

# KENNETH R. LORD

Associate Dean, Arthur J. Kania School of Management  
Professor, Management/Marketing Department  
The University of Scranton

## EDUCATIONAL BACKGROUND

Degree	University	Date
Ph.D.	The Ohio State University Major: Marketing Minor: Consumer Behavior Dissertation: "Program Elaboration Effects on the Processing and Effectiveness of Television Commercials" (Chair: Robert E. Burnkrant)	1988
M.A.	University of Utah Major: Communication Thesis: "Walking Blindfolded Through a Minefield: South Africa's Press Under Siege" (Chair: Milton C. Hollstein)	1981
Honors B.A.	University of Utah Major: English Thesis: "A Bit of Ivory and a Fine Brush: Jane Austen's Characters in Four Novels" (Supervisor: Robert C. Steensma)	1977

## PROFESSIONAL ASSOCIATIONS

Global Business & Technology Association  
Middle Atlantic Association of Colleges of Business Administration

## EMPLOYMENT RECORD

Rank/Title	Institution	Date
Associate Dean, Kania School of Management	The University of Scranton	2006 – present
Professor, Management & Marketing Dept.	The University of Scranton	2006 – present
Visiting Professor of Management	Capital University of Economics & Business (Beijing)	2009
Professor of Marketing	Mercer University	2004 – 2006

Director of Graduate Programs	Mercer University	2003 – 2006
Marketing Discipline Coordinator	Mercer University	2001 – 2003
Associate Professor of Marketing	Mercer University	1998 – 2004
Assistant Professor of Marketing	Niagara University	1995 – 1998
Assistant Professor of Marketing	State University of New York at Buffalo	1986 – 1995
Research/Teaching Assistant	The Ohio State University	1983 – 1986
Publicity Coordinator	Utah Symphony	1980 – 1983

## ADMINISTRATIVE HIGHLIGHTS

- School Administration:* As associate dean of the Kania School of Management, I assist the dean in overseeing the School's faculty (36 full-time, about 30 adjunct) and staff (9 full-time), coordinating the activities of its four academic departments, and managing its \$6.6 million budget (in an average year, I have had direct responsibility for more than \$200,000 of that budget). I have personnel-management responsibility for the School's Advising Center and secretarial staff. I have served on and chaired multiple search committees for faculty and staff positions as well as committees charged with reviewing appeals of tenure and promotion decisions and charges of faculty plagiarism and sexual harassment. In the Kania School of Management, I have worked closely with the dean and chairs to develop and implement an aggressive hiring plan and to ensure the selection of academically qualified full-time faculty and professionally qualified adjuncts. I have been successful in motivating faculty and staff performance to maintain compliance with standards and to achieve strategic priorities. I also oversee strategic planning, accreditation maintenance, faculty scholarship, marketing, grant-funded initiatives and curricular review. Beyond these formal responsibilities as associate dean, I functioned as acting dean when the dean was required to take a medical leave of absence, during which time I had administrative oversight of all Kania School faculty and staff and its entire budget and engaged with the other deans and the provost in formulating administrative decisions and strategy for the collective bargaining that was then in process for the next faculty contract.
- Program Growth:* I have engaged in strategic program-management initiatives leading to substantial enrollment and revenue growth. Within two years of its launch in 2008, The University of Scranton's online professional MBA program grew to the targeted and sustainable enrollment of 400 students. In my three-year tenure as director of graduate programs at Mercer University, I oversaw the closure of one specialized master's program with low contribution to the Stetson School's enrollment and revenue targets, helped coordinate curricular and marketing initiatives that tripled enrollment in and expanded the geographic outreach of the School's highest-margin program (EMBA), and facilitated the launch of its hybrid professional MBA program.
- Innovation Funding & Implementation:* As associate dean, I have sought and obtained over half a million dollars in grant funding to: (1) establish a Women's Business & Microfinance Center; (2) create a graduate certificate program and MBA concentration in enterprise-resource-management, providing Kania School students with all academic preparation required to become SAP certified; (3) make the Alperin Financial Center the first university simulated-trading lab in the nation to house real-time data feeds, trading platform and analytical software in the FX market as the basis for a two-semester course in foreign-currency analysis and trading; and (4) launch the Knowledge Management Institute, a collaborative effort with Lehigh University and industry partner Cerebronix to create and house techniques, tools, training, proprietary models and practitioners to help firms better assess and manage their intellectual property and transition their workforce to the next generation of professionals.
- Accreditation Acquisition & Maintenance:* As associate dean at The University of Scranton, I have primary responsibility for maintenance of the Kania School's AACSB accreditation (accreditation successfully maintained throughout my time at Scranton, with ongoing compliance with standards

and reporting requirements). At Mercer University I held multiple leadership roles in the accreditation process. As curriculum-committee chair, I shepherded extensive program revisions through the faculty-governance process to bring the School into compliance with AACSB accreditation standards and market demand and authored the preliminary draft of the AACSB self-study chapter on curriculum content and evaluation. As marketing discipline coordinator, I oversaw a further streamlining of disciplinary course offerings based on AACSB feedback and developed the School's first journal-tiering system in marketing to provide a basis for objective assessment of faculty intellectual contributions. As director of graduate programs, I ensured and documented complete compliance with accreditation standards (both AACSB, from which Mercer's business programs achieved accreditation in 2004, and SACS) and managed assessment of graduate programs.

- *Faculty & Graduate Student Mentorship:* Throughout my career, I have attempted to mentor junior colleagues and graduate students. In the intellectual-contributions area, I have worked extensively with such individuals as coauthors (of the coauthors identified below under "Scholarly Activities," four are junior colleagues whose work with me led to some of their first publication, eight are my former Ph.D. students, and three were MBA students at the time the research was conducted). In my roles as associate dean, program director, discipline coordinator and course coordinator I have sought to provide instructional assistance.
- *Institutional & Program Marketing:* As a member and chair of multiple school and university marketing committees and task forces, editor of school publications, program director and associate dean I have capitalized on my communications skill and media connections to bring increased visibility to Niagara University, Mercer University and The University of Scranton. Now in my fifth year at The University of Scranton, I have seen those efforts contribute not only to increased local and national media presence (e.g., *Business Week* exposure – see "Other Publications" section of this vita), but also consistent inclusion of the Kania School of Management in Princeton Review's *Best Business Schools* and new recognition for the School in the form of being twice ranked among the top 15 general-management MBA programs by *Princeton Review* and *Entrepreneur Magazine* and among the top part-time MBA programs in the nation by *U.S. News World Report*, and the ranking of our Online MBA Program among the top ten accredited online business-degree programs by The Best Degrees, as a "Top Ranked Best Buy" by GetEducated.com, as number 17 in the nation by SuperScholar, number 14 in BusinessMBA.org's Best Value Online MBA rankings, and **number 1** in Student Engagement & Accreditation and number 13 in Student Services & Technology by *U.S. News & World Report*.
- As media-relations specialist for the North America Southeast Area of The Church of Jesus Christ of Latter-day Saints, I carried out the training of local specialists and developed media relationships that led to a more than two-fold increase in that organization's favorable press coverage.

