

Dr. Amy Tomas
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BSAD-Marketing
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Education

Ph D, The University of Memphis, 1996.
Major: Marketing
Supporting Areas of Emphasis: Sociology

MBA, University of Akron, 1991.
Major: Marketing

BS, University of Akron, 1989.
Major: Marketing

RESEARCH

Research Publications

Refereed Journal Articles

Bonifield, C., Tomas, A. (2009). Intellectual Property Issues for Marketers in the Virtual World. *Journal of Brand Management, Palgrave Macmillan*, 16(8), 571-581. <http://www.palgrave-journals.com/bm/journal/v16/n8/pdf/bm200841a.pdf>

Bonifield, C., Bailey, A. A., Tomas, A. (2008). Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds. *Innovative Marketing*, 4(4), 6-13.
http://www.businessperspectives.org/journals_free/im/im_en_2008_4_Bailey.pdf

Babin, L., Shaffer, T., Tomas, A. (2002). Teaching Portfolios: Development and Application. *Journal of Marketing Education*, 24(1), 35-42.
<http://jmd.sagepub.com/cgi/content/abstract/24/1/35>

Fink, R., Gillette, J., Tomas, A., Hill, D. (2001). Attracting, Enhancing and Retaining Client Relationships Using the Web. *National Public Accountant*, 46(4), 14-17.

Tomas, A., Inks, S. (2001). Technology and the Sales Force: Increasing Acceptance of Sales Force Automation. *Industrial Marketing Management*, 30(5), 466-472.
http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6V69-438BSYH-6&_user=1563816&_rdoc=1&_fmt=&_orig=search&_sort=d&view=c&_acct=C000053744&_version=1&_urlVersion=0&_userid=1563816&md5=a1d5bc213a48c253e88c2e1d2aea72d6

Hill, D., Fink, R., Tomas, A. (1998). Plant Tours as a Customer Contact Tool: An Integrated Marketing Communications Framework. *Journal of Marketing Management*, 8(2), 41-48.

Tomas, A., Lucas Jr., G. H. (1997). Retail Cycle Time: A Customer Transaction Perspective. *Cycle Time Research*, 3(1), 79-89. <https://umdrive.memphis.edu/g-cscm/www/ctr3/retailct.pdf>

Tomas, A., Attaway, J. (1996). Examining the Impact of Gambling on Local Retail Expenditures. *Journal of Shopping Center Research*, 4(2), 7-25.

