

DR. CAROLYN A. MASSIAH

Office Address:

Department of Marketing
College of Business Administration
University of Central Florida
PO Box 161400
Orlando, Florida 32816-1400
Office Phone: 407-823-6764
E-mail: Carolyn.Massiah@ucf.edu

Home Address:

5326 Winhawk Way
Lutz, Florida 33558
Home Phone: 813-961-0148
E-mail: Carolyn.Massiah@gmail.com

EDUCATION

- Ph.D. W. P. Carey School of Business
 Arizona State University, 2007
 Major: Marketing
- M.B.A Graduate School of Business
 University of Colorado at Colorado Springs, 2002
 Majors: Marketing
 International Business Management
- B.B.A. Robert O. Anderson School of Management
 University of New Mexico, 1998
 Majors: Marketing
 Travel and Tourism Management

ACADEMIC EMPLOYMENT HISTORY

- 2009- present Clinical Professor (Lecturer), College of Business Administration, University of
 Central Florida, Orlando, FL.
- 2007- 2009 Assistant Professor, College of Business Administration, University of Central Florida,
 Orlando, FL.
- 2005- 2007 Instructor, College of Business Administration, University of Central Florida, Orlando,
 FL.

RESEARCH

RESEARCH INTERESTS

Intergroup Relations among Consumers within the Service Marketing and Consumer Behavior Domains: consumption experiences, commercial friendships, commercial social support, ethnic consumption, nested identities, sense of community, and social networks

Scholarship of Teaching and Learning: student engagement, student entitlement, mass section instruction, and delivery modes

REFEREED PUBLICATIONS

Massiah, Carolyn A., Rebecca Perren, and Ronald Michaels, (2014), "Successfully Supersizing Marketing Instruction: A Comparison Study of Instructional Delivery Modes to Principles of Marketing to Mega-Class Sizes." *Atlantic Marketing Journal*, 3(2), Article 5.

Johnson, Zachary, Robert Cascio, and Carolyn A. Massiah (2014), "Explaining Student Interaction and Satisfaction: An Empirical Investigation of Delivery Mode Influence." *Marketing Education Review*, 24(3), 227-238.

Rosenbaum, Mark S., Jill Sweeney, and Carolyn A. Massiah (2014), "The Restorative Potential of Senior Centers," *Managing Service Quality*, 24(4), 363-383.

Rosenbaum, Mark S, Carolyn Massiah, and Richard Wozniak (2013), "An exploratory analysis of social commonalities and subjective discounts," *International Journal of Retail & Distribution Management*, 41 (9), 671-687.

Johnson, Zachary, Carolyn A. Massiah and Jeffrey Allan (2013), "Community Identification Increases Consumer-To-Consumer Helping, But Not Always." *Journal of Consumer Marketing*, 30 (2), 121-129.

Rosenbaum, Mark S., and Carolyn A. Massiah (2011), "An Expanded Servicescape Perspective," *Journal of Service Management*, 22(4), 471-490.

-#2 in Immediacy for the Journal (Downloaded 1,507 times during the six months following the month of publication)

Rosenbaum, Mark S. and Carolyn A. Massiah (2007), "When Customers Receive Support from Other Customers: Exploring the Influence of Intercustomer Social Support on Customer Voluntary Performance." *Journal of Services Research*. 9 (3), 257-270.

Rosenbaum, Mark S., Massiah, Carolyn A., and Jackson, Donald W. (2006). "An Investigation of trust, Satisfaction, and Commitment on Repurchase Intentions in Professional Services," *Services Marketing Quarterly*, 27 (3), 115-135.

BOOK CHAPTERS

Rosenbaum, Mark S. and Carolyn A. Massiah (2013), "The Challenge of Managing a Service Context," In Fisk, Raymond P., Rebekah Russell-Bennett, & Lloyd C. Harris (eds.) *Serving Customers: Global Services Marketing Perspectives*, Tilde University Press, Melbourne: Australia.

Rosenbaum, Mark S. and Carolyn A. Massiah (2009), "Beyond the Physical Servicescape: How Social, Symbolic, and Restorative Servicescapes Influence Consumer Behavior," In Valentin, Jorge and Lucila Gamez (eds.) *Environmental Psychology: New Developments*, Nova Science Publishers: Hauppauge, NY.

