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**Babson College  
Marketing Division  
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**EDUCATION**

June 1989	Doctor of Business Administration Harvard Business School, Boston Doctoral program in Marketing  Dissertation Title: Understanding Functional Level Decision Making At The Marketing/Manufacturing Interface  Committee: Robert J. Dolan, Chair Benson P. Shapiro Patrick J. Kaufmann
August 1983 to August 1984	PhD program in Marketing Florida State University, Tallahassee Support area in Statistics
August 1979	Master of Business Administration University of Arkansas, Fayetteville Concentration in Management
May 1978	Bachelor of Arts Lyon College ( <i>formerly Arkansas College</i> ) Batesville, Arkansas
May 1977	Graduate Institute of Politics and Government Little Rock, Arkansas

**ACADEMIC EXPERIENCE**

July 2013 to Present	Babson College Professor of Marketing Babson Research Scholar, 2019-
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Chair, Marketing Division, 2013-2019

September 1988 to June 2013	Boston College Chairperson, MBA Core Faculty, 2006-2009 Marketing Department Chairperson, 1995-2004
August 2017 to March 2022	University of South Alabama, Mitchell College of Business Mobile, Alabama Global Scholar, PhD Program
September 2013 November 2019	KTH Royal Institute of Technology Stockholm, SWEDEN Visiting Ph.D. Faculty
December 2009 to 2011 & 2019	Luleå University of Technology Luleå, SWEDEN Visiting Ph.D. Faculty
November 2010	WU Executive Academy Vienna, AUSTRIA Core Faculty
June 2011	Vienna University of Economics and Business Vienna, AUSTRIA Adjunct Faculty
March 2009	University of Ulster Belfast, N. IRELAND Visiting Professor
May 2009 to 2012	Kennesaw State Univ., Coles College of Business, DBA Program Kennesaw, Georgia, USA Visiting Global Scholar
September 2008 to December 2008	Fulbright Scholar Program Faculty Associate
January 2006	The American College of Greece MBA Program Athens, GREECE Visiting Professor
Spring 1995	University Robert Schuman, IECS Strasbourg, FRANCE Visiting Professor
May 1985 to	Harvard Business School

June 1986	Research Assistant for Thomas V. Bonoma
January 1984 to August 1984	Florida State University, Tallahassee Graduate Teaching Assistant
January 1982 to December 1983	Florida State University, Tallahassee Adjunct Instructor
August 1982 to December 1983	Tallahassee Community College Adjunct Instructor
January 1982 to June 1982	State Department of Education, Tallahassee, Florida Project Coordinator
August 1979 to May 1981	Arkansas Tech University, Russellville Instructor of Business Administration
August 1978 to May 1979	University of Arkansas, Fayetteville Graduate Assistant, Department of Management

## HONORS/RECOGNITION/AWARDS

- AMS CUTCO/Vector Distinguished Marketing Educator Award, 2021
- AMA Higher Ed SIG Lifetime Achievement Award, 2021
- Best Paper in Marketing Strategy & Entrepreneurship Track, The Society for Marketing Advances, 2021
- Senior Scholar Award, Babson College, 2020
- Finalist, The Society for Marketing Advances Access-Capon Distinguished Teacher, 2019
- Circle of Honor, Direct Selling Education Foundation (DSEF), 2019
- Babson Research Scholar, 2019-present
- Best Empirical Paper Award, DSEF and the USASBE Minority and Women Entrepreneurship SIG, 2018
- Reviewer of the Year, *International Journal of Psychology*, 2017
- *Womanity – Women in Unity*, Channel Africa, 2016  
(<https://womanity.africa/2016/12/01/prof-victoria-crittenden-babson-college-usa/>)
- BFRF Award for Excellence in Scholarship, Babson College, 2016
- Outstanding Reviewer of the Year Award, *Journal for Advancement of Marketing Education*, 2016
- Fellow, Direct Selling Education Foundation, 2016-
- Fellow, IC<sup>2</sup> Institute, University of Texas Austin, 2015-2019
- Winner, Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, American Marketing Association, Teaching & Learning SIG, 2013

- Honorable Mention, Best Article Award 2012, *Business Horizons*
- American Marketing Association, Award Winning Track Paper, 2010
- Association for Marketing & Health Care Research, Award Winning Paper, 2010
- Distinguished Fellow, Academy of Marketing Science, 2008
- Association for Marketing & Health Care Research, Award Winning Paper 2007
- Outstanding Marketing Teacher Award, Academy of Marketing Science 2005
- American Marketing Association, Award Winning Track Paper 2005
- Boston College, Carroll School of Management, Senior Faculty Forum Award 2004
- AcademicKeys Who's Who in Business Higher Education 2003
- Outstanding Reviewer, *Journal of the Academy of Marketing Science*, 2000
- Distinguished Alumna Award, Lyon College 1999
- Beta Gamma Sigma 1999
- Honorary Member, Golden Key Honorary Society, 1998
- International Directory of Business and Management Scholars and Research 1994
- The Cambridge Who's Who Registry 1993
- Who's Who Registry of Global Business Leaders 1993
- Who's Who Among Young American Professionals 1992-1993
- Who's Who of Emerging Leaders in America 1991
- Who's Who of American Women 1990
- Doctoral Consortium Fellow, American Marketing Association 1986
- Academy of Marketing Science, Award Winning Track Paper 1986
- Phi Beta Lambda Outstanding Business Senior 1978
- Business Administration Book Award 1978
- State of Arkansas, Certificate of Merit 1977
- Who's Who Among American Universities and Colleges 1977-1978

## **EDITORSHIPS**

- Editor, *Journal of Marketing Education*, 2019-
- Editor, *Digital and Social Media Marketing and Advertising*, Business Expert Press, 2013-2020
- Associate Editor, *Journal of Marketing Education*, 2014-2019
- Associate Editor, *Decision Sciences Journal of Innovative Education*, 2018-2020
- Co-Editor, *AMS Review*, 2008-2013
- Book Review Editor, *Journal of the Academy of Marketing Science*, 1994-2000

## **GRANTS**

- Mary Kay Inc., Sponsored Research, "Mary Kay Ash: Influencer Marketing," 2020
- Direct Selling Education Foundation, Sponsored Research, "Direct Selling in Emerging and Frontier Markets: An Understanding of Women Entrepreneurs and Social Media/Digital Marketing," Co-Principal Investigator, 2016

- The Accenture Fund, Undergraduate Summer Research Assistant Grant (\$2,000), 2005
- Citigroup Foundation, “Sophomore Business Plan Competition” (\$10,000), 2001
- The GE Fund, “Integrating and Instituting Cross-Functional Thinking and Behavior,” (\$150,000), Co-Principal Investigator, 2000
- The Carroll School of Management, Summer Research Grant (\$5,000), 1999
- Direct Selling Education Foundation Case, Development Grant (\$2,000), 1997
- Andersen Consulting Fund, Undergraduate Research Assistant Grant, 1995-2000
- The Carroll School of Management, Summer Research Grant (\$5,000), 1995
- Research Expense Grant, University Level (\$750), Boston College, 1994
- Research Incentive Grant University Level (Alternate), Boston College, 1994
- Research Incentive Grant, University Level (\$5,000), Boston College, 1992
- American Association of University Women Educational Foundation, Dissertation Fellowship (\$10,000), 1987-1988
- Stephen X. Doyle Doctoral Fellowship Award (\$10,000), Harvard Business School, 1987-1988

## **RESEARCH**

### **Books**

Cochran, Sara L., Anne T. Coughlan, Victoria L. Crittenden, William F. Crittenden, Linda K. Ferrell, O.C. Ferrell, W. Alan Luce, and Robert A. Peterson. Direct Selling: A Global and Social Business Model, Business Expert Press, 2021.

Crittenden, Victoria (Editor). Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success, Emerald Group Publishing, 2019.

Crittenden, Victoria, Kathy Esper, Nathaniel Karst, and Rosa Slegers (Editors). Evolving Entrepreneurial Education: Innovation in the Babson Classroom, Emerald Group Publishing, 2015.

### **Journals/Monographs**

1. Crittenden, Victoria L. and William F. Crittenden (2022). “On becoming Market Oriented in a Commodity Market: Aligning Internal Operational Capabilities with Customer Needs,” in Commodity Marketing, 4<sup>th</sup> edition, Eds., Margit Enke, Anja Geigenmüller, and Alexander Leischnig, Springer Fachmedien Wiesbaden GmbH.
2. Williams, David L., Victoria L. Crittenden, and Amy Henley (2022). “Third-Party Procedural Justice Perceptions: The Mediating Effect on the Relationship between eWOM and Likelihood to Purchase,” *Journal of Marketing Theory and Practice*, 30(1), 86-107.

3. Crittenden, Victoria L., April Kemp, Charla Brown, and William F. Crittenden (2021). "Direct Selling Party Plans: Communal Sharing in the Systems of Provision," *The Journal of Wine Research*, 32(3), 188-205.
4. Crittenden, Victoria L. (2021), "Reflections from an Award Winner: Being a Holistic Academic," *Journal for Advancement of Marketing Education*, 29(1), 42-45.
5. Crittenden, Victoria L., Marko Sarstedt, Claudia Astrachan, Joe F. Hair, Jr., and Carlos Lourenco (2020). "Observations on Brand Measurement in an Age of Consumer and Data Complexity," *Journal of Product & Brand Management*, 29(4), 409-414.
6. Peterson, Robert A. and Victoria L. Crittenden (2020). "On the Relationship between Self-Efficacy and Sales/Job Performance: Does Gender Matter?" *Journal of Selling*, 20(2), 5-16.
7. Crittenden, Victoria L., Miranda Beggin, William F. Crittenden, and Kaylea Dohm (2020). "Fostering Economic Growth in Frontier Markets: Perceptions in the Tunisian Post-Arab Spring," *Multidisciplinary Business Review*, 13(2), 32-40.
8. Crittenden, Victoria L. and William F. Crittenden (2020). "Empowering Women through Micro-Entrepreneurship," in Encyclopedia of the UN Sustainable Development Goals. Gender Equality, Eds., W. Leal Filho, A. Azul, L. Brandli, A. Lange Salvia, and T. Wall, Springer, Cham.
9. Crittenden, Victoria L., William F. Crittenden, and Haya Ajjan (2020). "Women in Sales in Developing Countries: The Value of Technology for Social Impact," *Business Horizons*, 63, 619-626.
10. Peterson, Robert A., Gerald Albaum, and Victoria L. Crittenden (2020). "Self-Efficacy Beliefs and Direct Selling Sales Performance," *International Journal of Applied Decision Sciences*, 13(4), 448-463.
11. Crittenden, Victoria L (2020). "Customer Support Services: More than Administrative Support – It has to be Strategic!" *European Journal of Marketing*, 54(7), 1807-1808.
12. Peterson, Robert A. and Victoria L. Crittenden (2020). "Exploring Customer Orientation as a Marketing Strategy of Mexican-American Entrepreneurs," *Journal of Business Research*, 113(May), 139-148.
13. Crittenden, Victoria L., Cassandra Davis, and Rebeca Perren (2020). "Embracing Diversity in Marketing Education," *Journal of Marketing Education*, 42(1), 3-6.

