

## **AMY MORGAN TOMAS, Ph. D.**

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### **EDUCATION**

Ph.D. in Business Administration, 1996  
The University of Memphis, Memphis, Tennessee  
Major Concentration: Marketing  
Minor Concentration: Sociology

Master of Business Administration, 1991  
University of Akron, Akron, Ohio  
Concentration: Marketing

Bachelor of Science in Business Administration, 1989  
University of Akron, Akron, Ohio  
Major: Marketing

### **ACADEMIC EXPERIENCE**

Director, Undergraduate Programs, Grossman School of Business, University of Vermont, Burlington, VT (August 2016 to present). Engage with the various facets of our Undergraduate student experience from recruiting to graduation. Responsibilities include recruiting activities, Orientation, Curriculum, Course Planning and Scheduling, Student Success and Engagement, Retention, International Experiences, Extracurricular and Co-Curricular Activities, Professional Development Support, Design, Implementation and Management of the PEAKS program and Part-Time Faculty support.

Coordinator, The Eugene and Joan Kalkin Retailing Initiative (August 2020 to present)

Senior Lecturer, Grossman School of Business, University of Vermont, Burlington, VT (May 2009 to present). Courses taught/In-progress: Business Savvy, Corporate Retail Seminar, Essential Skills for Future Business Leaders, Honors Seminar: Innovation and New Product Development, Marketing Management, Product Management and Retail

Management.

Lecturer, School of Business Administration, University of Vermont, Burlington, VT (September 2004 to May 2009). Courses taught: Business Savvy, Essential Skills for Future Business Leaders, Marketing Management, Product Management and Retail Management.

Managing Editor for *Alumni News*, School of Business Administration, University of Vermont, Burlington, VT (2005-2009).

Visiting Assistant Professor of Marketing, University of Vermont, Burlington, VT (September 2003 to May 2004). Courses taught: Marketing Management, Product Management and Retail Management.

Assistant Professor of Marketing, Roger Williams University, Bristol, RI (August 2001 to May 2003). Courses taught include Advertising Campaigns, Consumer Behavior, Enterprise, Marketing Principles, Retail Management, and Special Topics: Interactive Marketing.

Assistant Professor of Marketing, Bradley University, Peoria, IL (August 1996 to May 2001). Courses taught: Advertising: Planning and Decision-Making, Business and the Web, Consumer Behavior, Direct Marketing, Marketing in a Dynamic World, Marketing Presentations, Principles of Marketing, Promotional Dynamics, and Retailing.

Visiting Instructor of Marketing, Bradley University, Peoria, IL (August 1995 to May 1996). Courses taught include Principles of Marketing, Promotional Dynamics, and Retailing.

Production Editor for *Cycle Time Research*, The University of Memphis, Memphis, TN (August 1994 to May 1995) and Research Assistant for the FedEx Center for Cycle Time Research, The University of Memphis, Memphis, TN (August 1994 to May 1995).

Research and Teaching Assistant, Department of Marketing, The University of Memphis, Memphis, TN (August 1991 to July 1994).

## **TEXTBOOKS, AUXILIARY MATERIALS AND CASES**

### **Auxiliary Materials**

Instructor's Manual to accompany Retailing Management, 7t/d by Michael Levy and Barton Weitz, 2009.

Instructor's Manual to accompany Retailing Management, 6t/d by Michael

Levy and Barton Weitz, 2007.

Test Bank to accompany Business: A Changing World, 2d/d by O.C. Ferrell and Geoffrey Hirt, 1996.

Self-Study Guide to accompany Business: A Changing World, 2d/d by O.C. Ferrell and Geoffrey Hirt, 1996.

Instructor's Manual to accompany Retailing, 1t/d by George H. Lucas, Jr., Robert P. Bush, and Larry G. Gresham, 1994.

Instructor's Manual to accompany Retailing, 4t/d by Dale M. Lewison, 1991, (co-authored with Dale Lewison and Michael Tomas).

### **Textbook Cases**

Comprehensive cases appearing in Lewison, Dale M. (1994) Retailing, 5t/d, Boston, MA: Macmillan Publishing Company:

"Frederick's of Hollywood: Heading Toward the Mainstream," 610-611.

"Esprit de Corps: A Merchandising-Philosophizing Mix," 210-211, with Dale Lewison.

Comprehensive cases appearing in Lucas, George H., Jr., Robert P. Bush, Sr. and Larry G. Gresham (1994) Retailing, 1t/d, Boston, MA: Houghton Mifflin Company:

"Nordstrom, Inc.: Managing through Turmoil," 416-419.

"Straining the Ties that Bind: Procter & Gamble's Retailer Relationships," 594-597, with Dennis L. Pedrick.

