

**ELOISE COUPEY**  
**Associate Professor of Marketing, and ICAT Catalyst Faculty Fellow**

**Office:** 2027 Pamplin

The R. B. Pamplin College of Business  
Virginia Tech  
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**ACADEMIC EMPLOYMENT**

Virginia Polytechnic Institute & State University	August 1994-present
University of Illinois at Urbana-Champaign	August 1990-June 1994

**EDUCATION**

<b>Fuqua School of Business, Duke University</b>	Fall 1987-Fall 1990
Ph.D. in Business Administration, December 1990	
<b>Graduate School of Management, UCLA</b>	Fall 1986-Summer 1987
Ph.D. candidate, Marketing	
<b>Harvard University</b>	Fall 1979-Spring 1983
B.A., <i>cum laude</i> , June 1983	
1983 Harvard Scholar; 1982 Cabot Award Winner; 1982 Agassiz Scholar; 1982 Birdsall Scholar	

**PROFESSIONAL HONORS**

**Research Recognition**

<b>ICAT Catalyst Faculty Fellow (2015-present)</b>	
<b>1<sup>st</sup> Place: AOL's Finding Common Ground Research Conference, 2002</b>	<b>Institute on Behavioral Economics,</b> Russell Sage Foundation, 1994
<b>Honorable Mention: AOL's Finding Common Ground Research Conference, 2002</b>	<b>A.M.A. Doctoral Consortium Faculty Fellow, 1993</b>
<b>Berkeley Choice Symposium (Invited panelist), 2001</b>	<b>Haring Symposium Faculty Representative, 1992</b>
<b>Ferber Award Finalist (Award for the best article based on a dissertation in a volume of the <i>Journal of Consumer Research</i>, 1995)</b>	<b>Richard D. Irwin Fellow, 1990</b>
	<b>A.M.A. Doctoral Consortium Fellow, 1989</b>
	<b>Unisys Fellow, 1988-1990</b>

**Outreach Excellence Award 2014.** Pamplin College award for outstanding contributions in "putting knowledge to work" for the benefit of constituencies outside the university.

**Teaching Recognition**

**XCaliber Award 2012.** University award for contribution to technology-enriched education.  
**William E. Wine Award 2010.** University achievement award, with emphasis on teaching.  
**Holtzman Award for Outstanding Educator of the Year, 2009, 2006.** Pamplin College of Business.  
**Delta Sigma Pi Faculty Initiate, Spring 2007.**  
**Teaching Excellence Awards: 2018, 2009, 2006, 1999, 1997.** Pamplin College of Business.  
**Faculty of the Semester Award, Fall 2006.** Delta Sigma Pi recognition for commitment to students.  
**Commencement Speaker, May 2006.** Speaker selection based on student recommendations.  
**Panhellenic Council Recognition, Fall 2005.** Student recognition of teaching.  
**Distinguished Faculty Award, 2005.** Virginia Tech Executive MBA Program, Northern Virginia  
**List of Teachers Ranked as Excellent.** University of Illinois at Urbana-Champaign  
(Based on campus-wide comparison and ranking) 1993 (Spring); 1992 (Spring, Fall); 1991 (Spring, Fall)

### **Student Achievement:**

**1<sup>st</sup> Place, Medical Category, Entrepreneur Club's VT \$5K competition, December 2010.** Three-student team from my interdisciplinary product design course won the medical category of the Virginia Tech Entrepreneur Club's VT \$5K competition, December 2010.

**1<sup>st</sup> Place, Textiles Division, Brand Morocco International Case Competition, Fall 2006.** Coached student teams to develop and present strategy for marketing Morocco to attain foreign direct investment.

### **BOOKS and CHAPTERS**

Coupey, Eloise (2001, 2005), *Digital Business: Concepts and Strategy*. Prentice-Hall: Upper Saddle River, NJ.

