

VITA

JAMES M. MASKULKA

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College of Business and Economics, Lehigh University

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EDUCATION

DBA Doctor of Business Administration, Kent State University, December 1984
Major Concentration: Marketing
Minor Concentration: International Business

MBA Youngstown State University, December 1975

BSBA Youngstown State University, June 1972, *cum laude*.
Major Concentration: Marketing
Minor Concentration: Management

PROFESSIONAL EXPERIENCE

1991 - Associate Professor of Marketing, Lehigh University
1985 - 1991 Assistant Professor of Marketing, Lehigh University
1985 - 1985 Associate Professor of Marketing, Youngstown State University
1982 - 1984 Assistant Professor of Marketing, Youngstown State University
1980 - 1982 Teaching Fellow and Research assistant, Kent State University
1976 - 1980 Assistant Professor, Gannon College (promoted to Associate Professor 1980)
1974 - 1976 Graduate Teaching and Research Assistant, Youngstown State University
1972 - 1974 Salesperson - Commercial Shearing Inc. Youngstown, Ohio

PROFESSIONAL HONORS AND AWARDS

Lehigh Valley Steel Hawks (May 2013). Given a Plaque in Recognition of Thoughtful Leadership, Creative Insights and Work Ethic, Lehigh Valley Steel Hawks Indoor Professional Football Organization. (May 2013).

Awarded a check from the Lehigh Valley Advertising Club (amount \$500) as a long-time supporter of university-sponsored advertising education in the Lehigh Valley. (Fall 2005)

Awarded a summer grant by the College of Business and Economics (CBE) Lehigh University - Summer 2001.

Helped the CBE and the College of Arts & Sciences obtain a \$20,000 grant from the AT&T Foundation for new initiatives in Asian Business and Cultures. Winter 1995.

Awarded a grant through the American Academy of Advertising (AAA) to attend the retail advertising conference (RAC) in Chicago, IL in January 1994. Met with practitioners from the field of retailing with a special emphasis on the field of retail advertising.

Invited to attend the Promotional Products Association summer trade show in Washington, DC in August 1994 as a guest of the Association. All expenses were paid by the PPAA.

Selected to participate in the Visiting Professor Program (VPP) sponsored by the Advertising Educational Foundation Inc. (AEF) for the summer 1991. Was placed with McCann-Erickson Worldwide in New York City.

Award for Outstanding Service (1987 - 1991). Presented by the United Cerebral Palsy of the Lehigh Valley 1991. Established Marketing Committee.

Selected to attend the First Annual Direct Marketer Educator's Conference, Washington D.C. 1989.

Selected by the graduate faculty to represent Kent State University as a consortium fellow at the AMA Doctoral Consortium, University of Minnesota, July 1982.

REFEREED JOURNAL ARTICLES

Thode, Stephen F. and Larry W. Taylor (with James M. Maskulka) "Information Asymmetries in the Pricing of Fine Wines", *International Journal of Wine Marketing*, Vol. 14 Number 1, 2002, pp. 5 - 13.

Bergenstock, Donna J. (with James M. Maskulka), "The De Beers Diamond Story: Are Diamonds Forever?" *Business Horizons*, Volume 44, Number 3, pp. 37-44 (May-June 2001).

Thode, Stephen F. (with James M. Maskulka) "Place-Based Marketing Strategies, Brand Equity and Vineyard Valuation", *Journal of Product and Brand Management*, Volume 7 Number 5 pp. 379-399. (1998).

Thode, Stephen F. (with James M. Maskulka) "A Brand Equity Strategy for Ultra-Premium California Wines", *International Journal of Wine Marketing*, Volume 8, Number 3/4, pp. 5-22. (Dated 1996; published in 1997).

Maskulka, James M. (with G. Scott Erickson) "Market Entry: An Evolutionary Approach to Retail Competitiveness", *Journal of Global Competitiveness*, Volume 5, Number 1, pp. 21-31. (1997)

Maskulka, James M. (with Charles S. Gulas). "The Gray Market: A Marketing Perspective," *Business*, January - March 1987, pp. 25-31.