UNDER REVIEW

Perren, Rebeca, Carolyn A. Massiah and Xin He "Assembling Peers: Advancing a Typological Theory of Collaborative Consumption Markets", invited for third round reject and resubmit at *Journal of Marketing*.

WORK IN PROGRESS

Allen, Jeff, Mark Arnold, Carolyn A. Massiah, Ronald Pimentel, and Yun-oh Whang, "The Role of Extraordinary Experiences in a Consumption Community."

Lee, Sangwon, and Carolyn A. Massiah, Carolyn A. "When I Grow Up: The Moderating Role of Aspiration in Intergenerational Code-switching Targeting."

Massiah, Carolyn A. "The Influence of a Sense of Imagined Community on Consumer's Purchase Intentions Towards retailers within the Community's Boundaries."

Massiah, Carolyn A. and Dean Cleavenger "Increased Narcissism in the classroom and its effect on Academic Entitlement."

Perren, Rebecca, Carolyn A. Massiah, Ronald Michaels. "Rethinking Electronic Service Quality: A New Scale That Allows Comparison to Traditional Service Settings."

Valdez, Carlos and Carolyn A. Massiah. "Social Media Marketing Sites as a Contextual Cues of Brand Experience and Attitude toward the Brand."

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Liu, Fan and Carolyn A. Massiah (2014), "'My Trash is Your Treasure: Revisiting Participants' Motivations to Engage in Alternative Giving Communities," Presented at *2014 AMA Summer Educator's Conference: Marketing Theory and Applications*, San Francisco, CA: American Marketing Association.

Rosenbaum, Mark S. and Carolyn A. Massiah (2014), "Commercial Friendships between Gay Salesmen and Straight Female Customers." Presented at the *AMA SERVSIG International Research Conference*, Thessaloniki, Greece,: American Marketing Association.

Perren, Rebeca, Carolyn a. Massiah, and Xin He (2014), "The Next Generation of Peer-to-Peer (P2P) Marketplaces: Conceptualizing the dynamic interaction between firms and consumers in facilitating exchanges." Presented at *2014 AMA Winter Educator's Conference: Marketing Theory and Applications*, Orlando, FL: American Marketing Association

Cowart, Kelly, Carolyn Massiah, and Kevin Lehnert (2013), "An Exploratory Study of the Role of Employee Skin Tone on Customer Evaluations," Presented at the *Association for Consumer Research Conference*, Chicago, IL.

-Winner of the ACR 2013 People's Choice Best Working Paper Award

Rosenbaum, Mark S, Richard Wozniak, and Carolyn Massiah (2012), "Social Commonalities and Subjective Discounting," Presented at *2012 AMA Summer Educator's Conference: Marketing Theory and Applications*, Chicago, IL: American Marketing Association.

Perren, Rebeca, Stephanie J. Lawson, Cinthia Saturnino, and Carolyn A. Massiah (2012), "The Dynamic Motivations of Collaborative Consumption." Presented at the *21st Annual Frontiers in Services Conference*, American Marketing Association, University of Maryland, College Park, MD.

Massiah, Carolyn A., Mark S. Rosenbaum, and Richard Wozniak (2012), "Why social commonalities encourage discounting in retail stores," Presented at the *Academy of Marketing Conference*, University of Southampton, United Kingdom: American Marketing Association.

Rosenbaum, Mark S, Richard Wozniak, and Carolyn Massiah (2012), "Social Commonalities and Subjective Discounting," Presented at *AMA/ACRA First Triennial Retailing Conference*, Seattle, WA: American Marketing Association.

Perren, Rebeca, Carolyn A. Massiah, and Ronald Michaels (2012), "Delivering Quality Instruction to Mega-Classes: a Successful Solution to Dwindling Resources and Growing Student Bodies," Presented at *2012 AMA Winter Educator's Conference: Marketing Theory and Applications*, St. Petersburg, FL: American Marketing Association

Allan, Jeffrey, Carolyn A. Massiah, and Zachary Johnson (2011), "Consumer Citizenship Behavior: Presented at the *Association for Consumer Research Conference*, St. Louis, MO.

Perren, Rebeca, Carolyn A. Massiah, and Ronald Michaels (2011), "Electronic Service Quality: A New Scale that Allows Comparison to Traditional Service Settings." Presented at the *20th Annual Frontiers in Services Conference*, American Marketing Association, Ohio State University, Columbus, OH.

