

RENÉE GRAVOIS

Department of Management, Marketing, and Information Systems
College of Business Administration
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EDUCATION

Ph.D., Marketing, Virginia Polytechnic Institute and State University, Blacksburg, Virginia, 1996.
Minor field-Sociology. *Dissertation*: Uneasy Tensions in Health Care Delivery in a Rural Appalachian Coal Mining Community: Envisioning Alternative Solutions.
M.B.A., Management Concentration, University of Houston, Houston, Texas, 1991.
B.A., Marketing and Management, Southeastern Louisiana University, Hammond, Louisiana, 1988.

EXPERIENCE

Sam Houston State University, Huntsville, Texas, August 2007 to present.

Associate Professor of Marketing, Department of Management, Marketing, and Information Systems, College of Business Administration (AACSB accredited). Tenure awarded August 2010.

Courses Taught:

Consumer Behavior (Undergraduate)

Marketing Communications and Advertising Courses

Marketing Communications and Promotional Strategy (Undergraduate and Graduate)

Advanced Marketing Communications and Promotional Strategy (Undergraduate)

Advertising and Promotion Field Study — New York City (Undergraduate and Graduate)

Problems in Marketing (Focus: Advertising Campaigns — Preparing Students for National Student Advertising Competition)

Principles of Marketing (Undergraduate)

Marketing Management (Graduate)

Personal Selling and Sales Management (Undergraduate)

Interdisciplinary Team-Taught Honors Seminar (Undergraduate) – Food Politics/Blue Bell Case Study

Quinnipiac University, Hamden, Connecticut, August 1996 to July 2007.

Department of Marketing and Advertising, School of Business (AACSB accredited).

Professor, August 2004 to July 2007

Associate Professor, August 2000 to July 2004 — Tenure awarded August 2003

Assistant Professor, August 1996 to July 2000

Director of Academic Integrity, June 2004 to July 2007. My primary responsibilities included:

- developing and organizing programs to promote academic integrity on campus and
- overseeing the academic judicial process.

This position was a part-time administrative one that I held in addition to my faculty appointment.

Courses Taught:

Integrated Marketing Communications • Managing Marketing Communications (Graduate)

Advertising • Advertising and Marketing Competition • Advertising Account Management • Advertising Copy and Layout

Professional Selling and Sales Management • Selling and Sales Management (Graduate)

Marketing Principles • Marketing Management (Graduate) • Retail Management

Other Teaching Activities and Advising Responsibilities at Quinnipiac University:

Program Developer and Facilitator, *OnQ: The Advertising Crash Course*, co-sponsored by Quinnipiac University and Mascola Advertising Agency, May 17-22, 2004. A six-day, boot-camp-style workshop to provide students with a hands-on advertising experience, working for a real client.

Faculty Supervisor for numerous Independent Studies and Student Internships

Academic Advisor for 30-50 Marketing and Advertising majors each semester

Academic Advisor for 60 Business Undeclared students (Spring 1997 to Spring 1999)

Other Academic Experience

Instructor, Department of Marketing, *Virginia Polytechnic Institute and State University*, Blacksburg, Virginia, Summer 1993, Summer 1994, and 1995-1996 academic year.

Courses taught: Sales Force Management • Marketing Communications.

Graduate Research Assistant, Department of Marketing, *Virginia Polytechnic Institute and State University*, Blacksburg, Virginia, 1992 to 1995.

Industry Experience

Shell Oil Company, Houston, Texas, and Shell Western Exploration and Production, Inc., Houston, Texas — Administrative Services Division, 1988-1992. Job positions included Analyst-Corporate Travel, Analyst-Corporate Real Estate, and Services Analyst-Environmental/Regulatory. Selected responsibilities included:

- Managing accumulation, transportation, and disposal of hazardous waste,
- Analyzing proposed company real estate transactions, and
- Presenting corporate travel seminars to employees, serving as liaison to corporate travel agency, and negotiating reduced corporate travel rates.

TEACHING INTERESTS

Consumer Behavior • Integrated Marketing Communications • Advertising •
Professional Selling • Principles of Marketing

RESEARCH INTERESTS

Substantive: My primary research interests are in the areas of *social marketing and public policy, health care services, marketing education, student writing, academic integrity, and qualitative research methods*.