Maskulka, James M. (with Michael Y. Hu). "Bankers' Response to the ETC Act: Attitudes and Degree of Internationalization," *Journal of Business Research*, Vol. 15, 1987, pp.191-200.

Howard, Donald H. (with James M. Maskulka). "Will American Export Trading Companies Replace Traditional Export Management Companies?" in *International Marketing Review*. Vol. 5, No. 4, Winter 1988 pp. 41-50.

Hu, Michael Y. (with James M. Maskulka). "Information Acquisition and Banker's Adoption Decision: The Case of the ETCA of 1982," *Journal of Midwest Marketing*, Vol. 1, No. 1, 1986, pp. 50-56.

Center, William J. (with James M. Maskulka). "CPA Advertising: A Professional Controversy," *The Ohio CPA Journal*, Autumn 1985, Vol. XLIV, No. 4, pp. 21-24.

Hu, Michael Y. (with James M. Maskulka). "U.S. Bankers' Attitudes and Internationalization: The Case of the Export Trading Company Act," *International Journal of Bank Marketing*, Vol. 3, No. 2, 1985, pp. 25-35.

REFERRED PROCEEDINGS

Maskulka, James M. (with James R. Ogden and Denise T. Ogden), "A Managerial Perspective of Integrated Marketing Communication (IMC) Planning", *Proceedings of the 2003 Conference of the American Academy of Advertising*. Les Carlson, editor.

Maskulka, James M. (with James R. Ogden and Denise T. Ogden), "The Out-of-Home Media Mix Planning Framework: Are Brand Managers and Media Planners Consumer Lifestyle Compliant?" *2000 Summer Educator's Conference Proceedings*, American Marketing Association. Gregory T. Gundlach and Patrick E. Murphy eds.

Maskulka, James M. (with Arthur E. King). "The Impact of Multifaceted Capitalism on the Marketing Exchange Paradigm in Transition Economies: Why Should Adam Smith's Hand be Invisible," *Proceedings of the Conference on Marketing Strategies for Entering Central and Eastern Europe*, December 1994, pp. 16-45.

Maskulka, James M. (with Melissa O'Neal), "Gray Market Consumers: New Channel Captains?" *1987 Winter Educator's Conference Proceedings*, American Marketing Association. Russell Belk and Gerald Zaltman eds.

TEXTBOOK CONTRIBUTIONS

Maskulka, James M. "Outdoor: An Effective Brand Communication Medium" published as a "Practical Tip" in *Advertising: Principles and Practice*, Moriarity, Mitchell, and Wells, Pearson/Prentice Hall (2009, 2012, 2014), adapted from "Outdoor Advertising: The Brand Communication Medium", an Outdoor Advertising Association of America (OAAA) special report, November 1999.

Maskulka, James M. (with Robert Liljenwall) Co-editor of a book entitled, *Marketing's Powerful Weapon: Point-Of-Purchase Advertising*. Point-Of-Purchase Advertising International (POPAI) 2001.

Maskulka, James M. Authored a chapter entitled, "In-store Marketing" published in *Marketing's Powerful Weapon: Point-Of-Purchase Advertising*. Point-Of-Purchase Advertising International (POPAI) 2001.

G. Scott Erickson and Therese A. Maskulka (with James M. Maskulka), "Entering the Japanese Retail Market: Survival of the Fittest?" Published as a chapter in a special volume entitled, *Shaping Japanese Business for the Twenty-First Century: Challenges and Opportunities of Growth in a Post-Bubble Era*, Raj Aggarwal, Editor, Kluwer Academic Publishers. (2000)

Maskulka, James M. (with Marilyn Greenstein and Todd M. Feinman) *Electronic Commerce: Security, Risk, Management and Control*. Irwin, McGraw-Hill 1999. Contributed to Chapter 12 "Web-Based Marketing".

Maskulka, James M. (with Franklin S. Houston and Jule B. Gassenheimer), *Marketing Exchange Transactions and Relationships*, Greenwood Publishing Group, Inc., 1992.

Maskulka, James M. "A Review of The Marketing Manager" version 5.0 (1992) in the *Journal of Retailing and Consumer Services*, Vol. 3, No. 2 pp. 113-115, 1996.

