

# Richard Hanna

Babson College

## AREAS OF EXPERTISE

Digital Marketing, Email Marketing, Promotional Strategy, Sales, Marketing Research and Analytics, Multivariate Analysis & Experimental Design

## TEACHING EXPERIENCE

Undergraduate  
Graduate  
Executive Education  
Professionals  
Online & Face-to-Face

## PERSONAL INFO

Work:  
Malloy Hall  
231 Forest Street  
Wellesley, MA 02457

Home:  
15 Common Street  
Belmont, MA 02478

Office: 781-239-5992  
Mobile: 617-283-7476  
email: rhanna@babson.edu  
email: rchanna70@gmail.com

Twitter: @profrhanna  
LinkedIn:  
<https://www.linkedin.com/in/profrhanna>

## Executive Summary:

- Digital Marketing & Analytics Professor
- Teaches undergraduate, graduate, online-MBA, executive education, as well as invited business presentations
- Over 70 publications and presentations with nearly 2000 citations including a book on Email Marketing.  
(h-index: 11, hg index: 12)

## ACADEMIC APPOINTMENTS

2014 to present	<b>Babson College</b> <i>Lecturer</i> Developed a new course in digital marketing. Taught undergrad, graduate, (face-to-face and online) and executive education primarily digital marketing but also marketing research, sales, and integrated marketing communications.
2008 to 2014	<b>D'Amore-McKim School of Business Northeastern University</b> <i>Assistant Professor</i> Taught undergrad and graduate, marketing research, digital marketing, and marketing principles. Secured a \$200,000 Grant from the Verizon Foundation.
2003 to 2008	<b>Carroll School of Management Boston College</b> <i>Assistant Professor</i> Taught undergrad and graduate marketing research, marketing strategy, and global marketing.

## EDUCATION

D.B.A.	<b>Questrom School of Business Boston University</b> (Marketing and Statistics) 2003
M.S.	<b>College of Communications Boston University</b> (Mass Communications) 1994
B.S.B.A.	<b>Questrom School of Business Boston University</b> (Marketing and Statistics) 1992

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## PEER REVIEWED JOURNALS AND MONOGRAPHS

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- Hanna, Richard C., Katherine Lemon, and Gerald Smith. (forthcoming) "Is transparency a good thing? How online price transparency and variability can benefit firms and influence consumer decision making." *Business Horizons*, expected in March/April 2019 issue.
- Ottley, Gary and Richard C. Hanna (2017), "Do consumers know enough to assess the true value of art? A study of beliefs and attitudes toward the NEA" *Journal of Public Affairs*, 18 (2): e1654.
- Bal, Anjali, Kelly Weidner, Richard C. Hanna, and Adam J. Mills (2017), "Crowdsourcing and Brand Control," *Business Horizons*, 60 (2): 219-228.
- Hanna, Richard C., Scott D. Swain, and Paul D. Berger (2016), "Optimizing Time-Limited Price Promotions." *Journal of Marketing Analytics*. 4(2): 77-92.
- Bailey, Jennifer and Richard C. Hanna (2015). "Quickfire! Entrepreneurial thought in action: increasing engagement and overcoming anxiety of complex problems," in *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing.
- Hanna, Richard C. and Charles Winrich (2015). "What's so wrong with student subjects? A brief guide to the ins and outs of using student subjects in research" in *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing.
- Hanna, Richard C., Victoria L. Crittenden, and William F. Crittenden (2013) "Social Learning Theory: A Multicultural Study of Influences on Ethical Behavior." *Journal of Marketing Education*, 35 (1): 18-25.
- Hanna, Richard C., Andrew Rohm, Victoria L. Crittenden (2011), "We're All Connected: The Power of the Social Media Ecosystem," *Business Horizons Special Issue: Web 2.0, Consumer Generated Content and Social Media*, 54(3): 265-273.
- Onyemah, Vincent, Scott D. Swain, and Richard C. Hanna (2010), "A Social Learning Perspective on Sales Technology Adoption and Sales Performance," *Journal of Personal Selling & Sales Management*, 30 (2): 131-142.
- Berger, Paul D., Richard C. Hanna, Scott D. Swain, Bruce D. Weinberg, (2010), "Configurators/Choiceboards: Uses, Benefits, and Analysis of Data," *Encyclopedia of E-Business Development and Management in the Global Economy*, Chapter 42.
- Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2009), "The Cheating Culture: A Global Societal Phenomenon," *Business Horizons*, 52 (4): 337-346.
- Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2009). "Business Students' Attitudes Toward Unethical Behavior: A Multi-Country Comparison," *Marketing Letters*, 20 (1): 1-14.
- Allen, Jennifer D., Anshu P. Mollajhee, Rachel C. Shelton, Megan K.D. Othus, Holly B. Fontenot, and Richard C. Hanna (2009). "Stage of Adoption of the Human Papillomavirus Vaccine among College Women." *Preventive Medicine*, 48 (5): 420-425.