Perren, Rebeca, Carolyn A. Massiah, and Ronald Michaels (2011), "Traditional vs. Electronic Professional Service Delivery," Presented as a poster at *2011 Society for Consumer Psychology Conference*, Atlanta, GA: American Marketing Association

Massiah, Carolyn A., Jeffrey Allen, and Zachary Johnson (2011), "Investigating The Influence of Social Identification on Interpersonal Helping Behavior Among Consumers," In Raji Srinivasan and Leigh McAlister (eds.) *2011 AMA Winter Educator's Conference: Marketing Theory and Applications*, Austin, TX: American Marketing Association, p.19-20.

Rosenbaum, Mark S., and Carolyn A. Massiah (2010), "Beyond the Physical Servicescape: How Social, Symbolic, and Restorative Servicescapes Influence Consumer Behavior" Presented at the *AMA SERVSIG International Research Conference*, Porto, Portugal: American Marketing Association.

- Awarded for highly commended best paper at conference.

Massiah, Carolyn A, Jeff Allen and Zachary Johnson (2008), "Assessing the Effects of Extraordinary Experiences and Social Identification on Bikers' Sub-Cultural Values." Presented at the *Society for Consumer Psychology Conference*, New Orleans, LA.

Allen, Jeff, Carolyn A. Massiah, Robert Cascio and Zachary Johnson (2007), "Triggers of Extraordinary Experiences Within a Sub-Cultural Consumption Event." Presented at the *Association for Consumer Research Conference*, Memphis, TN.

Allen, Jeff, Carolyn A. Massiah, Nicole Howatt, Joseph Cresce and Bahareh Banisadr (2007), "Investigating Triggers of Extraordinary Consumption Experiences." Presented at *QUIS 10: The 10th International Research Symposium on Service Excellence in Management Conference*, University of Central Florida, Orlando, FL.

Lee, Sangwon and Carolyn A. Massiah (2007), "When I Grow Up: The Moderating Role of Aspiration in Intergenerational Code-switching." Presented at the *Association for Consumer Research Conference*, Memphis, TN.

Massiah, Carolyn A. and Elisabeth S. Deutskens (2005). "Let's Make The Best of It: The role of peer commiseration in creating positive consumer emotions and behavioral intentions from negative service experiences." Presented at *AMA-INFORMS 10th Annual Frontiers in Services Conference*, American Marketing Association, Arizona State University, Tempe, AZ.

Massiah, Carolyn A. (2004), "Consumer Citizenship Behavior (CCB): Its Conceptualization and Measurement." Presented at *AMA-INFORMS 9th Annual Frontiers in Services Conference Abstracts*, American Marketing Association, University of Miami, Miami, FL.

Massiah, Carolyn A. (2004), "We Are In This Together: An Examination of Consumers Co-Producing and Co-Consuming Shared Hedonic Consumption Experiences." Presented at the Third Arizona Marketing Consortium, Phoenix, AZ.

Rosenbaum, Mark S., Carolyn A. Massiah and Donald W. Jackson, Jr. (2003), "Examining the Role of Trust in Professional Service Relationships." Presented at the *AMA Summer Educator's Conference*, Chicago, IL: American Marketing Association.

Rosenbaum, Mark S., Carolyn Massiah and Donald W. Jackson, Jr. (2002), "An Analysis of the Role of Trust in Professional Service Relationships." In Friedhelm Bliemel, Andreas Eggert, and Georg Fassott (eds.) *10th International Colloquium in Relationship Marketing Proceedings*, University of Kaiserslautern, Germany, p. 673-686.

TEACHING EXPERIENCE AND INTERESTS

TEACHING PHILOSOPHY

My primary goal in teaching is to create student-centered learning experiences. As such, I expect and actively prompt students to actively participate in the learning process via group projects, case analyses, class discussions, and presentations. I also actively seek out applied and service-learning based opportunities for my students. My teaching experience has provided me the opportunity to develop and refine skills in the following areas: engagement of students in classroom discussion, management of team-based projects, implementation of experiential learning techniques, and development of lectures offering managerial applications of course content. My teaching philosophy is based on the belief that involvement of students in all aspects of their learning acts to develop their critical, analytical and problem-solving skills and moves students beyond rote memorization towards understanding their world through reinterpreting knowledge.