Conference Proceedings

- Tomas, A., Bonifield, C. (2008). *A Different Reality: Considering Possible Selves in the Virtual World*. Philadelphia, Pennsylvania: Advertising and Consumer Psychology Conference/Society for Consumer Psychology.
- Baer, R., Tomas, A., Hill, D. J. (2000). In Stephen J. Hoch and Robert J. Meyer (Ed.), *Excuses: Use'm If You Got'em* (vol. 27, pp. 87-91). Advances in Consumer Research. <http://www.acrwebsite.org/volumes/display.asp?id=8364>
- Phillips, M. R., Horton, V., Tomas, A. (1999). In Joyce A. Young, Robert D. Green, and Faye W. Gilbert (Ed.), *Has the Marketing Value of the Internet Commercialized Cyber-Cheating? Research, Term Papers and References Reinvented* (pp. 135-136). Terre Haute, Indiana: Advances in Marketing: Theory, Practice, and Education/Society for Marketing Advances.
- Fink, R. L., Tomas, A., Hill, D. J. (1998). *Interactive Plant Tour: Bring the Factory to Your Classroom*. Proceedings of the Southwest Decision Sciences Institute.
- Inks, S. A., Tomas, A. (1998). In Michael A. Humphreys (Ed.), *Perceptions of Equity in the Acceptance of Sales Force Automation* (pp. 12-14). Illinois: National Conference in Sales and Sales Management/Illinois State University Department of Marketing.
- Tomas, A., Attaway, J. S. (1997). In Elizabeth J. Wilson and Joseph F. Hair, Jr. (Ed.), *Expanding the Retail Marketplace: Toward an Understanding of the Internet Shopper* (vol. 20, pp. 290-294). Coral Gables, Florida: Developments in Marketing Science/Academy of Marketing Science.
- Inks, S. A., Tomas, A. (1996). In David Strutton, Lou E. Pelton and Shannon Shipp (Ed.), *The Proper Domain of Marketing: Teaching What We Practice* (pp. 196-205). Texas: Advances in Marketing/Southwestern Marketing Association, University of North Texas.
- Hult, G. T., Tomas, A. (1996). In Elizabeth J. Wilson and Joseph F. Hair, Jr. (Ed.), *Total Learning in Marketing Education* (vol. 19, pp. 138-143). Coral Gables, Florida: Developments in Marketing Science/ Academy of Marketing Science.
- Inks, S. A., Tomas, A. (1995). In Brian T. Engelland and Denise T. Smart (Ed.), *Implications of TQM for the Industrial Salesforce: Using Control Charts for Continuous Process Improvement* (pp. 141-145). Evansville, Illinois: Marketing: Foundations for a Changing World/Southern Marketing Association. <http://sbaer.uca.edu/research/sma/1995/pdf/29.pdf>
- Tomas, A., Lucas Jr, G. H., Hult, G. Tomas M. (1994). In Brian T. Engelland and Alan J. Bush (Ed.), *Salesperson Customer Service Orientation: An Organizational Socialization and Commitment Perspective* (pp. 427-430). Evansville, Illinois: Marketing: Advances in Theory and Thought/Southern Marketing Association.
- Tomas, A. (1994). In Daniel L. Sherrell, Daryl O. McKee, and Robert P. Bush (Ed.), *Toward Theory Development in Retailing: A Comment on Theories of Institutional Evolution* (pp. 148-153). Advances in Marketing/Proceedings of the Southwestern Marketing Association.
- Tomas, A., Hult, G. Tomas M., Bashaw, R. E., Keillor, B. D. (1993). In Tom K. Massey (Ed.), *Facilitating Met Expectations: Distinguishing Characteristics of Future Sales Personnel* (pp. 356-359). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.

- Bush, R. P., Tomas, A., Lucas Jr., G. H. (1993). *Image Formation and Patronage in Television Home Shopping: The \$5 Billion Question* (pp. 261-271). Baton Rouge, Louisiana: Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge III/Louisiana State University.
- Tomas, A., Keillor, B. D. (1993). In Tom K. Massey, Jr. (Ed.), *Toward Theory Development in Marketing Strategy: Current Status and Future Direction* (pp. 307-308). Marketing: Satisfying a Diverse Customerplace/Proceedings of the Southern Marketing Association.
- Tomas, A. (1992). In Robert L. King (Ed.), *Exploring Customer Satisfaction with Television Home Shopping: An Importance-Performance Analysis* (pp. 220-223). Marketing: Perspectives for the 1990's/Proceedings of the Southern Marketing Association.
- Tomas, A. (1992). In Michael L. Rothschild (Ed.), *The Evolving Self in Consumer Behavior: Exploring Possible Selves* (vol. 20, pp. 634-637). Provo, Utah: Advances in Consumer Research/Association for Consumer Research.

Other

- Tomas, A. (2009). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 7t/d by Michael Levy and Barton Weitz.
- Tomas, A. (2007). *Instructor's Manual to Accompany Retailing Management by Levy and Weitz* (pp. 700+). to accompany Retailing Management 6t/d by Michael Levy and Barton Weitz.
- Tomas, A. (1996). *Self-Study Guide*. to accompany Business: A Changing World, 2d/d by O.C. Ferrell and Geoffrey Hirt.
- Tomas, A. (1996). *Test Bank*. to accompany Business: A Changing World, 2d/d, by O.C. Ferrell and Geoffrey Hirt.
- Tomas, A. (1994). *Comprehensive cases* (pp. 283-290, 297-300, 221-229, 356-360, 325-329, 381-384, 330-332, 348-350). Cincinnati, Ohio: appearing in Ferrell, O.C., George H. Lucas, Jr. and David Luck, Strategic Marketing Management: Text and Cases, Southwestern Publishing Company.
- Tomas, A. (1994). *Comprehensive cases* (pp. 416-419, 594-597). Boston, Massachusetts: appearing in Lucas, George H., Jr., Robert P. Bush, Sr. and Larry G. Gresham Retailing, 1t/d, Houghton Mifflin Company.
- Tomas, A. (1994). *Instructor's Manual*. to accompany Retailing, 1t/d by George H. Lucas, Jr., Robert P. Bush, and Larry G. Gresham.
- Tomas, A. (1991). *Instructor's Manual*. to accompany Retailing, 4t/d by Dale M. Lewison, 1991, (co-authored with Dale Lewison and Michael Tomas)..