Coupey, Eloise (1999), "Advertising in an Interactive Environment: A Research Agenda," in David Schumann and Esther Thorson (Eds.), *Advertising and the World Wide Web*. Princeton, NJ: Erlbaum & Associates, 193-211.

### **GRANTS and CONTRACTS**

#### **August 2017-December 2018 – ICAT**

Transdisciplinary Collaboration to Visually Map Government Policies to Restrict the Marketing of Unhealthy Food and Beverage Products to Children and Teens in the Region of the Americas from 2010-2017 to Inform Global Public Health Policy, Institute for Creativity, Arts & Technology,

**September 2013-August 2017 – NSF.** "A Longitudinal Study of the Dimensions of Disciplinary Culture to Enhance Innovation and Retention among Engineering Students." **Award amount: \$435,623. Senior Personnel.**

**September 2012-August 2014 – Department of Transportation.** "InZone Alert Using Dedicated Short Range Communications." **Consultant.**

**September 2009-May 2012 – NSF-EEC 0935103.** "Building New Engineering Education Theory and Practice for Interdisciplinary Pervasive Computing Design." **Award amount: \$396,180.00. Co-PI.**

**September 2007-May 2009 – Interdisciplinary Research Team Fellowship. Award amount: \$29,000.** Received funding to facilitate team-based approach to developing funded research.

**December 2005 – Procter & Gamble/ Industrial Design Society of America. Award amount: \$40,000.**

Participated as marketing faculty on team that received top recognition for proposal to develop and implement student collaborative project to develop new product line and marketing strategy.

**November 1997 – May 1999, Air Force Research Laboratory. Award amount: \$97,425.**

Principal investigator for research and development of an interactive, decision making program, TEAMDEC. This decision support software integrates insights from research on team- and group-based decision making with recent developments in information technology. The agent is designed to be consistent and reliable in the

provision and integration of information appropriate for tailored scenarios, and to provide decision structure driven by situation and available information, rather than by technological constraints.

### **INVITED COLUMN**

Tom Martin, Eloise Coupey, Lisa McNair, Ed Dorsa, Jason Forsyth, Sophie Kim, and Ron Kemnitzer, "An interdisciplinary design course for pervasive computing," *IEEE Pervasive Computing*, January-March 2012, vol. 11, no. 1, pp. 80-83. [Published version in the IEEE Digital Library](#) and [local PDF of the final submitted version](#).

