



Paula E. Bobrowski, Ph.D.
Fulbright Research Fellow
CURRICULUM VITA
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I. CONTACT INFORMATION

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II. EDUCATION BACKGROUND

A. Degrees

- 1996 Ph.D. - Syracuse University
Major: Marketing
Minor: International Business
Dissertation Thesis: *External Integration of Information in the Development of Selected Core High Technologies: A Comparison of the US and Japan*
- 1996 Certificate in University Teaching, Syracuse University
- 1988 Master of Business Administration - University of Oregon
Major: International Business
Major: Marketing
- 1980 Bachelor of Science in Nursing - University of Oregon Health Sciences Center

B. Honors/Awards/Licenses

- 2007-2009 Department of Education – Title VI-B Grant (\$381,607)
- 2007 AU Outreach Funding – (\$6,500) Harvard Leadership Program
- 2005 Fritz Roethlisberger Memorial Award (Cash Award)
- 2002-2005 Department of Education - Title VI International Business Grant (\$291,786)
- 2003 Recipient of the Chancellor's Award for Excellence in Teaching
- 2003 Recipient of the Presidents Award for Teaching Excellence (Cash Award)
- 2003 Best Paper, American Society of Business and Behavioral Sciences
- 2003 SIFE Regional Competition –Regional Champion
- 2003 PDQWL Grant, SUNY
- 2003 Best Paper in Division IV (IBAM).
- 2003 UUP Innovative Grant for Teamwork Initiative SUNY-Oswego (\$3,000)
- 2003 Phi Kappa Phi
- 2002 SMET Grant Funding
- 2002 SIFE Regional Competition – 2 Awards
- 2002 UUP Grant, SUNY
- 2002-03 Marquis Who's Who in America
- 2001-02 Research Grant, The Aspen Institute (\$35,000)
- 2001-03 Sam Walton Fellow
- 2001-2003 Who's Who Among Businesses
- 2000 Activities Grant, US Fulbright Commission
- 2000 PDQWL Grant, SUNY
- 1999 Best Paper, American Society of Business and Behavioral Sciences
- 1999 PDQWL Grant, SUNY
- 1999 Faculty Enhancement Program Scholarly and Creative Activity Award, SUNY
- 1996 Beta Gamma Sigma Scholar
- 1995-96 Fulbright Research Fellowship, Tokyo, Japan
- 1995 Instructional Grant for Implementing Teamwork in the Classroom, Syracuse University
- 1994 Creative Writing Grant Cash Award, Syracuse University

1994 Who's Who Among University Students
 1994 Teaching Fellow, Syracuse University
 1994 Best Teacher, School of Management
 1994 Selected for Future Professoriate Program, Syracuse University
 1993 Who's Who Among University Students
 1993 Teaching Fellow, Syracuse University
 1993 Outstanding Teaching Associate Award, Syracuse University
 1993 Marketing Doctoral Consortium
 1993 Decision Sciences Doctoral Consortium
 1992 Best Student Paper, American Association for Advancement of Health Care Research
 1992 Teaching Fellow, Syracuse University
 1991 Best Student Paper, American Association for Advancement of Health Care Research

III. EMPLOYMENT HISTORY

A. Higher Education

2005 - Present **Auburn University**

Associate Dean of Research and Faculty

Interim Chair of Sociology (2006/07)

Professor and Executive Director of the Women's Leadership Institute

Responsible for teaching Healthcare Finance and directing the Women's Leadership Institute

Courses Developed/Taught:

- ✓ HADM 4840 – Marketing Healthcare
- ✓ HADM 4100-Health Care Finance
- ✓ EMBA- Special Topics in Healthcare Management

1996 -2006 **STATE UNIVERSITY OF New York**

Oswego, New York

Department Chair of Management and Marketing (Appointment 2003-2006)

Professor of Marketing (2004/05), Associate (2003/04), Assistant Professor (1996-2002)

Responsible for designing, implementing and coordination the Critical Thinking:

Gateway to Business - MGT 110 - A Freshman Experience course. Course coordinator (1998-2000)

Courses Developed/Taught:

- ✓ MBA – EXPORT/IMPORT Marketing and Management
- ✓ MBA - NAFTA- Doing Business in Mexico
- ✓ MKT 390 - International Marketing
- ✓ MKT 465 - International Advertising
- ✓ MGT 110 - Critical Thinking: Gateway to Business
- ✓ MBA 514 – Marketing Management (MBA course)
- ✓ MSM 590 - Current Topics in Strategic Management (MBA course)
- ✓ MKT 250 - Marketing Principles
- ✓ MKT 467 - Advertising and Promotion

2007- Present **Project Director – Department of Education Title VI-B International Business Education Grant**

Responsible for managing all grant activities includes related to the grant titled “Advancing Trade with Latin America

