002/jcpy.1100.

Leary, R. B., Vann, R. J., & Mittelstaedt, J. D. (2019). Perceived Marketplace Influence and Consumer Ethical Action. *Journal of Consumer Affairs*, 53 (3), 1117-1145, doi: 10.1111/joca.12220.

McCrea, S. M., & Vann, R. J. (2018). Postactional Goal Pursuit: Consequences of Task Completion for Thought Content, Affect, and Behavioral Intentions. *Motivation and Emotion*, 42 (6), 852-870, doi: 10.1007/s11031-018-9713-3.

Vann, R. J., Rosa, J. A., & McCrea, S. M. (2018). When Consumers Struggle: Action Crisis and its Effects on Problematic Goal Pursuit. *Psychology & Marketing*, 35 (9), 696-709, doi: 10.1002/mar.21116.

Leary, R. B., Vann, R. J., & Mittelstaedt, J. D. (2017). Leading the Way: Motivating Environmental Action through Perceived Marketplace Influence. *Journal of Business Research*, 79, 79-89, doi: 10.1016/j.jbusres.2017.05.028.

Leary, R. B., Vann, R. J., Mittelstaedt, J. D., Murphy, P. E., & Sherry, Jr., J. F. (2014). Changing the Marketplace One Behavior at a Time: Perceived Marketplace Influence and Sustainable Consumption Behavior. *Journal of Business Research*, 67 (9), 1953-1958, doi: 10.1016/j.jbusres.2013.11.004.

Tian, K., Sauter, P., Fisher, D., Fischbach, S., & Vann, R. J. (2014). Transforming Healthcare: Empowering Therapeutic Communities Through Technology Enhanced Narratives. *Journal of Consumer Research*, 41 (2), 237-260, doi: 10.1086/676311.

Upadhyaya, S., Vann, R. J., Camacho, S., Baker, C. N., Leary, R. B., John D. Mittelstaedt; Jose Antonio Rosa (2014). Subsistence Consumer Merchant Marketplace Deviance in Marketing Systems: Antecedents, Implications, And Recommendations, *Journal of Macromarketing*, 34 (2), 145-159, doi: 10.1177/0276146713504107.

Presentations of Refereed Papers

International

Stornelli, J., Pereira, B., & Vann, R. J. (2018-2019). *Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit*. Marketing & Public Policy Conference, Washington, District of Columbia.

Vann, R. J. & Rosa, J. A. (2017-2018). *Dual Pathways to Consumer Solutions: Mood, Creativity, and Sustainable Consumption*. Summer AMA Conference, San Francisco, California.

Vann, R. J. & Rosa, J. A. (2017-2018). *Action Crisis in Health Goals: Effects on Cognitive Patterns and Goal Commitment*. Summer AMA Conference, San Francisco, California.

Montford, W., Vann, R. J., Singh, A. U., & Leary, R. B. (2016-2017). *Consumer Stewardship: The Construct, Potential Applications, and Proposed Measurement*. Marketing and Public Policy, Washington, District of Columbia.

Vann, R. J. & Rosa, J. A. (2016-2017). *When Consumers Struggle: Action Crisis, Commitment to and Disadoption of Problematic Goal Pursuits*. Special Session, Winter AMA Conference, Orlando, Florida.

Vann, R. J., Rosa, J. A., & Krueger, K. P. (2016-2017). *Evaluating the Motivation Potential Scale: Medication Adherence for Diabetic and Hypertension Patients*. Marketing And Public Policy Conference, Washington, District of Columbia.

Leary, R. B., Vann, R. J., & Mittelstaedt, J. (2015-2016). *Leading the Way: Motivating Ethical Actions Through Perceived Marketplace Influence*. Marketing And Public Policy Conference, San Luis Obispo, California.

Vann, R. J. & Krueger, K. P. (2015-2016). *The Motivation Potential Scale: Integrating Goal Theory into Medication Adherence Prediction*. Marketing And Public Policy Conference, San Luis Obispo, California.

Leary, R. B. & Vann, R. J. (2014-2015). *Perceived Marketplace Influence and Sustainable Consumption: Does What We Do Matter?* AMS Annual Conference, Denver, Colorado.