Presentations Given

- Nelson, M.-F. (Panelist), Tomas, A. (Panelist), Lowensohn, S. (Panelist), UVM Women in Business Club, UVM Women in Business Club. (March 26, 2025).
- Tomas, A., UVM Academic Leadership Council, "GSB PEAKS: Professional Development System & Credentialing for Co-Curricular Strengths." (December 2021).
- Nelson, M.-F. (Panelist), Tomas, A. (Panelist), Lowensohn, S. (Panelist), UVM Women in Business Club, UVM Women in Business Club. (September 29, 2021).

- Tomas, A., Suitable Pathways, "GSB PEAKS: Professional Engagement and Knowledge Systems," Suitable Software. (July 2021).
- Bonifield, C. (Author & Presenter), Tomas, A. (Author & Presenter), Advertising and Consumer Psychology Conference, "A Different Reality: Considering Possible Selves in the Virtual World," Society for Consumer Psychology, Philadelphia, Pennsylvania, United States. (2008).
- Tomas, A., Faculty Research Presentation, "Retail Patronage Behavior and Consumer Cycle Time," Roger Williams University. (November 7, 2001).
- Tomas, A., Hill, D. J., Fink, R., Center for Executive and Professional Development, "The Internet and Your Organization: Marketing Tips and Tactics," Bradley University. (2000).
- Tomas, A., Hinks, S. A., National Conference, "Perceptions of Equity in the Acceptance of Sales Force Automation," Sales and Sales Management, Virginia, United States. (1998).
- Tomas, A., Babin, L., Shaffer, T., Special Session, "Teaching Portfolios: Development and Application," Society for Marketing Advances. (November 1998).
- Tomas, A., Special session presentation, "Retail Cycle Time Reductions: A Marketing Productivity Approach," Southern Marketing Association. (1997).
- Tomas, A., Jarrell, J. L., Southern Marketing Association, "All About Place: Fundamentals of Integrated Supply Chain Management." (1996).
- Tomas, A., Southern Marketing Association, "Teaching Trends and Technologies: Revisiting the Old Four Ps." (1996).
- Tomas, A., Jarrell, J. L., Special session presentation, "All About Place: Fundamentals of Integrated Supply Chain Management," Southern Marketing Association. (1996).
- Tomas, A., Southern Marketing Association, "The FedEx Center for Cycle Time Research at the University of Memphis." (1995).
- Tomas, A., Southern Marketing Association, "The FedEx Center for Cycle Time Research at The University of Memphis," Southern Marketing Association. (1995).

Contracts, Grants and Sponsored Research

Grant

- Tomas, A. (Principal), "Competitive Summer Research Grant," Sponsored by School of Business, University of Vermont, The University of Vermont. (May 2004).
- Tomas, A. (Contributor), Scott, T. M. (Contributor), Alves, D. (Contributor), "Marine Technology Center Feasibility Study," Sponsored by Reed Aquaculture Initiative, Other, \$30,000.00. (May 2002).
- Tomas, A. (Contributor), Fink, R. (Contributor), "Foster College of Business Administration Professional Development Grant," Other. (May 1999).
- Hill, D. (Contributor), Tomas, A. (Contributor), "Visiting Scholar Workshop: Current Trends and Applications for Structural Equations Modeling," Sponsored by Foster College of Business Administration, Other. (May 1999).

Tomas, A. (Contributor), Attaway, J. (Contributor), "Examining the Impact of Gambling on Local Retail Expenditures," Sponsored by International Council of Shopping Centers Educational Foundation, The University of Vermont, \$10,000.00. (May 1996).

Awards and Honors

Caterpillar Research Fellowship, Caterpillar. (1998).

Humko Doctoral Fellowship in Marketing, Humko. (1994).