## REFEREED PUBLICATIONS, by topic

### ***Cognition and Decision Making***

- Joseph L. Scarpaci, Eloise Coupey, Sara Desvernine Reed, (2018) "[Artists as cultural icons: the icon myth transfer effect as a heuristic for cultural branding](https://doi.org/10.1108/JPBM-02-2017-1416)", *Journal of Product & Brand Management*, Vol. 27 Issue: 3, pp.320-333, <https://doi.org/10.1108/JPBM-02-2017-1416>
- Jewell, Robert, Eloise Coupey, and Mark T. Jones (2001), "Catch a Tiger by His Toe: Ambivalence in Decision Making," *Advances in Consumer Research*, Provo, UT.
- Coupey, Eloise, and Erin Sandgathe (2000), "Rethinking Research on Communications Media: Information Modality and Message Structuring," *Advances in Consumer Research*, Vol. XVII, Provo, UT, Association for Consumer Research.
- Bodur, Onur, David Brinberg, and Eloise Coupey (2000), "Belief, Affect, and Attitude: Alternative Models of the Determinants of Attitude," *Journal of Consumer Psychology*, 9:1, 17-29.
- Coupey, Eloise, and Erin Sandgathe (1999), "Time and Preference: Assessing Future Utility." *European Advances in Consumer Research*, Vol. IV, Provo, UT, Association for Consumer Research, 77-82.
- Coupey, Eloise, and Mark T. Jones (1999), "Developing Dynamic Decision Support: Opportunities, Issues and Approaches," *IEEE, Computers and Society Proceedings*, IEEE Computer Society, Los Alamitos, CA.
- Coupey, Eloise, Julie Irwin and John W. Payne (1998), "Product Category Familiarity and Preference Construction," *Journal of Consumer Research*, March, 459-468.
- Coupey, Eloise, Onur Bodur, and David Brinberg (1998), "Predecision Processes in Consumer Choice," *Advances in Consumer Research*, Vol. XXV, Provo, UT: Association for Consumer Research, 226-232.
- Price, Simani, Danny Axsom, and Eloise Coupey (1997), "The Persuasive Impact of Autobiographical Memories Ads: Episodic Self-referencing or Schema-triggered Affect?" *Advances in Consumer Research*, Vol. XXIV, Provo, UT: Association for Consumer Research, 229-234.
- Coupey, Eloise and Carol W. Demoranville (1996), "Information Processability and Restructuring: Consumer Strategies for Managing Difficult Decisions," *Advances in Consumer Research*, Vol. XXIII, Provo, UT: Association for Consumer Research, 77-82.
- Coupey, Eloise and Sunder Narayanan (1996), "Effects of Knowledge Types on Choice Quality and Perceptions of Choice Performance," *Psychology and Marketing*, March, Volume 13, Issue 7, pp. 715-738.
- Coupey, Eloise and Kwon Jung (1996). "Forming and Updating Product Category Perceptions: The Influence of Goals and Discrepancy," *Psychology and Marketing*, March, 695-713.
- Coupey, Eloise (1994), "Characteristic Effects of Display Difficulty on Information Processing," In Elizabeth J. Wilson and William C. Black (Eds.), *Developments in Marketing Science*, Vol. XVII, Coral Gables, FL: Academy of Marketing Science, 25-30.
- Coupey, Eloise (1994), "Restructuring: Constructive Processing of Information Displays in Consumer Choice," *Journal of Consumer Research*, 21, June, 83-99.
- Payne, John W., James R. Bettman, Eloise Coupey, and Eric J. Johnson (1992), "A Constructive Process View of Decision Making: Multiple Strategies in Judgment and Choice." *Acta Psychologica*, 80, 107-141.
- Coupey, Eloise (1992), "Restructuring: A Process for Constructing Representations for Choice." In Victoria L. Crittenden (Ed.) *Developments in Marketing Science*, Vol. XV, Coral Gables, FL: Academy of Marketing Science, 27-32.

Payne, John W., Eric J. Johnson, James R. Bettman, and Eloise Coupey (1990), "Understanding Contingent Choices: A Computer Simulation Approach," *IEEE Transactions of Systems, Man and Cybernetics*, Vol. 20, April-May, 296-309.

Coupey, Eloise and Kent Nakamoto (1988). "Learning Context and the Development of Product Category Perceptions," In Michael Houston (Ed.), *Advances in Consumer Research*, Vol. XV, Provo, UT: Association for Consumer Research, 77-82.

### **Digital Business**

Abrahams A. S., Barkhi, R, Coupey, E., Ragsdale, C. T., and Wallace, L. G. (2014) "Converting browsers into recurring customers: A model of the determinants of sponsored search success for monthly subscription services," *Information Technology and Management*, Volume 15, Issue 3, Page 177-197.

Abrahams, A.S., Coupey, E., Zhong E.X., Barkhi, R., Manasantivong, P.S. (2013). "Audience Targeting by B2B Advertisement Classification: A Neural Network Approach." *Expert Systems with Applications*, Volume 40, Issue 8, pp. 2777-2791. <http://dx.doi.org/10.1016/j.eswa.2012.10.068>

Kumar, P., E. Coupey, and M. Peck, (2009), "Consumer Perceptions of Online Privacy: Behavioral Targeting and the Value of Personal Information," *Marketing & Public Policy Conference Proceedings*, Washington, D.C. (Research Summary).