- 2002- 2005 **Project Director – Department of Education Title VI-B International Business Education Grant**
 Responsible for managing all grant activities includes designing and implementing the following programs: 1) 10 day professional development for faculty in Mexico, 2) two new international business minors, 3) integration of 10 course modules that focus on NAFTA trade issues across campus, 4) professional development seminars on international business issues for faculty from 22 community colleges, 5) international business and trade resource website 6) international seminars and consulting to local business professionals on exporting with a focus on NAFTA.
- 1995 - 1996 **US-JAPAN FULBRIGHT COMMISSION**
 Tokyo, Japan
Research Fellow
 Conducted research resulting in a dissertation titled External Integration of Information in the Development of Selected Core High Technologies: a Comparison of the US and Japan. The following publications have resulted from this grant:
- “The Medical Diagnostic Imaging Industry in Japan”, *International Journal of Technology and Management*, (with Paul M. Bobrowski, Ph.D.) Vol. 3, Nos. 1/2/3, 2001.
- “The Product Development Process: A Comparison Between US and Japanese Medical Diagnostic Imaging Industries”, *International Journal of Healthcare Technology and Management*, Vol. 2, No. 1/2/3/4, pp.218-232, 2000.
- "A Framework for Integrating External Information into New Product Development: Lessons from the Medical Technology Industry", *Journal of Technology Transfer*, vol.25 (2) 2000.
- “External Integration of Medical Technology Development: A Theoretical Perspective”, *International Journal of Healthcare Technology Management*, (with Arun Ranchod) Volume 1, Nos 1/2, 1999.
- “The Medical Diagnostic Imaging Industry in Japan”, *International Journal of Technology Management*, September 1997.
- 2002 - 2003 **SYRACUSE UNIVERSITY**
 Syracuse, New York
Research Associate
 Researched issues related to program development for the Innovation Management and Entrepreneur programs.
- 2002-03 **Adjunct Professor**
 Taught and advised first-year undergraduate students: SOM 122 - Perspectives on Business Management
 ISM 613 Marketing Management Distance Learning Course
- 1992-95 **Teaching Associate/ Research Assistant**
 Complete course responsibility including: developed syllabus, prepared all class lectures and learning objectives, evaluated students work, assigned course grades and provided academic advising. The courses include the following:
- ✓ MBC 636 - Marketing Management (MBA core course)
 - ✓ SOM 122 - Perspectives on Business Management (undergraduate core course)
 - ✓ MAR 358 - International Marketing (undergraduate elective)

- ✓ MAR 357 - Consumer Behavior (undergraduate elective)
- ✓ MAR 458 - Innovation and Technology Management in a Global Economy (undergraduate core course)
- ✓ ENG 610 - Teaching in the American University (graduate course)
- ✓ Research Assistant for three semesters.

B. Professional Employment

1988 - 1990 **SACRED HEART GENERAL HOSPITAL**

Eugene, Oregon

Manager of Market Research and Business Development

Marketing manager for a major hospital with five major healthcare product lines. Assessed, developed and implemented all marketing research activities for a 472 bed regional hospital. Developed and wrote business plans. Prepared, analyzed, and presented monthly product line, administrative market share, and volume reports to senior management. Conducted focus group research, analyzed the data and presented the findings. Developed market surveys, analyzed survey results, and wrote recommendations based on results. Developed and prepared competitive market analysis and services forecasting reports. Analyzed and evaluated new business opportunities. Developed and wrote the business plan for a multi-million dollar hospital expansion.

Directed the development of new computer programs to streamline monthly report process to ensure statistical accuracy; developed a method for statistical trends and information system for the collection of outpatient services statistical data. Developed, implemented, and supervised an MBA internship program in conjunction with the University of Oregon.

1976 - 1982

Surgical Nurse

1986 - 1988

Assisted in all types of surgery, including open heart, neurology, and all types of general surgery, responsible for on-call emergency surgery. Developed statistical and graphical presentation of emergency on-call scheduling.

1987 - 1989

LANE COMMUNITY COLLEGE, Eugene, Oregon

Clinical Instructor

Responsible for substitute clinical instruction and supervision of students in a hospital clinical setting.

1987 -1988

FIRST INTERSTATE BANK OF OREGON,

International Corporate Banking Division

Portland, Oregon

International Market Research Intern

Developed a computer-based market research program for analyzing import and export markets. Identified prospective international business clients. Set up graphic models. Made project presentations to the vice presidents of the International Corporate Banking Division. Authored *Importers Guide to Import Letters of Credit* a pamphlet for banking clients.

1982 - 1986

AMERICAN MEDICAL INTERNATIONAL

KING KHALID EYE SPECIALIST HOSPITAL (KKESH)

Riyadh, Saudi Arabia

Surgical Nurse & Consultant

Planned, organized, and implemented the start-up of a 12-suite operating room. Developed and managed a system for purchasing and controlling inventory, instruments, and capital equipment. Wrote departmental policies, procedures, and proposals for

purchasing major equipment. Oriented and trained an international staff. Coordinated, implemented, and evaluated care of surgical patients.

Research Consultant

Team member of a nation-wide research program for trachoma treatment and control; the project was supported by the *World Health Organization* and *International Eye Foundation*. Assessed and treated a segment of the population in the Al Hassa region of Saudi Arabia for trachoma, and conducted a pharmacology study. Evaluated surgical services at King Abdulaziz Hospital in Riyadh, Saudi Arabia, formulated recommendations that resulted in closure of existing facility and development of a new surgical center. Evaluated surgical services at King Fahed Hospital in Hofuf, Saudi Arabia. Proposed to the Ministry of Health to upgrade the medical and nursing services. Assisted in planning a satellite program to supplement existing medical services.

IV. TEACHING EXPERIENCE

A. Courses Taught

International Business	Technology Management
International Marketing	Critical Thinking: Gateway to Business
Marketing Management	Advertising and Promotion
Marketing Principles	Communications in Teaching
Consumer Behavior	NAFTA: Doing Business in Mexico
International Advertising	Export/Import Management
Healthcare Finance	Healthcare Special Topics
Healthcare Marketing	

B. Curriculum Innovations

Secured federal funding to design and implement two international business minors in the School of Business. Developed, implemented and coordinated the Critical Thinking: Gateway to Business course a team-taught course required of all incoming freshman students. The school received special commendations from the AACSB accreditation team for this course.