## TEACHING

Course	Level	Institution
Seminar: Consumer Behavior	Ph.D.	SUNY at Buffalo
International Management	Executive MBA	Mercer
International Research Project	Executive MBA	Mercer
Responsibility, Sustainability & Justice	Online MBA	University of Scranton, Capital University of Economics & Business (Beijing)

Buyer Behavior	MBA	Mercer, SUNY at Buffalo
International Marketing	MBA	Mercer
Marketing Concepts & Practices	MBA	Mercer
Marketing Management	MBA	Niagara, SUNY at Buffalo
Seminar in Strategic Marketing	MBA	Mercer
Promotion Management	MBA	University of Scranton
Advertising Management	Undergraduate	Canisius College (Adjunct)
Business Communication	Undergraduate	University of Scranton, Mercer
Consumer Behavior	Undergraduate	U. of Scranton, Mercer, SUNY at Buffalo
Freshman Seminar	Undergraduate	University of Scranton
Integrated Marketing Communication	Undergraduate	Niagara
International Management & Marketing	Undergraduate	Mercer
International Marketing	Undergraduate	Niagara
Marketing Communications	Undergraduate	University of Scranton
Marketing Principles	Undergraduate	Mercer, Niagara, SUNY at Buffalo
Marketing Research	Undergraduate	Mercer, Niagara, SUNY at Buffalo, Ohio State

### **Executive Education Seminars & Workshops**

- Public Relations: North America Southeast Area Directors of Public Affairs, The Church of Jesus Christ of Latter-day Saints (Birmingham, AL; Tallahassee, FL; Atlanta, GA; Macon, GA; Jackson, MS; Columbia, SC)
- Case Analysis and Writing Skills: EMBA bootcamp, Mercer University
- Marketing Management: Community Bankers Association of Georgia and SUNY at Buffalo (visiting international managers)
- Customer Service: State University of New York Facilities Managers, Syracuse, NY

## **ACADEMIC & PROFESSIONAL RECOGNITION**

- Listed in *Who's Who in America*, 2011
- Research cited more than 1,400 times (*Google Scholar*, November 2012)
- Online course (Responsibility, Sustainability & Justice) selected by Deltak edu to illustrate best practice in online course structure to clients, 2009
- \$82,588 grant from Wall Street West ("Women's Business and Micro-Finance Center"), 2009
- Ranked among the nation's top advertising scholars: 1<sup>st</sup> among authors published in *Journal of Current Issues & Research in Advertising*, 18<sup>th</sup> among those published in the three leading advertising journals; 39<sup>th</sup> among authors of advertising-related articles appearing in 17 leading advertising, marketing, and business journals (John B. Ford and Altaf Merchant, "A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006," *Journal of Advertising*, Fall 2008, 69-64), 2008
- \$190,500 grant from Wall Street West ("Knowledge Management Institute"), 2008
- \$102,000 grant from Wall Street West ("Enterprise Resource Planning: A Collaborative Training and Regional Resource Initiative"), 2008
- \$196,080 grant from Wall Street West ("Foreign Currency Trading Courseware & Trading Laboratory"), 2008
- Beta Gamma Sigma, national business honor society, 2006
- Listed in *Empire Who's Who Among Executives and Professionals in Education*, 2006
- Listed in *Who's Who Among America's Teachers*, 2005, 2006
- Intellectual Contributions Award, Mercer University, 2000, 2001, 2002, 2003

- Summer Research Grants (competitive): Mercer University 1998, 1999, 2000; SUNY at Buffalo 1988 – 1992, 1994
- Research Council Fellowship (competitive), Niagara University, 1996
- Listed in *Who's Who in the East*, 25th Edition, 1994
- American Marketing Association Best Paper Award for “Commercial Processing Efficiency: A Program Elaboration Model,” AMA Educators’ Conference, 1988
- Finalist, Marketing Science Institute Dissertation Proposal Competition, 1986
- Graduate Student Alumni Research Award, Ohio State Univ., 1986
- Marketing Faculty Fellowship, Ohio State University, 1983-1986
- University Fellowship, Ohio State University, 1983-1984
- Award of Merit, International Association of Business Communicators, 1983
- Kappa Tau Alpha, national journalism honor society, 1978
- Honors B.A. awarded magna cum laude, Univ. of Utah, 1977
- Phi Kappa Phi, national honor society, 1977

## SCHOLARLY ACTIVITIES

### Refereed Journal Articles

Parsa, H.G., Kenneth R. Lord, Sanjay Putrevu and Gunae Choi (forthcoming 2014), “Corporate Social and Environmental Responsibility in Hospitality: Will Consumers Pay for It?” *Journal of Retailing & Consumer Services*.

Lord, Kenneth R. (2012), “Two Views of Social Justice: A Catholic/Georgist Dialogue,” *American Journal of Economics & Sociology*, 71 (October), 697-713. (Author of lead article and editor of special issue.)

Lord, Kenneth R., Michael O. Mensah and Sanjay Putrevu (2011), “Border-Area Tourism and International Attractions: Benefit Dimensions and Segments,” *Journal of Global Business and Technology*, 7 (Fall), 14-23.

Lord, Kenneth R., Delia Sumrall, and Rajan Sambandam (2011), “Satisfaction Determinants in Business Internships,” *Interdisciplinary Journal of Contemporary Research in Business*, 2 (February), 11-22.

Lord, Kenneth R. and Pola B. Gupta (2010), “Response of Buying Center Participants to B2B Product Placements,” *The Journal of Business & Industrial Marketing*, 25 (3), 188-195.

Lord, Kenneth R. and Sanjay Putrevu (2009), “Informational and Transformational Responses to Celebrity Endorsements,” *Journal of Current Issues and Research in Advertising*, 31 (Spring), 1-13.

Lord, Kenneth R., Sanjay Putrevu, and Yizheng Shi (2008), “Cultural Influences on Cross-Border Vacationing,” *Journal of Business Research*, 61 (March), 183-190.

Lord, Kenneth R. and Sanjay Putrevu (2006), “Exploring the Dimensionality of the Need for Cognition Scale,” *Psychology & Marketing*, 23 (January), 11-34.

Lord, Kenneth R., Sanjay Putrevu and Shi Yi Zheng (2005), “Cross-border Restaurant Patronage: Cultural Determinants of Perception and Satisfaction,” *International Journal of Hospitality and Tourism Administration*, 6 (4), 33-47.