National

Vann, R. J., Tanner, E. C., & Kizilova, E. (2020-2021). *Perceived Access, Fear, and Preventative Behavior: Keys to Encouraging Positive Outcomes during the COVID-19 Health Crisis*. Society for Marketing Advances Conference, Virtual, Virtual.

Kizilova, E., Tanner, E., & Vann, R. J. (2018-2019). *Developing a Scale to Measure Patient Health Care Access*. Society for Marketing Advances Conference, West Palm Beach, Florida.

Vann, R. J. & Krueger, K. P. (2014-2015). *Refocusing on Prediction and Parsimony: Conceptual Foundations for a Simplified Approach to Measuring Medication Adherence Motivation*. Association for Marketing and Health Care Research Conference, Steamboat Springs, Colorado.

Regional

McCrea, S. M. & Vann, R. J. (2014-2015). *Evaluative Mindset: Cognitive Consequences of Task Completion*. Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.

Papers Under Review

Vann, R. J., Tanner, E. C., & Kizilova, E. (2021). "Perceived Access, Fear, and Preventative Behavior: Keys to Encouraging Positive Outcomes during the COVID-19 Health Crisis," 1st revise and resubmit to *Journal of Consumer Affairs*.

Working Papers

McCrea, S. M. & Vann, R. J. (2021). "Postactional Goal Pursuit: Effects on Judgment and Evaluation," targeted for Psychology & Marketing.

Vann, R. J. & Woodell, S. (2021). "Sustainable Consumption Goals and Automaticity," targeted for Psychology & Marketing.

Vann, R. J., Rosa, J. A., & Krueger, K. P. (2021). "The Motivation Potential Scale: Integrating Goal Theory into Medication Adherence," targeted for Social Science & Medicine.

Conference Presentations

Vann, R. J., Tanner, E. C., & Kizilova, E. (2020-2021). *Perceived Access, Fear, and Preventative Behavior: Keys to Encouraging Positive Outcomes during the COVID-19 Health Crisis*. Society for Marketing Advances Conference, Virtual, Virtual.

Stornelli, J., Pereira, B., & Vann, R. J. (2018-2019). *Big Picture, Bad Outcomes: When Visual Perspectives Harm Health Goal Pursuit*. Marketing & Public Policy Conference, Washington, District of Columbia.

Kizilova, E., Tanner, E., & Vann, R. J. (2018-2019). *Developing a Scale to Measure Patient Health Care Access*. Society for Marketing Advances Conference, West Palm Beach, Florida.

Vann, R. J. & Rosa, J. A. (2017-2018). *Dual Pathways to Consumer Solutions: Mood, Creativity, and Sustainable Consumption*. Summer AMA Conference, San Francisco, California.

Vann, R. J. & Rosa, J. A. (2017-2018). *Action Crisis in Health Goals: Effects on Cognitive Patterns and Goal Commitment*. Summer AMA Conference, San Francisco, California.

Montford, W., Vann, R. J., Singh, A. U., & Leary, R. B. (2016-2017). *Consumer Stewardship: The Construct, Potential Applications, and Proposed Measurement*. Marketing and Public Policy, Washington, District of Columbia.

Vann, R. J. & Rosa, J. A. (2016-2017). *When Consumers Struggle: Action Crisis, Commitment to and Disadoption of Problematic Goal Pursuits*. Special Session, Winter AMA Conference, Orlando, Florida.

Vann, R. J., Rosa, J. A., & Krueger, K. P. (2016-2017). *Evaluating the Motivation Potential Scale: Medication Adherence for Diabetic and Hypertension Patients*. Marketing And Public Policy Conference, Washington, District of Columbia.

Leary, R. B., Vann, R. J., & Mittelstaedt, J. (2015-2016). *Leading the Way: Motivating Ethical Actions Through Perceived Marketplace Influence*. Marketing And Public Policy Conference, San Luis Obispo, California.