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- Hanna, Richard C., Bruce D. Weinberg, Rajiv Dant, and Paul D. Berger (2005) "Anonymity and the Internet: The Impact of Online Surveys on Personal Self-Disclosure" *Journal of Database Marketing & Customer Strategy Management*, 12 (4): 342-356.
- Hanna, Richard C., Paul D. Berger, and Lisa J. Abendroth (2005), "Optimizing Time Limits in Retail Promotions: An Email Application," *Journal of the Operations Research Society* (JORS), 56 (1): 15-24.
- Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2004), "A Diagnostic Tool for Assessing the Relative Importance of Information in Impression Formation: Application in Order Effects," *Marketing Letters*, 15(2-3): 113-128.
- Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2003), "A Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design," *Journal of Interactive Marketing*, 17 (4): Autumn, 2003, p.24-37.
- Berger, Paul D., Bruce D. Weinberg, and Richard C. Hanna (2003), "Customer Lifetime Value Determination and Strategic Implications for a Cruise-ship Company," *Journal of Database Marketing & Customer Strategy Management*, 11(1): 40-52.
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## BOOKS

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- Hanna, Richard C., Scott D. Swain, and Jason Smith (2015), *Email Marketing in a Digital World: The Basics & Beyond*, Business Expert Press: New York, NY, ISBN: 978-1-6064999-2-4
- Duparq, Patrick, Richard C. Hanna, and Paul D. Berger (2010), *Internet Marketing: Reaching Customers Anytime, Anyplace, Any Platform*, Marsh Publications: Lombard, Illinois, ISBN: 978-0-9713130-3-3
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## TRADE/PROFESSIONAL PUBLICATIONS

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- Hanna, Richard C., Cathleen M. Collins, Paul. D. Berger, and Bruce. D. Weinberg (2008), "Optimal Quota/Bonus Plans with Explicit Consideration of the Trade-Off between Salesperson Effort and Leisure Time," *Advances in Management*, 1(1), p. 26-35.
- Berger, Paul D., Richard C. Hanna, Scott D. Swain, and Bruce D. Weinberg (2007), "The Great Potential Benefits of Vertical Cooperative Advertising," *Advertising Express*, 2 (February), 7-11.
- Berger, Paul D., Richard C. Hanna, and Scott D. Swain (2007), "Collaborative Filtering," in *Media and Advertising Management - New Trends*, Sabyasachi Chatterjeem, ed. Hyderabad: ICFAI University Press. ISBN: 81-314-0561-3
- Berger, Paul D., Richard C. Hanna, and Scott D. Swain (2006), "Collaborative Filtering: The Potential to Increase Advertising Efficiency," *Advertising Express*, 6 (May), 11-14.
- Hanna, Richard C. and Paul D. Berger (2005), "The Benefits of 'Continuous Story-Line' Advertising," *Advertising Express*, October.

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Swain, Scott D., Richard C. Hanna, and Lisa J. Abendroth (2004), "Buying Time: The Consumer Psychology of Time Limits," *Builders & Leaders*, Fall 2004.

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## RESEARCH IN PROGRESS

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Anjali Bal, Richard C. Hanna, Kelly Weidner, Julia Watson. "The Hero and the Lover: Exploring Archetypal and Gender Bias in the Movies," *Preparing for submission*

Richard C. Hanna and Martin Key. "Defining the scope of digital marketing: building a modern curriculum." *Preparing for submission*

Richard C. Hanna and Scott D. Swain, "Unintended Effects of Social Media Game Design on Consumer Choice." Current status: Third experiment in progress.

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## REFEREED CONFERENCE PRESENTATIONS, PUBLICATIONS, & ABSTRACTS

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Hanna, Richard C. (2018) "User-Generated Advertising—Consumer Generated Value for the Firm," *Proceedings of the 46<sup>th</sup> Academy of Marketing Science Conference*, eds. Monika Kukar-Kinney and Lan Xia, New Orleans, LA: Academy of Marketing Science. [special session presentation] May 23-25.

Swain, Scott D., Richard C. Hanna, and B. Andrew Cudmore (2018), "Managing Digital Promotions to Account for the Dual Effects of Time Limits on Customer Response," *24<sup>th</sup> International Conference on Industry, Engineering, and Management Systems*, Cocoa Beach, FL: Association for Industry, Engineering, and Management Systems. [presentation] March 19-21.

Hanna, Richard C., Carmina Caravos, and Colin Campbell (2017). "It's only boring if you make it boring: strategies for teaching marketing research" *Proceedings of the American Marketing Association Summer Educator's Conference*, eds. Haws, Kelly L., Mark B. Houston, and Charles H. Noble, San Francisco, CA: American Marketing Association. [special session presentation]. August 4-6.