- Lord, Kenneth R., Sanjay Putrevu and H. G. Parsa (2004), "The Cross-border Consumer: Investigation of Motivators and Inhibitors in Dining Experiences," *Journal of Hospitality & Tourism Research*, 28 (May), 209-229.
- Putrevu, Sanjay, Joni Tan and Kenneth R. Lord (2004), "Consumer Responses to Complex Car Advertisements: The Moderating Role of Need for Cognition, Knowledge, and Gender," *Journal of Current Issues and Research in Advertising*, 26 (Spring), 9-24.
- Putrevu, Sanjay and Kenneth R. Lord (2003), "Processing Internet Communications: A Motivation, Opportunity and Ability Framework," *Journal of Current Issues and Research in Advertising*, 25 (Spring), 45-60.
- Lord, Kenneth R., Sanjay Putrevu, Shi Yi Zheng and Edip Deniz (2002), "Cross-border Shopping Motivation and Segments: An Intercultural Analysis," *International Journal of Business & Economics*, 2(1), 146-151.
- Lord, Kenneth R. and Alice Ford Collins (2002), "Supplier Web-Page Design and Organizational Buyer Preferences," *The Journal of Business & Industrial Marketing*, 17 (2/3), 139-150.
- Putrevu, Sanjay and Kenneth R. Lord (2001), "Search Dimensions, Patterns and Segment Profiles of Grocery Shoppers," *Journal of Retailing and Consumer Services*, 8 (May), 127-137.
- Lord, Kenneth R., Burnkrant, Robert E. and H. Rao Unnava (2001), "The Effects of Program-induced Mood States on Memory for Commercial Information," *Journal of Current Issues and Research in Advertising*, 23 (Spring), 1-15.
- Lord, Kenneth R. and Sanjay Putrevu (1999), "Consumer Processing of Television Commercials: A Model and Preliminary Test," *American Association of Behavioral and Social Sciences Journal*, 2 (Fall), 234-243 (online at <http://www.aabss.org/journal99/f27Lord.html>)
- Lord, Kenneth R. and Sanjay Putrevu (1998), "Communicating in Print: A Comparison of Consumer Responses to Different Promotional Formats," *Journal of Current Issues and Research in Advertising*, 20 (Fall), 1-18.
- Lord, Kenneth R. and Sanjay Putrevu (1998), "Acceptance of Recycling Appeals: The Moderating Role of Perceived Consumer Effectiveness," *The Journal of Marketing Management*, 14 (July), 581-590.
- Gupta, Pola B. and Kenneth R. Lord (1998), "Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall," *Journal of Current Issues and Research in Advertising*, 20 (Spring), 47-59.
- Dick, Alan S. and Kenneth R. Lord (1998), "The Impact of Membership Fees on Consumer Attitude and Choice," *Psychology & Marketing*, 15 (January), 41-58.
- Lord, Kenneth R., Chung K. Kim and Sanjay Putrevu (1997), "Communication Strategies to Counter Deceptive Advertising," *Review of Business*, 18 (Spring), 24-29.
- Gupta, Pola B. and Kenneth R. Lord (1995), "Identification of Determinant Attributes of Automobiles: Objective Analogues of Perceptual Constructs," *The Journal of Marketing Management*, 5 (Spring/Summer), 21-29.

- Lord, Kenneth R. and Chung K. Kim (1995), "Inoculating Consumers Against Deception: The Influence of Framing and Executional Style," *Journal of Consumer Policy*, 18 (May), 1-23.
- Lord, Kenneth R., Myung-Soo Lee and Paul L. Sauer (1995), "The Combined Influence Hypothesis: Central and Peripheral Antecedents of Attitude toward the Ad," *Journal of Advertising*, 24 (Spring), 73-85.
- Sambandam, Rajan and Kenneth R. Lord (1995), "Switching Behavior in Automobile Markets: A Consideration-Sets Model," *Journal of the Academy of Marketing Science*, 23 (Winter), 57-65.
- Lord, Kenneth R. (1994), "Motivating Recycling Behavior: A Quasi-experimental Investigation of Message and Source Strategies," *Psychology and Marketing*, 11 (July/August), 341-358.
- Putrevu, Sanjay and Kenneth R. Lord (1994), "Comparative and Noncomparative Advertising: Attitudinal Effects under Cognitive and Affective Involvement Conditions," *Journal of Advertising*, 23 (June), 77-91.
- Lord, Kenneth R., Myung-Soo Lee and Paul L. Sauer (1994), "Program Context Antecedents of Attitude toward Radio Commercials," *Journal of the Academy of Marketing Science*, 22 (Winter), 3-15.
- Lord, Kenneth R. and Robert E. Burnkrant (1993), "Attention versus Distraction: The Interactive Effect of Program Involvement and Attentional Devices on Commercial Processing," *Journal of Advertising*, 22 (March), 47-60.
- Lord, Kenneth R. and Sanjay Putrevu (1993), "Advertising and Publicity: An Information Processing Perspective," *Journal of Economic Psychology*, 14 (March), 57-84.
- Miniard, Paul W., Sunil Bhatla, Kenneth R. Lord, Peter R. Dickson, and H. Rao Unnava (1991), "Picture-based Persuasion Processes and the Moderating Role of Involvement," *Journal of Consumer Research*, 18 (June), 92-107.
- Lord, Kenneth R. (1984), "The Afrikaans Press: Servant or Critic?" *Australian Journalism Review*, 6 (July-December), 46-48.

## Conferences, Workshops & Symposia

- Mensah, Michael O. and Kenneth R. Lord (2012), "The 'Globalization of Superficiality' Meets 'Occupy Wall Street': Seeking Solutions in Jesuit Business Education," in *Technology and Business for a Sustainable World* (18<sup>th</sup> Annual World Forum Proceedings), Barcelona, Spain: International Association of Jesuit Business Schools, July 22-25, 2012.
- Lord, Kenneth R., Michael O. Mensah and Sanjay Putrevu (2010), "Keeping the 'Attraction' in International Tourist Attractions," in *Generating Innovative Solutions to Recurring Problems in the Global Business Environment: A Multi- Inter- and Transdisciplinary Approach to Formulating and Maintaining a Competitive Organizational Edge* (12<sup>th</sup> Annual International Conference Readings

Book), N. Delener, L. Fuxman, F. Lu and L. Rivera-Solis, eds., Kruger National Park vicinity, South Africa: Global Business and Technology Association, 443-449.

Lord, Kenneth R., Sanjay Putrevu and Alice Collins (2009), "Ethnic Congruence and Source Credibility," presented at Business Research Consortium Conference of Western New York, Rochester, NY, April 2009.

Rusinko, Cathy A., Len Tischler and Kenneth R. Lord (2009), "Teaching Ethics and Sustainability in Business Schools," presented at "Global Landscapes: Business, Ethics and Sustainability in the 21<sup>st</sup> Century," King's College, Wilkes-Barre, PA, April 2009.