Theoretical: My theoretical interests include the contributions of *critical, feminist, and sociological theories* to marketing and consumer research.

RESEARCH

Refereed Journal Articles

Capps III, Charles J., Christopher M. Cassidy, Renée Gravois, and Janis A. Warner (forthcoming), "Expanding the Competitive Profile Matrix to the Organization's Functional Levels," *Southern Journal of Business and Ethics*.

Cassidy, Christopher M., Renée Gravois, and Stanislaus Simon Solomon (forthcoming), "Outsourcing to China: The Benefits and Consequences of Foxconn's Strategy," *Southeast Case Research Journal*.

- Gravois, Renée, Tará Burnthorne Lopez, and Michael C. Budden (2017), "The Consumer Behavior Challenge: Designing an Assignment to Motivate Student Reflection and Self-Growth," *Marketing Education Review*, 27, 2 (Summer), 72-79.
- O'Neill, Kathryn S. and Renée Gravois (2017), "Using a Focus on Revision to Improve Students' Writing Skills," *Journal of Instructional Pedagogies*, 19 (October).
- Nardone, Carroll Ferguson and Renée Gravois Lee (2011), "Critical Inquiry Across the Disciplines: Strategies for Student-Generated Problem Posing," *College Teaching*, 59, 1 (Winter), 13-22.
- Sigmar, Lucia S. and Renée Gravois Lee (2011), "The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products," *Journal of the International Academy for Case Studies*, 17, 3 (April), 9-22.
- Sigmar, Lucia S. and Renée Gravois Lee (2011), "The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products — Instructors' Notes," *Journal of the International Academy for Case Studies — Instructors' Notes*, 17, 4 (May), 13-21.
- Hudd, Suzanne S., Caroline Apgar, Eric Franklyn Bronson, and Renée Gravois Lee (2009), "Creating a Campus Culture of Integrity: Comparing the Perspectives of Full- and Part-time Faculty," *The Journal of Higher Education*, 80, 2 (March/April), 146-177.
- Fitzgerald, Christine G., Ronald Rozett, Renée Gravois Lee, Meghan O'Connell, and Robert Dubrow (2007), "Smoking Habits of Students Entering College," *Respiratory Care Education Annual*, 16 (Fall), 13-19.
- Lopez, Tará Burnthorne and Renée Gravois Lee (2005), "Five Principles for Workable Client-Based Projects: Lessons from the Trenches," *Journal of Marketing Education*, 27, 2 (August), 172-188.
- Lee, Renée Gravois, Valerie A. Taylor, and Ryan McGetrick (2004), "Toward Reducing Youth Exposure to Tobacco Messages: Examining the Breadth of Brand and Nonbrand Communications," *Journal of Health Communication*, 9, 5 (September-October), 461-479.
- Keith, Janet E., Dong-Jin Lee, and Renée Gravois Lee (2004), "The Effect of Relational Exchange Between the Service Provider and the Customer on the Customer's Perception of Value," *Journal of Relationship Marketing*, 3, 1, 3-33.
- Lee, Renée Gravois, Mohammad Elahee, and Claudia Rosa Acevedo (2004), "Cultural Identity of the First Generation Americans: A Qualitative Study," *Revista de Administração e Inovação*, 1, 2, 67-83.
- Lee, Renée Gravois and Theresa Garvin (2003), "Moving from Information Transfer to Information Exchange in Health and Health Care," *Social Science & Medicine*, 56, 3 (February), 449-464.
- *Finalist for 2003 and 2004 "Diana Forsythe Award," sponsored by American Medical Informatics Association. See award description under "Teaching and Research Honors."**
- Garvin, Theresa and Renée Gravois Lee (2003), "Reflections on the Policy-Relevant Turn in Research," *Social Justice*, 30, 4, 40-53.
- Lee, Renée Gravois, Julie L. Ozanne, and Ronald Paul Hill (1999), "Improving Service Encounters Through Resource Sensitivity: The Case of Health Care Delivery in an Appalachian Community," *Journal of Public Policy and Marketing*, 18, 2 (Fall), 230-248.
- *Nominated for the "Kinnear Best Article Award" in *Journal of Public Policy and Marketing* for 1998-2000.**

Bristor, Julia M., Renée Gravois Lee, and Michelle R. Hunt (1995), "Race and Ideology: African American Images in Television Advertising," *Journal of Public Policy and Marketing*, 14 (Spring), 48-59.