UCF GRADUATE FACULTY STATUS

Graduate Faculty Member
Dissertation Chair Faculty

TEACHING AWARDS

Teaching Incentive Program Award, University of Central Florida, 2015
Excellence in Undergraduate Teaching, College of Business Administration, University of Central Florida, 2015
Most Engaged Student Organization Faculty Advisor. Dean's Advisory Board Award, April 2015
All-Star Faculty Award. Dean's Advisory Board Award, April 2015
Excellence in Faculty-Student Engagement. College of Business Administration Dean's Advisory Board Award, April 2014
Finalist, Most Transformative Moment In an Undergraduate Student's Life. Dean's Advisory Board Award, April 2014
Honorable Mention, Chuck D. Dziuban Award for Excellence in Online Teaching, University of Central Florida, 2013
Teaching Incentive Program Award, University of Central Florida, 2010

TEACHING RESEARCH

Massiah, Carolyn A., Rebecca Perren, and Ronald Michaels, (2014), "Delivering Quality Instruction to Mega-Classes: a Successful Solution to Dwindling Resources and Growing Student Bodies." *Atlantic Marketing Journal*, 3(2), Article 5.

Johnson, Zachary, Robert Cascio, and Carolyn A. Massiah (2014), "Explaining Student Interaction and Satisfaction: An Empirical Investigation of Delivery Mode Influences." *Marketing Education Review*, 24(3), 229-239.

"It's My Class and I'll Watch When I Want To: An Evaluation of the Effectiveness of Video Streaming as a Delivery Method in a Mass Section Course," Accepted as a 2006-2007 Scholarship of Teaching and Learning Research Project at University of Central Florida.

"Who Wants to be a Student?: Utilizing Classroom response Systems (or clickers) in Order to Reach and Retain student in Mass Classroom Sections," Awarded a 2006-2007 Information Fluency Enhancement Grant.

TEACHING INTERESTS

- Services Marketing
- International Marketing
- Marketing Strategy
- Consumer Behavior
- Marketing Principles
- Marketing Management

TEACHING EXPERIENCE

PHD

- Qualitative Research Methods in Marketing

MBA

- Services Marketing
- Strategic Marketing Management

UNDERGRADUATE

- Principles of Marketing (delivered via face-to-face, interactive television, and video streaming/lecture capture instruction)
- Consumer Behavior
- Marketing Research
- Marketing Strategy
- International Marketing
- Services Marketing
- Marketing Intelligence (delivered face-to-face, completely online and in a hybrid mode via webcourses/Blackboard)
- Honors Thesis Course

DISSERTATION COMMITTEES

Perren, Rebeca, “Peering into the Future: Three Essays Examining the Nascent Collaborative Consumption Phenomenon,” Ph.D., Department of Marketing, University of Central Florida, 2015. (Dissertation Co-Chair)

- Winner at the 12th Annual Showcase of Graduate Research Excellence at UCF.

Johnson, Zachary, “Good Guys Don’t Always Finish Last: The Moderating Role of Brand Extension Fit on product Evaluations Based on Corporate Ability (CA) and Corporate Social Responsibility (CSR) Associations, Ph.D., Department of Marketing, University of Central Florida, 2011. (Committee Member)

Paniculangara, Joseph, “Consumers and Their Charitable Donations,” Ph.D., Department of Marketing, University of Central Florida, 2011. (Committee Member)

DISSERTATION COMMITTEES (Continued)

- Lee, Sangwon, "Two Essays on Product Design and Consumer Evaluations," Ph.D., Department of Marketing, University of Central Florida, 2010. (Committee Member)
- Pillai, Rajani Ganesh, "Two Essays on Screening Strategies," Ph.D., Department of Marketing, University of Central Florida, 2009. (Committee Member)
- Bindroo, Vishal, "Two Essays on Customer Satisfaction," Ph.D., Department of Marketing, University of Central Florida, 2009. (Committee Member)
- Pomirleanu, Nadia, "Two essays on the Impact of Critical Reviews on Product's Market Performance," Department of Marketing, University of Central Florida, 2009. (Committee Member)
- Walls, Andrew, "An Examination of Consumer Experience and Relative Effects on Consumer Values," Ph.D., Rosen College of Hospitality Management, University of Central Florida, 2009. (Committee Member)
- Yang, Huei-Hsuan, "The Effect of Technology Acceptance on Undergraduate Students' Usage of WebCT as a Collaborative Tool," Ed.D., College of Education, University of Central Florida, 2007. (Committee Member)

HONORS IN THE MAJORS THESIS COMMITTEES

Ekaterina V. MArchenko, "Breaking Down the Walls: The West's Challenges Operating in Russia" B.S.B.A., Department of Management, University of Central Florida, Summer 2015. (External Member)

Cory King, "Vegetarian, Vegan, and Pescetarian Consumers and Their Participation in the Green Movement," B.S.B.A., Department of Marketing, University of Central Florida, Spring 2014. (Thesis Chair)

- A winner at the 11th Annual Showcase of Undergraduate Research Excellence at UCF.