Lord, Kenneth R. and Sanjay Putrevu (2009), "The Effects of Informational and Transformational Motivations on Responses toward Celebrity Endorsements," presented at Association for Consumer Research Asia-Pacific Conference, Hyderabad, India, January 2009; extended abstract published in *Asia Pacific Advances in Consumer Research*.

Sumrall, Delia A., James Kelly, Satya Chattopadhyay, and Kenneth R. Lord (2007), "Proposed Role Stress Effects on Student Satisfaction and Performance in Business Internship Experiences," presented at 10<sup>th</sup> Annual Colleagues in Jesuit Business Education Conference, July 2007, Syracuse, NY.

Lord, Kenneth R., Sanjay Putrevu, Steven W. Lord, David Srdarov, and Robert O. O'Keefe (2007), "Informational and Transformational Responses to Celebrity Endorsements," presented at Business Research Consortium of Western New York Conference, April 2007, St. Bonaventure, NY.

Hu, Hsin-Hui, H. G. Parsa and Kenneth R. Lord (2006), "Self-Monitoring and Currency Usage in the Foodservice Industry," presented at the International Council on Hotel, Restaurant and Institutional Education conference, July 2006, Crystal City, Virginia.

Lord, Kenneth R. and Pola B. Gupta (2006), "Product Placement: Adapting a B2C Strategy to a B2B Market," in *Emerging Frontiers within B2B Marketing: Understanding Customer Needs and Managing the Customer Experience*, M. Rich, ed. Atlanta, GA: The Center for Business and Industrial Marketing, Georgia State University.

Lord, Kenneth R., Sanjay Putrevu and Shi Yi Zheng (2005), "Cultural Influences on Cross-border Vacationing," in *Conference Proceedings: Eleventh Cross-Cultural Research Conference*, L. Huff and S. Smith, ed. Laie, HI: Association for Consumer Research. Available at: <http://marketing.byu.edu/htmlpages/ccrs/proceedings05/index.html>.

Lord, Kenneth R. and Sanjay Putrevu (2005), "Religious Influence on Consumer Behavior: Classification and Measurement" (extended abstract), in *Advances in Consumer Research*, G. Menon and A. Rao, eds. Duluth, MN: Association for Consumer Research, 651-652.

Lord, Kenneth R., H. G. Parsa and Sanjay Putrevu (2004), "Environmental and Social Practices: Consumer Attitude, Awareness & Willingness to Pay" (extended abstract), in *Marketing and Public Policy: Research Reaching New Heights*, D. Scammon, M. Mason and R. Mayer, eds. Salt Lake City, UT: American Marketing Association, 25-28.

Putrevu, Sanjay, Joni Tan and Kenneth R. Lord (2004), "The Impact of NFC and Knowledge on Consumer Response toward Complex Print Advertisements" (extended abstract) in *Advances in Consumer Research*, Vol. 31, B. Kahn and M. Luce, eds. Valdosta, GA: Association for Consumer Research, 35-36.



- Putrevu, Sanjay, Joni Tan and Kenneth R. Lord (2003), "Gender Differences in Consumer Response to Complex Print Advertisements" (extended abstract) in *European Advances in Consumer Research*, Vol. 6, D. Turley and S. Brown, eds. Association for Consumer Research.
- Lord, Kenneth R. and Sanjay Putrevu (2003), "Probing the Dimensions of Need for Cognition" (extended abstract), in *Advances in Consumer Research*, Vol. 30, P. Keller and A. Rook, eds. Valdosta, GA: Association for Consumer Research, 103-104.
- Lord, Kenneth R. and Pola B. Gupta (2002), "The Medium Is the Message: The Role of Context in Product Placements," presented at Association for Consumer Research Conference, Atlanta, GA, October 2002.
- Lord, Kenneth R., Sanjay Putrevu, Shi Yi Zheng and Edip Deniz (2002), "Cross-border Shopping Motivation and Segments: An Intercultural Analysis," presented at Global Conference on Business and Management, Paris, France, July 2002.
- Lord, Kenneth R. and Sanjay Putrevu (2002), "Come into My Parlor: E-Context Implications for Consumer Information Processing," in *Expanding Marketing Horizons, Into the 21<sup>st</sup> Century: Association of Marketing Theory and Practice Proceedings*, Vol. 11, B. Ponsford, ed. Greenville, PA: Association of Marketing Theory and Practice, 7.4:3-8.
- Putrevu, Sanjay, Kenneth R. Lord and James W. Gentry (2001), "Search Profiles of Grocery Shoppers," in *Asia Pacific Advances in Consumer Research*, Vol. 4, P. M. Tidwell and T. E. Muller, eds. Valdosta, GA: Association for Consumer Research, 115-121.
- Lord, Kenneth R., Myung-Soo Lee and Peggy Choong (2001), "Differences in Normative and Informational Social Influence," in *Advances in Consumer Research*, Vol. 28, M. C. Gilly and J. Meyers-Levy, eds. Valdosta, GA: Association for Consumer Research, 280-285.
- Lord, Kenneth R. and Sanjay Putrevu (2000), "Cross-border Shopping Motives: Implications for Retailers," in *Proceedings of the 29<sup>th</sup> European Marketing Academy Conference* (electronic), Berend Wierenga, ed. Rotterdam, Netherlands: Erasmus University.
- Lord, Kenneth R. and Alice Ford Collins (2000), "OBB on the WEB: Matching Web-Page Design to Buyer Preferences," in *Business Marketing in the Decade Ahead: The Key Challenges We Face (Proceedings of the Sixth Annual Academic Workshop)*, M. Rich, ed. Atlanta, GA: The Center for Business and Industrial Marketing, Georgia State University.
- Putrevu, Sanjay and Kenneth R. Lord (1999), "Consumer Grocery Search: Dimensions and Segments," in *European Advances in Consumer Research*, Vol. 4, Bernard. Dubois, Tina M. Lowrey, L. J. Shrum and Marc Vanhuele, eds. Jouy-en-Josas, France: Association for Consumer Research, 112-118.
- Lord, Kenneth R. and Sanjay Putrevu (1999), "Cross-border Shopping: A Microcosm of Global Retail Competitiveness," presented at American Society for Competitiveness Conference, Atlanta, October 1999.
- Lord, Kenneth R. and Pola B. Gupta (1999), "Response to Brand Placement: The Effects of Context and Placement Characteristics," presented at Association for Consumer Research Conference, Columbus, Ohio, October 1999 (working paper session).