Bucklin, Randolph E., James M. Lattin, Asim Ansari, David Bell, Eloise Coupey, Sunil Gupta, John D.C. Little, Carl Mela, Alan Montgomery, and Joel Steckel, (2002), "Choice and the Internet: From Clickstream to Research Stream," *Marketing Letters*, 13:3, 245-258.

Jones, Mark T., and Eloise Coupey, (2001), "A Script-based Approach for E-Commerce Applications," *Quarterly Journal of Electronic Commerce*, Vol. 2, No. 4, 291-304.

Coupey, Eloise, and Mark T. Jones, (2000), "Decision Making in the Electronic Commerce Environment: Issues and Approaches for Tool Development." *Quarterly Journal of Electronic Commerce*, Vol. 1, No. 3, 215-228.

Coupey, Eloise, David Brinberg, and Carter Mandrik, (2000), "Internet-based Consumption and Quality of Life in Rural Communities: Marketing and Policy Implications." *Quarterly Journal of Electronic Commerce*. Vol.1, No. 1, 13-30.

Cook, Don L., and Eloise Coupey (1998), "Consumer Behavior and Unresolved Regulatory Issues in Electronic Marketing," *Journal of Business Research*, Volume 41, Issue 3, pp. 231-238.

Cook, Don L., and Eloise Coupey (1995), "The Marlboro Man in Cyberspace: Consumer Behavior and Regulatory Dilemmas in Electronic Marketing. In R. R. Dholakia and D. R. Fortin, eds., *Conference on Telecommunications and Information Markets Proceedings*. RITIM: University of Rhode Island, 213-220.

### **Interdisciplinary Product Design**

Tretola, B, Coupey, E., and Meamber, L. (2019), "Multidisciplinary impact – the arts join informal STEM programs," *Arts and the Market*, Vol. 9 No. 1, pp. 81-94. <https://doi.org/10.1108/AAM-01-2019-0003>.

Martin, T., K. Kim, J. Forsyth, L. McNair, E. Coupey, and E. Dorsa (2013). "Discipline-based Instruction to Promote Interdisciplinary Design of Wearable and Pervasive Computing Products," *Personal and Ubiquitous Computing*, Volume 17, Issue 3, pp. 465-478.

Martin, T., E. Coupey, L. McNair, E. Dorsa, J. Forsyth, S. Kim, R. Kemnitzer (2012). "An Interdisciplinary Design Course for Pervasive Computing," *IEEE Pervasive Computing*, Volume 11, Issue 1, pp. 80-83.

- L. McNair, K. Kim, J. Forsyth, E. Dorsa, T. Martin, and E. Coupey (2012). "Interdisciplinary Pedagogy for Pervasive Computing Design Processes: An Evaluative Analysis," American Society of Engineering Education Annual Conference. San Antonio, TX, (16 pages).
- Martin, T., K. Kim, J. Forsyth, L. McNair, E. Coupey, and E. Dorsa (2011) "An interdisciplinary undergraduate design course for wearable and pervasive computing products," *Proceedings of the 15<sup>th</sup> International Symposium on Wearable Computers*, pp. 61-68 (nominated for best paper).
- Kim., K., L. McNair, E. Coupey, E. Dorsa, R. Kemnitzer, and T. Martin (2011), "Situativity Approaches for Improving Interdisciplinary Team Processes," *Annual Society for Engineering Education, Southeast Section Conference*, Blacksburg, VA, April 18-20.
- Coupey, E., E. Dorsa, R. Kemnitzer, L. McNair, and T. Martin (2010), "A case study of an interdisciplinary course for pervasive computing," *Proceedings of the Third Workshop on Pervasive Computing Education*, Copenhagen, Denmark, (online only.) September 2010.
- McNair, L., C. Newswander, E. Coupey, E. Dorsa, & T. Martin (2009), "Self-Organizing Units in an Interdisciplinary Course for Pervasive Computing Design," *American Society for Engineering Education*, Austin, TX, June 14-17, (online only), 2009.
- Coupey, E., E. Dorsa, R. Kemnitzer, and T. Martin (2008), "Things You Probably Didn't Think Of...or Tips for Creating a Successful Interdisciplinary Product Development Program," *Industrial Design Society of America National Conference Proceedings*, Phoenix, September.