Comprehensive cases appearing in Ferrell, O.C., George H. Lucas, Jr. and David Luck (1994) Strategic Marketing Management: Text and Cases, Cincinnati, OH: Southwestern Publishing Company:

"Seessel's," 283-290.

"The Nordstrom Story," 297-300.

"Dakota, Incorporated," 221-229, with Phil Fisher and Diane Hoadley.

"IBM," 356-360, with O.C. Ferrell and Gwyneth M. Vaughn.

"Microsoft Corporation and Ashisuto K.K.," 325-329, with David J. Luck.

"Nissan Motor Company," 381-384, with David J. Luck and Debbie

M. Thorne.  
"Thermo Electron Corporation," 330-332, with David J. Luck.  
"Wm. Wrigley, Jr. Corporation," 348-350, with David J. Luck.

## **REFEREED PUBLICATIONS**

### **Articles**

Bonifield, Carolyn M. and Amy M. Tomas, (2010) "Intellectual Property Issues for Marketers in the Virtual World," Journal of Brand Management, accepted 10/1/08.

Bailey, Ainsworth A., Carolyn M. Bonifield and Amy M. Tomas, (2008) "Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds," Innovative Marketing, 4(4): 6-13.

Babin, Laurie, Teri Shaffer and Amy Morgan Tomas, (2002) "Teaching Portfolios: Development and Application," Journal of Marketing Education, (24): 35-42.

Ross L. Fink, John Gillette, Amy J. Morgan and Donna J. Hill (2001) "Attracting, Enhancing and Retaining Client Relationships Using the Web," National Public Accountant, (46): 4, 14-17.

Morgan, Amy J. and Scott A. Inks, (2001) "Technology and the Sales Force: Increasing Acceptance of Sales Force Automation," Industrial Marketing Management (30): 466-472.

Hill, Donna J., Ross Fink, and Amy J. Morgan (1998) "Plant Tours as a Customer Contact Tool: An Integrated Marketing Communications Framework," Journal of Marketing Management, vol. 8, no. 2: 41-48.

Attaway, Jill S. and Amy J. Morgan (1997) "Exploring the Impact of Gambling on Local Retail Expenditures," Journal of Shopping Center Research, vol. 4, no. 2: 7-25.

Morgan, Amy J. and George H. Lucas, Jr. (1997) "Retail Cycle Time: A Customer Transaction Perspective," Cycle Time Research, vol. 3, no. 1: 79-89.

### **National Proceedings**

Bonifield, Carolyn M. and Amy M. Tomas (2008), "A Different Reality: Considering Possible Selves in Virtual Worlds," in Proceedings of the 2008 Advertising and Consumer Psychology Conference, Society for Consumer Psychology, published as Extended Abstract.

Baer, Robert, Donna J. Hill and Amy J. Morgan, (2000) "Excuses: Use'm If You Got'em," in Advances in Consumer Research, Stephen J. Hoch and Robert J. Meyer, eds., (27): 87-91.

Phillips, Melodie R., Veronica Horton and Amy J. Morgan, (1999) "Has the Marketing Value of the Internet Commercialized Cyber-Cheating? Research, Term Papers and References Reinvented", in Advances in Marketing: Theory, Practice, and Education, Joyce A. Young, Robert D. Green, and Faye W. Gilbert, eds. Society for Marketing Advances, Terre Haute, IN: 135-136 (published summary brief).

Inks, Scott A. and Amy J. Morgan (1998) "Perceptions of Equity in the Acceptance of Sales Force Automation," National Conference in Sales and Sales Management, ed., Michael A. Humphreys, Illinois State University Department of Marketing: 12-14 (published abstract).

Morgan, Amy J. and Jill S. Attaway, (1997) "Expanding the Retail Marketplace: Toward an Understanding of the Internet Shopper" in Developments in Marketing Science, eds., Elizabeth J. Wilson and Joseph F. Hair, Jr., vol. 20 (Coral Gables, Florida: Academy of Marketing Science): 290-294.

Hult, G. Tomas and Amy J. Morgan (1996) "Total Learning in Marketing Education," in Developments in Marketing Science, eds. , Elizabeth J. Wilson and Joseph F. Hair, Jr., vol. 19 (Coral Gables, Florida: Academy of Marketing Science): 138-143.

Bush, Robert P., Amy J. Morgan, and George H. Lucas, Jr. (1993) "Image Formation and Patronage in Television Home Shopping: The \$5 Billion Question," Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge III, Baton Rouge, LA: Louisiana State University, 261-271.

Morgan, Amy J. (1992) "The Evolving Self in Consumer Behavior: Exploring Possible Selves," in Advances in Consumer Research, Vol. 20, Michael L. Rothschild, ed., Provo, UT: Association for Consumer Research, 634-637.