- Lord, Kenneth R. and Sanjay Putrevu (1999), "Consumer Processing of Television Commercials: A Model and Preliminary Test," presented at American Association of Behavioral and Social Sciences Conference, Las Vegas, February 1999.
- Putrevu, Sanjay and Kenneth R. Lord (1998), "The Effects of Cognitive Arousal on the Processing of Television Advertisements," in *Marketing Connections: Proceedings of the Australia and New Zealand Marketing Academy Conference*, B. J. Gray and K. R. Deans, eds. Otago, New Zealand: Australia and New Zealand Marketing Academy, 2060-2068 (online at <http://divcom.otago.ac.nz/Marketing/>).
- Lord, Kenneth R. and Lee G. Caldwell (1997), "The Internet: Ethical Problems and Technical Solutions," in *Book of Proceedings: The Fourth Annual International Conference Promoting Business Ethics*, P. Primeaux, ed. Jamaica, NY: St. John's University, 139-143.
- Lord, Kenneth R. and Sanjay Putrevu (1997), "Advertising-evoked Images: The Effects of Word Association Set Size, Need for Cognition, and Style of Processing," in *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Marketing Division*, Vol. 18, No. 3, H. F. MacKenzie, ed. St. John's, Newfoundland: Administrative Sciences Association of Canada, 69-77.
- Lord, Kenneth R. and Sanjay Putrevu (1996), "Superbowl Ad Recall: Program and Ad Involvement Effects," in *Proceedings of the Society for Consumer Psychology*, P. M. Herr and J. Kim, eds. Boulder, Colorado: University of Colorado Graduate School of Business, 1-7.
- Lord, Kenneth R., Chung K. Kim and Sanjay Putrevu (1996), "Overcoming Advertising Deception: Priming, Framing and Copy-orientation Strategies," in *Proceedings of the International Conference Promoting Business Ethics* (electronic), L. Pincus, ed. Chicago: Institute for Business Ethics.
- Choong, Peggy and Kenneth R. Lord (1996), "Experts and Novices and Their Use of Reference Groups," in *1996 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, C. Droge and R. Calantone, eds. Chicago: American Marketing Association, 203-208.
- Putrevu, Sanjay and Kenneth R. Lord (1995), "Advertising and Publicity: Attitudinal Effects under Different Motivational States," in *Diversity in the Global Context: Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Marketing Division*, Vol. 16, No. 3, H. Ogden, ed. Windsor, Ontario: Administrative Sciences Association of Canada, 133-138.
- Owen, Robert S., Kenneth R. Lord and Martha C. Cooper (1995), "Using Computerized Response Time Measurement for Detecting Secondary Distractions in Advertising," in *Advances in Consumer Research*, Vol. 22, F. Kardes and M. Sujan, eds. Provo, UT: Association for Consumer Research, 84-88.
- Putrevu, Sanjay and Kenneth R. Lord (1994), "Comparative Advertising: An FCB Perspective," in *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada*, Vol. 15, B. Smith, ed. Halifax, Nova Scotia: Administrative Sciences Association of Canada, 194-203.
- Sauer, Paul L. and Kenneth R. Lord (1994), "Toward a More Complete Coding Scheme for Thought Elicitation Measures," presented at TIMS Marketing Science Conference, University of Arizona.

- Lord, Kenneth R. and Chung K. Kim (1992), "Inoculating Consumers Against Deception: The Moderating Influence of Involvement Type and Executional Style" (Abstract), in *Proceedings of 1992 Marketing and Public Policy Conference*, P. Bloom and R. Starr, eds. 36-37.
- Sauer, Paul L., Peter R. Dickson, and Kenneth R. Lord (1992), "A Multiphase Thought Elicitation Coding Scheme for Cognitive Response Analysis," in *Advances in Consumer Research*, Vol. 19, J. Sherry and B. Sternthal, eds. Provo, UT: Association for Consumer Research, 826-833.
- Lord, Kenneth R. and Robert E. Burnkrant (1992), "Attention versus Distraction: The Interactive Effect of Program Involvement and Attentional Devices on Commercial Processing," presented at Buffalo-Cornell-Rochester-Syracuse-Toronto Marketing Workshop, University of Rochester, May 1992.
- Kim, Chung K. and Kenneth R. Lord (1991), "A New FCB Grid and Its Strategic Implications for Advertising," in *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Marketing Division*, Vol. 12, Part 6, T. Schellinck, ed. Niagara Falls, Ontario: Administrative Sciences Association of Canada, 51-60.
- Lord, Kenneth R. and Robert E. Burnkrant (1991), "Program Context Effects on Commercial Processing," in *Advances in Information Processing in Organizations*, Vol. 4, J. Meindl, R. Cardy, and S. Puffer, eds. Greenwich, Connecticut: JAI Press, 19-30.
- Lord, Kenneth R., Robert E. Burnkrant and Robert Owen (1989), "An Experimental Comparison of Self-Report and Response Time Measures of Consumer Information Processing," in *1989 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, P. Bloom, R. Winer, H. Kassarian, D. Scammon, B. Weitz, R. Spekman, V. Mahajan, and M. Levy, eds. Chicago: American Marketing Association, 196-200.
- Burnkrant, Robert E., H. Rao Unnava and Kenneth R. Lord (1988), "Effects of Mood States and Commercial Type on the Processing of Commercial Information," presented at 1988 Annual Conference, Association for Consumer Research, Honolulu, Hawaii.
- Lord, Kenneth R. and Robert E. Burnkrant (1988), "Measurement Options and Issues in Cognitive Processing," in *Strategic Issues in a Dynamic Marketing Environment*, J. Summey and P. Hensel, eds. Carbondale, IL: Southern Marketing Association, 147-152.
- Lord, Kenneth R. and Robert E. Burnkrant (1988), "Commercial Processing Efficiency: A Program Elaboration Model," in *1988 AMA Educators' Proceedings: Efficiency and Effectiveness in Marketing*, G. Frazier, C. Ingene, D. Aaker, A. Ghosh, T. Kinnear, S. Levy, R. Staelin, and J. Summers, eds. Chicago: American Marketing Association, 112-116.
- Lord, Kenneth R. and Robert E. Burnkrant (1988), "Television Program Elaboration Effects on Commercial Processing," in *Advances in Consumer Research*, Vol. 15, M. Houston, ed. Provo, UT: Association for Consumer Research, 213-218.
- Miniard, Paul W., Peter R. Dickson and Kenneth R. Lord (1988), "Some Central and Peripheral Thoughts on the Routes to Persuasion," in *Advances in Consumer Research*, Vol. 15, M. Houston, ed. Provo, UT: Association for Consumer Research, 204-208.
- Lord, Kenneth R. (1985), "The Need for Cognition: Scale Refinement and Marketing Application," in *Proceedings of the Fifteenth Annual Albert Haring Symposium on Doctoral Research in Marketing*,

W. Strahle and J. Nantel, eds. Bloomington, IN: Indiana University Graduate School of Business, 140-164.

## Other Publications

Lord, Kenneth R., ed. (2012), *Two Views of Social Justice: A Catholic/Georgist Dialogue (Studies in Economic Reform and Social Justice)*. West Sussex, UK: John Wiley & Sons Ltd.