Maskulka, James M. "Account Executives," in Beacham, Hise, and Tongren (eds.) *Beacham's Marketing Reference*, Washington, D.C., 1986, pp. 1-4.

Maskulka, James M. "Newspapers," in Beacham, Hise, and Tongren (eds.) *Beacham's Marketing Reference*, Washington, D.C., 1986, pp. 593-596.

Maskulka, James M. "Testimonials," in Beacham, Hise, and Tongren (eds.) *Beacham's Marketing Reference*, Washington, D.C., 1986, pp. 967-970.

TRADE PUBLICATIONS AND NEWSPAPER ARTICLES

Quoted in the *Morning Call*, "Lehigh Valley's Growing Beverage Industry Hydrates Region's Economy". March 14, 2015.

Quoted in the *Youngstown Vindicator*, "Company is Now Crayola" 01/19/2007.

Quoted in the *Morning Call*, "A Colorful choice -- Company Drops Binney & Smith name", Nov. 17, 2006, pg A1.

Quoted in "An R&B Mecca for Philadelphia", *Philadelphia Inquirer*, Sunday April 17, 2005 pp.E1&4.

Quoted in the article, "TV or Not TV?" *Supermarket News*, June 3, 2002, pp 22-23.

Quoted in an article discussing the communication impact of placing LCD screens in small retail businesses. *Entrepreneur Magazine*, November 2002.

Smackey, Bruce M. (with James M. Maskulka). "The Changing Relationship Between Advertisers and Their Agencies," *Advertising Age*, April 1, 1991, p. 21.

Maskulka, James M., "Strategies to Create the Export Imperative," *Transportation and Distribution*, September 1988, p. 43.

MONOGRAPHS

Maskulka, James M. "Outdoor Advertising :The Brand Communication Medium for the 21st Century" published by the Outdoor Advertising Association of America (OAAA) November 1999.

Maskulka, James M. (with Bruce M. Smackey), "The Changing Relationship Between Advertisers and Their Agencies," sponsored by *Advertising Age*, December 1991.

IN PREPARATION

Maskulka, James, Dong, Beibei, "Customer Participation and Its Impact on Marketing Mix: A Systematic Literature Review and Research Implications", On-going, discipline-based.

My recent academic interest is directed towards acquiring a better understanding of consumer co-creation activities and how various levels of consumer involvement impact contemporary marketing management practice. A review of the research conducted on co-creation by marketing mix dimensions reveals the lack of an overarching framework to guide managers in using co-creation tactics to align with a firm's marketing strategy. In our manuscript we review the literature of co-creation from the marketing mix (4Ps) perspective, identify major gaps in the literature, synthesize the key findings, and provide recommendations for future research.

Targeted journals: Business Horizons, Journal of Service Research, Journal of Marketing Management

Maskulka, James, Dong, Beibei, "Co-Creation: A New Framework for Managing the Marketing Mix", On-going, discipline-based.

Building on our work of the literature review in Phase I, we will continue with qualitative research method (e.g., using an exploratory survey) to further develop a managerial framework by interviewing a cross-section of practitioners. The expected outcome is the development of a framework to guide practitioners in implementing co-creation marketing programs.

Targeted journals: Sloan Management Review, Journal of Brand Management, Journal of Product Innovation Management, Business Horizons

CONFERENCE PRESENTATIONS

Maskulka, James M. (with Russ Winer, Barbara Joynes and Jon Roska), Organized and chaired a Special Topic Session entitled, "How Direct Marketing Concepts Can Help Build Brands and Measure Results" at the 2004 Annual Conference of the American Academy of Advertising (AAA) Baton Rouge, LA.

Maskulka, James M. (with James R. Ogden and Denise T. Ogden), "A Managerial Perspective of Integrated Marketing Communication (IMC) Planning" 2003 Presented at the Annual Conference of the American Academy of Advertising (AAA) Denver, Colorado. Presented by J. Maskulka.