Vann, R. J. & Krueger, K. P. (2015-2016). *The Motivation Potential Scale: Integrating Goal Theory into Medication Adherence Prediction*. Marketing And Public Policy Conference, San Luis Obispo, California.

Leary, R. B. & Vann, R. J. (2014-2015). *Perceived Marketplace Influence and Sustainable Consumption: Does What We Do*

Matter? AMS Annual Conference, Denver, Colorado.

Vann, R. J. & Krueger, K. P. (2014-2015). *Refocusing on Prediction and Parsimony: Conceptual Foundations for a Simplified Approach to Measuring Medication Adherence Motivation*. Association for Marketing and Health Care Research Conference, Steamboat Springs, Colorado.

McCrea, S. M. & Vann, R. J. (2014-2015). *Evaluative Mindset: Cognitive Consequences of Task Completion*. Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.

Professional Development

DS: Research-Related Conference/Seminar

2020-2021: Health Services Research Roundtable. Participated in Spring 2021 HSRR event titled "Coronavirus in Eastern Washington: Lessons Learned, Looking Forward"

Other Professional Development

2020-2021: Center for Teaching and Advising - Gonzaga University. Attended CTA co-sponsored training titled "Cura Personalis: Caring for Me is Knowing My Name"

2020-2021: Virtual Learning Assessment Day. Attended virtual LEaD Day event to promote ideas for promoting student engagement and creating a classroom culture that supports diversity, equity, and inclusion

2020-2021: Gonzaga University SBA Faculty Development Brown Bag Presentations. Attended Spring 2021 Gonzaga SBA Brownbag "A Conversation with Joan Iva Fawcett, Assistant Dean, Diversity, Inclusion, Community, & Equity (DICE)" to learn more about potential for integrating DEI into business school instruction and activities

2020-2021: Career Kindler Certification. Finished four-part training sequence for Gonzaga University's Career Kindler training program offered by Career Services and Professional Development Center

Professional Seminars / Workshops

2020-2021: Center for Teaching and Advising - Gonzaga University. Attended OSRP Overview training

2020-2021: Diversity.Edu Training. Completed DEI training offered by Diversity.Edu

2020-2021: American Marketing Association Training. Virtual half-day workshop on "Digital Marketing Strategy"

Technology-Related Training

2020-2021: Google Shopping Ads Certification. Passed certification exam for Google Shopping Ads in preparation for adding shopping ads to Digital Marketing student learning experience

Service

Service to the Institution

Unassigned

College Assignments

Member:

2020-2021: SBA Graduate Committee

University Assignments

Committee Chair:

2021-2022: Marketing Faculty Search Committee

Service to the Profession

Reviewer - Article / Manuscript

2020-2021: Journal of Public Policy and Marketing (International). Reviewer one article manuscript for special issue on "Pharmaceuticals, Marketing, and Society"

Other Professional Service Activities

2020-2021: Editorial Review Board Member (Scholarly Journal) (International). Member of Editorial Review Board for Psychology & Marketing Academic Journal (article reviews X 1) for academic year

Service to the Community

Other Community Service Activities

2020-2021: Mujeres in Action, Consulted with Mujeres in Action (non-profit serving local LatinX survivors of domestic abuse) about different options for digital marketing in a pandemic context

Speech / Presentation at a Community Meeting

2020-2021: Vanessa Behan Crisis Nursery, Presented and consulted with Vanessa Behan Crisis Nursery Marketing Committee on digital marketing options during a pandemic and recruiting resources to implement digital marketing tactics

Mariella C. Zavala, Ph.D.
Assistant Professor
Marketing
School of Business Administration
zavala@gonzaga.edu

Academic Background

Ph.D. University of California, Irvine.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: Principles of Marketing (Bachelors), Social Media Marketing (Bachelors)

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1			1

Refereed Articles

Basic or Discovery Scholarship

Murray, J. B., Brokalaki, Z., Bhogal-Nair, A., Cermin, A., & Zavala, M. C. (2018). Toward a Processual Theory of Transformation. *Journal of Business Research*.

Service

Service to the Institution

Unassigned

Department Assignments

Member:

2020-2021: Belonging, Equity, & Inclusion