Kelcey Sablon, "The Effect of Service Provider Skin Tone on Customer Perceptions of Service Quality," B.S.A., Department of Psychology, University of Central Florida, Spring 2014. (Thesis Co-Chair)

- A winner at the 11th Annual Showcase of Undergraduate Research Excellence at UCF.

Fonda Yeh, "The Effect of Lovestyle on Consumer Behavior: Attracting A Partner and Forming a Relationship," B.S.B.A., Department of Marketing, University of Central Florida, Fall 2013. (Thesis Chair)

Lauren LaVan, "A Global Strategic Financial Analysis of the Luxury Retail Industry" B.S.B.A, Department of Finance, University of Central Florida, Spring 2013. (External Member)

Diehdra Potter, "The Importance of Eventscapes: Assessing Event Attendees' Attitudes Toward Event Design Elements Using the Hedonic Scale" B.S. Hospitality, University of Central Florida, Fall 2012. (External Member)

Jessica Jones, "Do the Right Thing: The Role of Public Service Advertisements on the Behaviors of Contemporary College Students," B.S.B.A., Department of Marketing, University of Central Florida, Summer 2012. (Thesis Chair)

HONORS THESIS COMMITTEES (Continued)

William Crockett, "An exploration of the effect advertising plays on college students' intentions beyond purchase behavior," B.S.B.A., Department of Marketing, University of Central Florida, Summer 2012. (Thesis Chair)

Ashley Carrel, "Evaluation of Advertisements: The Role of Males' Self-Image and Its Effect on Attitude Towards Advertisements," B.S.B.A., Department of Marketing, University of Central Florida, Fall 2011. (Thesis Chair)

Melissa Blette, "Marketing Trends in Home Healthcare: The Four Aspects that Affect Sales," B.S.B.A., Department of Marketing, University of Central Florida, Spring 2010. (Thesis Chair)

Lauren Rehm, "Stealth Marketing to Generation Y," B.S.B.A., Department of Marketing, University of Central Florida, Spring 2010. (Thesis Chair)

Adam Rush, "An exploration of the influence of advertising exposure on the propensity to donate to non-profit organizations," B.S.B.A., Department of Marketing, University of Central Florida, Summer 2009. (Thesis Chair)

Julian Sanchez, "The Various Agendas of Market Mavens," B.S.B.A., Department of Marketing, University of Central Florida, Fall 2007. (Thesis Chair)

TEACHING ENROLLMENTS AND EVALUATIONS

<u>UNIVERSITY OF CENTRAL FLORIDA</u>	<u>SEMESTER</u>	<u>ENROLLMENT</u>	<u>RATING[#]</u>
• Marketing Principles – Video Streaming	Fall 2015	1,733	N/A
	Summer 2015	351	4.43
	Spring 2015	977	4.48
	Fall 2014	1159	4.51
	Summer 2014	283	4.54
	Spring 2014	1490	4.54
	Fall 2013	1529	4.57
	Summer 2013	318	4.60
	Spring 2013	1351	4.53
	Fall 2012	1522	4.40
	Summer 2012	305	4.24
	Spring 2012	1525	4.45
	Fall 2011	1497	4.45
	Spring 2011	1359	4.36
	Fall 2010	1270	4.34
	Spring 2010	1386	4.07
	Fall 2009	1436	4.09
	Spring 2009	1369	4.06
	Fall 2008	1448	4.06
	Spring 2008	1398	3.64
Fall 2006	438	3.52	
• Marketing Principles – Face to Face	Summer 2011	218/217	4.45/4.54
	Summer 2010	223	4.27
	Spring 2008	69	3.98
	Fall 2006	443	4.07
• Marketing Principles – ITV Instruction	Fall 2006	73	3.97
• Marketing Principles – Honors	Fall 2014	13	5.00
	Fall 2013	21	4.67
	Spring 2011	20	4.71
• Marketing Research	Summer 2015	56	4.77
• Marketing Research for Minors	Fall 2015	17	N/A
• Marketing Strategy	Summer 2005	48/40	4.69/4.38
• Marketing Management – PMBA section	Spring 2015	28	4.62
• Services Marketing - MBA Section	Summer 2015	30	5.00
	Summer 2013	53	4.64
	Spring 2008	12	4.58

[#]**Note: Evaluation based upon a 5-point scale; 5 = Excellent; 1 = Very Poor.**

N/A = Course evaluations have not been provided yet.