Maskulka, James M. (with James R. Ogden and Denise T. Ogden), "The Out-of-Home Media Mix Planning Framework: Are Brand Managers and Media Planners Consumer Lifestyle Compliant?" Presented at the 2000 Summer Educator's Conference of the American Marketing Association (AMA), (August 2000) Presented by J. Maskulka

Maskulka, James M. "Outdoor Advertising: An Overview and Integrated Marketing Communications Perspective for Retailing" Presented at the 6th International Conference on Retailing and Consumer Services, Las Crobas, Puerto Rico (July 1999) Presented by J. Maskulka

Maskulka, James M. (with Stephen F. Thode) "Placed- Based Marketing Strategies: An Empirical Assessment of Sustainable Competitive Advantage in Developing an Agricultural Product's Brand Equity" Presented at the 5th International Conference on Retailing and Consumer Services, Baveno, Lago Maggiore, Italy (August 1998) Presented by J. Maskulka

Maskulka, James M. (with Karen Mackrides) "Riding the Interactive Wave: The Dawn of Consumer Marketing" Presented at 4th International Conference on Retailing and Consumer Services, Scottsdale, AZ (July 1997) Presented by J. Maskulka.

Maskulka, James M. (with Stephen F. Thode) "Placed- Based Marketing Strategies: A Sustainable Competitive Advantage in Developing a Products Brand Equity" Presented at the 3rd International Conference on Retailing and Consumer Services in Telfs/Buchen, Austria (June 1996) Presented by J. Maskulka

Maskulka James M. (with G. Scott Erickson) "Entry Theory and Evolutionary Mechanisms in the UK and Japanese Retail Sectors: An Applied Lamarckian Perspective" Presented at the 3rd International Conference on Retailing and Consumer Services in Telfs/Buchen, Austria, (June 1996) Presented by James M. Maskulka

Thode, Stephen F., Larry W. Taylor (with James M. Maskulka) "External Quality Validation and Product Pricing; The Case of Critics and Fine Wines", Presented at the 2nd International Conference on Retailing and Consumer Services in Gold Coast, Australia. (July 1995) Presented by S.F. Thode.

Thode, Stephen F., Larry W. Taylor (with James M. Maskulka) "A Multivariable Approach to Measuring Consumer-Based Brand Equity in the Wine Industry: Comparing French and California Wine Marketing Strategies", Presented at the 2nd International Conference on Retailing and Consumer Services in Gold Coast, Australia. (July 1995) Presented by S.F. Thode.

Maskulka, James M. (With Arthur E. King) "The Impact of Multifaceted Capitalism on the Marketing Exchange Paradigm, in Transition Economies: Why Should Adam Smith's Hand be Invisible?" Presented at the conference on Marketing Strategy for Central and Eastern Europe, Vienna, Austria. (Fall 1994) Presented by J. Maskulka.

Maskulka James M. "The Pedagogical Advantages of a Foreign Experience, U.S. Students Acquire Increased Awareness, Empathy and Appreciation of International Advertising through a Field Trip" panel discussion on International Advertising Education delivered at the Annual Meeting of the American Academy of Advertising, Tucson, Arizona. (April 1994) Presented by J. Maskulka.

G. Scott Erickson, Therese A. Maskulka (with James M. Maskulka) "The Japanese Distribution System: Japanese Fortress or Invitation to Innovation", presented at the Canadian Institute of Retailing and Service Studies (CIRASS) conference in Calgary, Alberta, Canada. (May 1994) Presented by G. Scott Erickson.

Maskulka, James M. (with Franklin H. Houston) "The Gray Market: A Marketing Exchange Relationship", AMA Summer Educator's Conference, San Diego, CA, August 1991.