Lord, Kenneth R. (2009), "Bullish on the MBA," *Business Week* (online), April 13, 2009, available at [http://www.businessweek.com/bschools/content/apr2009/bs20090413\\_720680.htm](http://www.businessweek.com/bschools/content/apr2009/bs20090413_720680.htm).

Lord, Kenneth R. (2007), Instructor's Manual for Chapter 2 ("Consumer Motivations, Emotions and Involvement") of *Consumer Behavior -- How Humans Think, Feel, and Act in the Marketplace* by Banwari Mittal.

Lord, Kenneth R. (2006), Book review of *Persuasive Imagery: A Consumer Response Perspective* (ed. L. M. Scott and R. Batra), published on Association for Consumer Research Web site, <http://www.acrwebsite.org/bookreviews>.

Lord, Kenneth R. (2005), "Writer's Corner" column, *The Miracles of Public Affairs* (bimonthly newsletter, North America Southeast Area Public Affairs, The Church of Jesus Christ of Latter-day Saints): September-October 2005: "Localize and Contemporize to Dress Up That 'Worthless' News Tip"

Lord, Kenneth R. (2005), "Reporters Need Friends Too," Online Archives for NASE Area Public Affairs for The Church of Jesus Christ of Latter-day Saints, <http://www.karlaspeaks.com/publicaffairs>.

Lord, Kenneth R. and Sanjay Putrevu (1997), "Be in Tune with the Communications Mix," *Marketing News*, 31 (May 26), 10.

Course syllabi for MBA Consumer Behavior and Marketing Management courses published in *Business Administration Reading Lists and Course Outlines*, Vols. 3 and 4, R. Schwindt, ed. Chapel Hill, NC: Eno River Press, 1995.

## Invited Presentations

Lord, Kenneth R. and Sanjay Putrevu (forthcoming 2009), "Informational and Transformational Responses to Celebrity Endorsements," presented at The University of Scranton, February 2009.

Lord, Kenneth R., "The Glory of God is Intelligence: A Latter-day Saint Perspective on the Vocation of Education," presented at McAfee School of Theology, Mercer University, August 2005.

Lord, Kenneth R. and Pola B. Gupta, "The Medium Is the Message: The Role of Context in Product Placements," presented at Monmouth University, March 2003.

Putrevu, Sanjay and Kenneth R. Lord, "Search Dimensions, Patterns and Segment Profiles of Grocery Shoppers," presented at The Ohio State University, January 2002.

Lord, Kenneth R. and Alice Ford Collins, "Supplier Web-Page Design and Organizational Buyer Preferences," presented at Mercer University, April 2001, ACR-LDS Workshop on Marketing and

Consumer Research, Brigham Young University, October 2000, and Youngstown State University, April 2000.

Lord, Kenneth R., "Rescuing Failed Research (or The Hyper-thetical Phoenix: From the Ashes of Yesterday's Hypotheses Rise Today's Hypertheses)," presented at Mercer University, February 1999, and Niagara University, November 1995.

Lord, Kenneth R. and Sanjay Putrevu, "Communicating in Print: A Comparison of Consumer Responses to Different Promotional Formats," presented at Department of Psychology Colloquium Series (Macon) and Stetson School of Business & Economics Brown Bag Research Series (Atlanta), Mercer University, December 1998.

Gupta, Pola B. and Kenneth R. Lord, "Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall," presented at Niagara University Breakfast Speaker Series, February 1998, and SUNY at Buffalo, October 1996.

Lord, Kenneth R. and Sanjay Putrevu, "Superbowl Ad Recall: Program and Ad Involvement Effects," Everett W. Ockerman Lecture, Niagara University, April 1997.

Lord, Kenneth R. and Sanjay Putrevu, "Advertising-evoked Images: The Effects of Word Association Set Size, Need for Cognition, and Style of Processing," presented at SUNY at Buffalo, April 1997.

Lord, Kenneth R., "Motivating Recycling Behavior: A Quasiexperimental Investigation of Message and Source Strategies," presented at Niagara University, December 1994.

Lord, Kenneth R., Myung-Soo Lee and Paul L. Sauer, "The Combined Influence Hypothesis: Central and Peripheral Antecedents of Attitude toward the Ad," presented at the University of Dayton, October 1994.

Lord, Kenneth R., Myung-Soo Lee and Paul L. Sauer, "Program Context Antecedents of Attitude toward Radio Commercials," presented at Brock University, St. Catharines, Ontario, November 1993.

Lord, Kenneth R., "Program Elaboration Effects on the Processing and Effectiveness of Television Commercials," presented at American University (Washington, D.C.), SUNY at Buffalo, and University of Massachusetts (Amherst, Mass.), Spring 1986, and at Brigham Young University (Provo, Utah), March 1988.

## Working Papers

Lord, Kenneth R., Sanjay Putrevu and Alice Ford Collins, "Ethnic Congruence and Credibility of Celebrity Endorsers: Self-Categorization, Third-Person and Identify Salience Effects," under revision for *International Journal of Advertising*.

Lord, Kenneth R. and Pola B. Gupta, "Determinants of Product Placement Memory and Attitude."

Lord, Kenneth R., Myung-Soo Lee and Peggy Choong, "Normative and Informational Social Influence: Decision and Relationship Characteristics."

Putrevu, Sanjay, David Srdarov and Kenneth R. Lord, "The Impact of Using a Spokesperson: An Exploration Across Endorser Types and Product Categories."

Parsa, H. G., Sandra Naipaul and Kenneth R. Lord, "Psychological Pricing Practices and Consumers' Response Behavior: A Cyclical Phenomenon."

Kling, James A. and Kenneth R. Lord, "Signposts of Change: U.S. Airline Deregulation and an Analysis of Airline Advertising Themes 1972-1974."

## **Work in Progress**

Putrevu, Sanjay and Kenneth R. Lord, "Determinants of Impulse Buying."

Lord, Kenneth R. and Myung-Soo Lee, "Background Music in Ads: A Catalyst for Comprehension."

Mittal, Banwari and Kenneth R. Lord, "Recycling Motivators: A Causal Model and Field Test."