### **Entrepreneurship**

- Abrahams, Alan Samuel; Coupey, Eloise; Rajivadekar, Anuja; Miller, Joshua; Snyder, Daniel; Hayden, Samantha (2012), "Marketing to the American Entrepreneur: Insights and Trends from Mass-market Print Magazine Advertising." *Journal of Research in Marketing and Entrepreneurship*.
- Littlefield, Jon, and Eloise Coupey (2003), "Materialism and Illegal Enterprise: A Life Stories Approach," *Advances in Consumer Research*, Provo, UT.

### **Health and Well-being**

- Coupey, Eloise, and Paula Peter (2005), "Understanding the Decision to Exercise: Shifts in Reason Importance Based on Temporal Focus," *Marketing & Public Policy Conference Proceedings*, Washington, D.C., June 2005.
- Coupey, Eloise, and Mark T. Jones (2004), "Increasing Physical Activity: A Simulation Method and Agenda for Policy Decision Making," *Marketing & Public Policy Conference Proceedings*, Salt Lake City, June 2004.
- Littlefield, Jon, and Eloise Coupey (2004), "Why Do Idealized Advertising Images Exhibit their Negative Effects? The Role of Self-Concept," *Marketing & Public Policy Conference Proceedings*, Salt Lake City, June 2004.
- Jones, Mark T., and Eloise Coupey (2004), "An Agent-based Simulation Prototype for Evaluating Health Behavior Interventions," *Mathematics and Engineering Techniques in Medicine and Biological Sciences*, CSREA Press, Las Vegas, 396-401.
- Brinberg, David, Blair Kidwell, and Eloise Coupey (2000), "Determinants of Drinking and Driving: Developing Interventions Based on Cognitive Structure, Affect, and Past Performance," in proceedings of Public Policy and Marketing 2000.

## PROFESSIONAL PRESENTATIONS

(Excludes presentations based on published conference papers.)

Lai, E., and Coupey, E., "I Think I Can... Self-efficacy and Information Disclosure." Association for Consumer Research (ACR). Atlanta, GA, 19 October 2019.

Rincón-Gallardo Patiño S, Kraak V, Rajamohan S, Polys N, Ramesh A, Meaney K, Coupey E. "Development of a Responsible Food and Beverage Marketing Index for National Governments to Implement and Evaluate Policies to Restrict the Marketing of Unhealthy Food and Beverage Products to Children." International Society for Behavioral Nutrition and Physical Activity (ISBNPA). Hong Kong, China, 3-6 June 2018.

Junghyun Kim, Paul M Herr, Eloise Coupey. "The Role of Cognitive Resources in Affective Priming," The 28th Association for Psychological Science Annual Convention, Chicago, IL. May 24<sup>th</sup>, 2016.

"Unequal Application of Social Norm Expectations: A Retail Brand Perspective," James Madison University, MadRush conference, Harrisonburg, VA, with Alyssa Noble (VT undergraduate), March 21<sup>st</sup>, 2015.

"Unequal Application of Social Norm Expectations: A Retail Brand Perspective," Virginia Social Sciences Association annual meeting, Norfolk VA, with Alyssa Noble (VT undergraduate), March 28<sup>th</sup>, 2015.

"Unequal Application of Social Norm Expectations: A Retail Brand Perspective," VT's Annual Undergraduate Research and Creative Scholarship Conference VA, with Alyssa Noble (VT undergraduate). May, 2015.