Swain, Scott D., Richard C. Hanna, and B. Andrew Cudmore (2017), "Using Clickstream Analysis to Examine In-store Technology Appropriation Among Wine Shoppers," *23<sup>rd</sup> International Conference on Industry, Engineering, and Management Systems*, Cocoa Beach, FL: Association for Industry, Engineering, and Management Systems. [presentation] March 20-22.

Mills, Adam J. and Richard C. Hanna (2017). "The Influence of Product Package Stories on Perceived Value" *Proceedings of the American Marketing Association Winter Educator's Conference*, eds. Chandy, Rajesh, Jeffrey Inman, and Christine Moorman, Orlando, FL: American Marketing Association. [presentation]. February 17-19.

Swain, Scott D. and Richard C. Hanna (2017), "Optimal Time Limits for Online Promotions: Balancing Customer Awareness and Urgency" *Proceedings of the American Marketing Association Winter Educator's Conference*, eds. Chandy, Rajesh, Jeffrey Inman, and Christine Moorman, Orlando, FL: American Marketing Association. [paper, presentation]. February 17-19.

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- Hibbard, Jonathan D., Scott D. Swain, and Richard C. Hanna (2016), "Impact of Cross-Functional Team Projects on Student Performance in Functional Courses," *Marketing Management Association*, eds. Lisa Lindgren and Brent Smith, Providence, RI: Marketing Management Association, 116-117. [paper, presentation] September 14-16.
- Rottier, Heidi, Richard C. Hanna, Jim Rogers, and Chris Snider (2016), "Integrating Social Media into the Marketing Curriculum," *Marketing Management Association*, eds. Lisa Lindgren and Brent Smith, Providence, RI: Marketing Management Association, 116-117. [panel presentation] September 14-16.
- Bal, Anjali, Julia Watson, Kelly Weidner, and Richard C. Hanna (2016), "The virgin, the lover and the queen: the value created by character archetypes," *Proceedings of the 41<sup>st</sup> Academy of Marketing Science Conference*, eds. Dipayan (Dip) Biswas and Claas Christian Germelmann, Orlando, FL: Academy of Marketing Science. [abstract, presentation] May 18-21.
- Hanna, Richard C., Gary Ottley, Scott D. Swain, and Daniel Qualls (2015), "There's an App for That! An Exploratory Study of How Consumers Search for Wine with the Assistance of Technology," *Bi-Annual Wine Marketing Conference: Innovations and Best Practices*, Vittoriale Degli Italiani, 2015. [presentation]
- Hanna, Richard C. (2015), "'Marketing Research Projects,' in Teaching & Learning Creatively: Pedagogical Innovations to Stimulate Intellectual Curiosity," *Proceedings of the American Marketing Association's Winter Educators' Conference*, eds. Tom Brown and Vanitha Swaminathan, San Antonio, TX: American Marketing Association. [special session presentation]
- Kirk, Colleen P., Scott D. Swain, and Richard C. Hanna (2014), "Owning the Intangible: The Roles of Motivational Orientation and Two-Way Communication on Psychological Ownership and Willingness to Pay in New Media," *Proceedings of the American Marketing Association's Winter Educators' Conference*, eds. Gary Hunter and Tom Steenburgh, Orlando, FL: American Marketing Association, C5-C6. [extended abstract, presentation]
- Kirk, Colleen, and Richard C. Hanna, (2014), "Consumer Emotional Responses to Interactive Native Advertising and Their Effect on Attitude and Consumption Duration," *Proceedings of the American Marketing Association's Winter Educators' Conference*, eds. Gary Hunter and Tom Steenburgh, Orlando, FL: American Marketing Association, C5-C6. [extended abstract, presentation]
- Hanna, Richard C. and Scott D. Swain (2013), "Social Media Game Design: Unintended Effects on Consumer Choice" *Proceedings of the Academy of Marketing Science Annual Conference*, eds. Leyland Pitt and Constantine Katsikeas, Monterrey, CA: Academy of Marketing Science, 286. [abstract, presentation]
- Hanna, Richard C., Gerald Smith, and Katherine Lemon (2012), "What's That Plane Ticket Worth? Responding to Dynamic Pricing Strategies" *Proceedings of the 41<sup>st</sup> Academy of Marketing Science Conference*, eds. Barry J. Babin and Adilson Borges, New Orleans, LA: Academy of Marketing Science, 286. [abstract, presentation]
- Hanna, Richard C., Scott D. Swain, and Jonathan D. Hibbard (2011), "Consumer Responses to Promotional Games in Social Media," *Academy of Marketing Science World Marketing Congress*,