Refereed Conference Presentations

Gravois, Renée and Irfan Ahmed (2017), "Cottage Cupcakes: A Small Home-based Business Faces Growth Decisions," *Society for Case Research Summer Case Writer's Workshop*, Kansas City, Missouri, July 21.

Capps III, Charles J., Christopher M. Cassidy, Renée Gravois, and Janis A. Warner (2017), "Focusing the Competitive Profile Matrix on the Organization's Functional Levels," *General Business Conference*, Huntsville, Texas, April 7.

Stallworth, Cassidy Jensen and Renée Gravois (2017), "The Meaning Behind the Ink: The Motivations Behind Tribute Tattoos," *Association of Collegiate Marketing Educators Conference*, Little Rock, Arkansas, March 9.

Cassidy, Christopher M., Renée Gravois, and Stanislaus Solomon (2017), "Outsourcing to China: The Benefits and Consequences of Foxconn's Strategy," *Southeast Case Research Association Conference*, Myrtle Beach, South Carolina, February 24.

Gravois, Renée and Kathryn S. O'Neill (2016), "Strategies to Motivate Student Revision," *Association of Collegiate Marketing Educators Conference*, Oklahoma City, Oklahoma, March 10.

Joonas, Kishwar and Renée Gravois (2016), "Strategies for Student Engagement in the Consumer Behavior Course," *Association of Collegiate Marketing Educators Conference*, Oklahoma City, Oklahoma, March 10.

O'Neill, Kathryn S. and Renée Gravois (2016), "Using a Focus on Revision to Improve Students' Writing Skills," *Allied Business Academies Conference*, Las Vegas, Nevada, October 26.

Gravois, Renée and Pamela L. Mickelson (2015), "Career-Boosting Classroom Activities," *Association of Collegiate Marketing Educators Conference*, Houston, Texas, March 12.

Fountain, Patrick D. and Renée Gravois (2015), "Career Exploration Trips as Realistic Career Previews," *Association of Collegiate Marketing Educators Conference*, Houston, Texas, March 12.

Gravois, Renée, Tará Lopez, and Teri Root (2014), "Developing Students' Client Interaction Skills," *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 6.

DeLong, Debbie, Theresa Billiot, Eve Geroulis, Renée Gravois, and Jeff Tanner (2014), "Using Experiential Learning in Marketing Education," *Marketing Management Association Fall Educators' Conference*, San Antonio, Texas, September 17.

Lee, Renée Gravois, William Spear, and Julie Haworth (2014), "Preparing Students for Client/Consultant Relationships," *Association of Collegiate Marketing Educators Conference*, Dallas, Texas, March 13.

Mickelson, Pamela L. and Renée Gravois Lee (2014), "Advancing Student Learning Beyond Summarizing: Creating Secondary Research Assignments to Foster Evaluation and Synthesis Skills," *Association of Collegiate Marketing Educators Conference*, Dallas, Texas, March 13.