TEACHING ENROLLMENTS AND EVALUATIONS (continued)

<u>UNIVERSITY OF CENTRAL FLORIDA</u>	<u>SEMESTER</u>	<u>ENROLLMENT</u>	<u>RATING[#]</u>
• Services Marketing - Undergraduate	Spring 2013	74	4.90
	Fall 2011	71	4.50
	Fall 2010	74	4.80
	Spring 2010	73	4.70
	Fall 2009	69	4.50
	Spring 2008	65	4.62
	Spring 2006	60/65	4.79/4.48
	Fall 2005	61/57	4.66/4.73
• Marketing Intelligence (Face to Face)	Fall 2012	70	4.61
• Marketing Intelligence (On-line)	Summer 2009	70	3.46
• Marketing Intelligence (Mixed Mode)	Summer 2012	63	4.71
	Summer 2011	71	4.52
	Summer 2010	73	4.41

[#]Note: Evaluation based upon a 5-point scale; 5 = Excellent; 1 = Very Poor.

N/A = Course evaluations have not been provided yet.

<u>ARIZONA STATE UNIVERSITY</u>	<u>SEMESTER</u>	<u>ENROLLMENT</u>	<u>RATING[*]</u>
• Marketing Management – MBA Section	Spring 2005	40	4.09
• Marketing Strategy	Summer 2004	6/12	5.00/5.00
	Summer 2003	14	4.92
	Fall 2002	34	4.70
• International Marketing	Winter 2005	49	4.84
• Consumer Behavior	Fall 2003	25	4.89
	Summer 2003	26	4.95
• Marketing Principles	Summer 2002	21/28	4.90/4.73

^{*}Note: These scores have been converted from the Arizona State University scale.

AWARDS AND GRANTS

UNIVERSITY OF CENTRAL FLORIDA

Teaching Incentive Program Award, University of Central Florida, 2015
Excellence in Undergraduate Teaching, College of Business Administration, University of Central Florida, 2015
Most Engaged Student Organization Faculty Advisor. Dean's Advisory Board Award, April 2015
All-Star Faculty Award. Dean's Advisory Board Award, April 2015
Finalist, Most Transformative Moment In an Undergraduate Student's Life. Dean's Advisory Board Award, April 2015
University Faculty Advisor of the Year, awarded by the Student Government Association (SGA). University of Central Florida, 2013-2014.
Excellence in Faculty-Student Engagement. College of Business Administration Dean's Advisory Board Award, April 2014
Excellence in Data-Driven Decision Making. College of Business Administration Dean's Advisory Board Award, April 2014
Finalist, Most Engaged Student Organization Faculty Advisor. Dean's Advisory Board Award, April 2014
Finalist, Most Transformative Moment In an Undergraduate Student's Life. Dean's Advisory Board Award, April 2014
Honorable Mention, Chuck D. Dziuban Award for Excellence in Online Teaching, University of Central Florida, 2013
Keeper of the Creed - Scholarship Pillar, University of Central Florida, 2011
Teaching Incentive Program Award, 2010
Honorary Faculty Initiate, Golden Key International Honor Society, 2010
UCF Quality Enhancement Plan Initiative Information Fluency Grant, 2006
Scholarship of Teaching and Learning (SoTL) Research Grant, Summer 2006

ADDITIONAL AWARDS AND HONORS

Honorary Lifetime Membership Award, State of Florida, Collegiate DECA, 2015.
Faculty Advisor of the Year, State of Florida, Collegiate DECA, 2013-2014.
William R. Jones Most Valuable Mentor Award, McKnight Doctoral Fellowship Program, Florida education Fund, 2011
Faculty Advisor of the Year, Atlantic Coast Region, Delta Sigma Pi Business Fraternity, 2011
Young Alumni Hall of Fame Inductee, Anderson School of Management, University of New Mexico, 2010.
First State Community Action Agency Honoree, State of Delaware, 2010
AMA-Sheth Foundation Doctoral Consortium Fellow, Texas A&M, 2004
AMA Foundation Valuing Diversity PhD Scholarship, 2004
Liam Glynn Scholarship for Doctoral Students with an Interest in Services Marketing, 2003
Beta Gamma Sigma Honors Fraternity
Golden Key National Honor Society