TEACHING

Teaching Experience

The University of Vermont

BSAD 002, Prof. Development Series I, 3 courses.

BSAD 002/102/202, PDS Coordinator, 1 course.

BSAD 095, ST: Essential Skills for Future Business Leaders, 3 courses.

BSAD 096, ST: Essential Skills for Future Business Leaders, 3 courses.

BSAD 101, Business Savvy, 2 courses.

BSAD 102, Prof. Development Series II, 3 courses.

BSAD 150, Marketing Management, 38 courses.

BSAD 156, Product Management, 11 courses.

BSAD 195, ST: Product Management, 9 courses.

BSAD 196, ST: Product Management, 5 courses.

BSAD 256, Retail Management, 14 courses.

BSAD 295, Corporate Retail Seminar, 10 courses.

BSAD 299, Business Admin Honors Thesis, 5 courses.

BUS 1102, Prof. Development Series I, 8 courses.

BUS 1110, Business Enterprise I, 1 course.

BUS 2102, Prof. Development Series II, 8 courses.

BUS 3560, Retail Management, 3 courses.

BUS 3565, Corporate Retail Seminar, 2 courses.

BUS 3990, Corporate Retail Seminar, 2 courses.

HCOL 185, New Product Development, 2 courses.

HCOL 186, New Product Development, 1 course.

Awards and Honors

nominee, UVM Advising Award, UVM. (December 2017).

nominee, Kroespch-Maurice Excellence in Teaching award, UVM. (September 30, 2017).

Beta Gamma Sigma membership, Beta Gamma Sigma. (March 20, 2013).

2010 Meritorious Teaching Award, Marketing Management Association/Hormal. (March 25, 2010).

Teacher of the Year, School of Business Administration. (May 17, 2009).

nominee, Kroepsch-Maurice Excellence in Teaching Award, UVM. (May 1, 2009).

Invitation to UVM Class of 2009 Faculty/Staff Recognition, UVM Senior Class Council. (April 7, 2009).

nominee, Kroespch-Maurice Excellence in Teaching award, UVM. (September 30, 2006).

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

SERVICE

Service to Academic Community

Committee Chair, Search Committee: Director, GSB Center for Student Success. (September 2024 - Present).

Ex officio, Undergraduate Studies Committee. (August 2024 - Present).

Program Coordinator, Eugene and Joan Kalkin Retailing Initiative. (September 1, 2020 - Present).

Faculty Advisor, Grossman Student Advisory Council. (March 2018 - Present).

Lead Presenter, Admitted Student Visit Days. (February 2018 - Present).

Attend variety of High Impact Admissions Events, UVM Admissions Events. (February 2018 - Present).

GSB Case Program Support. (September 2017 - Present).

Committee Member, Search Committee: Director, GSB Co-op Program. (April 2024 - August 2024).

Curriculum related Meetings and Contacts. (September 2017 - May 2022).

Coordinator, GSB Women in Business Initiative. (September 2017 - May 2022).

ex officio as Director of UG programs, Undergraduate Studies Committee. (September 1, 2016 - May 2022).

Committee Chair, Honors Day Committee. (August 2015 - May 2022).

Committee Member, GSB Digital Credentials Initiative. (January 2018 - May 2019).

Presenter, Marketing and Entrepreneurship, Theme and Concentration Panels. (March 2018 - April 2019).

UVM Admissions Open House 2018. (October 2018 - November 2018).

SGA Advising Focus Groups. (November 12, 2018).

Discovering UVM for International Students. (November 9, 2018).

UVM Power in Numbers Conference. (November 3, 2018).

Committee Chair, GSB Search Committee. (January 2018 - June 2018).

Course Coordinator, BSAD 002. (March 2018 - May 2018).

Faculty Advisor, Marketing Club. (September 2014 - May 2018).

Completed Admissions calls to top GSB prospects, Top Scholars Calling Campaign. (March 2018).

JMUCC Practice Case Judge. (February 2018).

Faculty Advisor, GSB Theme and Concentration Panel. (November 2017).

Attendee, Meeting, UVM Admissions Open Houses 2016. (October 2017 - November 2017).

Lead Presenter, Admitted Student Visit Days. (February 2017 - April 2017).