- Lee, Renée Gravois, Tará Burnthorne Lopez, Michael Budden, Henry Greene, and Eyad Youssef (2013), "Innovations in Teaching Consumer Behavior," *Marketing Management Association Fall Educators' Conference*, New Orleans, Louisiana, September 19.
- Lee, Renée Gravois, William Spear, Nacef Mouri, and Vaidotas Lukosius (2013), "Moving Students to Take Responsibility for Their Learning," *Association of Collegiate Marketing Educators Conference*, Albuquerque, New Mexico, March 15.
- Lee, Renée Gravois and Sanjay S. Mehta (2013), "Academy Dishonesty among Business Students: Exploring Students' Definitions of Cheating," *Association of Collegiate Marketing Educators Conference*, Albuquerque, New Mexico, March 14.
- Engle, Robert L. and Renée Gravois Lee (2012), "Critical Thinking, Problem Solving, and Writing in the Disciplines: Case Studies from the Business School," *International Writing and Critical Thinking Conference*, Hamden, Connecticut, November 17.
- Lee, Renée Gravois and Carroll Ferguson Nardone (2012), "'Thinking' Assignments to Motivate 'Thinking' Students," *Association of Collegiate Marketing Educators Conference*, New Orleans, Louisiana, March 1.
- Lieberman, Dena, Peter Knight, Renée Gravois Lee, and Colin Taylor (2011), "Bridging Academic Outcomes and Industry Expectations," *Marketing Management Association Fall Educators' Conference*, St. Louis, Missouri, September 21.
- Nardone, Carroll Ferguson and Renée Gravois Lee (2011), "Decoding the 'Tower of Babble': Finding New Frameworks Across the Disciplines," *Council of Writing Program Administrators Conference*, Baton Rouge, Louisiana, July 16.
- Sigmar, Lucia S., Geraldine E. Hynes, and Renée Gravois Lee (2011), "Enhancing Multi-Disciplinary Assessment of Business Communication Competencies," *General Business Conference*, Huntsville, Texas, April 16.
- Ruddell, Larry, Renée Gravois Lee, Michael D. Glissmeyer, and Julie Haworth (2011), "Teaching Business Ethics: Values, Integrity, and Action," *Association of Collegiate Marketing Educators Conference*, Houston, Texas, March 10.
- Lee, Renée Gravois (2010), "Building a Critical Thinking Path toward Stronger Data Analysis and Writing," *International Writing and Critical Thinking Conference*, Hamden, Connecticut, November 20.
- Deborah DeLong, Renée Gravois Lee, Maggie McDermott, and Patricia Todd (2010), "Toward Deeper Understandings of Sustainability: Appealing to Multiple Perspectives in Teaching and Research Practice," *Marketing Management Association Fall Educators' Conference*, Indianapolis, Indiana, October 1.
- Lee, Renée Gravois and Michael W. Pass (2010), "From Transactional to Consultative: A Framework for Structuring Client-Based Projects," *Association of Collegiate Marketing Educators Conference*, Dallas, Texas, March 4.
- Lee, Renée Gravois and Lucia S. Sigmar (2009), "Grappling with Academic Integrity: Hands-on Classroom Activities," *International Conference on Academic Integrity*, St. Louis, Missouri, October 17.
- Sigmar, Lucia S. and Renée Gravois Lee (2009), "The Not-So-Subtle Art of Persuasion: The Case of Atlantis Spa Products," *Allied Academies International Conference*, Las Vegas, Nevada, October 16. (Published in the Conference Proceedings, pages 45-54).