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- eds. Barry J. Babin and Adilson Borges, Reims, France: Academy of Marketing Science, 814. [abstract, presentation]
- Rohm, Andrew, Richard C. Hanna, and Victoria Crittenden (2011), "Connecting Facebook to Your Marketing Strategy: Best & Worst Practices" *Academy of Marketing Science World Marketing Congress*, eds. Barry J. Babin and Adilson Borges, Reims, France: Academy of Marketing Science, 814. [abstract, presentation]
- Crittenden, Victoria L., Richard C. Hanna, Robert A. Peterson, and William F. Crittenden (2010), "The Next Generation of Business Leaders: Influences on Unethical Standards across Multiple Cultures," in *Proceedings of the 2010 Winter AMA Educators' Conference*, New Orleans, LA: American Marketing Association. Winner of Best Paper in Track for Marketing Education. [paper, presentation]
- Swain, Scott D., Jonathan D. Hibbard, Richard C. Hanna (2009), "Trademark Infringement: When is Similarity Confusing to Consumers?" in *Academy of Marketing Science World Marketing Congress*, eds. Victoria L. Crittenden, Linda Ferrell, and Göran Svensson: Academy of Marketing Science. [abstract, presentation]
- Hanna, Richard C. (2009), "Using Competitive Simulations in the MBA Classroom," *Proceedings of the Academy of Marketing Science Annual Conference*, eds. Michael R. Czinkota and Ilkka Ronkainen, Baltimore, MD: Academy of Marketing Science. [special session presentation] May 23-29
- Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2008), "The Cheating Culture: A Global Societal Phenomenon," *Proceedings AMS Cultural Perspectives Conference*, New Orleans, Louisiana. [presentation] August.
- Swain, Scott D., Jonathan D. Hibbard, Richard C. Hanna (2008), "Brand Name Similarity and Consumer Confusion," *Proceedings for the Society for Consumer Psychology*, eds. Maria L. Cronley and Dhananjay Nayakankuppam, Boston, MA, August 16, 2008. [abstract, presentation]
- Swain, Scott D., Jonathan D. Hibbard, Richard C. Hanna, and B. Andrew Cudmore (2008), "A Signal Detection Approach for Assessing Response Biases in Consumer Confusion," *14<sup>th</sup> International Conference on Industry, Engineering, and Management Systems*, Cocoa Beach, FL: California State University Press, Stanislaus. [presentation]
- Swain, Scott D. and Richard C. Hanna (2008), "Emulating Research Firms in the Classroom: Research Practicum Days," in special session titled "Creating Value in Marketing Courses," (Richard C. Hanna, chair) in *Proceedings of the Academy of Marketing Science Annual Conference*, eds. Steven P. Brown and Peter A. Dacin, Vancouver, British Columbia, Canada: Academy of Marketing Science, 341. [abstract, presentation]
- Hanna, Richard C. and Katherine Lemon (2007), "Consumers' Love/Hate Relationship with Yield Management Pricing," *Proceedings of the American Marketing Association's Winter Educators' Conference*, eds. A.L. Dixon, San Diego, CA: American Marketing Association. [special session presentation] February 16-19.
- Swain, Scott D., Richard C. Hanna, S. Adam Brasel (2006), "Lost in Translation: Consumers' Difficulty in Estimating Expiration Time with Redemption Caps," in *Advances in Consumer Research*, Vol.

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- 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research, 470-472. [extended abstract, poster presentation]
- Swain, Scott D., Richard C. Hanna, and Lisa J. Abendroth (2006), "How Time Restrictions Work: The Roles of Urgency, Anticipated Regret, and Deal Evaluations," in *Advances in Consumer Research*, Vol. 33, eds. Cornelia Pechmann and Linda Price, San Antonio, TX: Association for Consumer Research, 523-525. [extended abstract, presentation]
- Abendroth, Lisa J., Richard C. Hanna, and Scott D. Swain (2005), "Does the Past Matter? Emotional and Behavioral Responses to Missing Part of a Promotion," in *Proceedings of the Society for Consumer Psychology*, eds. Anne M. Brumbaugh and Geraldine R. Henderson, St. Pete Beach, FL: Society for Consumer Psychology, 30-31. [extended abstract, presentation]
- Hanna, Richard C., Scott D. Swain, and Lisa J. Abendroth (2004) "The Roles of Anticipated Regret and Urgency in Explaining How Discount Level and Time Restriction Affect Purchase Intentions," in *Proceedings of the American Marketing Association's Summer Educators' Conference*, ed. Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen, Boston, MA: American Marketing Association, 78-79. [extended abstract, presentation]
- Hanna, Richard C. (2003), "The Optimization of Time Limits and Discount Size in Promotions: An Email Application," in *Current Dissertation Topics in Marketing* at the 26th Annual Conference of the Academy of Marketing Science May 28-31<sup>st</sup>, 2003 Washington, DC. [abstract, presentation]
- Hanna, Richard C., Paul D. Berger, and Lisa J. Abendroth (2003), "Email Promotions: The Impact of Time Limits, Discount Size, and their Interaction on Response and Profit." *The 25th INFORMS: Marketing Science Conference* June 12-15th 2003 College Park, MD. [abstract, presentation]
- Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2003), "New Perspective on Order Effects." *The 25th INFORMS: Marketing Science Conference* June 12-15th 2003 College Park, MD. [abstract, presentation]
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## KEYNOTES & INVITED TALKS