Maskulka, James M. (with Raymond L. Horton) "Brand Equity as Multidimensional Construct: A Exploratory Analysis", Annual meeting of the Western Decision Sciences Institute, Kauai, Hawaii, March 1991. Presented by J. Maskulka

Maskulka, James M. (with Therese A. Maskulka) "A Comparison of Male and Female Attitudes Toward Female Job Promotability and Career Advancement in the Advertising Industry," Presented at the Annual meeting of Western Decision Sciences Institute, Vancouver, British Columbia, March 1990. Presented by J. Maskulka

Maskulka, Therese A., Robert F. Krampf (with James M. Maskulka) "Executive Perceptions of the Strategic Planning Process in a Department Store Conglomerate", Presented at the Annual meeting of Western Decision Sciences Institute, Kona, Hawaii, March 1988. Presented by T. Maskulka

Maskulka, James M. (with Melissa O'Neal), "Gray Market Consumers: New Channel Captains?" Presented at the 1987 Winter Educator's Conference, American Marketing Association. San Antonio, February 1987. Presented by J. Maskulka

Maskulka, James M. (with Donald C. Howard) "A Study of Export Management Companies' Interest in Participating in American Trading Companies" Presented at the Regional meeting of the Academy of International Business, Boston, April 1986. Presented by J. Maskulka

Maskulka, James M (with Michael Hu) "Information Acquisition and Bankers' Adoption Decision: The Case of the ETCA of 1982". Presented at the Midwest Business Association, Chicago, March, 1986. Presented by J. Maskulka

Maskulka, James M. "Is the Proposed Export Trading Company Act the Answer the Japanese Trading Companies? Perceptions of Three Potential User Groups." Presented at the Academy of International Business Annual Meeting, Washington, D.C., October 1982. Presented by J. Maskulka.

INVITED PRESENTATIONS

Invited to present at the 2013 Symposium on Teaching and Learning at Lehigh University April 18, 2013. Lighting Round: Innovations in Teaching and Learning. Presentation Title, "The Digital Diet: A Recipe for Minimizing Cell Phone Usage During Class Lectures".

Invited to present at the 2013 Altitude Student Leadership Conference held on March 2, 2013 at Lehigh University. The conference theme for 2013 was, "Innovative Leadership: Connecting Creativity and Imagination to Leadership Potential".

Invited to present a talk on the topic, "Advertising Management: Past, Present, Future" to the Hyderabad Management Association (HMA) in Hyderabad, India January 7, 2008.

DOCTORAL DISSERTATION COMMITTEES

Co-Chair Karen Becker-Olsen (1998) "Responses to Advertising versus Prior Brand Usage Attitudes: An Experimental Design to Study the Individual and Combined Nature of Each in Determining Intention".

Chair Stephanie A. Skumanich (1993) "A Cognitive Response Model of the Effects of Persuasive Appeals for Organ Donation".

Member Susan McGorry-Yacapsin (1996) "An Assessment of the SERVQUAL Scale for Use in Delivery of Medical Services to Puerto Ricans".

Donna Bergenstock (Gerhart) (1999) "The Effects of Fringe Expenditures on the Market Equilibrium of a Dominant Firm: A Study of the De Beers Central Selling Organisation and Russian Federation".

CONFERENCE AND MANUSCRIPT REVIEWING

Reviewed manuscripts for the 2003-2005, 2007, 2012, 2014 *AMA Winter Marketing Educator's Conferences*

Invited reviewer for the *Psychology and Marketing* special issues on E-Commerce and/or M commerce. December 2006

Ad Hoc reviewer for the *American Academy of Advertising's* (AAA) annual conference 1997-2007.

Reviewed eight prospective marketing, communication and advertising textbooks for various textbook publishers (1996-2003)

Reviewed manuscripts for the *Journal of International Marketing (JIM)* (January 2001, January 2004).

Reviewed two manuscripts for a special issue of the *International Journal of Commerce and Management* (January 1996)

Manuscript reviewing for the *AMA Winter Marketing Educators Conference*. (1996, 2001-2004)

Ad Hoc reviewer for the *Journal of the Academy of Marketing Science*; 1986-1992

Ad Hoc reviewer for the *International Marketing Review*; 1989-1992, 1998

Ad Hoc reviewer for the *Multinational Business Review*, 1996.

CONFERENCE DISCUSSANT ACTIVITY

Discussant at the Annual Winter Meeting of the American Marketing Association. Tampa, FL February 2012.

Discussant at the Annual Meeting of the Academy of International Business, Monterrey, MX, 1997.