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society of Consumer Psychology
PhD Project
Marketing Ethnic Faculty Association
Beta Gamma Sigma
Delta Sigma Pi International Business Fraternity - Member
Golden Key International Honor Society - Member
Black Faculty and Staff Association, University of Central Florida

SERVICE TO THE ACADEMY

Communications Officer, Services Marketing Special Interest Group (ServSig), AMA, 2011 – 2014
Reviewer, AMS Conference, 2014
Reviewer, AMA SERVSIG International Research Conference, 2010, 2014
Reviewer, Society for Consumer Psychology Conference, 2008 - 2011
Reviewer, AMA Winter Marketing Educators' Conference, 2009, 2011-2013, 2016
Reviewer, AMA Summer Educators' Conference 2004, 2010, 2013
Reviewer, ACR North American Conference, 2011
Discussant, AMA Winter Marketing Educators' Conference, 2011
Session Chair, Services Track, AMA Summer Educators' Conference, 2009
Ad Hoc Reviewer, *Journal of Service Research*, 2011-2014
Ad Hoc Reviewer, *Journal of Service Management*, 2012-2014
Ad Hoc Reviewer, *Managing Service Quality*, 2014
Ad Hoc Reviewer, *Journal of Marketing Education*, 2014
Ad Hoc Reviewer, *Journal of Research in Interactive Marketing*, 2012
Ad Hoc Reviewer, *The Service Industries Journal*, 2012
Ad Hoc Reviewer, *Journal of Interactive Marketing*, 2012
Ad Hoc Reviewer, *International Journal of Hospitality Management*, 2011
Ad Hoc Reviewer, *International Journal of Service Industry Management*, 2008

OTHER SERVICE ACTIVITIES

Faculty Advisor, College DECA, University of Central Florida, Spring 2011 – Present.
Mentor, LEGACY Leadership and Mentor Program. University of Central Florida, Fall 2007 – Present
Faculty Advisor, Delta Sigma Pi Professional Business Fraternity, University of Central Florida, Summer 2009 – Fall 2011.
Faculty Advisor, UCF Research and Mentoring Program (RAMP). University of Central Florida, Fall 2011 – Spring 2015
Faculty Advisor, Gamma Phi Delta Professional Sorority, University of Central Florida, Summer 2008 – Spring 2012.
Den Leader and Pack Secretary, Pack 931, Boy Scouts of America, Oviedo, Florida, Fall 2005 – Winter 2013
Advancement Chair, Troop 787, Boys Scouts of America, Winter Springs, Florida, Spring 2009 – Fall 2012

ADDITIONAL EMPLOYMENT HISTORY

CORPORATE

- 1998-1999: Marketing Management Trainee, Enterprise Rent-A-Car, Performed sales and marketing tasks for airport location
- 1997: Sales and Marketing Intern, Albuquerque Convention and Visitors' Bureau, Organized familiarization tours for event planners of future conferences
- 1995-1996: Assistant Residential Manager, University of Delaware, Managed the year-round conference housing staff and operations

MILITARY SERVICE

- 1990-1996: Medic, Delaware Army National Guard, Performed nursing duties in a mobile army surgical hospital

REFERENCES

Dr. Mary Jo Bitner
Professor of Marketing
PETsMART Chair in Services
Leadership
Department of Marketing
W.P. Carey School of Business
Arizona State University
Tempe, AZ 85287-4106
(480) 965-1992
maryjo.bitner@asu.edu

Dr. Raj Echambadi
Associate Professor of Strategy
407D Wohlers Hall
Department of Business
Administration
1206 South Sixth Street
University of Illinois at Urbana-
Champaign
Champaign, IL 61820
(217) 244-4189
rechamba@illinois.edu

Dr. Mark Rosenbaum
Department of Marketing
College of Business
Northern Illinois University
DeKalb, IL 60115-2897
(815) 753-7931
mrosenbaum@niu.edu