Innovative/New Course Development:

- Healthcare Marketing
- Healthcare Finance
- Healthcare Special Topics (EMBA) –Developed as a distance –learning course
- Import Export Marketing and Management (MBA) – Developed as a distance-learning course
- NAFTA- Doing Business in Mexico (MBA) Developed as a distance-learning course
- International Business (MBA) – Developed as a distance-learning course
- International Advertising - Designed, developed and taught
- Critical Thinking: Gateway to Business
- Technology Management – Designed, developed and taught
- Marketing Management (MBA) – Developed as a distance learning course

V. SERVICE

A. School/Department Level

Auburn University

SUNY

1. Department Chair Appointment (2002- 2006) On leave 2005 & 2006
2. International Education Committee 1997-Present
3. SIFE Student Advisor 2001-Present
4. AACSB Curricula Committee 2000 – Present
5. AACSB Student Advisement Committee 1999 – Present
6. Freshman Course Development Committee 1998 – Present

7. American Marketing Association – Faculty Advisor 1998 – 2003
8. Honor Thesis Advisor 1999 - Present
9. Internship Advisor 1997 – Present
10. Graduate Thesis Advisor 1997- 2001
11. Building Committee 1999, 2000, 2001
12. Departmental Search Committee 1997, 2000
13. Discretionary Salary Increase School Committee 1999,2000
14. Phi Beta Lambda – Faculty Advisor 1998, 1999

B. University Level

Auburn University

1. AU Leadership Committee 2005- present
2. Women’s Center Committee 2006 – present

State University of New York

1. International Advisory Committee 1997-2005
2. Academic Policies Committee 2003- 2005
3. Women’s Studies Advisory Board, 2003-2005
4. Middle State Accreditation Committee 2000-2001
5. COLT/CELT 2000-2005
6. Vega, Women's National Honor Society – Faculty Advisor 2000-Present
7. Presidents Task Force on Learning and Teaching 1998-2000
8. Scholarly and Creative Activities Committee 1998-2000
9. Graduation – Marshal/Reader, 1996-2002
10. Spring Convocation 2000-2005
11. Chair for Quest 1999, 2000

C. Professional Level

1. North America Small Business and International Trade Educators – Elected Board of Governors 2005-2008
2. Alabama German Partnership AU College of Liberal Arts Representative 2006-Present
3. The National Endowment for the Public Trust – Founding Fellow
4. NEW Leadership Program in Partnership with the Center of American Women in Politics, AU Director 2005- Present
5. Fulbright Association of Central New York – Vice President 1999-2001, Board Member 1998-Present
6. Phi Kappa Phi Honors Society – Secretary 2004
7. Beta Gamma Sigma – President 2001- Present
8. Students in Free Enterprise - Sam Walton Fellow and Faculty Advisor 2000-Present
9. Active Learning Technologies - Board Member 2001- 2003
10. Invited Chair for Undergraduate Curricular Issues Program, Decision Sciences Institute, San Francisco, CA. November 2001.
11. Session Chair, "Micro-Enterprise/Micro Lending Development", International Applied Business Research Conference, 2000
12. Session Chair, "Medical Technology Management", Institute for Operations Research and Management Sciences Conference, 1999.
13. Lecturer “High Performance Teams and Leadership”, a three-hour seminar for the Executive MBA Program, Syracuse University, 1997, 1999, 2001, 2002.
14. Invited presentation "Appleseed Trust: A Case-Study" to the Board of Appleseed Trust, June 1999
15. Invited presentation "Marketing the Appleseed Micro-enterprise Program" to the Board of Appleseed Trust, March 1999
16. Lecturer “Negotiating Business in Japan”, a four hour seminar for Senior Managers at Welch Allyn Medical Technology Manufacturing Site, 1997

17. Central New York Fulbright Association, Board of Directors -Appointed 1997
18. Center for Information and Technology Policy, Maxwell School of Citizenship, Syracuse University, Senior Researcher - Appointed 1997-2002
19. Reviewer for the Journal of Business Education 2000-Present
20. Reviewer for the Journal of Business Research, 1997 –Present
21. Reviewer for the International Journal of Technology Management, 1997-2001
22. Invited Speaker - Future Professoriate Project, Syracuse University Graduate School – 1997,1998
23. Editor of *Focus*, a hospital/community newsletter for King Khalid Eye Specialist Hospital. The newsletter related the activities of the hospital to the medical community and the Saudi Arabian Ministry of Health. 1985-1986.

VI. SCHOLARLY AND CREATIVE ACHIEVEMENTS

A. Published Books

1. “Bloom’s Taxonomy “a chapter in the *Faculty Guidebook*, Pre-marketing Edition, Pacific Crest: Lisle, IL 2003.
2. “An Overview of Critical Thinking “(with Pamela L. Cox) a chapter in the *Faculty Guidebook*, Pre-marketing Edition, Pacific Crest: Lisle, IL 2003.
3. *Gateway to Business*, 3rd edition (with Pamela L. Cox, Ph.D.): Pacific Crest: Corvallis Oregon, 2001.
4. *Gateway to Business*, 2nd edition (with Pamela L. Cox, Ph.D.) Pacific Crest: Corvallis Oregon, 2000.
5. *Gateway to Business*, (with Pamela L. Cox, Ph.D.) McGraw-Hill, 1999.
6. "The Product Development Process: A Comparison Between U.S. and Japanese Medical Diagnostic Imaging Industries" in *Medical Technology Management: The New Intellectual Space*, Kluwer Academic Publishers 1997.