Maskulka, James M., Chairing a session on "Interactivity and the Web" at the Annual Conference of the American Academy of Advertising (AAA). Denver, CO March 2003.

Discussant and session chair at the 5th International Conference on Retailing and Consumer Services, Baveno, Lago Maggiore, Italy, 1998.

Discussant at the Annual Meeting of the Academy of International Business, Monterrey, MX, 1997.

Discussant and session chair at the 4th International Conference on Retailing and Consumer Services, Scottsdale AZ. 1997)

Co-Track Chair, Marketing Management track, Western Decision Sciences Institute, Kauai, Hawaii 1991 and discussant.

Co-Track Chair, Business Policy track, Western Decision Sciences Institute, Vancouver B.C. 1990 and discussant.

Western Decision Sciences, Monterey, CA, 1989.

Annual Direct Marketing Educator's Conference, Washington, D.C., 1989.

Atlantic Marketing Association, Orlando, October 1986.

Midwest Business Association, Chicago, March 1986.

Midwest AIDS, Akron, Ohio, May 1985.

Midwest Business Association, Chicago, April 1984.

PROFESSIONAL AFFILIATIONS

Journal of Competitiveness Studies (JCS) Editorial Board (November 2013 - Present)
Community Action Committee of the Lehigh Valley (CACLC), Committee Member, Bethlehem, PA, Appointed, Pro Bono, Local. (January 2010 - Present).
American Marketing Association (1976 - present) Academy of International Business (1981-2001)

American Academy of Advertising (1985 - 2012) Alpha Mu Alpha Honorary Fraternity

Board Member of the United Cerebral Palsy (UCP) 1987-1991. Established and Chaired Marketing Committee 1989-1991

Vice-President Collegiate Relations Lehigh Valley Chapter of the AMA (1986-1990).

COURSES TAUGHT

Undergraduate:

Principles of Marketing
Marketing Strategy
Marketing Communication
Global Marketing
Advertising
Advertising Management
Marketing Management
Retailing
European Marketing Strategy
Marketing Research
Principles of Marketing
Industrial Marketing
Sales Management
Salesmanship

Graduate:

International Marketing
Global Marketing Strategies
Advertising Management
Marketing Management

SERVICE -- LEHIGH UNIVERSITY

Service to the University

Twenty-five years in serving as the director (and co-director) of the Lehigh in Belgium Program.

Study Abroad Faculty Policy Board, Committee Member, Elected, Pro Bono. (September 2014 - Present). Chair a university-wide discussion on issues related to Study Abroad programs. The role of the committee is to address concerns or questions brought to the committee regarding Study Abroad policies and when necessary revise or draft new policies. Elected chair Study Abroad Faculty Policy Board, Committee for the spring Semester 2015.

The Innovation and Leadership Residency (ILR) Program, Guest Speaker, Volunteered, Pro Bono. (August 2013 - Present). The Innovation and Leadership Residency (ILR) provides an opportunity for participants to engage in the real-life activities of future business leaders as they prepare to present their innovations and plans to Venture Capitalists. The Open Court facility in the Victory Firehouse is the location where the action takes place. This collaboration is inspired by Mike Gausling, and includes experienced mentors, energetic entrepreneurs, and Lehigh's Enterprise Systems Center.

Attend University Honor's Convocation Ceremony, Attendee, Convocation, Volunteered. (April 2012, 2013, 2014 - Present).

Member FPC (Fall 2010 – 2014)

Member FFPOC (Fall 2010 - 2014)

Member Ad Hoc Global Committee (August 2013 -

Member Global Citizenship Integration Committee (April 2013 -

Member FSC Committee (AY 2013 – 2014)

William's Senior Essay Prize - CBE representative (2005 - 2013)

Member Global Lehigh Steering Committee: (spring semester 2009 -

Member University Strategic Planning Committee: Investing in Faculty and Staff subcommittee. (one of 24 university faculty invited to serve on the University's Strategic planning Initiative (spring semester 2008).