### **Regional Proceedings**

Fink, Ross L., Amy J. Morgan and Donna J. Hill (1998) "Interactive Plant Tour: Bring the Factory to Your Classroom," Proceedings of the Southwest Decision Sciences Institute.

Inks, Scott A. and Amy J. Morgan (1996) "The Proper Domain of Marketing: Teaching What We Practice," in Advances in Marketing, David Strutton,

Lou E. Pelton and Shannon Shipp, eds. Southwestern Marketing Association, University of North Texas: 196-205.

Inks, Scott A. and Amy J. Morgan (1995) "Implications of TQM for the Industrial Salesforce: Using Control Charts for Continuous Process Improvement," in Marketing: Foundations for a Changing World, Brian T. Engelland and Denise T. Smart, eds., Southern Marketing Association, Evansville, IN: 141-145.

Loe, Terry W. and Amy J. Morgan (1995) "The Role of Communications in Relationship Development: A Marketing Channels Perspective," in Marketing: Foundations for a Changing World, Brian T. Engelland and Denise T. Smart, eds., Southern Marketing Association, Evansville, IN: 189-193.

Morgan, Amy J., George H. Lucas, Jr. and G. Tomas M. Hult (1994) "Salesperson Customer Service Orientation: An Organizational Socialization and Commitment Perspective," in Marketing: Advances in Theory and Thought, Brian T. Engelland and Alan J. Bush, eds., Southern Marketing Association, Evansville, IN: 427-430.

Morgan, Amy J. (1994) "Toward Theory Development in Retailing: A Comment on Theories of Institutional Evolution," in Advances in Marketing, Proceedings of the Southwestern Marketing Association, Daniel L. Sherrell, Daryl O. McKee, and Robert P. Bush, eds., 148-153.

Morgan, Amy J., G. Tomas M. Hult, R. Edward Bashaw, and Bruce D. Keillor (1993) "Facilitating Met Expectations: Distinguishing Characteristics of Future Sales Personnel," in Marketing: Satisfying a Diverse Customerplace, Proceedings of the Southern Marketing Association, Tom K. Massey, Jr., ed., 356-359.

Morgan, Amy J. and Bruce D. Keillor (1993) "Toward Theory Development in Marketing Strategy: Current Status and Future Direction," in Marketing: Satisfying a Diverse Customerplace, Proceedings of the Southern Marketing Association, Tom K. Massey, Jr., ed., 307-308.

Morgan, Amy J. (1992) "Exploring Customer Satisfaction with Television Home Shopping: An Importance-Performance Analysis," in Marketing: Perspectives for the 1990's, Proceedings of the Southern Marketing Association, Robert L. King, ed., 220-223.

### **Grants and Funded Studies**

Tomas, Amy Morgan, School of Business, University of Vermont, Competitive

Summer Research Grant, May 2004

Tomas, Amy Morgan, Co-Principal Investigator, "Marine Technology Center Feasibility Study," \$30,000 award, funded by Reed Aquaculture Initiative, with Dr Timothy M Scott and Dave Alves, May 2002.

Morgan, Amy J. and Ross Fink, Foster College of Business Administration Professional Development Grant for course development of "Business and the Web", May 1999.

Hill, Donna Mitch Griffin and Amy J. Morgan, Foster College of Business Administration Professional Development Grant for development of "Visiting Scholar Workshop: Current Trends and Applications for Structural Equations Modeling", May 1999.

Morgan, Amy J. and Jill S. Attaway, "Examining the Impact of Gambling on Local Retail Expenditures," \$ 10,000 award funded by the International Council of Shopping Centers Educational Foundation, May 1996.

### **Presentations**

Tomas, Amy M. (2021), "Getting Started: Student Adoption and Engagement," Suitable Pathways Conference panelist.

Bonifield, Carolyn M. and Amy M. Tomas (2008), "A Different Reality: Considering Possible Selves in Virtual Worlds," Society for Consumer Psychology Advertising and Consumer Psychology Conference, Philadelphia, PA.

Tomas, Amy Morgan (November 7, 2001), Faculty Research Presentation, Roger Williams University, "Retail Patronage Behavior and Consumer Cycle Time"

Tomas, Amy Morgan, session chair (November 2000) "The Internet and the Marketing Classroom: A Panel Discussion on the Development of Internet Marketing Courses and Pedagogy," special session at the Society for Marketing Advances meeting.

"The Internet and Your Organization: Marketing Tips and Tactics" developed and presented with Donna J. Hill and Ross Fink, Bradley University Center for Executive and Professional Development, 1998-2000.