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- "Curating the Customer Content Experience in B2B Marketing," keynote presentation for MSDynamic World/GuidePoint Media Conference, Providence, RI: May 9, 2018.
- "Trends in Social Media for 2018," invited presentation for New Balance North American Sales and Marketing Team Off-site Meetings, Boston, MA: February 6, 2018.
- "Using social media for small businesses," keynote presentation for the Maids of New England Quarterly Franchisee Meeting, Shelton, CT: March 9, 2017.
- "Creating social media content for small businesses," keynote presentation for the Maids of New England Quarterly Franchisee Meeting, Burlington, MA: March 2, 2017.
- "Demystifying Digital Marketing," keynote presentation for the Maids of New England Annual Franchisee Meeting, Burlington, MA: September 29, 2016.

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“Projects and Assignments for Digital Marketing,” invited presentation for Internet Marketing Boot Camp sponsored by Stukent, Inc. at the Summer AMA Educators Conference, in Chicago, IL, August 14, 2015.

“Getting started teaching a digital marketing course: Structure and project ideas,” invited presentation for Internet Marketing Boot Camp sponsored by Stukent, Inc. at the Winter AMA Educators Conference, in San Antonio, TX, February 12, 2015.

“My Journey with Qualtrics,” invited keynote at the Qualtrics Roundtable Event, in Boston, MA: October 26<sup>th</sup>, 2014.

“Promoting Technology Adoption Through Social Media,” presented to Verizon Foundation/Thinkfinity Educational Consortium, in Washington, DC, June 29<sup>th</sup>, 2011.

“Promoting Corporate Social Responsibility Through Technology Adoption,” presented to Verizon Corporate Relations and Verizon Foundation Management Team Basking Ridge, NJ via Telepresence on May 23<sup>rd</sup>, 2011.

“Corporate Social Responsibility and Technology Integration in Services,” at the Verizon Foundation Annual Consortium Meeting, in New York, NY, December 15<sup>th</sup>, 2010.

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## RECENT POPULAR PRESS QUOTES OR APPEARANCES

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### Press Quotes:

*Babson Thought & Action*, “Let’s Get Certified,” by Shannon Sweeney Curran, November 27, 2018 (Link: <http://entrepreneurship.babson.edu/lets-get-certified/>)

*Society of American Florists*, “The Marketing Opportunity Lurking in Your Email Signature,” by Katie Hendrick, May 23, 2018 (Link: <https://safnow.org/email-signature-marketing/>)

*Entrepreneur Magazine*, “When to Use Your Email Signature for More Than a Sign-Off,” by Blaire Briody, March 2018 (Link: <https://www.entrepreneur.com/article/308421>)

*SmartPlanet*, “Roundtable: How Lego became the world's biggest toymaker” by David Worthington, March 3, 2014. (Link: <http://www.smartplanet.com/blog/bulletin/roundtable-how-lego-became-the-worlds-biggest-toymaker/>)

*DM Confidential*, “What’s in Store for Daily Deals in 2013? 10 Trends to Watch for” by Jason Hahn, December 6, 2012. (link: <http://www.dmconfidential.com/whats-in-store-for-daily-deals-in-2013-10-trends-to-watch-for/>)

*news@Northeastern*, “Endless tools for teaching,” by Gregory St. Martin, August 24<sup>th</sup>, 2010 (link: <http://www.northeastern.edu/news/stories/2010/08/Verizon.html>)

*Huntington News*, “Procrastinating Pleasure” by Quinn Bott, January 14<sup>th</sup>, 2010 (link: <http://www.huntington-news.com/2.6296/procrastinating-pleasure-1.2135568>)

### Interviews:



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*Business Insights with Peter Marx, "Email Marketing in a Digital Age,"* Guest for Public Television Program Show, July 27, 2016. See: [https://youtu.be/EGrKPk92B90?list=PLon5--KD-Y51nc1T-za0\\_NTZyaLLi4NnL](https://youtu.be/EGrKPk92B90?list=PLon5--KD-Y51nc1T-za0_NTZyaLLi4NnL)

*news@Northeastern, "3Q's: Fishing for customers through deep online discounts,"* by Samantha Fodrowski, March 2<sup>nd</sup>, 2011 (link: <http://www.northeastern.edu/news/stories/2011/03/hanna.html>)