- Lee, Renée Gravois and Tim Chandler (2009), "Expanding and Deepening Students' Connections with Industry Practitioners," *Marketing Management Association Fall Educators' Conference*, St. Louis, Missouri, September 24.
- Lee, Renée Gravois (2009), "Facilitating Client-Based Projects: Strategies to Engage Students More Deeply," *International Conference on College Teaching and Learning*, Jacksonville, Florida, April 15.
- Lee, Renée Gravois (2009), "Enhancing Student-Client Interactions in Service-Learning Projects," *Association for Experiential Education Mid-South Regional Conference*, St. Martinville, Louisiana, February 27.
- Lee, Renée Gravois and Carroll Ferguson Nardone (2008), "Encouraging Critical Inquiry: Writing-to-Learn Strategies for Student-generated Problem Posing," *International Writing and Critical Thinking Conference*, Hamden, Connecticut, November 22.
- Lee, Renée Gravois and Tará Burnthorne Lopez (2008), "Tech Etiquette in the Workplace and Beyond," *Association of Marketing Theory and Practice Annual Conference*, Savannah, Georgia, March 27.
- Lee, Renée Gravois, Mohammad Elahee, and Claudia Rosa Acevedo (2006), "Mass Media and Cultural Identity: A Qualitative Study of First Generation Americans," Proceedings of the Annual Meeting of the *Northeast Decision Sciences Institute*, San Juan, Puerto Rico, April 1.
- Lee, Renée Gravois and Lisa M. Burns (2005), "Helping Faculty Promote Academic Integrity: 20 Easy Ways to Prompt Classroom Discussions about Plagiarism," *International Conference of the Center for Academic Integrity*, Blacksburg, Virginia, October 21.
- Lee, Renée Gravois, Catherine Meriano, and Anthony Brisson (2004), "Building Academic Integrity Partnerships on Campus and with Your Community," *International Conference of the Center for Academic Integrity*, Manhattan, Kansas, October 10.
- Dobscha, Susan and Renée Gravois Lee (2004), "Illuminating the Invisible: Raising Voices in Appalachia," *Humanistic Consumer Research Conference*, Mount Hood, Oregon, October 7.
- Lopez, Tará Burnthorne and Renée Gravois Lee (2004), "Simple Strategies for Effective Client-Based Projects," *American Marketing Association Summer Marketing Educators' Conference*, Boston, Massachusetts, August 7.
- Lee, Renée Gravois and Katie Tuttle (2004), "Designing Varying Scopes for Client-Based Projects," *American Marketing Association Summer Marketing Educators' Conference*, Boston, Massachusetts, August 7.
- Lee, Renée Gravois (2003), "Improving Student Writing," *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 6.
- ** Finalist in *Innovations in Teaching Competition* sponsored by Society for Marketing Advances. See award description under "Teaching and Research Honors."**
- Lee, Renée Gravois, Bruce A. White, Cynthia Gallatin, and Ronald Rozett (2003), "Integrating Service Learning, Technology Education, and Cross-Departmental Collaboration," *International Society for Exploring Teaching and Learning Conference*, Fort Collins, Colorado, October 16.
- Lee, Renée Gravois (2003), "Examining Cultural Messages of Menopause and Midlife," *Macromarketing Conference*, Mashantucket, Connecticut, August 14.
- Lee, Renée Gravois, Leila Fecho, and Valerie A. Taylor (2002), "Building Students' Competitive Advantage in a Tough Job Market: Concrete Ways to Prepare Students for Professional

- Networking,” *International Society for Exploring Teaching Alternatives Conference*, Pittsburgh, Pennsylvania, October 25.
- Brumbaugh, Anne M. and Renée Gravois Lee (2002), “Gender and Technology-Based Games,” *Association for Consumer Research Conference*, Atlanta, Georgia, October 18.
- Lee, Renée Gravois, Ryan McGetrick, and Valerie A. Taylor (2002), “An Examination of Tobacco Marketing Practices and State Use of Funds After the Master Settlement Agreement,” *American Marketing Association Winter Educators’ Conference*, Austin, Texas, February 23.
- McGetrick, Ryan and Renée Gravois Lee (2000), “The Marketing of Alcohol and Tobacco Products to Children: A Review of the Evidence,” *Society for Marketing Advances Conference*, Orlando, Florida, November 10.
- Lee, Renée Gravois (1998), “Building on the Strengths of Community as a Strategy for Improving Health Care Delivery,” *Society for Applied Sociology Annual Meeting*, Denver, Colorado, October 24.
- Lee, Renée Gravois, Ronald Paul Hill, and Julie L. Ozanne (1998), “Consumer Vulnerability from a Framework of Consumer Resources Perspective: The Case of Health Care Delivery in Appalachia,” *Marketing and Public Policy Conference*, Arlington, Virginia, June 5.
- Lee, Renée Gravois and Julie L. Ozanne (1996), “Two Cultures Colliding: A Critical Analysis of Health Care Delivery in a Rural Appalachian Coal Mining Community,” *Marketing and Public Policy Conference*, Washington, DC, May 18.
- Lee, Renée G. and Jeff B. Murray (1995), “A Framework for Critiquing the Dysfunctions of Advertising: The Base-Superstructure Metaphor,” *Advances in Consumer Research*, Volume XXII, Mita Sujan and Frank Kardes (eds.), Provo, UT: Association for Consumer Research, full paper published in conference proceedings, 139-143.
- Virginia Tech Rural Women’s Health Research Team (1995), “Empowering Appalachian Women: Using Performance Techniques to Effect Change in Health Care,” *Appalachian Studies Conference*, Morgantown, West Virginia, March 18.
- Virginia Tech Rural Women’s Health Research Team (1994), “The Politics of Culture, Coalition Building, and Women’s Health,” *Appalachian Studies Conference*, Blacksburg, Virginia, March 12.