B. Published in Referred Journals

1. “Predictors of Parents’ Satisfaction with Their Children’s School” Differences (with Dr. Barry Friedman and Dana Marklow) accepted for publication in the *Journal of Educational Leadership* Vol. , No. forth coming (2006)
2. “An Expectancy Theory Motivation Approach to Peer Assessment” (with .Friedman, B.A.; Bobrowski, P.; Markov, D.. Unconditionally accepted by *the Employee Responsibilities and Rights*" Journal forth coming (2006)
3. “Parent School Satisfaction: Ethnic Similarities and Differences (with Dr. Barry Friedman and John Geraci) accepted for publication in the *Journal of Educational Leadership* Vol. 44, No. 5 2006 pp. 471-485.
4. “Enhancing the First Year-Experience for Business Students: Student Retention and Academic Success” (with Pam Cox et. al) *Journal of Behavioral and Applied Management*. 2005
5. “Power Tools for Teams: A model for Improving the Teamwork Skills of First-Year Business Students” (With Pamela L. Cox) *Journal of Behavioral and Applied Management*. Spring 2004 Vol5, No. 3.

6. "Teaching First-Year Business students to Summarize: Abstract Writing Outcomes Assessment" (with Pamela L. Cox and Larry Maher) *Business Communication Quarterly*. Fall 2003.
7. "Working the Web: How effective are healthcare Web sites for marketers? (with Andrew Cudmore), *Marketing Health Services*, Fall 2003.
8. "Gateway to Business: An Innovative Approach to Integrating Writing Into the First Year Business Curriculum (with Pamela L. Cox) *Journal of Management Education*. Fall 2003. (Received the 2005 Fritz Roethlisberger Memorial Annual Award for scholarly work that contributed the greatest impact on management education).
9. "Critical Thinking Exercise: Causes of Premature Death in America" (with Pamela L. Cox) *Decision Sciences Journal of Innovative Education*. Vol. 1 No. 1 pp. 145-149, 2003.
10. "The Medical Diagnostic Imaging Industry in Japan", (with Paul M. Bobrowski), *International Journal of Technology and Management*, Vol. 3, Nos. 1/2/3, pp337-352, 2001.
11. "The Product Development Process: A Comparison Between US and Japanese Medical Diagnostic Imaging Industries", *International Journal of Healthcare Technology and Management*, Vol. 2, No. 1/2/3/4, pp.218-232, 2000.
12. "A Framework for Integrating External Information into New Product Development: Lessons from the Medical Technology Industry", *Journal of Technology Transfer*, Vol.25 (2) pp.181-192, 2000.
13. "Empirical Study of Simulation: The Pedagogical Value in Marketing Education?" (with James Molinari), *Journal of Business Education*. Vol. 1 (1) pp. 80-90, 2000.
14. "The Team Charter Assignment: A Vehicle for Improving the Effectiveness of Classroom Teams" (with Pamela L. Cox), *Journal of Behavioral and Applied Management*, Vol. 1 (2) pp. 92-103, 1999.
15. "External Integration of Medical Technology Development: A Theoretical Perspective", *International Journal of Healthcare Technology Management*, (with Arun Ranchod), Volume 1, Nos 1/2, pp.1-16 1999.
16. "The Product Development Process: A Comparison Between U.S. and Japanese Medical Diagnostic Imaging Industries", *The International Journal of Technology Management*, pp. 17-29, 1999.
17. "The Medical Diagnostic Imaging Industry in Japan", (with Paul M. Bobrowski), *International Journal of Technology Management*, pp. 1-17, September 1997.
18. "Internal and External Interorganizational Relationships and Their Impact on the Adoption of New Technology: An Empirical Study" (with Stuart Bretschneider). *The Journal of Technological Forecasting and Social Change*, Vol. 46, pp. 197-212, 1994.

D. Refereed Teaching Pedagogy Publications

Active Learning Technologies, Prentice Hall Publisher, Upper Saddle River, New Jersey, <http://altserver2.activelearningtech.com/cms/home/>. Titles- Month/Year published:

1. Tip Planners --Service Stations and Restaurants Manage Customer Relations by Providing On-line Travel Services 8/02
2. Consumer Group Slams Credit Card Marketers 8/02