14. Crittenden, Victoria L. and Anirudh Dhebar (2019). "A Tribute to Abdul Ali (1957-2018)," *Journal of Macromarketing*, 39(4), 463-466.
15. Crittenden, Victoria L. and Kimberly Harris Bliton (2019). "Direct Selling: Women Helping Women," in Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success, Eds., Victoria L. Crittenden, Emerald Group Publishing, 195-205.
16. Crittenden, Victoria L. and Robert A. Peterson (2019). "Keeping the Marketing Curriculum Current in an Era of Digital Disruption," *Journal of Marketing Education*, 41(2), 75-76.
17. Hallock, William, Anne Roggeveen, and Victoria Crittenden (2019). "Firm-Level Perspectives on Social Media Engagement: An Exploratory Study," *Qualitative Market Research: An International Journal*, 22(2), 217-226.
18. Peterson, Robert A., Victoria L. Crittenden, and Gerald Albaum (2019). "On the Economic and Social Benefits of Direct Selling," *Business Horizons*, 62(3), 373-382.
19. Crittenden, Victoria L., William F. Crittenden, and Haya Ajjan (2019). "Empowering Women Micro-Entrepreneurs in Emerging Economies: The Role of Information Communications Technology," *Journal of Business Research*, 98, 191-203.
20. Crittenden, Andrew B., Victoria L. Crittenden, and William F. Crittenden (2019). "The Digitalization Triumvirate: How Incumbents Survive," *Business Horizons*, 62(2), 259-266.
21. Crittenden, Victoria L. and Robert A. Peterson (2019). "Digital Disruption: The Transdisciplinary Future of Marketing Education," *Journal of Marketing Education*, 41(1), 3-4.
22. Simmons, J. Michael, Victoria L. Crittenden, and Bodo Schlegelmilch (2018). "The Global Reporting Initiative: Do Application Levels Matter?" *Social Responsibility Journal*, 14(3), 527-541.
23. Beitelspacher, Lauren, Victoria L. Crittenden, and Donna Sosnowski (2018). "Solving for X: Creating a Culture of Readiness," *BizEd*, July/August.
24. Crittenden, Andrew B., Victoria L. Crittenden, and William F. Crittenden (2017). "The Contagion of Trickle-Down Incompetence," *Industrial Management*, September/October, 10-15.

25. Crittenden, Andrew B., Victoria L. Crittenden, and William F. Crittenden (2017). "Industry Transformation via Channel Disruption," *Journal of Marketing Channels*, 24(1-2), 13-26.
26. Loper, Taran and Victoria L. Crittenden (2017). "Energy Security: Shaping the Consumer Decision Making Process in Emerging Economies," *Organizations and Markets in Emerging Economies*, 8(1), 8-32.
27. Crittenden, Victoria L., William F. Crittenden, Joseph Giglio, and Andrew B. Crittenden (2017). "Surgery on the Board," *Business Horizons*, 60, 67-75.
28. Crittenden, Andrew B., Victoria L. Crittenden, and William F. Crittenden (2016). "The Tough Job of Planning your Liquidation," *Industrial Management*, November/December, 15-20.
29. Ross, Casey J., William F. Crittenden, and Victoria L. Crittenden (2016). "3D Printing: Big Potential, Little Adoption," *Industrial Management*, July/August, 12-16.
30. Crittenden, Victoria and William F. Crittenden (2016). "Teaching and Learning Disrupted: Isomorphic Change," *Journal of Research in Interactive Marketing*, 10(2), 112-123.
31. Beninger, Stefanie, Haya Ajjan, Rania Mostafa, and Victoria L. Crittenden (2016). "A Road to Empowerment: Social Media use by Women Entrepreneurs in Egypt," *International Journal of Entrepreneurship and Small Business*, 27(2/3), 308-332.
32. Crittenden, Victoria L., William F. Crittenden, Kimberly A. Eddleston, Franz W. Kellermanns, and Steven W. Floyd (2015). "Family Business: When you can't choose your Partners," *Industrial Management*, September/October, 12-17.
33. Crittenden, Victoria L. and William F. Crittenden (2015). "Digital and Social Media Marketing in Business Education: Implications for Student Engagement," *Journal of Marketing Education*, 37(3), 131-132.
34. Crittenden, William F., Victoria L. Crittenden, and Allison Pierpont (2015). "Trade Secrets: Managerial Guidance for Competitive Advantage," *Business Horizons*, 58, 607-613.
35. Crittenden, Victoria L. and William F. Crittenden (2015). "Digital and Social Media Marketing in Business Education: Implications for the Marketing Curriculum," *Journal of Marketing Education*, 37(2), 71-75. [Ranked #1 in the *JME* downloaded articles for 2016 and #5 for 2018 from Sage Publishing; consistently ranked as #1 most read in *JME*]



36. Crittenden, Victoria L. and Lauren Beitelspacher (2015). "Creating a Culture of Confidence: An Interview with Sheryl Adkins-Green, CMO of Mary Kay Inc.," *Business Horizons*, 58(4), 371-376.
37. Crittenden, Victoria L. (2015). "Sexism and Gendered Marketing: Exploring Critical Issues in the Marketing Classroom," in Evolving Entrepreneurial Education: Innovation in the Babson Classroom, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing, 411-424.
38. Crittenden, Victoria L. (2015). "Consistently Diverse," *Business & Management Research Focus*, Emerald Group Publishing, 55-57.
39. Crittenden, Victoria L. and Gerald Albaum (2015). "The Misplaced Controversy about Internal Consumption: Not just a Direct Selling Phenomenon," *Business Horizons*, 58(4), 421-429.
40. Crittenden, Victoria L. and Carolyn Hotchkiss (2015). "Academic Scholarship: A Stakeholder Analysis," in Evolving Entrepreneurial Education: Innovation in the Babson Classroom, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing, 3-14.
41. Giglio, Joseph, William F. Crittenden, and Victoria L. Crittenden (2015). "Procurement Strategy: Iron Fist or Velvet Glove?" *Industrial Management*, January/February, 16-21.
42. Crittenden, Victoria L., William F. Crittenden, and Andrew B. Crittenden (2014). "Relationship Building in the Financial Services Marketplace: The Importance of Personal Selling," *Journal of Financial Services Marketing*, 19(2), 74-84.
43. Ajjan, Haya, Stefanie Beninger, Rania Mostafa, and Victoria L. Crittenden (2014). "Empowering Women Entrepreneurs in Emerging Economies: A Conceptual Model," *Organizations and Markets in Emerging Economies*, 5(1), 16-30.
44. Crittenden, Victoria L. and William F. Crittenden (2014). "Market Orientation in Commodity Marketing: The Necessary Link between Marketing and Production," in Commodity Marketing, 3<sup>rd</sup> edition, Eds., Margit Enke, Anja Geigenmüller, and Alexander Leischnig, Springer Fachmedien Wiesbaden GmbH, 421-430.
45. Eddleston, Kimberly A., Franz W. Kellermanns, Steven W. Floyd, Victoria L. Crittenden, and William F. Crittenden (2013). "Planning for Growth: Life Stage Differences in Family Firms," *Entrepreneurship Theory & Practice*, 37(5), 1177-1202.

46. Ferrell, O.C., Victoria L. Crittenden, Linda K. Ferrell, William F. Crittenden (2013). "Theoretical Development in Ethical Marketing Decision Making," *AMS Review*, 3(2), 51-60.
47. 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. [Ranked #1 in the *JME* downloaded articles for 2018 from Sage Publishing]
48. Bailey, Charles D., Joseph F. Hair, Jr., Dana R. Hermanson, and Victoria L. Crittenden (2012). "Marketing Academics' Perceptions of the Peer Review Process," *Marketing Education Review*, 22(3), 263-278.
49. Tsao, Hsiu-Yuan, Lucy M. Matthews, and Victoria L. Crittenden (2012). "Balancing Market Share Growth and Customer Profitability: Budget Allocation for Customer Acquisition and Retention," *Organizations and Markets in Emerging Economies*, 3(2), 46-55.
50. Crittenden, Victoria L. and William F. Crittenden (2012). "Corporate Governance in Emerging Economies: Understanding the Game," *Business Horizons*, 55(6), 567-576. [Honorable Mention, Best Article Award 2012]
51. Williams, David, Victoria L. Crittenden, Teeda Keo, and Paulette McCarty (2012). "The Use of Social Media: An Exploratory Study of Usage among Digital Natives," *Journal of Public Affairs*, 12(2), 127-136.
52. Brocato, Deanne, Robert A. Peterson, and Victoria L. Crittenden (2012). "When Things go Wrong: Account Strategy following a Corporate Crisis Event," *Corporate Reputation Review*, 15(1), 35-51.
53. Crittenden, Victoria L. and William F. Crittenden (2012). "Strategic Marketing in a Changing World," *Business Horizons*, 55(3), 215-217.
54. Pitt, Leyland, Victoria L. Crittenden, Kirk Plangger, and Wade Halvorson (2012). "Case Teaching in the Age of Technological Sophistication," *Journal of the Academy of Business Education*, Spring, 77-94.
55. Peterson, Robert A. and Victoria L. Crittenden (2012). "On the Impactfulness of Theory and Review Articles," *AMS Review*, 2 (1).
56. Crittenden, Victoria L., William F. Crittenden, Linda K. Ferrell, O.C. Ferrell, and Christopher Pinney (2011). "Market Oriented Sustainability: A Conceptual Framework and Propositions," *Journal of the Academy of Marketing Science*, 39(1), 71-85.

57. Crittenden, Victoria L. (2011). "The 1990s—The Coming of Age for Marketing," in *Legends in Marketing: Shelby D. Hunt*, Vol. 9, Ed., Jagdish N. Sheth (Series Editor), O.C. Ferrell (Volume Editor), Sage Publications, 261-267.
58. Crittenden, Victoria L., Lucas M. Hopkins, and Mike Simmons (2011). "Satirists as Opinion Leaders: Is Social Media Redefining Roles?" *Journal of Public Affairs* 11(3), 174-180.
59. Crittenden, Victoria L., Teeda Keo, and Paulette McCarty (2011). "A Leader with a Passion for Brands: An Interview with Matthew M. Mannelly, CEO of Prestige Brands, Inc.," *Business Horizons*, 54(5), 399-405.
60. Halvorson, Wade, Victoria L. Crittenden, and Leyland Pitt (2011). "Teaching Cases in a Virtual World Environment: When the Traditional Case Classroom is Problematic," *Decision Sciences Journal of Innovative Education*, 9(3), 511-517.
61. Crittenden, Victoria L., William F. Crittenden, Christopher Pinney, and Leyland Pitt (2011). "Implementing Global Corporate Citizenship: An Integrated Business Framework," *Business Horizons*, 54(5), 447-455.
62. Hanna, R., Andrew Rohm, and Victoria L. Crittenden (2011). "We're all Connected: The Power of the Social Media Ecosystem," *Business Horizons*, 54(3), 265-273. [Ranked #4 in the top 25 most downloaded articles for 2011 from Elsevier's Sciverse Sciencedirect]
63. Crittenden, Victoria L. and Robert A. Peterson (2011). "Ruminations about Making a Theoretical Contribution," *AMS Review*, 1 (2).
64. Buzzard, Christopher, Victoria L. Crittenden, William F. Crittenden, and Paulette McCarty (2011). "The Use of Digital Technologies in the Classroom: A Teaching and Learning Perspective," *Journal of Marketing Education*, 33(2), 131-139.
65. Crittenden, Victoria L. and Joseph F. Hair, Jr. (2011). "Winning through Synergy in the C-Suite at Vector Marketing Corporation: An Interview with Company Presidents, Albert DiLeonardo and Bruce Goodman," *Business Horizons* 54(1), 23-31.
66. Crittenden, Victoria L. and Robert A. Peterson (2011). "The AMS Review," *AMS Review*, 1 (1).
67. Berthon, Pierre, Victoria Crittenden, Philip DesAutels, and Leyland Pitt (2010). "Get the Most out of Green IT," *Industrial Management*, September/October, 14-18.