Invited Presentations

- Blackburne, Brian, Renée Gravois, Darren Williams, and Renée James (2016), “WACky Speed Learning: Writing Across the Curriculum,” *Annual Teaching and Learning Conference*, Sam Houston State University, August 18.
- Lee, Renée Gravois and Susan Saurage-Altenloh (2013), “Consumer Habits and Behavior Change: How Research Insights Fuel Strategic Planning,” *Bearkats Read to Succeed Author’s Forum*, Sam Houston State University, November 6.
- Mehta, Sanjay S., John J. Newbold, Michael W. Pass, and Renée Gravois Lee (2012), “Just Who Are These Students?,” *Annual Teaching and Learning Conference*, Sam Houston State University, August 23.
- Lee, Renée Gravois and Michael W. Pass (2010), “Academic Civic Engagement (ACE) in the Business Classroom,” *Annual Teaching and Learning Conference*, Sam Houston State University, August 19.
- Lee, Renée Gravois (2009), “Student Cheating: Stop, Cop, Mop, and PoPP,” *Annual Teaching and Learning Conference*, Sam Houston State University, August 20.

- Nardone, Carroll Ferguson, Diana Buccafurni, Renée Gravois Lee, Sheryl Murphy-Manley, Sujei Vega, and Nancy Votteler (2009), "Create the 'Write' Assignment: An Interactive Session," *Annual Teaching and Learning Conference*, Sam Houston State University, August 20.
- Lee, Renée Gravois, Catherine Meriano, and Lisa M. Burns (2007), "Proactive Strategies for Promoting Academic Integrity in Your Classes," Workshop for *Faculty Development Seminar*, School of Health Sciences, Quinnipiac University, January 17.
- Lee, Renée Gravois and Lisa M. Burns (2007), "Helping Faculty Promote Academic Integrity: 50 Ways (or More!) to Jumpstart Classroom Dialogues," Pre-conference Workshop, *International Conference of the Center for Academic Integrity*, Newport News, Virginia, October 18.
- Lee, Renée Gravois and Lisa M. Burns (2006), "50 Ways to Jumpstart Academic Integrity Discussions in Your Class," Pre-conference Workshop, *International Conference of the Center for Academic Integrity*, Boulder, Colorado, October 19.
- Lee, Renée Gravois (2006), "Insight and its Role in your Professional Life," Faculty Speaker for the *Graduate Student Honors Ceremony*, Quinnipiac University, May 14.
- Lee, Renée Gravois, Donald Buckley, Kathy Cooke, and Dawn Colomb-Lippa (2005), "Dealing with Cheating: Stories from the Trenches," presented for the *Excellence in Education Seminar Series*, Quinnipiac University, November 9.
- Lee, Renée Gravois and Mohammad Elahee (2005), "Engaging Students in Client-Based Projects," presented for the *Faculty Development Series*, School of Business, Quinnipiac University, October 10.
- Lee, Renée Gravois (2005), "Integrity in the Workplace," presented during *Business Ethics Week*, sponsored by Students in Free Enterprise, Quinnipiac University, March 22.
- Garvin, Theresa and Renée Gravois Lee (2004), "Moving from Information *Transfer* to Information *Exchange* in Health and Health Care," presented at the Spring *LeadingForum* of the Quality Healthcare Network, Ottawa, Canada, May 27.