"Teaching Portfolios: Development and Application" Special Session developed and presented with Laurie Babin and Teri Shaffer at the Society for Marketing Advances meeting November, 1998.

Inks, Scott A. and Amy J. Morgan (1998) "Perceptions of Equity in the Acceptance of Sales Force Automation," National Conference in Sales and Sales Management, Norfolk, VA.

Morgan, Amy J. (1997) "Retail Cycle Time Reductions: A Marketing Productivity Approach," special session presentation at the Southern Marketing Association meeting.

Jarrell, Judy L. and Amy J. Morgan (1996) "All About Place: Fundamentals of Integrated Supply Chain Management," special session presentation at the Southern Marketing Association meeting.

Morgan, Amy J., session chair (1996) coordinator of special Marketing Education session on "Teaching Trends and Technologies: Revisiting the Old Four Ps" at the Southern Marketing Association meeting.

Morgan, Amy J. (1995) "The FedEx Center for Cycle Time Research at The University of Memphis," at the Southern Marketing Association meeting.

## **SERVICE AND PROFESSIONAL ACTIVITIES**

**UVM Lane Series Advisory Board, Burlington, VT** (member 2015-2017, Vice President 2017-2019, President 2019-2021)

**Mount Family Group Advisory Board, Williston, VT** (member, 2017-present)

### **Service to Grossman School of Business, University of Vermont**

Academic Advising (ongoing)

Advisor, Grossman Student Advisory Council (2016-2021)

Curricular Affairs Committee, UVM (member, 2006-present)

Honors Day Steering Committee (member 2013-2014, chair 2014-present)

Undergraduate Studies Committee (member, 2006-2016, ex officio, 2016-present)

Member, CDAE Faculty Search Committee in Public Communications (2007-2008)

Liaison to Mu Kappa Tau, National Marketing Honor Society (ongoing)

### **Service to Gabelli School of Business and Roger Williams University**

Academic Advising

Mentor, RWU Student Success Program (Fall 2002)

GSB Faculty Committee (Fall 2002)

GSB Intellectual Contributions Committee (Fall 2002)

GSB representative to AACSB International meeting (Fall 2002)

GSB Financial Services Search Committee (2001-2003)

Independent Study Supervisor (summer 2002: 5 students)

GSB Liaison for CEED Marine Technology Park Initiative (spring 2002-2003)  
GSB Mission Committee (2001-2002)  
GSB Intellectual Contributions Committee (2001-2002)

**Service to Department and College at Bradley University (1995-2001)**

Academic Advising  
FCBA Undergraduate Curriculum Committee  
FCBA Teaching Excellence Task Force  
Departmental Minor subcommittee  
Department of Marketing Recruiting Committee (1999-2001)

**Service to Marketing Discipline**

Editorial Review Board, *Marketing Education Review*  
Editorial Review Board, *Journal for Advancing Marketing Education*

Ad hoc reviewer, *Journal of the Academy of Marketing Science*  
Ad hoc reviewer, *Journal of Business Research*  
Ad hoc reviewer, *Industrial Marketing Management*  
Ad hoc reviewer, *Journal of Applied Business Research*

Coordinator, Society for Marketing Advances *Distinguished Teaching Competition 2000*.  
Track Chair, Society for Marketing Advances 1999, WWW/Internet Applications  
Track Chair, Academy of Marketing Science 1999, Retail Management  
Track Chair, Southern Marketing Association 1998, Marketing Education  
Track Co-Chair, Southern Marketing Association 1997, Marketing Education

**Reviewer:**

Society for Marketing Advances/Southern Marketing Association (1994-2002)  
Southwestern Marketing Association (1996-1998)  
Academy of Marketing Science (1996-1997)  
Association of Marketing Theory and Practice (2001)  
Decision Sciences (2000)  
American Marketing Association Winter Educator's Conference (1997, 2000, 2001)  
American Marketing Association Summer Educator's Conference (1998)

**Discussant:**

Southern Marketing Association (1994, 1996, 1997, 1999)  
Southwestern Marketing Association (1994)

**Member:**

American Marketing Association

Beta Gamma Sigma  
Mu Kappa Tau

**Honors and Awards**

Nominee, 2017, 2009, 2006 University of Vermont, Kroepsch-Maurice  
Excellence in Teaching Award

2009 Teacher of the Year Award, School of Business Administration,  
University of Vermont

Midwest Grains Products of Illinois, Foster College of Business  
Administration, Teaching Excellence Award (2000)

Mortar Board, honorary member (1999)

Outstanding Track Chair, Society for Marketing Advances (1998)

Caterpillar Research Fellowship (1997-1998)

Humko Doctoral Fellowship in Marketing (1994)

Southern Marketing Association Doctoral Consortium Fellow (1993)