Faculty Advisor, GSB Theme and Concentration Panel. (February 2017).

Completed Admissions calls to top GSB prospects, Top Scholars Calling Campaign. (February 2017).

Attendee, Meeting, UVM Admissions Open Houses 2016. (October 2016 - November 2016).

Faculty participant, Global Gateways Needs Assessment. (September 2015 - May 2016).

Committee Member, Undergraduate Studies Committee. (September 1, 2014 - May 31, 2016).

Presenter, Mock Case, Admitted Student Visit Days. (February 2016 - April 2016).

Faculty Advisor, GSB Theme and Concentration Panel. (March 22, 2016).

Faculty Advisor, GSB BSAD 102 Career Panel. (February 23, 2016).

Completed Admissions calls to top GSB prospects, Top Scholars Calling Campaign. (February 17, 2016).

Planning Committee, Judges Orientation, Family Enterprise Case Competition. (January 13, 2016 - January 16, 2016).

Attendee, Meeting, UVM Admissions Open House 2015. (November 7, 2015).

Attendee, Meeting, UVM Admissions Open House 2015. (October 11, 2015).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (September 2014 - May 2015).

Committee Chair, Honors Day Committee. (August 2013 - May 2015).

Presenter, Admitted Student Visit Days. (February 2015 - April 2015).

Prep session judge for multiple case teams, Case Competition Judge. (October 2014 - March 2015).

Attendee, Meeting, UVM Admissions Open House 2014. (November 2014).

Committee Member, Undergraduate Studies Committee. (January 1, 2014 - May 31, 2014).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (September 2013 - May 2014).

Committee Chair, Honors Day Committee. (August 2013 - May 2014).

Attendee, Meeting, Admitted Student Visit Days. (February 2014 - April 2014).

Served as judge on competition day, Family Enterprise Case Competition Judge. (January 2014).

Attendee, Meeting, UVM Admissions Open House 2013. (November 2013).

Committee Member, Undergraduate Studies Committee. (January 1, 2013 - May 31, 2013).

Attendee, Meeting, Honors Day Committee. (January 2013 - April 2013).

Attendee, Meeting, Admitted Student Visit Days. (April 20, 2013).

Faculty Advisor, Marketing Club Networking trip to NYC. (April 5, 2013).

Coordinate Marketing area selection process for Honors Day, Marketing Concentration Honors Day coordinator 2013. (February 2013 - March 2013).

Prep session judge, JMU Case Competition. (February 2013).

will collaborate on recruiting and coaching of the UVM Student team, Family Enterprise Case Competition Planning Group. (March 2012 - November 2012).

Attendee, Meeting, UVM Admissions Open House 2012. (November 10, 2012).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (September 2011 - May 2012).

Attendee, Meeting, Accepted Student Visit Days 2012. (April 20, 2012).

Presenter for Marketing Award, Honors Day Presenter. (April 20, 2012).

Attendee, Meeting, Accepted Student Visit Days 2012. (April 13, 2012).

Attendee, Meeting, Collaboration with Engineering/BSAD Faculty. (April 9, 2012).

Faculty Advisor, Marketing Club Networking trip to NYC. (March 23, 2012).

Attendee, Meeting, Accepted Student Visit Days 2012. (February 24, 2012).

Attendee, Meeting, Accepted Student Visit Days 2012. (February 17, 2012).

Prep session judge, JMU Case Competition. (February 2, 2012 - February 17, 2012).

Attendee, Meeting, UVM Admissions Open House 2011. (November 12, 2011).

Attended lunch and discussed student club activities and directions with BOA, Fall Board of Advisors Meeting. (October 17, 2011).

Attendee, Meeting, Fall Board of Advisors Dinner. (October 16, 2011).

worked with students on project relevant Retail topics, Prep lecture on Retail with Wall Street Honors seminar students. (September 23, 2011).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (September 2010 - May 2011).

Attendee, Meeting, December Graduates Reception 2010. (December 2010).

Attendee, Meeting, UVM Admissions Open House 2010. (November 13, 2010).

Committee Member, BSAD Ad Hoc Committee on Business Skills. (September 2009 - May 2010).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (September 2009 - May 2010).

Attendee, Meeting, Accepted Student Visit Days 2010. (April 2010).

