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Research Awards and Honors

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, QVWLWXWLRQDO 7K 1930s and the Future of the ' LQ
Industry Post Pandemic: Insights and Resources

0LVKUD 'HEL 3 3)0&* 'LVWULEKXWDRHQJHKVQQBOV I
2SSRUWXQLWLHV IRU 0DQKIDFVXJHBBshneDQG 5HWDLO
Issues

0LVKUD 'HEL 3 37KH 5ROH RHODMLRQIVKDSWL R7KH B
(PSLULFDO *Journal of Retailing and Consumer Services*)

6 &KDWWHUMHH < .DQJ DQG 'HE DGV DLQK 5DODWLY³H D
3UHIHUHQFH 7KH HFRVHRJIDWRLOJO (IFWLVQRX DQGLW1 H B
IRU &RJOLRQ *Journal of Business Research*)

0LVKUD 'HEL 3 3\$JHQF\ 5HODWKDQVKPSVLQGGUR
'HOLYHU\ \$ 7KH RUHWLFDQ \$QDO\VLV '

0LVKUD 'HEL 3 -DJGLS 6LQJK DQG UDFQG, QRRG WLJDW
7ZR &RPSHWLQJ 0RGHOV Rbubnd W Anthology 6DLWLVIDFWLR
Marketing

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0RKDQW\ 6PDUDNL DQG 'HEL 3 0LVKUDUHQF\ 3%DRKQFQ
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\$QDO American Marketing Association Educators :LQWHU

'HQL] 'DOPDQ 'HEL 3 0LVKUD DQG 37XW DGRUHWI 0RRNK
, QVWLWXWLRQDO (QWUHSUHGXU\ LQ , QGHYROXW
Academy of Marketing Global Advances 6XPPHU

0RRNKHUMHHD QG WIDGKUXW 'HEL 3 3(PSOR\HH (PSRZ
&RQWDJLRQ RI /HDCM Markets & Association, Summer 2018.

0RRNKHUMHHD QG WIDGKUXW 'HEL 3 3\$V\PPHWULF 6SL
&RQWDJLRQ /HJLWLPDF\ 3RZHU 'HSHQGHVQH 3UL
European Marketing Academy 2018, 8QLYHUVLW\ R10DWJ B.Z.K\$.O\GH

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DQG 6DWLVIDFWLRQ ' LQ 3HWHU -RKRUGRPPHUUW 5
(*Midwest Marketing Association Proceedings*

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0HFKDQLVPV' &XUSVHQRWLSIMFOBDWLRQWRUDRQID28PHQW ,
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-XQKRQJ 0LQ FRPPLWWHH FKDLUFEDQH &MBUHQWR\$IR
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0LVKUD 'HEL 3 35HSXWDWLRQ Annual Conference DQG 6HU
of the American Society of Business and Behavioral Sciences / DV 9HJDV

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Teaching Interests

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0DQDJHPHQW 5HODWLRQVKLS 0DUNHWLQJ 5HVHDUFK

Award Courses Taught

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x 3URGXFW 0DQDJHPHQW
x & RQVXPHU %HKDYLRU
x 0DUNHWLQJ 6WUDWHJLHV
x 3ULQFLSOHV RI 0DUNHWLQJ
x 3URPRWLRQ 0DQDJHPHQW
x 5HODWLRQVKLS 0DUNHWLQJ
x 5HODWLRQVKLS 0DUNHWLQJ
x 5HVHDUFK 0HWKRGV

Executive Education Courses Taught

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Service to the School of Management

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x &KDLU)DFXOW\ 6HDUFK &RPPLWWHH 0DUNHWLQJ *U
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External Service

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7KH ,QVWLWXWH RI 2SHUDWLRQV 5HVHDFK DQG 0DQDJ
6RFLHW\ RI 0DUNHWLQJ \$GYDQFHV
7KH ,QVWLWXWH RI 0DQDJHPHQW 6WXGLHV

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