## **Reviewing and Scholarly Service Activity**

- Reviewer, *Marketing Letters*, 2013
- Editorial Advisory Board, *Direct Marketing: An International Journal*, 2006 – 2013
- Editorial Review Board, *Journal of Foodservice Business Research*, 2004 – 2013
- Reviewer, *Psychological Reports: Perceptual and Motor Skills*, 2004 – 2007, 2012 – 2013
- Reviewer, *Journal of Hospitality Marketing & Management*, 2012
- Reviewer, *African Journal of Business Management*, 2012
- Editor, special issue, *American Journal of Economics & Sociology*, 2012
- Reviewer, *Journal of Advertising*, 1997 – 1998, 2001 – 2011
- Discussant, Business Research Consortium of Western New York Conference, 2007
- Reviewer, American Marketing Association Winter Educators' Conference, 2002, 2007
- Reviewer, *International Journal of Hospitality Management*, 2006
- Reviewer, *IEEE Systems, Man and Cybernetics*, 2003, 2006
- Reviewer, American Marketing Association Summer Educators' Conference, 1996, 1998, 2003 – 2006
- Reviewer, *Journal of Business Research*, 1995, 2006
- Reviewer, Cross-Cultural Research Conference, 2005
- Reviewer, Association of Marketing Theory and Practice Conference, 2004 – 2005
- Reviewer, *Journal of the Academy of Marketing Science*, 1994-1997, 2005
- Reviewer and/or Conference Session Chair, Association for Consumer Research Annual Conferences, 1989, 1990, 1996, 2005
- Reviewer, *Thunderbird International Business Review*, 2004
- Reviewer, Academy of International Business Conference, 2004
- Reviewer, European Association for Consumer Research Conference, 2003
- Reviewer, *Journal of Consumer Research*, 2001 – 2003
- Reviewer, *Journal of Business Ethics*, 1999
- Discussant, American Society for Competitiveness Conference, 1999
- Reviewer, American Academy of Advertising Conference, 1997 – 1998
- Reviewer, *Psychology & Marketing*, 1997
- Reviewer, Academy of Marketing Science Conference, 1997
- Reviewer, Academy of Marketing Science Conference, 1996

- Conference Session Moderator, International Conference Promoting Business Ethics, 1996
- Reviewer, International Conference on Marketing and Development, 1995
- Reviewer, Integrated Marketing Communications Conference, 1995
- Grant Proposal Reviewer, Social Sciences and Humanities Research Council of Canada, 1992 – 1993
- Reviewer, Marketing and Public Policy: Issues for the 1990's (American Marketing Association Workshop), 1990
- Reviewer, *Australian Journalism Review*, 1984

## **SERVICE**

### **The University of Scranton**

- Information Management Advisory Committee (2012 – present)
- PRR Assessment & Student Learning Committee (2012)
- Faculty & Personnel Committee (2012)
- Provost's Council (2012)
- Chair, Search Committee for Kania School Assistant Dean for Practical Learning (2012)
- Administration Representative, Faculty Dining Facility Committee (2012)
- Chair, Kania School Marketing Committee (2011 – present)
- Advisory committees reviewing charges against faculty members (chair 2010, member 2011 – 2012)
- Information Resources Advisory Committee (2007 – present)
- Associate Dean, Kania School of Management (2006 – present)
- Kania School Strategic Planning Committee (2006 – present; chair 2006-2012)
- Kania School AACSB Steering Committee (Co-chair 2006 – 2008, chair 2008 – present)
- Kania School Management Committee (2006 – present)
- Kania School Assessment Committee (2006 – present; chair 2012 – present)
- Kania School Faculty Scholarship Committee (2006 – present; chair 2007 – present)
- Kania School Graduate Programs Committee (2006 – present)
- Search Committee for Small Business Development Center Director (2010)
- First-Year Experience Committee (2007 – 2008)
- Coeditor, *Kania Magazine* (2006 – 2008)
- CAS Search Committee for Professional Advisor (2006)

### **Mercer University**

- SSBE Tenure and Promotion Committee (2004 – 2006)
- Director of Graduate Programs, SSBE (2003 – 2006)
- University Graduate Council (2000 – 2001, 2003 – 2006)
- SSBE Marketing Faculty Search Committee (2005, chair)
- SSBE MBA Program Revision Committee (2005, chair)
- University Holiday Luncheon Committee (1998 – 2005)
- SSBE Executive DBA Exploratory Committee (2004, chair)
- SSBE Faculty Grievance Committee (2004)
- SSBE Marketing Discipline Coordinator (2001 – 2003)

- SSBE Curriculum Content and Evaluation Committee (1998 – 2003; chair 1999 – 2001)
- SSBE Executive Committee (2000 – 2001)
- SSBE AACSB Steering Committee (1999 – 2001)
- SSBE Board of Visitors: Curriculum Committee (1999 – 2001), Business Practices Committee (1999)
- SSBE Mission Committee (1998)

## **Niagara University**

- CBA Faculty Advisor to Marketing Interns (1997 – 1998)
- University Faculty Advisory Committee, Division of Lifelong Learning (1997 – 1998)
- CBA Mission/Faculty/Research/Culture Committee (chair, 1997 – 1998)
- University Marketing Committee (1996 – 1998)
- CBA Faculty Advisor to Student Marketing Association (1995 – 1998)
- CBA Standards & Achievement Committee (1996 – 1997)
- CBA Intellectual Contributions Committee (1995 – 1997)
- Editor, *MBA Program News*, CBA (1995 – 1996)
- University Middle States Enrollment Committee and Marketing Subcommittee (1995 – 1996)

## **SUNY at Buffalo**

- SOM Student Awards Coordinator (1990 – 1995)
- SOM Field Experience Advisory Committee (1989 – 1995)
- SOM Marketing Core Course Coordinator (undergraduate 1988 – 1989, MBA 1994 – 1995)
- SOM Faculty Advisor to Marketing Interns (1987 – 1995)
- SOM MBA Committee and Admissions Subcommittee (1994)
- SOM MBA Subcommittee on Career Planning and Placement (1988 – 1989)
- SOM Undergraduate Program Committee (1988 – 1989)
- SOM Faculty Advisor to Student Marketing Association (1987)

## **Ohio State University**

- University South African Investment Review Committee (1987)

## **Dissertation Committees**

Hu, Sunny (2005), “Personality Types and Consumer Preferences for Multiple Currency Usages: A Study of the Restaurant Industry,” The Ohio State University.

Choong, Peggy (1997), “Reaching the Target Market in the Mutual Fund Industry,” SUNY at Buffalo.

Brodowsky, Glen H. (1996), “The Role of Country of Origin in Consumer Purchase Decisions: Development and Testing of a Comprehensive Theoretical Model,” SUNY at Buffalo.

Sambandam, Rajan (1995), “An Examination of Theoretical Issues in Consumer Satisfaction Using Prospect Theory and Consumer Purchase Motives,” SUNY at Buffalo.



Kumar, Uday R. (1994), "Intertemporal Brand and Quantity Choice Behavior: A Theoretical and Empirical Analysis," SUNY at Buffalo.

Grimm, Pamela (1993), "Determinants of Brand Preference," SUNY at Buffalo.

Lee, Myung-Soo (1992), "Retailer's Role in the Choice Process for Durables: An Empirical Investigation in the Case of New Automobiles," SUNY at Buffalo.

