



Marketing Advisory Counsel: We Are Here For You

The Marketing Advisory Counsel (MAC) is comprised of business leaders from around the Central Valley in various industries who volunteer their time and efforts in order to develop meaningful and productive relationships with the Craig School of Business Marketing Department students, staff and faculty. One of the goals is to help support faculty in developing and providing meaningful educational seminars and symposiums such as the Marketing Boot Camp

normally held in the Fall semester and the Marketing Forum held in the Spring semester. New graduates are welcome to learn more about how to become a member of MAC. It's a great way to start networking and working towards your dream career. If interested in receiving additional information on MAC or if you are interested in attending an upcoming MAC meeting, please contact Professor Turnbull at

pturnbull@csufresno.edu.

The 2017-2018 American Marketing Association (AMA) Executive Board members (pictured below) wants to welcome their new FRIENDS: the 2018-2019 newly elected Executive Board! Congratulations goes out to:

President

Vice President

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MARKETING ANNOUNCEMENTS

CHAIRPERSON UPDATE and DEPARTMENT AWARD WINNERS

Congratulations to Dr. Susan Geringer! She has announced that she will retire at the end of Spring 2018. Starting in the Fall of 2018, Dr. Andreas Stratemeyer will be Chairperson of the Marketing and Logistics Department. Regarding her time at Fresno State and the upcoming chairperson transition, Dr. Geringer states that:

“It has been a tremendous pleasure to be a member of the Department of Marketing and Logistics faculty for the past 26 years and to serve as department chair since 2015.

During my time at Fresno State, I have had the pleasure of working with some of the finest people-our students-and watching them grow into productive citizens, mature adults, attaining outstanding careers, marrying and parenting.

Many of my colleagues have been supportive of our students and the department. To them, I owe a tremendous amount of thanks. It is a wonderful feeling to work with many close friends.

I have many things planned for the future and am excited to begin this part of my life. I have no doubt whatsoever that Dr. Stratemeyer will do a wonderful job as department chair. See all of you in the Spring.”

Congratulations to **Nabeelah Munshi** for being named the **Top Marketing and Logistics Student of the Year** and to **Judson Scott Gross** for being selected for the **Marketing Future Award**.

SPECIAL THANKS:

Thanks to **Denise Biggert** and **Kelsey Torres** for all they have done for the Marketing and Logistics Department this year, especially this semester.

Thank you Fresno State Alumni, **Malia Villarreal** and **Jackie Kennedy**, for making The Annual Marketing Forum truly special.

Thank you **Dr. John H. McClendon III** (Michigan State University Professor) and **Roger McClendon** (Yum! Brands' Chief Sustainability Officer) for providing an insightful dialogue on Sustainability and Diversity moderated by Dr. Monique Bell. The photo shows the father-son pair: Dr. McClendon (father) is on the left and Roger McClendon (son) is on the right.



Thank you **Dr. Joe Hair** for discussing the growing importance of Big Data in not only Marketing, but also all aspects of business.



FACULTY SERVICE AND RECOGNITION

- Dr. Susan Geringer recently attended the Western Decision Sciences Institute conference in Lihue, Hawaii to present a paper she co-authored with Dr. Andy Stratemeyer and Professor Barbara Morgan. The title of the research paper is "American Generation Y Consumer Attitudes Toward Retailers Using Religiosity in Their Positioning Strategy."
- Dr. Beng Ong and Dr. Keith Story co-authored a research paper, "Ramifications on Supply Chain and MRF Operations from China's Import Ban on Solid Waste," that was presented at the Consortium of Supply Chain & Operations Management 30th Annual Conference at California State University, East Bay.
- Dr. Keith Story and Dr. Samer Sarofim each contributed research that was featured in the inaugural Central California Business Review and presented at the April 2018 meeting of the Fresno Rotary Club. Dr. Story authored the Manufacturing Report and Dr. Sarofim authored the Consumer Sentiment Survey.
- Dr. McDowell Porter III co-authored research that has been accepted to the 2018 meeting of the Academy of Marketing Science, New Orleans, LA. The title of the research is "You Deserved That: The Roles of Purchase Effort and Loyalty in Explaining Price Inequality Outcomes."
- Dr. Samer Sarofim co-authored a research paper, "When Team Identification and Success Matter: The Effect of Team Sponsorship Cause Marketing on Fans' Pro-social Behavioral Intentions," that was presented at the Sports Marketing and Sponsorship Conference in San Diego, CA.

FACULTY SPOTLIGHT ~ Dr. Lizhu Davis



Dr. Lizhu Davis is an associate professor of Fashion Merchandising. After 10 years as the sole full-time professor and program coordinator of Fashion Merchandising (FM) at Fresno State, Dr. Davis has directed it in new directions. She has designed and taught all major courses in the program to introduce students to all aspects of the fashion industry. She brought fashion business elements into the program, including fashion retailing buying, international sourcing, and fashion entrepreneurship. She has also made community and industry connections that continue to help students and the program.

Dr. Davis' research focuses on consumer shopping behavior, specifically shopping experiences, shopping value, shopping orientation, as well as store choices and preferences. She is also interested in consumers' consumption behavior of sustainable apparel. Recently, as a Coleman Fellow of Entrepreneurship, she has focused more on fashion entrepreneurship research. She has investigated Fashion students' entrepreneurial intentions, as well as fashion entrepreneurs' idea recognition and startup process.

Dr. Davis earned her Master's degree in Textile Design and Marketing and a Ph.D. in Consumer, Apparel, and Retail Studies from the University of North Carolina at Greensboro.