Member Global Citizenship Program Advisory Board (AY 2008-2009)

Member Arts Lehigh Advisory Board Fall 2007 – Fall 2008

Member FCC Committee Fall 2007 – June 2010)

Faculty Search Committee Design Arts Program –Anna Chupa Chair

Member University Summer Sessions Committee Fall 2004 –

Asked to serve as a CBE representative to the Fulbright Committee by Ian Duffy, Fall 2004

Member Global Citizenship Program Advisory Board Fall 2004 – Fall 2007

Chair, Library Users Committee Fall 2003 - 2004.

Member Library Users Committee, Fall 2000 -

Chair, Lehigh Abroad Faculty Policy Board, Fall 2000 - 2001

Lehigh Abroad Faculty Policy Board, 1999 - 2001.

Service to the College of Business and Economics

12 Month MBA Task Force Committee, Committee Member, Appointed, Pro Bono. (September 2014 - Present). The 12 Month Committee is charged with developing a 12 Month MBA Program for submission to the CBE college policy committee and faculty. The committee will meet as necessary (bi-weekly) until the proposal is submitted to the CBE CP committee in 2015.

CBE Website Committee, Committee Member, Appointed, Pro Bono. (August 2014 - Present). Was a contributing faculty member of a committee that was involved in redesigning the CBE website. Primary contribution to the committee was my experience in Marketing Communications and advertising design and layout.

Member Global Lehigh CBE; (Spring 2008 – Spring 2011)

Member Undergraduate Curriculum Core Committee Fall 2005 – Spring 2007)

Member CBE P&T Committee Fall 2004 – Fall 2007)

Member Global Symposium, Spring 2002.

Nominations Committee (2001 – 2004)

Chair CBE Nominations Committee, Fall 2000 - 2001.

Ernst and Young Strategic Planning Initiative, Spring 1998.

CBE College Policy, Member 1995 - 1998

College Policy, Chair 1997 - 1998

College Policy, Secretary 1996 - 1997.
Participated in Lucent Technologies--MBA simulation project (w/ P. Saunders & T. Schlie) 1998.
Member Asian Studies Group, 1995 - 1999.
AACSB Re accreditation Task Force, AY 1995
Attended the AACSB Undergraduate Assessment Program, November 1995

Service to the Department

UN Project, Faculty Advisor, Volunteered, Pro Bono. (December 2014 - Present). Assisting Professor Steve Savino in a project for the UN.

CBE Majors Fair and Club Expo, Service to the department, Volunteered, Pro Bono. (January 2014 - Present). Attended CBE Majors Fair and Club Expo as a Department of Marketing representative

Comprehensive review of the marketing curriculum (Fall 2013 - Fall 2014) for the Marketing Department along with professor's Dong and Savino)

Recruitment Committee -- Marketing Department, Member of the Recruitment Committee, Appointed, Pro Bono. (June 2013 - September 2013). Recruitment of new faculty member Marina Puzakova.

Recruitment of candidate Ju-Yeon Lee, Attendee, Volunteered, Pro Bono. (October 2012). Attended dinner meeting and research presentation.

Recruitment of candidate Taewan Kim, Attendee, Volunteered, Pro Bono. (October 2012). Picked candidate up at airport, attend dinner meeting and research presentation.

Recruitment of candidate David Griffith at Lehigh University, Faculty member -- Department of Marketing, Volunteered, Pro Bono. (March 2012).

With the assistance of Ms. Anne Wages (LU, 2005) helped arrange a meeting with a group of Ingersoll Rand/Trane employees to recruit Lehigh Marketing majors. (November, 2008).

Arranged for a visit by Mr. Mark Myslinski, World Wide VP, Evidence Based Medicine from Ortho-Clinical Diagnostics a Johnson & Johnson Company to explore placing Lehigh students with Johnson & Johnson. (January, 2008)

Recruiting—Attended the AMA in San Diego, CA (Aug 2008). Interviewed 25 candidates, successfully recruited Bebei Dong

In conjunction with LU alumni Kara Duffy and Adam Eldridge helped recruit MediaVest Worldwide to attend a Marketing Career Day and to recruit Lehigh students. (Fall 2006 – Spring 2007)

Placed a Lehigh marketing alumnus, Mary Weider, with FMI Inc. Summer 2006. Recruiting— Attended the AMA in Chicago (Aug 2006). Interviewed 21 candidates, successfully recruited Deepa Chandrasekaran

Participated in all Marketing Department sponsored events (AY 2005 – AY 2006)

Faculty Advisor to the Marketing Club, Fall 2004 – 2005.