Prepared presentation for Jefferson Parker (WSJ), Honor's Day Presentation Writer 2010. (April 2010).

Presented Greif Award, Honor's Day Presenter 2010. (April 2010).

Committee Member, BSAD Ad Hoc Committee to develop First Year Course. (January 2009 - May 2009).

Committee Member, BSAD Ad Hoc Committee on Business Skills. (September 2008 - May 2009).

Faculty Advisor, Marketing Club/American Marketing Association Chapter. (August 2008 - May 2009).

Committee Member, Undergraduate Studies Committee. (September 1, 2006 - May 31, 2009).

Managing Editor, Alumni News - School of Business Administration. (September 2005 - May 2009).

Student Org Advisor (Professional Org), American Marketing Association. (2005 - 2008).

University Service including GSB

Committee Member, AI Curriculum Committee. (August 2025 - Present).

Faculty Senate Curricular Affairs Committee, New Program Proposal, microCertificate of Graduate Studies in Disability Studies. (September 2024 - Present).

Committee Chair, Faculty Senate Curricular Affairs Committee Substantial Revision Process Subcommittee. (September 2023 - Present).

Committee Member, University of Vermont Environmental Programs Advisory Board. (September 2023 - Present).

Faculty Senate, Curricular Affairs Subcommittee Food Systems Academic Program Review. (May 2024 - September 2024).

Committee Member, Faculty Senate, Curricular Affairs Committee Academic Program Review -- Counseling program. (September 2023 - November 2023).

Committee Chair, Faculty Senate Curricular Affairs Integrative Health Minor New Program Review Subcommittee. (January 2022 - May 2022).

Committee Chair, Faculty Senate Curricular Affairs Communication Sciences and Disorders Substantial Program Revision Review Subcommittee. (November 2021 - December 2021).

Committee Chair, Faculty Senate Curricular Affairs Certificate and microCertificate of Graduate Study in Education for SustainabilityNew Program Review Subcommittee. (August 2021 - November 2021).

Committee Chair, Faculty Senate, Curricular Affairs Subcommittee, Academic Program Review, Education Leadership and Policy Studies. (March 2021 - May 2021).

Committee Chair, Faculty Senate Curricular Affairs Subcommittee, Program Proposal Community Centered Design. (September 2020 - October 2020).

Committee Chair, Faculty Senate Curricular Affairs Subcommittee, Academic Program Review, Public Administration. (August 2020 - October 2020).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (November 2019 - January 2020).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (November 2018 - January 2019).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (March 2018 - September 2018).

Committee Member, Faculty Senate Curricular Affairs Committee Subcommittee. (January 2018 - September 2018).

Committee Member, Faculty Senate Curricular Affairs Committee Subcommittee. (November 2017 - September 2018).

Committee Member, Faculty Senate Curricular Affairs Committee Subcommittee. (March 2018 - May 2018).

Students of Color Calling Campaign. (January 2018 - March 2018).

Committee Member, Faculty Senate Curricular Affairs Committee Subcommittee. (March 2017 - October 2017).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (December 2015 - September 2017).

Committee Member, Faculty Senate Curricular Affairs Committee Subcommittee. (December 2013 - March 2017).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (December 2014 - September 2016).

Attendee, Meeting, Faculty Senate Curricular Affairs Committee Representative, University Syllabus Template Review. (March 2016).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee. (November 2015 - January 2016).

Attendee, Meeting, Faculty Senate Curricular Affairs Committee Representative, Administrative Unit Review, Registrar's Office. (March 2015).

Committee Member, Faculty Senate Curricular Affairs Committee. (August 2011 - May 2014).

Committee Chair, Faculty Senate Curricular Affairs Committee Subcommittee Chair. (March 2013 - May 2013).

Green and Gold Reception. (October 2012).

Green and Gold Reception. (October 2011).

Green and Gold Reception. (October 2010).

Committee Member, CDAE Search Committee for CENT faculty. (October 2009 - April 2010).

Committee Member, CDAE Search Committee for Asst Prof of PComm. (September 2007 - March 2008).

Professional Service

Board of Advisors of a Company, Mount Family Group. (March 2017 - Present).