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## TEACHING

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### EXPERIENCE:

Faculty, Babson College, 2014 to present  
 Faculty, Northeastern University, 2008 to 2014  
 Faculty, Boston College, 2003-2008  
 Invited Faculty, American College of Greece, Winter 2005  
 Lecturer, Boston University, 1998 to 2003

### COURSES TAUGHT:

<u>School</u>	<u>Course</u>	<u>Audience</u>
Babson <i>Average effectiveness and student learning 1.9 (where 1 is best)</i>	Digital Marketing Marketing Communications Marketing Research Sales as a Process	Undergrad, MBA, Online MBA Undergrad, MBA Undergrad Undergrad
Northeastern <i>Average effectiveness 4.5 (where 5 is best)</i>	Brand and Advertising Management Digital Marketing Marketing Principles Marketing Research Social Media Strategy	Online MBA  MBA Undergrad Undergrad, MBA MBA
Boston College <i>Average effectiveness 4.0 (where 5 is best)</i>	Global Marketing Marketing Research Marketing Strategy	Undergrad Undergrad, MBA MBA
American College of Greece <i>Average effectiveness 4.4 (where 5 is best)</i>	Global Marketing	MBA
Boston University* <i>Average effectiveness 4.3 (where 5 is best)</i>	Marketing Research Probability & Statistics	Undergrad Undergrad

\* Taught as a Lecturer at Boston University while a doctoral student

## EXECUTIVE EDUCATION, WEBINARS, & SEMINARS

Stukent's Digital Summit: "Certifications in Digital Marketing: The good, the bad, and everything in between," Webinar on October 28<sup>th</sup>, 2018.

Babson Exec Ed: Launch & Grow Program sponsored by the Women for Africa, Summer Session on Brand strategy and Storytelling & Building Sales with Digital Marketing, June 2018

Babson Exec Ed: Launch & Grow Program sponsored by the Women for Africa, Summer Session on Brand strategy and Storytelling & Building Sales with Digital Marketing, June 2018

Babson Exec Ed: Launch & Grow Program sponsored by the Women for Africa, Webinar on Brand strategy and Storytelling, January 2018

Lewis Center, Introduction to Marketing, Summer 2017, 2018

MBA Roundtable and Stukent: "The challenge of keeping your curriculum current and relevant: How to construct an effective digital marketing (or social media marketing) course," Webinar on June 29, 2017.

Babson Exec Ed: Babson Build Program, The Entrepreneurship Program for University Students, for Babson Executive and Enterprise Education, Summer 2016

Boston College/University of Ulster and Irish Times Management. MSc in Executive Leadership Program, Seminar in Pricing Strategy, Boston College, March 2007

Boston College/LIMAK (Internationale Management Akademie, Austria) - Boston College Joint Executive Education Program, August 2004, 2005

Boston College/MCI (Management Center Innsbruck, Austria) - Boston College Joint Executive Education Program, August 2004, 2005

Boston College Seminar—Introduction to Measurement and Survey Design to 1st year MBA's at Boston College Carroll School of Management, Fall 2004, 2005

Boston University Seminar—Advanced Multivariate Methods Seminar: (as part of Boston University's School of Management Doctoral Seminar on Multivariate Analysis), Fall 2001, 2002

## INDEPENDENT STUDIES

George Crowley (UG), Babson College, The Internet's Impact on Professional Sports and Sports Marketing (4-cr)

Michael Ferrigno (MBA), Babson College, The Peaks & Perils of Gamification Applied to Business, 2015 (1-Cr)

Raina Chrobak (MBA), Northeastern University, Big Data and Social Media, 2014 (3-cr)

Omeed Aminipour, Northeastern University, Social Media and Small Business Strategy, 2014 (3-cr)

Julie Fitzgerald (MBA), Northeastern University, Email Marketing, 2013 (3-cr)

Nicole Kearin, Northeastern University, Best Practices using Social Media for a New Product Launch, 2013 (1-cr)

T. Ryan Carney, Northeastern University, Defining Luxury Goods in a Global Environment, 2012 (2-cr)

Evan Gallivan (MBA), Northeastern University, Measuring Engagement in Social Media Marketing, 2011 (3-cr)

Andrew Richards (MBA), Northeastern University, Evaluating Pricing Strategies for Small Business Ventures, 2011 (1-Cr)

Drew Pollick (MBA), Boston College, Assessing Employee Satisfaction, 2007 (3-Cr)

#### UNDERGRADUATE HONOR'S THESIS ADVISOR:

Zeran Li, Babson College, Launching a Sports League for eGaming, 2018-19

Jonathan Ostrowsky, Boston College, Effectiveness of Sports Sponsorship at Conte Forum, 2008