Kim, Chung K. (1991), "Testing and Analyzing Competitive Market Structures: A Model and Its Empirical Application to Subcompact Car Market," SUNY at Buffalo.

Chung, Chen-Seng (1990), "Communication Overload and Managerial Level: The Impact of Quantity, Complexity, and Equivocality," SUNY at Buffalo.

Gupta, Pola B. (1988), "A Model of Estimation of Informational Efficiency for New Automobiles," SUNY at Buffalo.

## **Graduate & Undergraduate Honors Thesis Committees**

Castle, Caitlin (2009), "Text Messages as Advertisements: An Empirical Investigation of Mobile Phones as Media," The University of Scranton.

Morgan, Camilla (1998), "Reader Perceptions of Advertorials," Niagara University.

Brodowsky, Glen H. (1994), "The Role of Marketing in the Privatization of Formerly State-owned Enterprises in Hungary: Three Case Studies," SUNY at Buffalo.

Choong, Mui Kam Peggy (1992), "External Search Behavior: A Conditional Hazard Function Approach," SUNY at Buffalo.

Sambandam, Rajan (1992), "Using Information Search and Satisfaction to Study Switching Behavior," SUNY at Buffalo.

Putrevu, Sanjay (1989), "Comparative Advertising: A New Perspective," SUNY at Buffalo.

Grimm, Pamela E. (1988), "Prior Beliefs and Patterns of Information Search," SUNY at Buffalo.

Kim, Chung K. (1987), "The FCB Grid and Its Modification: Thinking and Feeling about The FCB Grid," SUNY at Buffalo.

## **Public Service**

Boy Scouts of America:

Northeastern Pennsylvania Council (2006 – 2012): Chartered Organization Representative, Merit Badge Counselor, Troop Committee

Northeast Georgia Council (1998 – 2006): Webelos Den Leader, Merit Badge Counselor, Troop Committee

Greater Niagara Fall Council (1994 – 1998): Chartered Organization Representative, Merit Badge Counselor, Troop Committee

The Church of Jesus Christ of Latter-day Saints:

Scranton PA Stake (2012 – present): Stake High Council, Director of Public Affairs, volunteer in clean-up efforts in Pennsylvania and New York following Hurricanes Irene and Sandy  
Scranton Ward, Scranton PA Stake: Bishopric First Counselor (2006), Bishop (2007 – 2012)  
North America Southeast Area (2005 – 2006): Area Assistant Director of Public Affairs (Media Relations)  
Lawrenceville 2<sup>nd</sup> Ward, Lilburn GA Stake (1998 – 2006): Stake Media Relations Specialist, Ward Missionary, High Priests Group Leader, Executive Secretary, Organist/Pianist, volunteer in clean-up efforts in Mississippi following Hurricane Katrina  
Amherst Ward, Buffalo NY Stake (1986 – 1998): Bishopric First Counselor, Elders Quorum President, Sunday School Teacher, Organist/Pianist  
Columbus 2<sup>nd</sup> Ward, Columbus OH Stake (1983 – 1986): Financial Clerk, Organist

Neighborhood Fundraising Coordinator: March of Dimes and American Heart Association (1997 – 1998, 2004 – 2006)

*Pro bono* Marketing Consultation (for not-for profit organizations):

The Church of Jesus Christ of Latter-day Saints, North America Southeast Area (2005 – 2006)  
Dunwoody United Methodist Church (2002)  
Leadership Niagara (1998)  
Community Prevention Network of Western New York (1994)  
Girl Scout Council of Buffalo and Erie County (1994)  
Alleyway Theatre (1990 – 1991)

Greater Buffalo Youth Orchestra Board of Directors, 1995

Amherst Community Exchange, Media Campaign Action Team, 1994 – 1995

Co-chairman, Subcommittee on Promotion, Williamsville Central School District Facilities Planning Committee, 1990

Fiscal Advisory Panel to Minority Office of Erie County Legislature, 1989 – 1990

## **CONSULTING EXPERIENCE**

### **Business Advisory Board**

- Bennion Group, 2005 – 2006 (Atlanta, GA), 2012 (Provo, UT)

### **Legal: Market Research & Expert Testimony**

- Assistant to Robert Burnkrant, Ph.D. in a case involving a dispute between a Chrysler dealer in Ashtabula, OH and the Chrysler Corp., 1985-1986.
- Dunn Tire Co. v. Big D Tire Co., 1996 – 1997 (Retained by Hodgson, Russ, Andrews, Woods & Goodyear, Buffalo, NY)
- Ziegenfelder Company, Inc., v. Dunkirk Ice Cream Co., Inc., in U.S. District Court, North District of West Virginia, 1993 (Retained by Hodgson, Russ, Andrews, Woods & Goodyear, Buffalo, NY).

## **Marketing Assessment/Marketing Audit/Strategic Planning**

- Bennion Group, Atlanta, GA
- Austin Air Systems Limited, Buffalo, NY
- R.P. Adams, Inc., Tonawanda, NY
- Fancher Furniture, Salamanca, NY

## **Marketing Research**

- Stetson School of Business & Economics, Mercer University
- Leadership Niagara, Niagara Fall, NY
- Division of Lifelong Learning, Niagara University
- National Health Care Affiliates, Inc., Buffalo, NY
- Mentholatum Company, Buffalo, NY
- Cornerstone Direct Corporation, Tonawanda, NY
- Petite Collection, Williamsville, NY
- APFME Office of Continuing Medical Education, SUNY at Buffalo
- Sawtooth Group, Manchester, NH
- Magnatronics, Haslett, MI
- Mercer University, Stetson School of Business & Economics, Atlanta, GA
- Cheryl's Cookies, Columbus, OH
- Quick Strip, Columbus, OH

## **Marketing Communications**

- Stitch 'N Quilt, Lawrenceville, GA
- Womack's Prayzhouse Syndicate, Atlanta, GA
- Independent Living Center of Western New York, Buffalo, NY
- Utah Opera Company, Salt Lake City, UT
- Laughing Horse Gallery, Salt Lake City, UT
- Wade Sabbat Stained Glass, Salt Lake City, UT
- Voris Gallery, Salt Lake City, UT
- Intermountain Book Store, Salt Lake City, UT
- William B. Woods, Salt Lake City, UT
- Stevens-Brown Sports, Salt Lake City, UT
- McCormack Hydroblasters
- Coordinated Financial Services, Salt Lake City, UT
- FirEver Industries, Salt Lake City, UT
- Salt Lake Institute of Religion, Salt Lake City, UT

## **Workshops**

- Facilities Management: Satisfying Your Internal Customers, UNICCO Service Company, Syracuse, NY
- Managing for Marketing Success, Community Bankers Association of Georgia, Atlanta, GA - The Sonic Boom: Baby Boomers Hit Retirement, Large Scale Managers Workshop, Scranton, PA