Member, Beta Gamma Sigma. (2013 - Present).

Member, National Marketing Honor Society - Mu Kappa Tau. (2004 - Present).

Editorial Review Board Member, Journal for Advancing Marketing Education. (September 2000 - Present).

Editorial Review Board Member, Marketing Education Review. (September 1999 - Present).

Board of Advisors of a Company, Lane Series. (September 2015 - July 2020).

Case Competition Reviewer, American Marketing Association. (December 2018 - January 2019).

Judge for annual case competition, pre-arrival written submissions, American Marketing Association. (November 2017 - January 2018).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2009 - 2016).

Reviewer, Ad Hoc Reviewer, American Marketing Association. (December 15, 2014 - February 15, 2015).

Reviewer, Ad Hoc Reviewer, American Marketing Association. (January 2014 - March 2014).

Reviewer, Ad Hoc Reviewer, American Marketing Association. (January 2013 - March 2013).

Reviewer, Conference Paper, Society for Consumer Psychology. (October 2012).

Reviewer, Conference Paper, Society for Consumer Psychology. (May 2012).

Reviewer, Ad Hoc Reviewer, Journal of Product Innovation Management. (November 2011).

Reviewer, Conference Paper, Society for Consumer Psychology. (May 2011).

Reviewer, Ad Hoc Reviewer, Journal of Applied Business Research. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2010).

Editorial Review Board Member, Journal of Relationship Marketing. (2010).

Reviewer, Ad Hoc Reviewer, Southwestern Marketing Association. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Product Innovation Management. (November 2010).

Editorial Review Board Member, Journal for Advancing Marketing Education. (September 2010).

Editorial Review Board Member, Marketing Education Review. (September 2010).

Reviewer, Conference Paper, Society for Consumer Psychology. (May 2010).

Reviewer, Ad Hoc Reviewer, American Marketing Association Chapter Competition. (November 2009 - April 2010).

Reviewer, Ad Hoc Reviewer, Journal of Applied Business Research. (2009).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2009).

Editorial Review Board Member, Journal of Relationship Marketing. (2009).

Reviewer, Ad Hoc Reviewer, Southwestern Marketing Association. (2009).

Editorial Review Board Member, Journal for Advancing Marketing Education. (September 2009).

Reviewer, Ad Hoc Reviewer, Industrial Marketing Management. (2003 - 2008).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2003 - 2008).

Reviewer, Ad Hoc Reviewer, Southwestern Marketing Association. (1994 - 2008).

Reviewer, Ad Hoc Reviewer, The Handbook of Technology Management. (June 2008 - July 2008).

Reviewer, Ad Hoc Reviewer, Journal of Applied Business Research. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2007).

Editorial Review Board Member, Journal of Relationship Marketing. (2005).

Reviewer, Ad Hoc Reviewer, Society for Marketing Advances. (1994 - 2002).

Reviewer, Ad Hoc Reviewer, Association of Marketing Theory and Practice. (2001).

Reviewer, Ad Hoc Reviewer, American Marketing Association Winter Educator's Conference. (1997 - 2001).

Reviewer, Ad Hoc Reviewer, American Marketing Association Summer Educator's Conference. (2000).

Reviewer, Ad Hoc Reviewer, Decision Sciences. (2000).

Program Coordinator, Society for Marketing Advances Distinguished Teaching Competition. (2000).

Session Chair, Society for Marketing Advances. (November 2000).

Track Organizer, Academy of Marketing Science, Retail Management. (1999).

Track Organizer, Society for Marketing Advances, WWW/Internet Applications. (1999).

Southern Marketing Association. (1994 - 1999).

Track Chair, Southern Marketing Association. (1998).

Reviewer, Ad Hoc Reviewer, Academy of Marketing Science. (1996 - 1997).

Session Chair, Southern Marketing Association. (1996).

Southwestern Marketing Association. (1994).

Awards and Honors

Service, Community

Honorary Member, Mortar Board. (1999).

Service, Professional

Outstanding Track Chair, Society for Marketing Advances. (1998).

Southern Marketing Association Doctoral Consortium Fellow, Southern Marketing Association. (1993).

Service, University

Supportive Academic Faculty/Staff Award, UVM STAR awards. (April 2017).