3. Big Lots: A Premium on Being Cheap 8/02
4. NYC Groceries on Line Once More - Are Consumers are Buying? 7/02
5. Dell Launches \$1.5 Million Giveaway 7/02
6. Debra Goldman's Consumer Republic: Rain Keeps Falling, but Consumers Keep Buying 7/02
7. Researching Web Marketing on CyberAtlas 6/02
8. Clear Channel Creates Ad Sales Unit (Media Giant Hopes to Lure Marketers With Cross-Platform Deals)6/02
9. Home Depot, Disney Do \$100 Million Upfront Deal (Cross-Platform Pact Includes Network and Cable Ad Campaigns 6/02
10. Dissatisfaction with Customer Relationship Management?" 5/02
11. View from marketing fringe: era of trust awaits 5/02
12. AOL's Friedman: Branding Cuts Through Clutter 5/02
13. "Reaching the Global Market Place via the WEB- Are Companies Missing the Boat?" 4/02
14. Postal Service Unveils Plan to Mixed Reviews 4/02
15. Why Best Buy Is Best-in-Class 4/02
16. Are Customers Really Satisfied With the Way the WEB is Trapping People to Make Money? 3/02
17. Five Questions With...Geoff Peters, president of Creative Direct Marketing International 3/02
18. Online Retailing Success Depends on Specific Category Expertise 3/02
19. BUYERS BEWARE! - The Appearance Between Online Ads and Advice are Fuzzy 2/02
20. Bold Type: How Risk Takers Can Change the Media Industry 2/02
21. Tobacco Giant Stops Buying Magazine Ads 2/02
22. Keeping up with Emerging High Tech Advertising 1/02
23. The Natural Dave Thomas Couldn't Act, But He Connected With Viewers Brilliantly 1/02
24. Kmart's Bluelight Dims: Retailer Files for Bankruptcy 1/02
25. Billboards a Medium for Promoting Social Values 12/01
26. Bloomy's Ad-Vantage 11/01
27. The Game 11/01
28. Market Research – Using PRIZM for Market Segmentation 11/01
29. Half a Billion in Ad Revenue Could Be Lost 10/01
30. Tricon Says Ads, Marketing Have Boosted Sales 10/01
31. The Internet's Role in pushing a Shift to Globalization in the Wine Industry 01/01
32. Agencies Walk Careful Line in Offering Condolences 9/01
33. Why Liquor Marketers Like the Web 9/01
34. Borderless Economy – What's Up! 9/01
35. Glitzy Return of the Zippo Lighter (Campaign Polishes Status Symbol Image) 8/01
36. Cut It Out (what Your Ad Doesn't Say is Crucial to its Power) 8/01
37. Advertising Education Goes On-line 8/01
38. Website for Research: Testing TV Advertising 7/01
39. The Biggest Problem in Online Marketing 7/01
40. "The Biz" 7/01
41. Juno, Gateway Settle With FTC 6/01
42. Your Keyboard Patterns Hold Some Secrets 6/01
43. Companies get creative on the WEB - to catch customers! 6/01
44. Burger King's New Whopper Spots Worthy of Crown 5/01
45. Upping the Ante for Nielsen Homes 5/01
46. E-Commerce and the Governments Framework for Globalization 5/01
47. Psst! Want a deal? Call Vince. Now. 4/01
48. Pizza Advertising Claim Up For High Court Review 4/01
49. How is E-Business is Fueling the Price Wars? 4/01
50. Brand Builders: Positioning – 'Bubble's Back' 3/01
51. Is the Web the Only Place to Place Newspaper Ads? 3/01
52. Researching in a Global Economy 3/01

53. Trouble Brewing for TV Ad Market 2/01
54. Pfizer smartens up with 'functional foods' launch 2/01
55. VALS II 2/01
56. Firestone Dealers Still Feel the Heat 1/01
57. End of the Line for Free ISPs? 1/01
58. K-Mart's Blue Light Special.com and other Brick and Mortars Retailer take the Lead online in 2001 1/01
59. Marketers of the Year: Heineken's Steve Davis – It's All About the Beer Ads 12/00
60. PT Cruiser's Susan Thomson – Focusing on the Front End 12/00
61. Join the Interactive Media Revolution 12/00
62. Multi-Channel Marketing: Integrate to Elevate 11/00
63. Dead Letter? Stamps.com and E-Stamp are struggling as customers resist buying postage online 11/00
64. Creating an Effective Brand Name on the Internet 11/00
65. Attention Consumers: Creativity Never Comes Cheap 10/00
66. Animal House: Snickers scores with political satire 10/00
67. What is the Difference Between Putting a Web Site Online and Creating an Internet Brand? 10/00
68. Death of the Video Store? 9/00
69. The 2000 Olympics: A Wasted eOpportunity 9/00
70. Evaluating and Calculating the Benefit/Cost of Click-Through Rates in Banner Advertising 9/00
71. Brand Builders: Positioning – Garden Fresh 8/00
72. Time to explode old creative boundaries 8/00
73. Creating Internet Banner Advertising 8/00
74. O&M turns reality TV into research tool 7/00
75. McMakeover 7/00
76. Sales Promotion on the Web 7/00
77. Car Dealers Say: Follow That Mouse 6/00
78. A Digital Doughboy 6/00
79. Radio on the Web 6/00
80. The Re-Invention of Television 5/00
81. PRINT: Where's It Headed? 2/00
82. The Evolution in Marketing Channels: The Internet in the New Millennium 2/00
83. Have You Watched TV, Lately? 1/00
84. En La Familia: Cover Girl Revamp Adds Hispanic Thrust 1/00
85. Analyzing the Marketing Potential of the Internet in the New Millennium 1/00
86. Changing the Way Online Ads Deliver 12/99
87. Entrepreneur as Stunt Man 12/99
88. E-Business an Exciting Look into the Future: A Case Study 12/99
89. Customers Move Into the Driver's Seat 11/99
90. Mine Your Own Business
91. Understanding and Applying Nielsen Ratings in Media Selection
92. The Global Corporation Becomes the Leaderless Corporation 10/99
93. I Want My MTV—But Not If It's Pokey 10/99
94. Brand Building of Financial Services on the Internet 10/99
95. Competing With the Big Guys on the Internet 5/00
96. Do You Really Understand the Designs of Website used in Marketing and Advertising? 5/00
97. Divine Intervention: 'God' gets a hip voice in campaign's second coming 4/00
98. Public Domain: Consumers don't just buy goods; now they create ads 4/0
99. The New Marketer's Research Tool: Evaluating Web Sites 4/0
100. Internet Radio: The End of the Local Market 3/00
101. Special Report: Customer Management Software 3/00
102. Mainstreaming the Internet: Internet Marketing and Advertising are on the Fast Track 3/00
103. Playing in advertising's big event 2/00