Tretola, B., V. DiVittorio, E. Coupey, and R. C. Laubenbacher, "Changes in Children and Guardian's Attitudes and Behaviors toward STEM Disciplines after Participation in Kids Tech University," 2010 *AMA Marketing and Public Policy Conference: Sustainability and Society*, Denver, CO.

"The Selection Paradox in Mergers and Acquisitions: Implications for Risk Assessment and Brand Valuation," *Washington Business Research Forum*, January 2010, with K. Anderson.

"How Does Your Business Get Business? Building Your Brand – and Your Reputation," VAVVMA Annual Conference, Roanoke, VA, February 27<sup>th</sup>, 2010.

"Benefits of Bridge: Emergent (and Unexpected) Characteristics of Participants," Associate Deans and Innovative Programs Conference, November 2-4, 2009, Scottsdale, AZ.

"On Being Interdisciplinary," Faculty Development Institute, Virginia Tech, June 2008, with Ed Dorsa.

"Analyzing Aggregated Anomalies," Society for Judgment & Decision Making annual meeting, Vancouver, B.C., November 2003, with Mark Jones.

"Developing Mobile Capabilities: Any Time, Any Place, Any Platform." Presented at the AOL Finding Common Ground Research Conference, Reston, VA, 2002, with Mark Jones.

"Wearable Computing: Better Living through e-Textiles." Presented at the AOL Finding Common Ground Research Conference, Reston, VA, 2002, with Mark Jones and Tom Martin.

"The Next Level of Internet Marketing." Presented at the Crown American Annual Conference, Johnstown, PA, June 2002.

"Dynamic Decision Support." Presented at the 23<sup>rd</sup> International Computer Software & Applications Conference (COMPSAC), Phoenix, AZ, 1999, with Mark Jones.

"Understanding and Facilitating Information Search on the Internet." Presented at the conference for the Association for Consumer Research, Columbus, OH, 1999, with Mark Jones.

"Communications Media for Electronic Commerce: Information Modality and Decision Structuring." Presented at INFORMS, Cincinnati, OH, 1999, with Erin Sandgathe.

- "Implications of Consumers' Information Processing Biases for Developing Marketing Strategy." Presented at the Marketing Science Conference (INFORMS), Paris, France, 1998, with Kent Nakamoto.
- "A Framework to Develop Tailored Health Messages." Presented to the Society for Consumer Psychology, Columbus, OH, 1997, with David Brinberg.
- "Product Category Familiarity and Preference Construction." Presented to the Association for Consumer Research, Minneapolis, MN, 1995, with Julie Irwin and John W. Payne.
- "Familiarity and Preference Construction." Presented to the Society for Judgment/Decision Making, Los Angeles, CA, 1995, with Julie Irwin and John W. Payne.
- "Preference Construction and Familiarity." Presented at the Sage Foundation's Institute on Behavioral Economics, in Pasadena, CA, 1995, with Julie Irwin and John W. Payne.
- "Impact of Current Market Share and Competitive Advertising Levels on Market Share Predictions." Presented at the conference for Behavioral Decision Research in Management, Boston, MA, 1994.
- "Effects of Familiarity on Preference Construction." Presented at the conference for Behavioral Decision Research in Management, Boston, MA, 1994, with Julie Irwin and John W. Payne.
- "Managerial Biases in Market Share Predictions." Presented in the Business Administration Seminar Series, University of Illinois, 1994, with Sunder Narayanan.
- "Direct Mapping of Consumer Perceptions." Presented at the TIMS Marketing Science Conference, Tucson, AZ, 1994, with D. Sudharshan, Rashmi Adaval and Sunder Narayanan.
- "Impact of Current Market Share and Competitive Advertising Levels on Market Share Predictions." Presented at the TIMS Marketing Science Conference, Tucson, AZ, 1994, with Sunder Narayanan.
- "The Role of Restructuring in the Development of Promotional Material." Presented to seminar participants in the College of Communications, University of Illinois at Urbana/Champaign, 1994.
- "Influences of Category Structure on Brand Positioning and Choice." Presented to the Academy of Marketing Science, Miami Beach, FL, 1993, with Kwon Jung.
- "Effects of Knowledge Types on Objective and Perceived Choice Performance." Presented at the TIMS Marketing Science Conference, St. Louis, MO, 1993, with Sunder Narayanan.
- "The Value and Valuation of Knowledge Components in Decision Making for Choice." Presented at the conference for Behavioral Decision Research in Management, Berkeley, CA, 1992, with Sunder Narayanan.
- "Multiple Strategies in Judgment and Choice: A Constructive Process View of Decision Making." Presented at the Thirteenth Research Conference on Subjective Probability, Utility and Decision Making, Fribourg, Switzerland, 1991, with John W. Payne, James R. Bettman, and Eric J. Johnson.
- "Context Effects in Search." Presented to the Association for Consumer Research, Hawaii, 1989, with Joel Huber and Itamar Simonson.
- "The Impact of Choice Context on Depth of Search: Exploring the Effect of Trend, Reversibility, and Dominance on the Decision to Stop Search." Presented at the Marketing Science Conference, Durham, NC, 1989, with Joel Huber and Itamar Simonson.