68. Berthon, Pierre, Leyland Pitt, Wade Halvorson, Michael Ewing, and Victoria L. Crittenden (2010). "Advocating Avatars: The Salesperson in Second Life," *Journal of Personal Selling & Sales Management*, 30 (3), 195-208.
69. Crittenden, Victoria L. and Kate Klepper (2010). "Social Media and the B-School," *BizEd*, May-June, 72-73.
70. Crittenden, Victoria L. and William F. Crittenden (2010). "Strategic Management in Emerging Economies: A Research Agenda," *Organizations and Markets in Emerging Economies*, 1 (1), 9-23.
71. Crittenden, Victoria L., Robert A. Peterson, and Gerald Albaum (2010). "Technology and Business-to-Consumer Selling: Contemplating Research and Practice," *Journal of Personal Selling & Sales Management*, 30 (2), 101-107.
72. Crittenden, Victoria L. (2010). "Brand Growth Strategy," in Wiley International Encyclopedia of Marketing, Eds., Robert A. Peterson and Roger Kerin, John Wiley & Sons, 2010.
73. Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2009). "The Cheating Culture: A Global Societal Phenomenon," *Business Horizons*, July-August, 337-346.
74. Crittenden, Victoria L. (2009). "Cross-Trainers" *BizEd*, March-April, 62-63.
75. 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.
76. Crittenden, Victoria L. and William F. Crittenden (2008). "Building a Capable Organization: The Eight Levers of Strategy Implementation," *Business Horizons* (July-August), 301-309.
77. Robertson, Christopher J., K. Matthew Gilley, Victoria L. Crittenden, and William F. Crittenden (2008). "An Analysis of the Predictors of Software Piracy within Latin America," *Journal of Business Research* 61 (June), pp.651-656.
78. Crittenden, William F., Christopher J. Robertson, and Victoria L. Crittenden (2007). "Hard Facts about Software Piracy," *Business Strategy Review* 18 (Winter), 30-33.
79. Crittenden, Victoria L. and Arch Woodside (2007). "Building Skills in Thinking: Toward a Pedagogy of Metathinking," *Journal of Education for Business* 83 (September-October), 37-44.

80. Crittenden, Victoria L. and William F. Crittenden (2006). "The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy," *Journal for Advancement of Marketing Education* 8 (Summer), 79-88.
81. Reffue, Douglas and Victoria L. Crittenden (2006). "Line Logic™ on the Bow Tie," *Journal of Product and Brand Management* 15 (3), 168-172. [Reviewed in "Tie Your Own Bow Tie," *Strategic Direction* 23 (5), 5-7.]
82. Crittenden, Victoria L. and Elizabeth Wilson (2006). "An Exploratory Study of Cross-Functional Education in the Undergraduate Marketing Curriculum," *Journal of Marketing Education* (April), 81-86.
83. Crittenden, Victoria L. and Arch G. Woodside (2006). "Mapping Strategic Decision Making in Cross-Functional Contexts," *Journal of Business Research* (March), 360-364.
84. Crittenden, Victoria L. and Elizabeth Wilson (2005). "Content, Pedagogy, and Learning Outcomes in the International Marketing Course," *Journal of Teaching in International Business* 17 (1/2), 81-102. [Portions reprinted in Ch. 6: International and Cross-Cultural Marketing, *2010 National Business Education Yearbook*, National Business Education Association.]
85. Crittenden, Victoria L. (2005). "The Rebuilt Marketing Machine," *Business Horizons* (September), 409-420. [Abstract printed in The CELCEE Database, CELCEE Number c20061187 and noted as the number one article in the Top25 Hottest Articles for July-September 2006, ScienceDirect, November 2008.]
86. Gianinno, Lawrence and Victoria L. Crittenden (2005). "Assessing Shared Understanding of Economic Exchange among Children and Adults," *Psychology & Marketing* (July), 551-576.
87. Schelfhauert, Kristin and Victoria L. Crittenden (2005). "Specialist or Generalist: Views from Academia and Industry," *Journal of Business Research* (58), 946-954. [Abstract printed in International Abstracts of Human Resources Winter 2005.]
88. Crittenden, Victoria L. (2005). "Cross-Functional Education: The Need for Case Development," *Journal of Business Research* (58), 955-959.
89. Crittenden, Victoria L. and William F. Crittenden (2004). "Developing the Sales Force and Growing the Business: The Direct Selling Industry Experience," *Business Horizons* (September/October), 39-44. [Abstract printed in *Journal of Personal Selling and Sales Management* Fall 2005.]
90. Crittenden, William F., Victoria L. Crittenden, Melissa Middleton Stone, and Christopher Robertson (2004). "An Uneasy Alliance: Strategic Planning and

- Performance in Nonprofit Organizations,” *International Journal of Organization Theory and Behavior* (Spring), 81-106.
91. Crittenden, Victoria (2003). “The 4 C’s of the Marketing Axiom,” in Inside the Minds: Textbook Marketing—The Fundamentals of Marketing That Everyone Should Know (and Remember), Aspatore Books, Boston MA, 133-150.
  92. Crittenden, Victoria L., Larry R. Davis, Daniel T. Simon, and Gregory Trompeter (2003). “Deregulation of Professional Accounting Services in the United Kingdom: Integrating Marketing and Accounting,” *Journal of Strategic Marketing* (March), 37-53.
  93. Crittenden, Victoria L. and Elizabeth Wilson (2002). “Success Factors in Non-Store Retailing: Exploring the Great Merchants Framework,” *Journal of Strategic Marketing* (December), 255-272.
  94. Crittenden, Victoria L., William F. Crittenden, and Daniel F. Muzyka (2002). “Segmenting the Business-to-Business Marketplace by Product Attributes and the Decision Process,” *Journal of Strategic Marketing* (March), 3-20.
  95. Corsini, Louis S., Victoria L. Crittenden, Richard Keeley, Gregory Trompeter, and Barbara Viechnicki (2000). “Integrating Cross-Functional Undergraduate Teaching and Learning,” *Marketing Education Review* (Fall), 1-17.
  96. Crittenden, William F. and Victoria L. Crittenden (2000). “Relationships between Organizational Characteristics and Strategic Planning Processes in Nonprofit Organizations,” *Journal of Managerial Issues* (Summer), 150-168.
  97. Crittenden, Victoria L., William F. Crittenden, and Jon M. Hawes (1999). “The Facilitation and Use of Student Teams in the Case Analysis Process,” *Marketing Education Review* (Fall), 15-23.
  98. Gordon, Judith, Victoria Crittenden, Nan Langowitz, and Joseph Raelin (1998). “Not Just Tenure: A Career Framework for Faculty Growth and Development,” *National Forum of Educational Administration and Supervision Journal-Electronic* 15E, 4, 42-49.
  99. Crittenden, William F. and Victoria L. Crittenden (1997). “Strategic Planning in Third-Sector Organizations,” *Journal of Managerial Issues* (Spring), 86-103.
  100. Crittenden, Victoria L. and William F. Crittenden (1995). "Examining the Impact of Manufacturing and Marketing Capacity Decisions on Firm Profitability," *International Journal of Production Economics* 40, 57-72. [Abstract printed in *Recent Advances in Manufacturing Bulletin* (RAMB) March 1996.]
  101. Crittenden, Victoria L., Lorraine R. Gardiner and Antonie Stam (1993).

- "Reducing Conflict between Marketing and Manufacturing," *Industrial Marketing Management* 22, 299-309.
102. Crittenden, Victoria L. (1992). "Close the Marketing/Manufacturing Gap," *Sloan Management Review*, (Spring), 41-52. [Abstract printed in *The Planning Forum Network* Summer 1992, Volume 6, Number 6 and in *Long Range Planning* December 1992, Volume 25, Issue 6.]
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2. Crittenden, Victoria L. and Cheryl Gray. "A Yellowdig Conversation about Diversity and Inclusion in Marketing," 2021 Society for Marketing Advances, Orlando, Florida.
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4. Svelti, Michelle, Victoria L. Crittenden, and Charla Brown. "Diversity and Inclusion in Marketing and Entrepreneurship: The Case of Women of Color," 2021 Virtual Global Research Conference on Marketing and Entrepreneurship.
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### **Invited Publications**

Crittenden, Victoria L., William F. Crittenden, and Haya Ajjan (2020). "Women Entrepreneurs in Direct Selling: Harnessing the Power of Information Communication Technology," *Blog, By Design Technologies*, (April), <https://bydesign.com/women-microentrepreneurs-in-direct-selling/>.

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### **Book Reviews**

Sahnas, Elizabeth and Victoria L. Crittenden (2007). "Shaping Programs through Marketing," Review of Marketing in the Public Sector: A Roadmap for Improved Performance by Philip Kotler and Nancy Lee, *Nonprofit Management and Leadership* (Summer), 477-479.

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### **Edited Volumes**

Hair, Joe F., Marko Sarstedt, Vicky Crittenden, Claudia Binz Astrachan, and Carlos Eduardo Cae Lourenco (Editors). Special Issue: Brand Measurement and Scaling Methodologies, *Journal of Product & Brand Management* (2020).

Crittenden, Victoria, Cassandra Davis, and Rebeca Perren (Editors). Special Issue: Diversity in Marketing Education, *Journal of Marketing Education* (2019).

Crittenden, Victoria and Robert A. Peterson (Editors). Two Special Issues: Digital Disruption in Marketing, *Journal of Marketing Education* (2019).

Ford, John B. and Victoria L. Crittenden (Editors). Special Issue: Strategic Marketing in an International Marketplace, *International Marketing Review* (2016).

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### **Industry Reports/Expert Opinion**

Crittenden, Victoria L. (2021). "Mary Kay Ash: A Primogenitor of Influencer Marketing," Mary Kay Inc.