E. Publications in Refereed Conference Proceedings & Presentations

1. "Using Small-Group Exercises to Develop Leadership and Interpersonal Skills." with Mark Burns, Rene' McEldowney, Becky Hall). Presented at the Association of University Programs in Health Administration, held in Seattle, June 22-26, 2006.
2. "The New Standards for Grant Evaluation and a Model for Evaluating Faculty Development programs (with Barbara Moebius and Paloma Jalife) Presented at the 2006 NASBITE conference, Orlando Florida.
3. NAFTA: A Model for Measuring the Effectiveness of International Faculty Development Programs" (with Pam Cox and Bob Shell) Submitted to the 2005 IBAM Conference in Scottsdale Arizona.
4. "NAFTA: From Faculty Development of Infusing Modules Across the Curriculum" (with Pam Cox and Paloma Jalife) Presented at the 2005 NASBITE conference.
5. "Enhancing the First Year-Experience for Business Students: Student Retention and Academic Success" (with Pam Cox et. al) Presented at the IBAM 12 conference. Abstract published in the *Conference Proceeding* October 21-23, 2004.
6. "NAFTA and E-commerce: Underlying Opportunities, Challenges and Implications for Public Policy Makers in Mexico" (with Ashraf Attia). Presented at the American Marketing Science Conference in Puebla, Mexico. Abstract published in the *Conference Proceedings*, September 2004
7. "Power Tools for Teams: A Model for Improving the Teamwork Skills of First-Year Business Students" (with Pamela L. Cox) Abstract published in *Conference Proceedings* October 23rd 2003, **Recipient of the Best Paper Award** in Division IV of the IBAM 11 conference.
8. "How to Increase Retention Rates with A Well Designed Freshman Course" (with Pamela L. Cox, Elizabeth Dunne Schmitt, & Glenn Graham) Presented at the Chalk and Talk Conference Abstract Published in *Conference Proceedings*, October 2003.
9. "The Impact of NAFTA on Mexican Agriculture" (with Paul Tsiropinas). Presented to the 2003 NASBITE conference in San Antonio Texas. Paper published in the *Conference Proceedings* April 13-26, 2003
10. "Winning at Building International Programs the first time Around: Keys to Successful Grant Writing and Implementation" (with Paloma Jalife). Accepted for presentation at the NASBITE San Antonio 2003 Conference. Abstract and Presentation Slides Published in *Conference Proceedings*. April 13-16 2003.
11. "Project Globalization: Expanding the Ability of the Business Community to Engage in International Trade with Mexico" (with Paloma Jalife). Presented as a poster session at *Destination Discovery: Unleashing Your Research Potential Research Symposium* in Binghamton, NY. March 6 -7, 2003.
12. "The Ups and Downs of Ventures into the For-Profit Sector by Non-Profit Elder Care Organizations" (with Thomas Dennison, Ph.D. Maxwell School, Syracuse University and Carol Hegeman, Director of Research FLTC. Submitted to AAHSA's 41st Annual Meeting & Exposition, Baltimore Convention Center, Baltimore, Maryland, October 28-31 2002.

13. "An Innovative Approach to Integrating Critical Thinking into the First Year Business Curriculum: A Student Outcome Assessment Study" (with Pamela L. Cox). Presentation to the 2002 Association of Business Education Conference, Key West Florida. Abstract Published in *Conference Proceedings*, September 2002
14. "Blurring the Boundaries: Not for Profit Elder Care Agencies and the For-Profit Sector" (with Thomas Dennison, Ph.D. Maxwell School, Syracuse University). Submitted to the New York Association of Homes and Services for the Aging/Foundation for Long Term Care Spring Training Institute and Exhibition (CEOs/Administrators) Saratoga, New York. May 2002
15. "Gateway to Business: An Innovative Approach to Enhancing the First-Year Experience for Business Students" (with Pamela L. Cox). Presented at the Chalk and Talk Conference, SUNY Oswego. Abstract Published in *Conference Proceedings*, Spring 2002
16. "Teamwork in Undergraduate Auditing Classes" (with Hema Rao). Presented at the *Chalk and Talk Conference*, SUNY Oswego. Abstract Published in *Conference Proceedings*, Spring 2002
17. "SI Undergraduate Curricular Issues Program" Coordinator and Panel Moderator (7 Sessions), *32nd Annual Meeting of the Decision Sciences Institute*, San Francisco, California Abstracts published in *the Conference Proceedings* pp. 1340-1352, November, 2001.
 - a. "Integrating the First year experience into the Business Undergraduate Curriculum – Who's doing What?" Panelists: Peter M. Arnold, Boston University, John Bantham, Illinois State University, Pamela Cox, University of New York, Sandra Hurd, Syracuse University "Learning Through Service – Innovation in Undergraduate Curriculum." Presenter: Gisela Von Dran, Syracuse University.
 - b. "Web-Based Academic Journals: Where Do They Fit?" Moderator: Gary Kern, Indiana University South Bend. Panelists: Erhan Erkut, University of Alberta, Gary Kern, Indiana University South Bend, Michael Showalter, Florida State University.
 - c. "Active Learning Exercise Linked with Technology Innovations to Improve Learning." Presenter: Rajiv Vaidyanathan, University of Minnesota Duluth and Active Learning Technologies.
 - d. "The Role of Assessment in Improving Quality of Teaching and Learning." Presenter: Dan Apple, Pacific Crest.
 - e. "Globalizing the Undergraduate Experience." Panelists: Gary L. Ragatz, Michigan State University, Doug Elvers, University of North Carolina.
 - f. "Undergraduate Curriculum Integration." Moderator: Paul M. Bobrowski, Associate Dean, School of Management, Syracuse University. Panelists: Fernando Diaz, Syracuse University, Mark Edward Potter, Babson College, Clint Tankersley, Syracuse University.
18. NAFTA: A Model for Measuring the Effectiveness of International Faculty Development Programs" (with Pam Cox and Bob Shell) Submitted to the 2005 IBAM Conference in Scottsdale Arizona.
19. "An Empirical Evaluation of Microenterprise Programs Effectiveness" (with Gay Willams and Gisela von Dran). Presentation to the *2001 the Academy of Business Disciplines*, Ft. Myers Beach Florida. Abstract published in *the Conference Proceedings* November 2001.
20. "Internet Strategies for Healthcare Organizations" Presentation to the *2001 the Academy of Business Disciplines*, Ft. Myers Beach Florida. Abstract published in the *Conference Proceedings*, November 2001.
21. "Integrating the First Year Experience into the Business Undergraduate Curriculum – Who's Doing What? Presentation to DSI 2001, San Francisco, CA. November 2001.