## **INSTRUCTIONAL INNOVATIONS**

### **Program Development**

#### **2014-2015 Digital Marketing Strategy Concentration and Minor**

Developed proposals, working with curriculum committee, for a concentration targeted to marketing majors, and a minor, open to all university students. Successfully guided proposals through college and university committee evaluation.

**2008-2011 VT Academically Qualified Bridge-to-Business Program**

Implemented comprehensive curriculum to transition PhD's in related areas to business. Developed proposal to AACSB (business school accreditation body) for program, and served as director of marketing track for four summers since the inaugural cohort, June 1-August 1, 2008.

**2009-2012 Interdisciplinary Design Collaboration**

With NSF funding, worked with colleagues in Engineering and Industrial Design to develop pedagogy and deliver interdisciplinary project course to integrate research and teaching in developing creativity for innovation business solutions. Developed international advisory board and curricular materials to facilitate transfer of interdisciplinary design pedagogy to universities in Sweden and Texas.

**2009-2010 Certificate Program in Interdisciplinary Design**

Worked with Industrial Design and Engineering colleagues to create six-week certificate program on design processes. Target: design industry professionals. To be offered through VT's School of Architecture + Design.

**2010 Vet-Med Program (M&PD).** Assisted in development of program to provide veterinarians with service provision expertise, through Management and Professional Development. Met with members of development team, worked with MPD directors and members of VAVVMA.

**2010 Virginia Tech Executive MBA**

Developed series of new course proposals (4) for comprehensive marketing curriculum in the college's flagship MBA program. Identified faculty and oversaw course implementation.

**Course Development****2013 MKTG 3104 Introductory Mass Lecture**

Developed pedagogical approach for 528 student class that incorporated honors-level option to complete projects, such as marketing plan development; case competition; product design; and applied research. "Flipped" class for Fall 2013, with thirty teams of twenty students to develop new product concepts in an interpersonal, interactive format.

**2011 Virginia Tech MBA Program**

Developed and delivered introductory course, Marketing, Policy & Strategy to MBA's, Spring 2010.

**2009 Virginia Tech MBA Program**

Developed and delivered new course, Marketing, Management, and the Public Purpose to MBA's, Spring 2010.

**2006 Virginia Tech Executive MBA and Professional MBA**

Developed and implemented pedagogical materials for an advanced course in competitive strategy for delivery to business executives.

**2005 Virginia Tech**

Developed and used pedagogical materials for the introductory marketing course in mass lecture format (500-600 undergraduates).

**2004 Virginia Tech Executive MBA**

Developed and delivered pedagogical materials for the introductory marketing course for the inaugural cohort of executives in the Northern Virginia program.