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### **Editorial/Reviewer**

Editorial Review Board:

*Business Horizons*, 2008-

*Decision Sciences Journal of Innovative Education* (Associate Editor), 2013-

*Journal of the Academy of Marketing Science*, 2009-  
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*Psychology & Marketing*, 2005-2019  
*The Southwest Business Review*, 1991-1993  
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Ad hoc Reviewing:

*Business & Society*  
*California Management Review*  
*Criminology & Public Policy*  
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Award Reviewer:

Gerald E. Hills Best Paper on Entrepreneurial Marketing Award, AMA  
Entrepreneurial Marketing SIG, 2019  
The Icelandic Research Fund, 2016  
StuKent Outstanding Teacher-Scholar Doctoral Student Competition, Marketing  
Management Association, 2016, 2017  
Stephan Koren-Award, Full Professors' Association of Vienna University of  
Economics and Business, 2013  
Sherwin Williams Distinguished Teaching Competition, Society for Marketing  
Advances, 2011  
Pearson Prentice Hall Solomon-Marshall-Stuart Innovative Excellence in  
Marketing Education Award, American Marketing Association, 2008-  
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Dissertation Proposal Reviewer:

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2015, 2021  
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Manuscript Reviewer:

2021 Society for Marketing Advances  
2021 Global Research Conference on Marketing and Entrepreneurship  
2018 USASBE  
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Media and Retail & Pricing  
2011 AMA Winter Educators' Conference, Marketing Theory  
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2003 Academy of Marketing Science Conference, Business-to-Business  
Marketing and Supply Chain Management  
2001 Consumer Decision Research Seminar  
2001 British Academy of Management Annual Conference, Marketing  
2001 SMA Seminar on Research in Retailing

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1990 Southwestern Marketing Association Conference, Marketing Theory and  
Education  
1989 Academy of Marketing Sciences Conference, Marketing Education and  
Macro Marketing  
1988 Decision Sciences Institute Meeting, Marketing  
1982 Southern Management Association Meeting

Reviewer, Book Proposal, Emerald Publishing Limited, 2019.

Reviewer, Electronic Commerce: The Model for Marketing and Technology,  
Irwin/McGraw-Hill, 1999

Reviewer, Introduction to Business textbook for Wm. C. Brown Co., Publishers, 1981

### **Speaker**

Keynote Speaker, FORE International Marketing Conference 2021 on Marketing in a  
Disrupted World, New Delhi, India, November 2021.

Invited Speaker, "Increasing Research Visibility," Webinar Series, Academy of  
Marketing Science, October 2021.

Keynote Speaker, “The Psychology of the Research/Publishing Journey,” Doctoral Programs, Fortune Institute of International Business (FIIB), New Delhi, India, September 2021.

Invited Speaker, “Pedagogical Research: A Publication Opportunity and a Resource to Enhance Instructional Effectiveness,” 7<sup>th</sup> Annual AMS Doctoral Consortium, Virtual, June 2021.

Invited Speaker, “Developing Theory,” Ninth Annual Macromarketing Doctoral Consortium, Cleveland, Ohio, June 2019.

Invited Speaker, “Innovative Operations: Staying Competitive in an On-Demand World,” Companies in Focus, Direct Selling Association, Chandler, Arizona, March 2017.

Invited Speaker, The PhD Project 2014 Marketing Doctoral Students Association Conference, San Francisco, August 2014.

Invited Speaker, “Networking Strategically,” The PhD Project 2013 Marketing Doctoral Students Association Conference, Boston, August 2013.

Plenary Speaker, “Getting Internationally Focused Research Published: What does it Take?” Internationalizing Doctoral Education in Business, UConn CIBER, July 2013.

Invited Speaker, “The Demise of Marketing Theory Creation and Development,” Brock University, Canada, September 2012.

Invited Speaker, “Major Issues in Research and Publication Strategies,” ISCTE Business School – IUL, Lisbon, Portugal, June 2012.

Invited Speaker, “What’s your Contribution?” Institute for International Marketing Management, Vienna University of Economics and Business, Austria, June 2011.

Invited Speaker, “Global Marketing Trends,” University of Pireaus, EMBA Alumni, Athens, Greece, March 2011.

Invited Speaker, Ph.D. Seminar, Segal Graduate School of Business, Simon Fraser University, November 2010.

Invited Speaker, Northeast Region Year End Banquet, Vector Marketing Corporation, Stamford, CT, January 2010.

Invited Speaker, “Managing Through Turbulent Times,” University of Ulster, Ulster Business School, & Irish Times Training, Belfast & Dublin, Ireland, March 2009.

Invited Speaker, “The Future of the Global Workplace: A Cheating Culture?” Anderson

- School of Management, University of New Mexico, January 2009.
- Invited Speaker, Northeast Region Year End Banquet, Vector Marketing Corporation, Stamford, CT, January 2009.
- Invited Speaker, "It is all About YOU!" Northeast Region Year End Banquet, Vector Marketing Corporation, Stamford, CT, January 2007.
- Invited Speaker, "The 4 C's of the Marketing Axiom: Rebuilding the Marketing Machine," IBRI Seminar, The American College of Greece, January 2006.
- Invited Speaker, "The Many Faces of Innovation at Merck & Co., Inc.," Merck 2S Boston Region Meeting, Stowe, Vermont, July 2005.
- Invited Speaker, "Attracting and Keeping Members in Nonprofit Organizations: Using Marketing Tools to Communicate with (Potential) Members," Boston College Law School, August 2004.
- Invited Speaker, "Creating and Implementing a Customer-Oriented, World-Class Competitive Strategy," Spring Conference, Chicago Chapter of the American Statistical Association, May 2004.
- Invited Speaker, "Skills for Life," Northeast Region Year End Banquet, Vector Marketing Corporation, Cambridge, MA, January 2004.
- Invited Speaker, "Developing and Writing a Case," Department of Marketing, Monash University, Melbourne, Australia, August 1997.
- Invited Speaker, "Closing the Marketing/Manufacturing Gap Across Borders," 1994 MIT International Center for Research on the Management of Technology, Boston.
- Plenary Speaker, "Speed as a Competitive Advantage," Competing in Asian Markets: New Directions and Strategies to Stay on the Cutting Edge, Singapore Institute of Management, September 23, 1993.
- Invited Speaker, "Following Through," American Association of University Women, Keene, New Hampshire branch and New Hampshire State Meetings, September and October 1987.

### **Panels and Workshops**

- Panelist, "The Global Education Vortex: Embrace Change or Become Irrelevant," AMA 2022 Global Marketing SIG conference, Crete, Greece.

Panelist, “Toward Resilient Teaching and Learning: Lessons Learned from COVID,” Webinar hosted by Yellowdig, March 2022.

Panelist, “Business School Curriculum Innovation and Sustainability,” 2021 American Marketing Association Summer Educator's Conference (virtual).

Panelist, “Channel Reputation: Countering Confirmation Bias and Fake News,” 2021 DSA Engage (virtual).

Panelist, “Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success,” 2019 Annual SMA Conference, New Orleans, LA.

Panelist, “Research Opportunities in Direct Selling,” 2019 Annual SMA Conference, New Orleans, LA.

Session Coordinator and Panelist, “Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success,” 2019 Marketing Management Association, Santa Fe, New Mexico.

Plenary Panelist, “Macromarketing’s Connections with Other Disciplines,” 2019 Macromarketing Conference, Cleveland, Ohio.

Plenary Panelist, “The Future of Commerce: How Direct Selling Fits,” 2019 Direct Selling Association Annual Conference, Austin, Texas.

Panelist, “Academic Insights You can Use to Grow your Business,” 2019 Direct Selling Association Annual Conference, Austin, Texas.

Session Coordinator, “Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success,” 2019 USASBE, St. Petersburg, Florida.

Session Coordinator, “Stakeholder Marketing in Higher Education,” 2018 American Marketing Association Summer Educators’ Conference, Boston, Massachusetts.

Presenter, “Your Distributors as Social Media Agents, Skilled Professionals, and Emerging Market Entrepreneurs,” 2018 DSA Annual Meeting, San Diego, California.

Presenter, “The Amazon Effect and the Future of Retail,” 2017 DSA Fall Conference, Washington, D.C.

Presenter, “Department Chair Challenges and Opportunities,” 2017 Marketing Management Association conference, Pittsburgh, Pennsylvania.

Presenter, “The Contributions of Direct Selling to Society,” 2017 Academy of Marketing Science annual conference, San Diego, California.



Session Coordinator and Presenter, “The Art and Science of Teaching for an Engaging Educational Environment,” 2017 Winter AMA Conference, Orlando, Florida.

Presenter, “Textbook Authors for Digital Marketing and Social Media,” 2015 MMA Fall Educators Conference, San Juan, Puerto Rico.

Presenter, “25 Years after Product Profiling – Where are We Now?” 2014 Decision Sciences Institute Annual Meeting, Tampa, Florida.

Presenter, “MOOCs in Marketing,” 2014 American Marketing Association Winter Marketing Educators’ Conference, Orlando, Florida.

Presenter, “Using Social Media in the Classroom,” Second Biennial Sheth Emerging Scholars Consortium, 2013 World Marketing Congress, Melbourne, Australia.

Presenter, “Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders within the Academy,” 2013 AMS World Marketing Congress, Melbourne, Australia.

Presenter, “Marketing Professoriate of the Future: Landscape and Strategies,” 2012 Academy of Marketing Science annual conference, New Orleans, Louisiana.

Session Coordinator, “Innovation in Executive MBA Programs: A Discussion on Attracting and Satisfying this Market Segment and the Development of a Research Agenda,” 2012 American Marketing Association Winter Educators’ Conference, St. Pete’s Beach, Florida.

Presenter, “Current Trends in Teaching and Social Media,” First Biennial Sheth Emerging Scholars Consortium, 2011 World Marketing Congress, Reims, France.

Presenter, “Direct Selling in the 21<sup>st</sup> Century: Developing a Research Partnership between Industry and Academia,” 2011 Academy of Marketing Science annual conference, Coral Gables, Florida.

Session Coordinator and Presenter, “Using Technology in the Principles of Marketing Classroom,” 2011 American Marketing Association Winter Educators’ Conference, Austin, Texas.

Panelist, “Meet the Editors,” World Marketing Congress 2011 (Reims, France), Academy of Marketing Science 2011 (Coral Gables, Florida), Society for Marketing Advances 2010-2011 (Atlanta, Georgia; Memphis, Tennessee) & ANZMAC 2010 (Christchurch, New Zealand).

Presenter, “Teaching Effectiveness/Strategies for Achieving Excellent Course Evaluations,” 2010 Marketing Doctoral Student Association, KPMG Ph.D. Project, Boston, Massachusetts.

Session Coordinator and Presenter, “Framing Corporate Social Responsibility within Marketing Strategies: Academic and Practitioner Frameworks for Understanding the CSR Drivers,” 2010 American Marketing Association Summer Educators’ Conference, Boston, Massachusetts.

Presenter, “Implementing Business Ethics in the Curriculum,” 2010 Business Ethics Workshop, Santa Fe, New Mexico.

Session Coordinator, “The Importance of the Scholarship of Teaching,” 2010 American Marketing Association Winter Educators’ Conference, New Orleans, Louisiana.

Presenter, “Eclecticism in Marketing,” 2009 Academy of Marketing Science annual conference, Baltimore, Maryland.

Panel Member, “Publishing in Leading Journals,” 2009 Academy of Marketing Science annual conference, Baltimore, Maryland.

Presenter, “Critically Assessing the MBA Core Marketing Course: Role, Trends, Pedagogical Options, and Recommended Changes,” 2009 American Marketing Association Winter Educator’s Conference, Tampa, FL.