22. "Teaching First-Year Business Students to Summarize: Abstract Writing Outcomes Assessment" (with Joan Carroll, Pamela Cox and Larry Maher) Presented at the *2001 Applied Business Research Conference*, Cancun, Mexico. Abstract published in the *Conference Proceedings*, pp. 1-10, March 2001.
23. "Assessment of Student learning in an Interdisciplinary Approach to Leadership Training" (with Clem Armstrong, Joan Carroll, Pamela Cox and Larry Maher) Presented at the *2001 International Business Education and Technology Conference*, and abstract published in the *Conference Proceedings*, Cancun Mexico, pp. 1-7, March 2001.
24. "Learning Outside the Classroom: International Experiences" with Karen Brown, Seattle University and Gary Ragatz, Michigan State University. Invited Panelist, *Decision Sciences Institute International Conference*. Abstract published in the *Conference Proceedings*, p.231, Orlando Florida, November 2000.
25. "A Theoretical Framework for Studying and Evaluating Microenterprise Programs"(with Gay Williams, Gisela von Dran). Presented at the *Academy of Business Disciplines*. Abstract published in the *Conference Proceedings*, Ft. Myers Beach Florida, November 2000.
26. "Gateway to Business: An Innovative Perspective on Integrating Technology Skills in the Freshman Year" (with Joan Carroll, Pamela L. Cox, and Paloma Jalife). Presented at the *2000 Association of Business Education Conference*. Paper published in the *Conference Proceedings*, Bermuda, pp. 225-243, September 2000.
27. "Bio-medical models: A theoretical Leap for Management Science", (with Arun Ranchod, McKesson Automated Health Care). Presented at the *Institute for Operations Research and Management Sciences*, Philadelphia Pennsylvania. Abstract published in the *Conference Proceedings*, p.145 October 1999.
28. "Innovative Approach to Writing Across the Curriculum: Integration of Writing in the Marketing Major", (with James Molinari, Ken Shaw and Margaret Spector). Presentation at the *1999 Atlantic Marketing Association Conference*, Annapolis Maryland. Paper published in the *Conference Proceedings*, October 1999.
29. "Microenterprise Programs the Key to Entrepreneurship" (with Gisela von Dran and Gay Williams and BarNir). Presented at the *1999 National Applied Business Research Conference*, Denver, Colorado. Paper published in the *Conference Proceedings*, August 1999.
30. "Gateway to Business: An Innovative Perspective on Integrating Writing into the Business Curriculum", (with Pamela L. Cox and Margaret Spector). Presented at the *Forth National Writing Across the Curriculum Conference: Multiple Intelligence's Conference*. Cornell University, Ithaca, New York, Paper is published in the *Conference Proceedings*, p. 29, June 1999.
31. "The team charter assignment: Improving the effectiveness of classroom teams", (with Pamela L. Cox). Presented at *Institute of Behavioral and Applied Management*, Annapolis, Maryland. Paper is published in the *Conference Proceedings*, pp. 220-230, June 1999. **Recipient of the Best Paper Award.**
32. "Breaking the Sound Barrier: Revolutionizing Health Care Management Education", (with Lanny Karns, Ph.D., Dean of the SUNY Oswego Business School, Charles Spector, M.S., Director of the Graduate Programs and Hugh W. Bonner, Ph.D., Dean of SUNY Health Sciences Center).

Presented at the Institute for Operations Research and Management Sciences, Cincinnati, OH. May 1999.

33. "The State of TQM in Health Care Today", (with Dr. Paul Bobrowski) presented at Decision Sciences Institute as a table topic. Las Vegas, Nevada, November 1998.
34. "Using Simulation Games in Marketing Education: The Pedagogical Value" (with James Molinari). Presented at the *1998 Atlantic Marketing Association Conference*. Paper published in the *Conference Proceedings*, Savannah, Georgia, October 1998.
35. "Integrating External Information in Technology Development: A Comparison Between US and Japanese Manufacturers", presented at the 1997 Decision Sciences Institute Conference in San Diego, California, November 1997.
36. "External Integration In Medical Technology Development: A Theoretical Perspective" presented at the 1997 Institute for Operations Research and Management Sciences, Dallas, Texas, (by invitation) October 1997.
37. "Where is TQM in Healthcare and Where is the Future?" (with Paul Bobrowski). Presented at the *Association for Advancement of Health Care Research Conference*, Big Sky Montana. Abstract published in the *Conference Proceedings*, p. 25 March 1997.
38. "The Product Development Process: A Comparison Between U.S. and Japanese Manufacturers" Special Invitation for presentation at the 1996 Institute for Operations Research and Management Sciences, Atlanta Georgia, (by invitation) November 1996.
39. "Cost Effective Means of Implementing TQM in Health Care", (with Kim Jarrell and Pat Roesch). Presented at the *American Association for Advancement of Health Care Research Conference*. Abstract published in the *Conference Proceedings*, Jackson Hole, Wyoming, p. 36, 1995.
40. "State Quality Awards: A Comparison of Approaches," (with John Bantham and Paul Bobrowski). Presented at the *Midwest Decisions Sciences Conference*. Published in the *Conference Proceedings* 1994.
41. "Factors Contributing the Successful Development of Selected Medical Technologies", (with David Wilemon). Presented at the *International Management of Technology Conference*. Abstract published in the *Conference Proceedings*, Miami, Florida 1994.
42. "Restructuring to Integrate Customers into the Medical Technology Development Process." Presented at the *International Engineering Management Conference*. Published in the *Conference Proceedings*, Eaton, New Jersey 1992.
43. "Marketing Medical Technology Internationally: An Investigation of Factors to Consider in Developing Diffusion Models". Presented in 1992 at the Eleventh Annual Conference of the Association of Advances in Health Care Research. Published in the *Conference Proceedings*. **Recipient of the Best Student Paper Award**, Jackson Hole, Wyoming 1992.
44. "Reduce Cost and Increase Benefits: A Case Study of How Hospitals can Reduce Research Costs by Coordination Research with other Institutions," (with Malcolm Smith). Present at the Tenth Annual Conference of the Association of Advances in Health Care Research. Published in the *Conference Proceedings*, Jackson Hole, Wyoming 1991. **Recipient of the Best Student Paper Award**.