Faculty Advisor to the Marketing Club (2000 - 2002)

Faculty advisor to Davis Walmsley, Martindale Scholar, (Fall 1998 - June 1999)

Marketing Program Coordinator, 1998 - 1999.

Vice-Chair Marketing Program, 1997-1998

Marketing Program Area Curriculum Coordinator, 1995 - 1997.

L.U. Dean's Scholars Field Trip to Kenneth Feld Enterprises, February 1998

Marketing Club spring field trips, 1997 - 2002

Faculty Advisor to Benjamin Fradkin, Lyceum 1995 -1996

Faculty coordinator for Advertising Education Foundation (AEF) ambassador programs,

Placed 5 Lehigh students in Summer Internships in Belgium, 1991-1993.

Assist with various Marketing Club activities (1985 - present).

SELECTED CONSULTING EXPERIENCE

Brazil Gourmet Inc. Allentown PA (Fall 2007)
Walton Consulting Inc. Allentown PA (Spring 2005)
Sure - Fit Inc., Allentown, PA (April 2003)
Ani - Motion Inc., Bethlehem, PA (March 2001)
Point - of - Purchase Advertising International (POPAI), Washington D.C. (1999 - 2001).
Outdoor Advertising Association of America (OAAA), Washington D.C. 1998-2000.
B Braun (1999)
Lutron (1998)
Keenan - Nagle Advertising Inc. Allentown PA (December 1992 - present).
Bell Labs Design Automation (BLDA) Summer 1996
Pennsylvania Power and Light (PP&L) (September 1995); (July 1993, November 1993).
Cadillac Division -- General Motors Corporation (January-May 1992).
Eastern Pennsylvania Business Journal (Spring 1992).
Advertising Age (1987-88).

PROFESSIONAL SEMINARS GIVEN

Presented a seminar in Lehigh University's v-Series Program entitled, "Integrated Marketing Communications" for Sure - Fit Inc. Allentown, PA, April 2003.

Presented closing remarks at a seminar for business executives on the topic "Doing Business in Asia." Coordinating this effort with four colleagues at Lehigh University. Co-sponsored by AT&T (Lucent Technologies), March 1996.

Presented a series of "Marketing Seminars" to residential consultants at Pennsylvania Power and Light (PP&L) July 1993; November 1993; September 1995.

Speaker at the Sales and Marketing Executives of Easton Luncheon on March 11, 1991. Title of address, "The Communication Challenge of the 90s--Integrating Marketing Communications."

Speaker at the Southeastern Fish and Wildlife Conference in Richmond, Va. on October 22, 1990. Sponsored by the Virginia Department of Game and Inland Fisheries.

Conducted a seminar for the Small Business Development Center (SBDC) at Lehigh University entitled, "Retail Promotion Strategies for Small Retailers" May 23, 1990.

Coordinated a seminar and panel discussion on the topic of "Applications of Marketing Research" for high school teachers in the Lehigh Valley. The seminar was held on March 21, 1990 and was cosponsored by Quick Test Opinion Center Inc. and the local chapter of School Works.

Presented a seminar to the bankers of Houston, Texas on February 7, 1985 entitled, "Banks and Export Trading Companies: Do They Have a Future Together?"

Conducted Sales Training Seminars for Sales Associates, The Joseph B. Dahlkemper Company, Erie, Pennsylvania, June and August 1979.

Conducted a Seminar on "The Role of Marketing in a Diocesan Parish" for the Priests of the Diocese of Erie, October 1978.

Conducted a Marketing and Sales Seminar for Marketing Recruits, General Telephone and Electric Company (GTE), Erie, Pennsylvania, October 1978.

Presented a Series of Marketing and Sales Seminars for Marketing Trainees, American Sterilizer Company (AMSCO), Erie, Pennsylvania, June 1977, October 1977, and October 1978.