Session Coordinator and Presenter, “Issues in Cross-Functional Teaching and Learning,” 2008 Society for Marketing Advances annual conference, St. Petersburg, FL.

Moderator, “Career Paths in Microfinance,” Third Annual Intercollegiate Business Convention, Harvard Undergraduate Women in Business (HUWIB), October 2007.

Moderator, “Career Paths in Nonprofit Organizations,” Third Annual Intercollegiate Business Convention, Harvard Undergraduate Women in Business (HUWIB), October 2007.

Session Coordinator and Presenter, “Teaching Marketing Cross-Functionally,” 2007 American Marketing Association Summer Educator’s Conference, Washington, D.C.

Co-Coordinator, “Technology’s Role in the Future of B2C Selling: Threats and Opportunities,” JPSSM, Academy of Marketing Science, IC<sup>2</sup> Institute, The University of Texas at Austin, Coral Gables, Florida, May 2007.

Presenter, “Marketing Intelligence & Stealth Marketing,” 2007 Academy of Marketing Science annual conference, Coral Gables, Florida.

Participant, “An Interdisciplinary Workshop on Innovation, Creativity, and Design,” IC<sup>2</sup> Institute, The University of Texas at Austin, and The National Science Foundation, Austin, Texas, December 2006.

Session Coordinator and Presenter, "Integrating Core Values through Innovative MBA Program Design," 2006 AACSB Continuous Improvement Conference, Minneapolis, Minnesota.

Table Topic Discussion Leader, "Ethics for Faculty Members and Administrators," 2006 AACSB Ethics and Governance conference, Washington D.C.

Panel Member, "The Dos and Don'ts in Academic Job Interviews," 2006 Academy of Marketing Science annual conference, San Antonio, Texas.

Presenter, "The 'Lurking Marketer': Ethical, Policy, and Theoretical Issues Surrounding Covert Marketing Activities," 2006 American Marketing Association Winter Educators' Conference, St. Petersburg, Florida.

Presenter, "Developing and Using Cases in Teaching and Research: An Experiential Workshop," 2005 Academy of Management meetings, Honolulu, Hawaii. [Excerpt in AEGIS le Libellio d', Numero 1, p. 7.]

Presenter, "From Case Research to Case Studies to Case Teaching: The Mingling of Theory Development and Learning Strategies," 2005 Academy of Marketing Science annual conference, Tampa, Florida.

Faculty Mentor, "Mentor's Breakfast," Academy of Marketing Science annual meetings (2002-2005).

Panel Member, "Round Table Discussion with Distinguished Faculty," 2004 American Marketing Association Summer Educators' Conference, Annual Doctoral SIG (Special Interest Group) Pre-Conference Symposium, Boston, Massachusetts.

Coordinator and Facilitator, "Professional Development Workshop: Information for SIG Leaders," Pre-Conference Workshop, Washington, D.C., August 11, 2001.

Presenter, "Variations in Teaching the Capstone Marketing Course," 2001 Academy of Marketing Science Conference, San Diego, California and 2001 World Marketing Congress, Cardiff, Wales.

Presenter, "Reexamining the Capstone Undergraduate Marketing Course: Purpose, Scope, and Teaching Approaches," 1998 American Marketing Association Summer Educators' Conference, Boston, Massachusetts.

Presenter, "Is There A Conflict Between Marketing and Manufacturing?" 1997 Academy of Marketing Science Conference, Coral Gables, Florida.

Session Leader, "What is Market Orientation?" *Competing in Asian Markets: New Directions and Strategies to Stay on the Cutting Edge*, Singapore Institute of Management, September 23, 1993.

Participant, "Global Manufacturing Strategy," *Pre-Conference Workshop, Joint Industry-University Conference on Manufacturing Strategy*, Ann Arbor, MI, January 7, 1990.

Presenter, "Research Strategies in an Academic Career or How to Avoid Publishing and Perishing," 1989 Academy of Marketing Sciences Conference, Orlando, Florida.

Participant, "Doing Business with the Soviet Union and Eastern Europe: New Challenges in Changing Environments," Atlanta, GA, June 29, 1988.

Participant, "Preparing for the 21st Century: Who Will Shape Society's Agenda?" AAUW Educational Foundation, Washington, DC, June 24-25, 1988.

Presenter, "Research Perspectives for Just About Everyone," 1987 Decision Sciences Conference, Boston, Massachusetts.

### **Textbooks**

Contributor, International Marketing, 9<sup>th</sup> edition, Michael Czinkota and Ilkka Ronkainen, Cengage Publishing, 2009.

Strategic Marketing Management Cases, 7<sup>th</sup> edition, McGraw-Hill Publishing Company, 2002. Co Authored with David Cravens and Charles Lamb. [and accompanying Instructor's Manual]

Strategic Marketing Management Cases, 6<sup>th</sup> edition, McGraw-Hill/Irwin Publishing Company, 1999. Co Authored with David Cravens and Charles Lamb. [and accompanying Instructor's Manual]

Strategic Marketing Management Cases, 5<sup>th</sup> edition, Irwin Publishing Company, 1996. Co Authored with David Cravens and Charles Lamb. [and accompanying Instructor's Manual]

*Marketing Plan*, "e-motion software, LP," Appendix to Chapter 2 in Marketing, 9<sup>th</sup> edition (2008) & Marketing Essentials, 6<sup>th</sup> edition (2009) by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, Cengage Publishing.

"*Cross-Functional Connections*" part-openers for Marketing, 9<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2008. Part-openers include the following:

- Collaborate to Create and Achieve Customer Value
- Cross-Functional Teams Necessary for Gathering and Maintaining Marketplace Information
- Crossing Functional Lines in Speeding Products to Market

- Cross-Functional Collaboration in Managing Distribution
- Promoting Cross-Functionally for Customer Satisfaction
- Pricing to Satisfy Both Internal and External Demands
- Technology's Role in Cross-Functional Integration

“*Cross-Functional Connections*” part-openers for Marketing, 8<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2006. Part-openers include the following:

- Creating Customer Value through Effective Cross-Functional Interactions
- Information Integration Facilitates Market Knowledge
- Crossing Functional Lines in Speeding Products to Market
- Cross-Functional Collaboration in Managing Distribution
- Integrating Marketing Communications for Increased Firm Value
- Pricing to Satisfy Both Internal and External Demands
- The Facilitating Role of Technology

“*Cross-Functional Connections*” part-openers for Marketing, 6<sup>th</sup> & 7<sup>th</sup> editions, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, (2002 & 2004). Part-openers include the following:

- Cross-Functional Business Systems: Putting the Customer at the Center
- Information Integration to Satisfy Customer Wants and Needs
- Blurring Functional Lines in Speed-to-Market Initiatives
- Cross-Functional Collaboration in Managing Distribution
- Understanding Marketing Communications' Contribution to Firm Value
- Pricing to Satisfy Both Internal and External Demands
- Technology's Role in Facilitating Interactions Between the Company and Its Customers and Among Internal Functions

“*Cross-Functional Connections*” part-openers for Marketing, 5<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2000. Part-openers include the following:

- How Cross-Functional Coordination Will Lead to a Market-Oriented Firm
- Information Gathering as an Interactive Process
- Speeding High-Quality Products and Services to Market
- A High-Quality Product at the Right Place, at the Right Time
- Integrated Marketing Communications Requires Integrated Business Functions
- Who is in Charge of Pricing?
- Is it Marketing? Is it Technology? Does Anyone Own It?

“*Marketing in Action*” boxes for Marketing Management, by Michael R. Czinkota and Masaaki Kotabe, Southwestern College Publishing, 2001. Boxes include the following:

- Walgreens Battles the Virtual Pharmacy (p. 9)
- The Art and Science of Marketing as Applied to Tantra (p. 20)
- Miller Brewing Company May Need Some Innovation in Its Marketing Planning (p. 31)
- A Marketing Plan to Change Misperceptions about Roswell Park Cancer Institute (p. 48)
- Mannesmann and the Global Economy-From Tubes to Telecom (p. 71)
- Has General Motors Gone Too Japanese with Its Saturn? (p. 78)
- Acer America Corp. Attempts to Understand the Novice Computer Buyer (p. 87)
- Levi's Attempts to Keep the Bob Dylan Generation, While Enticing the Electronica Generation (p. 107)
- Can Burger King Believe Its Marketing Research? (p. 122)
- CIM Reports that Star Wars Merchandise Should Be Targeted to Adults (p. 139)
- E&Y Kenneth Leventhal Real Estate Group Predicts Surge of New Immigrants (p. 161)
- DaimlerChrysler's Eight Stoplight Indicators of a Downturn (p. 177)
- Blockbuster Moves to Lifestyle Segmentation (p. 191)
- How Did Mattel Go Wrong with Barbie? (p. 219)
- Creating New Products and Services at Disney Imagineering (p. 232)
- Unilever Repositions Its Laundry Detergent? (p. 254)
- Coffee for the Younger Generation (p. 274)
- Proctor & Gamble Speeds New Product Introduction (p. 295)
- American Safety Razor Competes on Price (p. 315)
- Is Fluid Pricing the Wave of the Future? (p. 326)
- The Body Shop Foresees Changes in Its Retail Store Concept (p. 343)
- Are U.S. Bottlers the International Answer for Pepsi-Cola? (p. 363)
- Gateway's New Campaign Drops the "2000" (p. 382)
- Is Advertising the Name of the Game for Shoe Manufactures? (p. 386)
- Can Bank One Direct-Sell Banking and Tap into a New Market? (p. 416)
- Ford Mails Coupons to Perspective Customers (p. 425)
- Daewoo's College Student Sales Forces (p. 445)
- Avon Goes to the Mall (p. 457)
- The Right Marketing Effort, the Right Customer, the Right Time (p. 472)
- CBS Promotes Bracelet via Soap Opera Plot (p. 483)

Solutions Manual to accompany Basic Statistics--A Real World Approach, 3<sup>rd</sup> edition, by Cangelosi, Taylor and Rice, West Publishing Company, 1983.

### Cases

Crittenden, Victoria L. (2015). "iFetch Too: Born in Austin. Built for Fun." Unpublished.

Schelfhauadt, Kristin and Victoria L. Crittenden (2005). "Growing Pains for Alcas Corporation," *Journal of Business Research* (58), 999-1002.

Crittenden, Victoria L. "Hewlett-Packard Medical Products Group: The Spartan Project," prepared under the auspices of a US\$150,000 grant from the GE Fund (with teaching note).

Crittenden, Victoria L., Erin L. Quinn, and William F. Crittenden (November 1993). "Ambrosia Corporation, San August," North American Case Research Association Case Workshop and Abstract in *Proceedings* (with teaching note).

Crittenden, Victoria L. "Shawmut Corporation," #9-587-088, Harvard Business School, 1986.

Crittenden, Victoria L. "JAZZ: A Case Study," Addison-Wesley Publishing Co., 1986 (with teaching note).

Crittenden, Victoria L. and William F. Crittenden. "The Vance Corporation," Mini Case in Basic Statistics--A Real World Approach, 3rd Edition, by Cangelosi, Taylor and Rice, West Publishing Company, 1983.