45. "Reduce Cost and Increase Benefits through Cooperative Research." (with Malcolm Smith). Presented at the *American Marketing Association Conference on Health Care Marketing*. Published in the *Conference Proceedings*, Chicago, Illinois 1990.

F. Other Presentations

1. "Marketing/Band Building in a Global Healthcare Environment." Presented at a seminar hosted by the Pfizer Pharmaceutical Company to healthcare executives in Prague, Czech Republic, May 2005.
2. "Department of Education Grant Opportunities: Keys for Successful Writing" Invited Presentation for the Professional Development Program, Decision Sciences Institute, November 2003.
3. "Relational Leadership: The Power to Dramatically Influence Retention" (with Mimi Bacilek). Presented at the Nursing Summit, June 2003.
4. "Project Globalization: Strengthening Curriculum and Expanding the Ability of the Business Community to Engage in International Trade" (with Paloma Jalife). Presented at QUEST April 2003.
5. "Fast Food Nation: The Marketing Fast Food". Presented to the Faculty for Oswego Reading Initiative April 2003.
6. "Women in Business Panel" (with Panel with Steve Abraham, Joan Carroll and Paloma Pane) Presented to the SUNY Oswego Women's Center March 2003.
7. "Relational Leadership: The Power to Dynamically Influence Retention" (with Mimi Bacilek). Presented to the IHC of Staff Educators and CNY Organization of Nurse Executives December 2003.
8. "Leadership: Leading High Performance Teams". Presented at the Lead Center Symposium November 2003.
9. "Project Globalization: Strengthening Curriculum and expanding the Ability of the Business Community to Engage in International Trade" (with Paloma Jalife). Presentation at Quest, April 2003.
10. "Why Mexico" (with Paloma Jalife). Presented to the Oswego County Business Advisory Board. Phoenix, N.Y. March 2003.
11. "Assessment of Student Learning in an Interdisciplinary Approach to Leadership Training" SUNY Oswego, Quest April 2001.
12. "Teaching in Large and Small Classrooms" Invited by Syracuse University Graduate School Faculty Seminar for Preparing Future Faculty May 2000.
13. "TQM in Health Care" SUNY Oswego, Quest April 2000.
14. "Microenterprise Programs: Synonymous with Entrepreneurship? An Exploratory Case Study" SUNY Oswego, Quest 2000.

15. "A Literature Review of TQM in Health Care" (Presented by Dr. Paul Bobrowski) Syracuse University, School of Management Research Colloquium, May 1997.

G. Other Publications

1. Auburn University Study of Women in Leadership Positions: 2006 Census of Women Executive Officers and Directors 2007- ION
2. "Understanding Multi-Level Marketing" *Oswego County Business*, October/November 1997.
3. *External Integration of Information in the Development of Selected Core High Technologies: A Comparison of the US and Japan*, UMI Dissertation Service: Ann Arbor, MI, August 1996.
4. "Trachoma and Pre-operative Teaching for the Surgical Patient", a two part educational video series produced and published by King Khalid Medical Television, Saudi Arabia 1986.

H. Work in Progress

1. "The Status of Women Leaders in Alabama" (with Anna Gramberg and Kim Gill)
2. "E-Commerce in Mexico" (with Ashraf Attia)
3. "Measuring the Effectiveness of International Business Faculty Development Programs" (with Paloma Jalife, and Robert Schell)
4. "Empirical Study of Characteristics for the Successful Development of Websites for the Healthcare Industry" (with Dr. Andrew Cudmore, Florida Institute of Technology)

VII. OTHER

A. Reviews and Editorial Positions

Reviewer Prentice Hall Textbook – International Business: Strategy and Managerial Skills by Cavisgil, Knight and Riesenberger

Reviewer - *Journal of Developmental Entrepreneurship*

Reviewer - *Journal of Business Education*

Reviewer - *Journal of Applied Business Disciplines*

B. Locations of International Experience & Travel

Czech Republic, Latin America, Mexico, Italy, China, Japan, South Korea, Singapore, Malaysia, Hong Kong, Macau, Thailand, India, Nepal, Kenya, Morocco, Jordan, Saudi Arabia, Bahrain, Switzerland, England, Ireland, Scotland, Wales, Austria, Germany, France, Puerto Rico, and Canada.

PROFESSIONAL REFERENCES

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