John McInnes, Boston College, Entertaining versus Informative Advertising, 2004

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## SERVICE

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### SERVICE TO THE DISCIPLINE

#### Editorial Boards

*Journal of Business Research (2016 to present)*  
*Journal of Marketing Analytics (2014 to present)*

#### Ad Hoc Journal Article Reviews

*AMS Review (2012)*  
*Business Horizons (2016 to present)*  
*Electronic Commerce Research and Applications (2015)*  
*European Journal of Marketing (2016, 2018)*  
*International Journal of Information Management (2016)*  
*International Marketing Review (2014)*  
*Journal of Business Research (2015-present)*  
*Journal of Consumer Behavior (2018)*  
*Journal of Consumer Marketing (2015, 2018)*  
*Journal of General Management (2015)*

*Journal of Research in Interactive Marketing* (2018)  
*Journal of Marketing Analytics* (2014-present)  
*Journal of Marketing Education* (2014-present)  
*Journal of Public Affairs* (2016)  
*Journal of Product & Brand Management* (2016)  
*Journal of Retailing* (2010)  
*Journal of Services Research* (2010-present)  
*Nonprofit Management & Leadership* (2016-2018)  
*Small Business Economics: An Entrepreneurship Journal* (2016)

#### Books & Teaching Tools Reviewed:

*McDaniel, Carl Jr. and Roger Gates (2009), Marketing Research, Instructors Manual, 8th edition, Wiley, Hoboken, NJ*  
*Berger, Paul D. and Robert E. Maurer (2001), Experimental Design, Duxbury Press-Thompson Learning (Reviewed mathematics of the pre-print edition)*  
*Hair, Joseph, F., Robert P. Bush, and David J. Ortinau (2000), Marketing Research 1st Edition, McGraw-Hill.*  
*MyMarketingLab website (2010-11) for Introduction to Marketing course created by Pearson-Prentice Hall.*  
*Introduction to Marketing Online Course (2010) created by Pearson-Prentice Hall to accompany their textbook by Solomon, Marshall, and Stuart.*

#### Ad Hoc Conference Reviews

*Academy of Marketing Science, 2017, 2014, 2013, 2012, 2011, 2007*  
*Academy of Marketing Science Cultural Perspectives, 2012*  
*Academy of Marketing Science World Congress 2014, 2011, 2009*  
*AMA Winter Educators Conferences 2008, 2005*  
*AMA Summer Educators Conferences 2006*  
*Australian New Zealand Marketing Academy Conference (ANZMAC) 2009*  
*Hawaii International Conference on System Sciences (HICSS) 2004, 2003*  
*Society for Marketing Advances, 2012*

#### Conference Administration

*Track Chair, B2B, Academy of Marketing Science World Congress Conference, 2014*  
*Track Chair, Pricing, Academy of Marketing Science Annual Conference, 2012*  
*Track Chair, Marketing Research, Academy of Marketing Science Cultural Perspectives Conference, 2012*  
*Track Chair, Integrated Marketing Communications, Academy of Marketing Science World Congress, 2011*  
*Teaching and Learning SIG Vice Chair of Communications, 2008 to 2012*  
*Co-Track Chair, Marketing Research Methods, Academy of Marketing Science World Congress, 2009*  
*Special Session Chair, Academy of Marketing Science 2008*

### Special Interest Groups

*President, Teaching and Learning SIG for the American Marketing Association (Aug 2016 to 2018)*

*Vice president/President-elect, Teaching and Learning SIG for the American Marketing Association (Aug 2014 to Aug 2016)*

*Communications Chair, Teaching and Learning SIG for the American Marketing Association (Aug 2008 to Aug 2011)*

### SERVICE TO THE COLLEGE/UNIVERSITY

#### Babson College

*Faculty Senate, Chair Elections Committee (Sep 2017 to present)*

*Faculty Senate, Elections Committee (Sep 2016 to 2017)*

*Faculty Senate, Senator-at-large (Sep 2016 to 2017, Sep 2018-present)*

*Faculty Senate Alternate (Sep 2015 to Aug 2016)*

*Faculty Marshall, MBA Commencement 2017, 2018)*

*Faculty Marshall, Undergrad Commencement 2018)*

*Committee: Academic Master Plan (Fall 2015)*

*Committee: Learning Management System Assessment (2018)*

*MBA Marketing Concentration Advisor (September 2015 to present)*

*Faculty Advisor to the MBA Marketing Club (September 2015 to present)*

*Present research and facilitate team discussions on educational scholarship for the CELT Faculty Learn & Share (August 2014)*