### **1999 Virginia Tech**

Developed and implemented pedagogical materials for a course entitled "Marketing and the Internet." Course approved by the college curriculum committee for undergraduate and MBA classes.

### **1992 University of Illinois**

Developed "supersection" approach for Consumer Behavior in which four sections of undergraduates, previously taught by two faculty members, could be taught by one faculty member. Trained teaching assistants in the design and management of discussion sections.

## **PROFESSIONAL SERVICE**

### **Editorial Board**

*Psychology & Marketing* Jan. 1997- present

### **Ad Hoc Reviewer**

<i>Journal of Marketing Research</i>	Fall 1993 - present
<i>Journal of Consumer Psychology</i>	Spring 1993 - present
<i>Journal of Consumer Research</i>	Summer 1990 - present
<i>Psychology and Marketing</i>	Fall 1995 - present
<i>Journal of Applied Cognitive Psychology</i>	Fall 1996 - present
<i>International Journal of Research in Marketing</i>	Fall 1996 – present
<i>Journal of Interactive Marketing</i>	Spring 2000-present
<i>Journal of Computer-mediated Communications</i>	Fall 2001-present
<i>Electronic Markets</i>	Spring 2003-present
National Science Foundation (Economics)	Fall 1997 – present

### **Other Activities**

#### ***Mentoring and Guidance***

##### Doctoral Student Advising:

Committee co-chair for J. Kim. Dissertation defended 23 Mar 2017.

Committee member for H. Ravella (BXBR program), to advise and grade summer paper/qualifying exam, completed 1 Sep 2017.

##### Master's Student Advising:

Faculty advisor for CBIA-BA Capstone Project

Jan 2017- present

IBM

Foundry26

Faculty Advisor, Delta Sigma Pi

Fall 2006 – Spring 2016

Judge and Panelist, VT Knowledgeworks Global Challenge

Fall 2014, Fall 2015

Judge, VT Knowledgeworks Global Challenge Virtual Preliminary

Spring 2015-present

Mentor, Student-initiated Business Start-ups

Fall 2006 – present

Discuss identified opportunities, review and advise development of business plans and strategic venture capital acquisition.

## INDUSTRY EXPERIENCE

### Board Participation

<b>Secretary, Board of Directors, Women's Resource Center of the NRV</b>	May 2017-September 2017
<b>President, Board of Directors, Women's Resource Center of the NRV</b>	December 2012-June 2014
Oversee \$1.4+ MM budget, annually. Work with center staff to develop and implement strategic plan, and to introduce ambitious fundraising effort, culminating in May 2014 event.	(Member since January 2011)
<b>Member, Advisory Board, VT student publication for online businesses</b>	Fall 2009-present
<b>Vice Chair, Board of Directors, Virginia Tech Services, Inc.</b>	Spring 2004-Spring 2005
<b>Member, Board of Directors, Virginia Tech Services, Inc.</b>	Fall 2000-Spring 2005
<b>Member, Board of Trustees, Thomas Jefferson School, St. Louis</b>	Fall 2002-Fall 2008

### Representative Consulting

Expert witness for Internet-related cases (Clarke, Silverglate and Campbell: Miami; Parker, Hudson, Rainer, Dobbs, LLP: Atlanta, GA).

Consultant to web-based start-up companies, including emphases on behavioral targeting, online calendaring, and community-building software. Consultant to offline start-up companies, including a fitness center, a martial arts school, and a biotechnology company.

### Intellectual Property and Product Development

TEAMDEC: A Group Decision Support System (GDSS), with Mark T. Jones, Haiyuan Wang, Qian Chen.  
(Provisional patent 2001)

JAUNT: Mobile Application for Face-to-Face Social Networking, with Jonathan P. Huynh  
(Provisional patent 2015)

SIMPLICIT: Customizable Display System for Advertising, File Management, Scheduling, with Jonathan P. Huynh  
(Provisional patent 2015)