Crittenden, Victoria L. and William F. Crittenden. "Voluntary, Nonprofit Survey," Mini Case in Basic Statistics--A Real World Approach, 3rd Edition, by Cangelosi, Taylor and Rice, West Publishing Company, 1983.

Cases published in Strategic Marketing Management Cases, 7<sup>th</sup> edition, by David W. Cravens, Charles W. Lamb, Jr., Victoria L. Crittenden, McGraw-Hill/Irwin Publishing Company, 2002 [with accompanying teaching notes]:

- Battered Women Fighting Back! (with Jennifer Fraser, 54-62)
- Medical Products Inc: The "Wolverine" Project (123-134)
- Shorin-Ryu Karate Academy (with William F. Crittenden, 230-245)
- San Miguel Corporation: The Magnolia Group (with Erin L. Quinn and William F. Crittenden, 410-424)  
[published previously as Ambrosia Corporation, San August]
- Navistar International Transportation Corporation (with John DeVoy, 469-478)
- Floral Farms (with William F. Crittenden, 479-485)  
[selected as final case for the national Delta Epsilon Chi conference case competition, 2002]
- Powrtron Corporation (with William F. Crittenden, 501-509)
- Southern Home Developers (with William F. Crittenden, 523-532)
- Cutco International (with William F. Crittenden, 558-572)

Cases published in Strategic Marketing Management Cases, 6th edition, by David W. Cravens, Charles W. Lamb, Jr., Victoria L. Crittenden, McGraw-Hill/Irwin Publishing Company, 1999 [with accompanying teaching notes]:

- Battered Women Fighting Back! (with Jennifer Fraser, 36-44)

- Navistar International Transportation Corporation (with John DeVoy, 87-96)
- Floral Farms (with William F. Crittenden, 97-103)
- Banco Nacional de Comercio Exterior, S.N.C. (BANCOMEXT) (with William F. Crittenden, 122-131)
- Golden Valley Microwave Foods, Inc. (152-158)
- Angostura Bitters, Inc. (with William F. Crittenden, 183-190)
- Amtech Corporation (238-249)
- Shorin-Ryu Karate Academy (with William F. Crittenden, 279-294)
- ABB Traction Inc. (with Cynthia Jaffe, 323-331)
- Ambrosia Corporation, San August (with Erin L. Quinn and William F. Crittenden, 332-346)
- Southern Home Developers (with William F. Crittenden, 354-364)
- Powrtron Corporation (with William F. Crittenden, 375-384)
- Rollerblade, Inc. (418-423)
- National Breweries (with William F. Crittenden, 461-468)
- Cutco International (with William F. Crittenden, 491-505)
- Yoplait USA (521-526)

Cases published in Strategic Marketing Management Cases, 5th edition, by David W. Cravens, Charles W. Lamb, Jr., Victoria L. Crittenden, Irwin Publishing Company, 1996 [with accompanying teaching notes]:

- Battered Women Fighting Back! (with Jennifer Fraser, 19-28)
- Navistar International Transportation Corporation (with John DeVoy, 101-111)
- Banco Nacional de Comercio Exterior, S.N.C. (BANCOMEXT) (with William F. Crittenden, 138-149)
- Golden Valley Microwave Foods, Inc. (189-196)
- Angostura Bitters, Inc. (with William F. Crittenden, 228-327)
- Amtech Corporation (295-309)
- ABB Traction's X2000 (with Cynthia Jaffe, 383-392)
- Ambrosia Corporation, San August (with Erin L. Quinn and William F. Crittenden, 393-410)
- Rollerblade, Inc. (487-494)
- National Breweries (with William F. Crittenden, 512-520)
- Yoplait USA (585-590)

Cases published in Strategic Marketing, 7<sup>th</sup> edition, by David W. Cravens and Nigel Piercy, McGraw-Hill, 2003 [with accompanying teaching notes]:

- Cutco International (with William F. Crittenden)
- Powrtron Corporation (with William F. Crittenden)

Cases published in Strategic Marketing, 6<sup>th</sup> edition, by David W. Cravens, Irwin/McGraw-Hill, 2000 [with accompanying teaching notes]:



- Yoplait USA (406-411)
- Cutco International (with William F. Crittenden, 518-546)
- Amtech Corporation (590-602)
- Golden Valley Microwave Foods, Inc. (646-653)
- Powrtron Corporation (with William F. Crittenden, 671-680)

Cases published in Strategic Marketing, 5<sup>th</sup> edition, by David W. Cravens, Irwin Publishing Company, 1997 [with accompanying teaching notes]:

- Yoplait USA (275-280)
- Rollerblade, Inc. (536-543)
- Amtech Corporation (560-573)
- Golden Valley Microwave Foods, Inc. (602-608)
- Navistar International Transportation Corporation (with John DeVoy, 633-643)

Critical Thinking Cases for Marketing, 12<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing (2013). Cases include the following [with accompanying teaching notes]:

- Telekom Austria Group: Sustainability to Increase Value
- Mary Kay Inc. taps into a Changing Demographic
- Prestige Brands, Inc: Transforming the Business
- CUTCO Cutlery Corporation: Direct to Consumer for Over 60 Years!
- Lap Dance at Boston Blazers Professional Lacrosse Game: Promotional Mistake or Creative Genius?
- Will a New Reservation System Translate to Higher Prices for Travelers?
- Lyon College—Taking Control of its Social Media Ecosystem

Marketing Miscue Cases for Marketing, 12<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing (2013). Cases include the following [with accompanying teaching notes]:

- Concerns over Sustainability result in Social Media Disaster for Nestlé
- Four Loko targets Young College Hedonists
- McAfee Virus Protection Update Crashes Computers Worldwide
- Microsoft Implies Distribution of *Angry Birds* on Windows Phone 7
- Yellow Tail's Tails-for-Tails Campaign
- 6p.m.com's US\$1.6 Million Pricing Error
- Urban Store Format at CVS: Where did all the Cashiers go?

Critical Thinking Cases for Marketing, 11<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing (2011). Cases include the following [with accompanying teaching notes]:

- CUTCO Corporation: Going Green. Going Forward.
- *Kiki* Magazine
- Tic Tac® Refreshes Your Breath and Its Packaging
- Economic Woes Good for Discount Retailers
- Levi's 501® Unbuttons its Viral Campaign
- Kindle keeps same Price even during Recession
- Netflix goes Live

Marketing Miscue Cases for Marketing, 11<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing (2011). Cases include the following [with accompanying teaching notes]:

- Has Dove begun to Re-touch the Real?
- A Marketing Opportunity Misfire between Dr. Pepper and Guns N' Roses
- MobileMe Failed on the "Me"
- Springsteen and Wal-Mart: Opposite Attract in Business Partnership?
- Motrin gets Twittered!
- Ryanair's Pricing raises Eyebrows
- Google Street View and Privacy Concerns

Critical Thinking Cases for Marketing, 10<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2009. Cases include the following [with accompanying teaching notes]:

- Cannondale Bicycle—"Feel It"
- The Course at Eagle Mountain
- Segway—Desirable but not Necessary?
- McDonald's Secret Weapon
- Vector Marketing Corporation—Recruitment and Technology
- Lenovo's Asia-Pacific Pricing
- You've been ICED!

Marketing Miscue Cases for Marketing, 10<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2009. Cases include the following [with accompanying teaching notes]:

- Dr. Pepper Receives Chilly Welcome in Boston
- What's in the Lolita Name?
- The Bigoted Baked Beans
- Zune Falters on Valentine's Day Commitment
- Dolce & Gabbana pulls Ad
- Amazon's Pricing Error hits the Game Blogs
- Zillow Product in Possible Violation of State Law

Critical Thinking Cases for Marketing, 9<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2008. Cases include the following [with accompanying teaching notes]:

- Pharmaceutical Marketing—Direct to Consumers or Not?
- The Marketing Challenge at Lyon College
- The Dallas Mavericks—The Total Entertainment Experience (with Matt Miller)
- Whole Foods Thrives in Declining Marketplace
- NASCAR lifts Ban on Liquor Advertising
- Yahoo Music Unlimited’s Aggressive Pricing
- Scripps Provides e-Offering with HGTVPro.com

Marketing Miscue Cases for Marketing, 9<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2008. Cases include the following [with accompanying teaching notes]:

- Mental Health Advocates not Crazy about Valentine’s Day Offering
- Has eBay Forgotten its Faithful Followers?
- Manufacturing Defect Results in Quite a Stir for iPod Nano
- Retail Embargo of Harry Potter Book Violated
- Burger King may have Gone too Far when It Sexualized Fast Food
- Pricing Execution Error at Dell
- Game Code Violates Industry Rating

Continuing Case, *Apple, Inc.*, for The Future of Business, 6<sup>th</sup> edition, Lawrence J. Gitman and Carl McDaniel, South-Western College Publishing, 2008. Case parts include the following [with accompanying teaching notes]:

- Part 1: The Evolution of Apple, Inc.
- Part 2: Ownership at Apple Computer
- Part 3: Managing the Business of Apple Computer
- Part 4: Marketing at Apple, Inc.
- Part 5: Information Technology at Apple Computer
- Part 6: Financial Management at Apple, Inc.

Critical Thinking Cases for Marketing, 8<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2006. Cases include the following [with accompanying teaching notes]:

- Vivendi Universal Games: Theft of Source Code for *Half-Life 2* (145-146)
- *Tall Magazine* Debuts to the Vertically Gifted Crowd (301-302)
- Twister Moves—The Cool Hip Dance Version of the Classic Game of Twister (p. 387-388)
- Hollywood Refuses easyCinema’s Distribution Request (p. 473)

- Adidas takes Human Billboards to New Heights (p. 579)
- Will Tickle Inc. Lead the New Revolution of Internet Social Networking? (689-690)

Marketing Miscue Cases for Marketing, 8<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2006. Cases include the following [with accompanying teaching notes]:

- Scholastic Stumbles even with Market Access (p. 144)
- Remembering “The Alamo” may be Painful for Disney (p. 300)
- The Boston Ballet gets Evicted (p. 386)
- Comic Book Distribution Methods Define (and Shrink) Audience (p. 472)
- Who’s on First? NOT Spider-Man! (p. 578)
- Will Knott’s Berry Farm Attract Visitors, Start a Price War, or Decrease Revenue? (p. 650)
- Google in a Trademark Struggle with its Keyword Ads (p. 688)

Critical Thinking Cases for Marketing, 7<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2004. Cases include the following [with accompanying teaching notes]:

- Hewlett-Packard’s CoolTown puts Everyone and Everything on the Web (133-134)
- The Segway Human Transporter (367-368)
- StreamCast Networks, A New Name in P2P Distribution (457-458)
- Philip Morris Companies Inc. Changes Name to Altria Group (561-562)
- Nokia’s \$20,000 Cellular Phone (p. 631)
- Peapod and Royal Ahold Combine to Keep Serving the Internet Consumer (701-702)

Marketing Miscue Cases for Marketing, 7<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2004. Cases include the following [with accompanying teaching notes]:

- K-Mart’s Blue Lights are in the Red, and There’s Nothing Special About It (p. 132)
- Metricom’s Ricochet Fails to Rebound (p. 282)
- Did Moxi Digital Inc. Stop to Consider Demand? (p. 366)
- Jeremy’s MicroBatch Ice Cream Gets Licked in Distribution (p. 456)
- Duracell’s Duck is Turned Off (p. 560)
- Apple’s Futuristic Cube is Already a Thing of the Past (p. 630)
- Eli Lilly’s Web Privacy Statement Fails to Protect Customers (700-701)

Critical Thinking Cases for Marketing, 6<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2002. Cases include the following [with accompanying teaching notes]:

- Beyond Starbucks: Extending a Brand Name (133-134)
- Re-defining Prices at Priceline (286-287)
- Coke: Leveraging the Brand (371-372)
- Disney Consumer Products (466-467)
- The U.S. Military: Crisis on the Homefront (566-567)
- 2000 Olympics- Price Tags for the Olympic Games (632-633)
- Staples.com: Reaping the Benefits of a Clicks-and-Bricks Strategy (678-679)

Marketing Miscue Cases for Marketing, 6<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2002. Cases include the following [with accompanying teaching notes]:

- Burger King's International Whopper (p. 132)
- Taking the Haughty Out of Haute Links (p. 285)
- A Bumpy Ride for Saturn (p. 367)
- Just for Feet Stopped in its Tracks (p. 465)
- Got Beer?—Ad Campaign Crashes (p. 565)
- IBM's Pricing Worked Too Well—For the Consumer, Not for the Company (p. 631)
- DoubleClick's Consumer Tracking Capabilities Backfire (677-678)

Entrepreneurial Cases for Marketing, 6<sup>th</sup> edition, by Charles Lamb, Jr., Joseph Hair, and Carl McDaniel, South-Western College Publishing, 2002. Cases include the following [with accompanying teaching notes]:

- PlanetFeedback.com: The Voice of One. The Power of Many. (282-283)
- Maps a la Carte, Inc. (315-316)
- A New Direction for NetTV (339-340)
- Closing the Digital Divide in the Inner City (364-365)
- Napster: Rocking & Rolling the Music Industry (601-602)
- Next step for NexTag (628-629)

***Supervised the writing and publication of the following cases:***

- Alligator Records (authored by Christine Lynn Connolly, published in Cravens, Lamb, Crittenden 2002)
- Coca-Cola (Japan) Company (authored by Laura Gow, published in Cravens, Lamb, Crittenden 1996, 1999, 2002)
- Duracell "Powered by People" Comprehensive Case Study (authored by Duracell, Bethel CT, 1997)

- Dunkin' Donuts Bagel Blitz (authored by Eric Nyman, published in Cravens, Lamb, Crittenden 1999, 2002)
- LoJack Corporation (authored by Cathy Leach Waters, published in Cravens, Lamb, Crittenden 1996, 1999)
- Rollerblade, Inc.: Doing Business in a Mature Market with accompanying teaching note (authored by Allison E. Kleva, published in Cravens, Lamb, Crittenden 2002)
- SystemSoft Corporation (authored by Lisa Robie Adam, published in Cravens, Lamb, Crittenden 1999, 2002)
- The New York Islanders Hockey Club Inc. (authored by Christine Lynn Connolly, published in Cravens, Lamb, Crittenden 2002)

**Case Teaching Notes** (*not noted elsewhere*)

All published in Strategic Marketing Management Cases, 6<sup>th</sup>, 7<sup>th</sup>, and/or 8<sup>th</sup> editions, by David W. Cravens, Charles W. Lamb, Jr., Victoria L. Crittenden, McGraw-Hill/Irwin Publishing Company, 1996, 1999, 2002.

- Alligator Records
- Coca-Cola (Japan) Company (with Laura Gow, Stephanie Hillstrom, David Angus)
- Dunkin' Donuts Bagel Blitz (with William Crittenden)
- LoJack Corporation (with Stephanie Hillstrom)
- SystemSoft Corporation (with William Crittenden)
- The New York Islanders Hockey Club, Inc.

**PROFESSIONAL ASSOCIATION MEMBERSHIP**  
(*current and recent past*)

Academy of Business Education  
 Academy of Marketing Science  
 American Marketing Association  
 Association of Governing Boards of Universities and Colleges  
 Decision Sciences Institute  
 Direct Selling Education Foundation  
 Marketing Educators' Association  
 Marketing Management Association  
 Society for Engineering and Management Systems  
 Society for Marketing Advances  
 The International Academy of Digital Arts and Sciences

**PROFESSIONAL ACTIVITIES**

**Board Memberships**

Board of Directors, Direct Selling Education Foundation, Washington, DC 2017-

Advisory Board, Global Research Symposium on Marketing and Entrepreneurship, 2018-

Academic Advisory Council, Direct Selling Education Foundation, Washington, DC  
2015-

Scientific Committee, BrandMemo 2014-

Academic Advisory Board, Vector Marketing Corporation, Olean, NY 2000-

Alumni Board, Harvard Business School, Boston, MA 2016-2019  
Continuous Learning Working Group 2018

Board of Trustees, Lyon College, Batesville, AR  
Synod Trustee 2008-2016  
Alumni Trustee 2005-2008

Faculty Advisory Board, Emerald Group Publishing 2014-2015

President's Council, Lyon College, Batesville, AR 2004-2015

Board of Directors, Lextended Day Program, Lexington, MA 1995-1997

Board of Directors, Dark-To-Light Inc., Pembroke, MA 1995-1996

Board of Directors, Intronic Inc., Canton, MA 1990-1993

### **Executive Positions**

Vice-Chair Global Membership, American Marketing Association, Entrepreneurial  
Marketing Special Interest Group, 2019-2021

President, Academy of Marketing Science, 2012-2014

Chair, Education Committee, Lyon College Board of Trustees, 2011-2014

Chair, American Marketing Association, Teaching and Learning Special Interest Group,  
2008-2012

President-Elect, Academy of Marketing Science, 2010-2012

Vice-President for Development, Academy of Marketing Science, 2008-2010

Secretary/Treasurer, Academy of Marketing Science, 2006-2008; 2000-2002

Vice-President for Membership-N. America, Academy of Marketing Science, 2002-2004

Treasurer, Lextended Day Program, Lexington, MA 1995-1997

Treasurer, Harvard Business School Doctoral Students Association, 1985-1986

**Program Positions**

Program Committee, 2019-2020, The Digital Marketing & eCommerce Conference, Barcelona, Spain.

Coordinator, 2018-2019 StuKent Outstanding Teacher-Scholar Doctoral Student Competition, Marketing Management Association

Chair, 2014 HBS Doctoral Reunion, Boston, Massachusetts

Scientific Committee, INBAM 2013, Lisbon, Portugal

Track Chair, The Dynamics of Marketing Education, American Marketing Association Conference, 2013, Boston, Massachusetts

Program Chair, 2012 World Marketing Congress~Cultural Perspectives in Marketing Conference, Buckhead, Georgia

Chair, 2011 First Biennial Sheth Emerging Scholars Faculty Consortium, Reims, France

Track Chair, Marketing Theory, 2011 Academy of Marketing Science Conference, Coral Gables, Florida

Program Chair, 2009 World Marketing Congress, Oslo, Norway

Track Chair, Marketing Education, 2008 Society for Marketing Advances, St. Petersburg, Florida

Track Chair, Marketing Education, 2008 Academy of Marketing Science Conference, Vancouver, B.C.

Program Chair, 2003 World Marketing Congress, Perth, Australia

Program Coordinator, American Marketing Association 2000 International Conference, Marketing Strategy Special Interest Group, Buenos Aires, Argentina

Program Chair, 1999 Academy of Marketing Science Conference, Coral Gables, Florida

Track Chair, Special Interest Group, 2003 American Marketing Association, Chicago, Illinois



Track Chair, Marketing Strategy, The Tenth Biennial World Marketing Congress (2001), Academy of Marketing Science, Cardiff University, Wales

Track Chair, Marketing Management & Strategy, 1998 Academy of Marketing Science Conference, Norfolk, Virginia

### **Session Chair**

“Entrepreneurial Judgment,” 2021 Global Research Conference on Marketing and Entrepreneurship, virtual.

“Examining Transformation through Experience in a Social Marketing Course,” 2017 Marketing Educators Association annual conference, San Diego, California.

“Entrepreneurial Marketing Models,” 2014 Academy of Marketing Science annual conference, Indianapolis, Indiana.

“The Dynamics of Higher Education: Technology and the Marketing Classroom,” 2013 American Marketing Association Summer Educator’s Conference, Boston, Massachusetts.

“The Role of Educators in Delivering Value in the Marketing Classroom,” 2011 American Marketing Association Summer Educator’s Conference, San Francisco, California.

“Telling Telling Stories: Crafting Impactful Marketing Theory,” 2011 Academy of Marketing Science annual conference, Coral Gables, Florida.

“The Role of Educators in Creating Value in the Marketing Classroom,” 2010 American Marketing Association Summer Educator’s Conference, Boston, Massachusetts.

“Telling Telling Stories: Crafting Impactful Marketing Theory,” 2010 Academy of Marketing Science annual conference, Portland, Oregon.

“Fulfilling our Responsibility as Educators: Recognizing Teaching Sustainability via Classroom Excellence,” 2009 American Marketing Association Summer Educator’s Conference, Chicago, Illinois.

“Effective Teaching with Marketing Simulations,” 2009 Academy of Marketing Science annual conference, Baltimore, Maryland.

“Doctoral Student Life: Teaching Effectiveness, Research Productivity, and Time Management,” 2008 Academy of Marketing Science annual conference, Vancouver, B.C.

“Issues in Branding,” Doctoral Colloquium Session, 2008 Cultural Perspectives in Marketing conference, New Orleans, Louisiana.

“Health Management and Policy,” 2007 Association for Marketing & Health Care Research, Jackson Hole, Wyoming.

“Professionalism in the Classroom,” 2006 Academy of Marketing Science annual conference, San Antonio, Texas.

“The Internationalization of Marketing Education,” 2006 Academy of Marketing Science annual conference, San Antonio, Texas.

“Organizational Performance and Internal Processes,” 2003 American Marketing Association Summer Educators’ Conference, Chicago, Illinois.

“Current Research in Marketing Doctoral Programs,” 2003 Academy of Marketing Science Conference, Washington, D.C.

“Organizational Impact & Marketing Strategy,” 2001 The Tenth Biennial World Marketing Congress, Cardiff, Wales

“Evaluating Performance,” 2000 American Marketing Association International Marketing Educators Conference, Buenos Aires, Argentina.

“Developing and Sustaining Competitive Advantage,” 2000 American Marketing Association Winter Educators' Conference, San Antonio, Texas.

“Marketing’s Mid-Life Crisis,” 1999 Academy of Marketing Science Conference, Coral Gables, Florida.

“Meet the Editors,” 1999 Academy of Marketing Science Conference, Coral Gables, Florida.

"Cross-Functional Issues in the Market-Oriented Firm," 1997 Academy of Marketing Science Conference, Coral Gables, Florida.

"Implementing the 'Market Orientation' Concept: The Critical Role of Marketing/Operations Coordination," 1991 Operations Management Association Conference, Dallas, TX [invited session].