#### Northeastern University

*Faculty advisor to NUMA, 2010 to 2014*

*Qualtrics Online Survey System Administrator, 2008 to 2014*

*Marketing Group Faculty Search Committee, 2012, 2009*

*Faculty Judge, Sales Management MBA class, Summer 2012, Summer 2011*

*Guest lecturer, NU Case Competition Team, Spring 2012*

*Faculty Judge, Ray Kinnunen Case Competition Class, Spring 2011, Spring 2010*

*Guest Speaker, High Tech MBA, Spring 2011*

*Welcome Day Presentation, February 2011, April 2009*

*Phone-a-thon for prospective students, Spring 2010, 2009*

*Faculty Marshall, MBA Commencement 2009*

#### Boston College

*Qualtrics Online Survey System Administrator, 2005 to 2008*

*Advisor, Marketing Club, 2008*

*Advisor and Research Consultant for Dianne Weiss MBA Consulting Project, 2004-2008*

*Student Advisor, 2004-2008*

*Fulbright Scholarship Reviewer, 2007, 2005, 2004*

*Co-Chair, Work-In-Progress Seminars, 2005-2007*  
*Panel Moderator for MBA Consulting Club 2006*  
*Judge Dianne Weiss MBA Consulting Project 2003-2004*

#### SERVICE TO THE COMMUNITY

Volunteer Coach, Town of Belmont, Second Soccer 2015-2016, 2016-2017, 2017-2018  
Volunteer Coach, Town of Belmont, Travel Soccer 2017-2018  
Volunteer Coach, Town of Belmont, Town Soccer 2015-2016, 2016-2017  
Volunteer Coach, Town of Belmont, Hockey Development, 2015-2016, 2016-2017

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#### ACADEMIC HONORS AND AWARDS

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Co-recipient of \$2500 mini-grant from Babson Faculty Research Fund for research on Archetypes and Gender in the movies-January 2017  
Nominated for best student organization advisor for 2010-2011 at Northeastern University  
Received \$200,000 grant from the Verizon Foundation in July of 2010 to investigate technology adoption and usage behaviors among teachers and parents of children K-12  
Awarded 2006-07 Research Incentive Grant of \$15,000 from Boston College for the Investigation of Yield Management Pricing Practices  
Faculty Fellowship Award for Fall 2005 Carroll School of Management, Boston College  
Awarded 2004-05 Winter Research Expense Grant from Boston College  
Inducted into Beta Gamma Sigma (National Honor Society for Management, Boston University)

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#### ACADEMIC AFFILIATIONS

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American Marketing Association  
Academy of Marketing Science  
Beta Gamma Sigma

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#### ADVISORY BOARDS, CONSULTING, AND OTHER WORK EXPERIENCE

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##### **Advisory Board Membership**

*ViVoom—([www.vivoom.co](http://www.vivoom.co)) Nov 1, 2018 to present—Vivoom helps brands develop, deploy, and distribute sophisticated and safe User-Generated Advertising programs in order to reinvent the way brands interact with consumers*

**Independent Consulting (1999-present)**

*Cuvee Wine Store Retailers*—Assess digital presence, SEO, and brand value and advise on digital branding strategy

*Maids of New England*—advised on social media strategy

*Federal Realty/Linden Street Shop Owners*—advised on current best practices social media strategy for small business.

*Fisher College*—advised on current best practices in marketing education and curriculum development with a focus on quantitative analysis, branding, and digital marketing.

*Northeast Utilities*—analyzed employee satisfaction and organizational commitment

*Verizon Foundation*—national segmentation study of teachers and parents for using technology in education and conduct a usability study of their own site, Thinkfinity.org

*MC-Communications/PriMed* —developed value model and presentation for their Access Event product

*HSBC*—revise and develop a survey to measure customer equity and commitment

*Holden Advisors*—survey development, model validation, and statistical analysis

*Boston College Alumni Association*—qualitative study to better understand election process

*Interaction Associates*—survey development and statistical analysis

*Boston Cybertech*—develop marketing plan and advise on opening of retail outlet

*Global Fitness*—created a customer satisfaction survey

*Iconpower, Inc.*— sales & marketing strategy and training

*Thoughtbridge, Inc.*—product development and marketing planning for an automated, online negotiations project

**Strategic Pricing Group (SPG), Waltham, MA (2001-2002)**

Pricing and Marketing Strategy Consulting Firm

Senior Pricer and Quantitative Specialist (contractor)

Developed pricing models for Fortune 100 clients

Trained consultants in advanced statistics and use of SPSS

**OFFTECH, Inc., Wilmington, MA (1994-1998)**

Mailing and Shipping Software Sales

Major Account Representative and Software Specialist

**NEVA Group, Cambridge, MA (1993-1994)**

Public Relations and Marketing Communications for High Technology Firms

Assistant Account Executive

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## PERSONAL ACTIVITIES & INTERESTS

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Travel, Hockey, Skiing, (former) Competitive Ballroom Dancing, Avid Sports Fan, Backgammon, Strategy Games, Science Fiction & Fantasy, and Sketching.