SERVICE CONTRIBUTIONS — HIGHLIGHTS

Sam Houston State University

University-Level Service

Bearkats Read to Succeed Committee, University Common Reader Program, Spring 2008-present
 Writing Advisory Council, University Writing in the Disciplines Program, Fall 2008-present
 Steering Committee, Annual Teaching and Learning Conference, Fall 2012-present
 Workshop Presenter, Student Organizations and Student Leadership Conferences, periodic

College of Business Administration (COBA) Service

Goal Assessment Team Leader for Business Foundation, Fall 2013-Fall 2017
 Faculty Advisor, Alpha Kappa Psi Business Fraternity, Fall 2007-present
 Faculty Advisor, American Advertising Federation Student Chapter, Fall 2009-Spring 2014
 Faculty Advisor, American Marketing Association Student Chapter, Fall 2017-present

Department of Management, Marketing, and Information Systems Service

Faculty Advisor, SHSU National Student Advertising Competition Team, 2009-2014
 Faculty Advisor for SHSU students attending the annual Student Competition and Conference hosted by American Advertising Federation-Houston, 2007-present
 Teaching Effectiveness Task Force, May 2009-present
 Departmental Promotion and Tenure Advisory Committee, August 2010-present

Quinnipiac University

Academic Integrity Program

Director of Academic Integrity, June 2004-July 2007

Academic Integrity Board Member, 2003-2004

Vice Chair, Academic Integrity Committee, Fall 1999-Spring 2001

Co-Chair, Policy Development Committee, 1997-1998

Academic Integrity Committee (previously Academic Standing Committee), 1997-2002

Other University-Level Service: University Programs Committee, 2005-2007; Faculty Senator, 1999-2000; Judicial Board, 1998-2000; Athletic Advisory Board, 2003-2004; Quit Smoking Committee, 2001-2007; Periodic Workshop Presenter, Student Leadership Conferences and Student Organization Meetings

College, Departmental, and Student Organization Service

Curriculum Development, Marketing and Advertising degree programs, ongoing

Intellectual Contributions Committee for AACSB Accreditation, School of Business, 1996-1999

Advisor to American Marketing Association Student Chapter, Fall 1996 to Spring 2004

Advisor to American Advertising Federation Student Chapter and National Student

Advertising Competition Team, 1996-97, 2000-2001, and 2003-2007

Evaluation Committees (for promotion, tenure, and hiring decisions), including Departments of Marketing & Advertising, Management & Entrepreneurship, Information Systems Management, Interactive Digital Design, Performing and Visual Arts, and Public Relations, 1996-2007 for Department of Marketing & Advertising, 2003-2007 for other departments

Service to Discipline

Chair, Board of Directors, Association of Collegiate Marketing Educators, 2017-2018

President, Association of Collegiate Marketing Educators, 2016-2017

Program Chair, Association of Collegiate Marketing Educators, 2015-2016

Vice President for Membership, Association of Collegiate Marketing Educators, 2014-2015

Secretary, Association of Collegiate Marketing Educators, 2013-2014

Track Chair, Marketing Education, Association of Collegiate Marketing Educators Conference, 2010-2015

Editorial Review Board, *Marketing Education Review*, "Cases for Classroom Use" Section, 2011-2012

Ad Hoc Reviewer

Journals: *Journal of Marketing Education*, *Marketing Education Review*, *Journal of Macromarketing*

Conferences: Marketing and Public Policy, Association for Collegiate Marketing Educators,

Association for Consumer Research, World Social Marketing Congress

National Student Advertising Competition (NSAC), sponsored by the American Advertising Federation

Site Coordinator, 2001-2002 and 2004-2005, District One NSAC (Northeast Region)

Site Co-Coordinator, 2002-2003, District One NSAC

Coordinating Team Member, District One NSAC, 2002-2005

PROFESSIONAL DEVELOPMENT — HIGHLIGHTS

Annual Teaching and Learning Conference, SHSU, 2007-present

Teaching Effectiveness Task Force, SHSU Department of Management, Marketing, and Information Systems, 2009-present

Faculty Writing Circles, SHSU, 2016-present

Problem-Based Learning Workshop Series, SHSU, 2013-2014

AACSB Assessment Conference, March 2014

Critical Thinking Workshop Series, SHSU, Fall 2011

Writing in the Disciplines Workshop, SHSU, Summer 2008; Refresher Workshop, Summer 2010

Writing Across the Curriculum and in the Disciplines Workshop, Quinnipiac University, Summer 2004