"Competitive Marketing Strategy," 1990 American Marketing Association Summer Educators' Conference, Washington, D.C.

"Employee Related Problems—Turnover, Absenteeism, and Alcoholism," 1982 Southern Management Association Meeting, New Orleans, LA.

## **Discussant**

2004 American Marketing Association Summer Educators' Conference, Boston  
1999 Academy of Marketing Science Annual Meeting, Coral Gables, Florida  
1992 Academy of Marketing Science Annual Meeting, San Diego, California  
1992 Northeast Decision Sciences Institute Meeting, Cambridge, Massachusetts  
1988 Northeast Decision Sciences Institute Meeting, Newport, Rhode Island  
1990 American Marketing Association Summer Educators Conference,  
Washington, D.C.  
1982 Southern Management Association Meeting, New Orleans, Louisiana  
1981 Southern Management Association Meeting, Atlanta, Georgia  
1980 Southern Management Association Meeting, New Orleans, Louisiana

### **Professional & Community Service**

External Program Reviewer, Montana State University, 2021  
Executive Academy Member/Webby Judge, The Int'l Academy of Digital Arts  
and Sciences, 2019-  
External Program Reviewer, Menlo College, 2021  
Co-Coordinator/Alumni Correspondent, HBS Alumni, 1994-2013; 2018-2019  
External Promotion Evaluator:  
Monash University, Melbourne, Australia, 2011 & 2019  
Worcester Polytechnic Institute, USA, 2019  
University of Massachusetts Lowell, USA, 2019  
Zayed University, UAE, 2019  
UNC Charlotte, 2018  
HEC Montreal, Canada, 2017  
Rutgers Business School, Piscataway, NJ, 2017  
Saint Joseph's University, USA, 2017  
University of Hartford, USA, 2015, 2016  
University of Edinburg, United Kingdom, 2014  
Simon Fraser University, Vancouver, Canada 2013  
University of St. Thomas, Minnesota, 2012  
LinkedIn Advisors, 2019-  
External Reviewer, Mid-Cycle Academic Program Review, Department of  
Marketing and Supply Chain Management, The University of Tennessee,  
2016  
External Review Committee, UT-Austin/Portugal International Partnership,  
Portugal, 2015  
DBA Program Reviewer, UNC Charlotte, 2015  
External Assessor, Vienna University of Economics and Business, 2015  
Appointment Committee, Royal Institute of Technology, KTH, Stockholm,  
Sweden, 2010-2011  
External Evaluator, Suliman S. Olayan School of Business, American University  
of Beirut, 2010  
Marketing Committee Member, Lyon College, 2010  
Member, LYONetwork, Lyon College, Batesville, AR 2005  
Accreditation Team, New England Association of Schools & Colleges, 2001

Participant, Delphi Survey, IdeaScope Associates, Cambridge, MA, Fall 1989  
Interfunctional Group, Harvard Business School, 1987  
Florida State University, College of Business, Standing Committee for Graduate Admission Appeals, 1983-1984  
Test Judge, Future Business Leaders of America District competitive exams, Godby High School, Tallahassee, FL, 1983  
Special Projects Judge, Future Business Leaders of America state competition, Tallahassee, FL, 1982  
Admissions, Academic Standards and Student Honors Committee, Arkansas Tech University, 1980-1981  
Faculty Advisor, Phi Beta Lambda, Arkansas Tech University, 1980-1981  
Intern, Bill Clinton's Gubernatorial Campaign State Headquarters, Little Rock, AR, January 1978  
Campus Coordinator, Bill Clinton's Gubernatorial Campaign, Arkansas College, February 1978-May 1978  
Intern, Attorney General Bill Clinton, State of Arkansas, January 1977  
JV Coordinator, Lexington High School Soccer Booster Club, 2003  
Teacher, Religious Education, St. Brigid's Parish, Lexington, MA 1999-2002  
Coach, Lexington Youth Soccer, Kindergarten Group, Lexington, MA 1999

## **TEACHING**

### **Undergraduate Education**

*Babson College:*  
Marketing Management

*Boston College:*  
Applied Marketing Management  
Freshman Ethics  
Freshman Immersion  
International Marketing  
Marketing Principles  
Marketing Principles Honors  
Product Planning and Strategy

*Florida State University:*  
Concepts of Management  
Concepts of Marketing  
Organizational Behavior

*Tallahassee Community College:*  
Introduction to Management

*Arkansas Tech University:*

Introduction to Business  
Introduction to Statistics  
Organizational Behavior  
Principles of Management

### **Graduate Education**

*Babson College:*

Marketing Management (MSEL core)  
Marketing (MBA core – Wellesley, Boston, and Miami classrooms, including online)  
Brand Management

*University of South Alabama:*

Marketing Management (PhD)  
Dissertation Committee Co-Chairperson:  
    April Kemp (Marketing)  
    Charla Brown (Marketing)  
    Nicole Beachum (Marketing)  
    Andrea Floyd (Management)

*KTH Royal Institute of Technology:*

International Business (PhD)

*Kennesaw State University:*

Business Inquiry Workshop (DBA)  
Questionnaire Design Workshop (DBA)  
Writing Workshop (DBA)  
Dissertation Design 1 (DBA)  
Dissertation Committee Chairperson:  
    J. Michael Simmons (Marketing), completed October 2013  
    David L. Williams (Marketing), completed March 2014  
Dissertation Committee Member:  
    Keith Ferguson (Marketing), completed February 2014

*American College of Greece:*

Making Strategy Happen (MBA)

*Boston College:*

Consulting Project Workshop (Management Practice II)  
International Marketing (2<sup>nd</sup> year elective)  
Key Strategies in Marketing (1<sup>st</sup> year elective)  
Management Practice II Coordinator  
Marketing (full-time core)  
Marketing Operations Management (full-time core)  
Marketing Operations Management (part-time core)

Marketing Research (Management Practice I and Management Practice Evening)  
Marketing Strategy (2<sup>nd</sup> year elective)  
Project Management (Management Practice II)  
Responsible Decision Making (full-time core)  
Guest Lecturer, Ph.D. Teaching Seminar (Organizational Studies)

### **Executive Education**

Faculty Member, Center for Management and Executive Education at the  
Crummer Graduate School of Business, Rollins College, 2020-2021  
Faculty Member, Babson Executive & Enterprise Education, Babson  
College, 2013-2014  
Faculty Member, Corporate and Management Development, WU Executive  
Academy, Vienna University of Economics and Business, 2010  
Faculty Member, Irish Institute, 2005-2012  
Faculty Member, Romanian Managers at Boston College, 2005  
Faculty Member, Center for Irish Management, 1996-1999  
Faculty Presenter, New England Retail Association 1998  
Faculty Member, Russian Bank Executives Program, 1994-1995  
Faculty Member, CET [*Chinese Executive Training*], 1993  
Academic Coordinator and Core Faculty, Marketing Management Program,  
International Marketing Institute, 1993-1995  
Core Faculty, International Marketing Institute, 1990-1995  
Core Faculty, North American Executive Program, International Marketing  
Institute, Boston 1992, Boston and Guadalajara/Monterrey, Mexico, 1993  
Core Faculty, PYOSA Company, International Marketing Institute, Monterrey,  
Mexico, 1989

### **BABSON COLLEGE SERVICE ACTIVITIES**

Marketing Division Chair, 2013-2019  
Re-imagining the MBA Core Design Team, 2018-2019  
Pedagogical Journal Committee, 2018-2019  
Graduate School Strategy Committee, 2017-2018  
Faculty Senate, 2014-2017  
Senate Executive Committee, 2014-2016  
LGBTQ Faculty Advisor, 2014-2016  
CELT Advisory Group, 2014-2016  
Honors Thesis Advisor, 2015-2017  
Legal & Financial Working Group (Babson Global), 2015  
Babson Global Fellow Mentor, 2016

### **BOSTON COLLEGE SERVICE ACTIVITIES**

## **University**

University Hearing Committee 2002-2005  
Center on Woman Task Force 2004  
Active Faculty Participant, Center for International Studies, 1995-2004  
BC Connections Program 2003  
Interviewer, Discovery Weekend, Presidential Scholars Program 2001  
Academic Advisory Board, International Studies Program 2000-2001  
Discussion Leader, Junior Year Abroad Pre-Departure Orientation Program  
Faculty Member, Presidential Scholars' Retreat 1998  
Committee on Awards & Honorary Degrees 1996-1997  
Director of Admissions Finalist Interviewing Committee 1989  
Participant, Jesuit Institute's "First Year Program" 1989

## **Carroll School of Management**

Educational Policy Committee 2012-2013  
Fulton Hall Technology Committee 2008  
Undergraduate Strategic Planning Task Force 2004  
Coordinator, Sophomore Business Plan Program 2000  
Coordinator, Excellence in Teaching Seminar 2000-2001  
Dean's Search Committee 1999-2000  
Judge, GE/CSOM Junior Case Competition 2001  
Case Review Committee, GE Fund 1998-2001  
Faculty Advisor, B-School Beanpot Case Analysis Competition 1997-1998  
Undergraduate, Graduate, and Junior Year Abroad Faculty Advisor 1988-  
Search Committee for Assistant Dean for Administration 1995  
Undergraduate Core Curriculum Review Committee 1992  
Faculty Growth and Development Committee 1991  
Coordinator, Works in Progress Seminars 1990-1994  
Committee on Undergraduate Advisement 1989-1990  
Invited Speaker, "Value in Diversity," Freshman Orientation 1990  
Academy of Women in Management Career Panel 1991, 1994  
Contact Team Member, AppleUSA, Cupertino, CA 1991  
Spring Fling Planning Committee 1992  
Undergraduate Orientation Presenter 1990  
Interviewer, Undergraduate Dean 1989  
Interviewer, Organization Studies candidate 1989

## **Carroll Graduate School of Management**

Chairperson, MBA Core Faculty 2006-2009  
Chair, Search Committee for Associate Dean 1996  
Chair, Search Committee for Director of Communications 1994  
MBA Core Curriculum Development and Implementation Team 1994-1996  
Faculty Advisor, Lotus SmartSuite Bean Town MBA Marketing Competition

1997

Faculty Advisor, Dalhousie University International Business Case Competition  
1992, 1993, 1994 (First Place each year)

Faculty Advisor, Diane Weiss Competition 1990-1992, 1994  
(First Place team, 1992)

Faculty Advisor, Concordia International MBA Case Competition 1993  
Presentation, "Teaching by the Case Method," Visitors-Jagiellonian University,  
November 1991

MBA Admissions Committee 1989-1992, 1994

Faculty Judge, Diane Weiss Competition

MBA Orientation Case Discussion Leader 1992

### **Marketing Department**

Committee Chair, 3<sup>rd</sup> Year Faculty Review 2005-2006; 2009-2010

Teaching Mentor

Department Chairperson 1995-2004

George Hay Brown Marketing Scholar of the Year Program Coordinator  
1992-1993

Graduate Assistant Coordinator 1989-1995

Faculty Recruiting Committee

Co-Coordinator, Brown Bag Research Meetings 1989-1990

Course Area Coordinator for Graduate Marketing Operations Management