

V I T A

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Academic Credentials

Ph.D. in Business Administration, Old Dominion University, 1999. Major in Marketing with an emphasis in international marketing and cross-cultural marketing research. Dissertation Title: *Psychological Influencers of a Consumer's Innovative Propensity: A Cross-Cultural Examination.*

Master of Business Administration, Old Dominion University, 1987. Major in Marketing.

B.S. Business Administration, Old Dominion University, 1983. Major in Management Information Systems/Decision Sciences. Graduated Magna Cum Laude.

Professional Experience

- Aug 2007 – Present** Associate Professor of Marketing (tenured), Radford University. Responsibilities include teaching, research and service in the Marketing area. Areas of emphasis include marketing research and internet marketing.
- Aug 2003 – Aug 2007** Assistant Professor of Marketing (tenure track), Radford University. Responsibilities include teaching, research and service in the Marketing area. Areas of emphasis include electronic commerce/internet marketing, and retailing.
- Sep 2000 – Aug 2003** Assistant Professor of Marketing (tenure track), James Madison University. Responsibilities include teaching, research and service in the Marketing area. Areas of emphasis include marketing research, electronic commerce, database marketing, and data mining.
- Jan - Aug 2000** Visiting Assistant Professor of Marketing, James Madison University. Responsibilities included teaching marketing research and database marketing for the Marketing Program.
- 1998 - 1999** Adjunct Assistant Professor and Member of the Graduate Faculty, Radford University. Responsibilities included teaching marketing courses (undergraduate and graduate) for the Department of Management and Marketing. Also taught management information systems, with an emphasis on electronic commerce, at the MBA level.

- 1992 - 2000** President of The Strategy Group, a full-service marketing research and consulting firm. Responsibilities included conducting, managing and directing quantitative and qualitative market research studies for major domestic and international clients. Responsibilities also included writing and presenting marketing research seminars.
- 1990 - 1992:** Principal and Executive Vice President of Stanton & Associates, Marketing Consultants. Responsibilities included conducting, managing and directing quantitative and qualitative market research studies for major domestic and international clients. Responsibilities also included writing and presenting research seminars.
- 1989 - 1990:** Staff consultant to Stanton & Associates. Responsibilities included conduction of qualitative and quantitative research projects for major domestic and international clients.
- 1989 - 1990:** Management Analyst (GS-11), Department of the Navy, Fitting Out Supply Support Assistance Center. Responsibilities included the development of computer software, documentation, and job training aids, providing computer hardware and software training, and troubleshooting computer hardware.
- 1987 - 1989:** Project Manager, Information Technology Solutions, a defense contractor. Responsibilities included project management for major governmental agencies and the development of computer-based instruction materials.
- 1983 - 1987:** Systems Analyst and Project Manager, Advanced Technology, Inc., a government consulting firm. Responsibilities included software development and maintenance, systems analysis and design, development of computer- and video-based instructional materials, and the creation of computer software documentation. Also acted as Proposal Manager for an omnibus \$10,000,000 government contract awarded to the firm.

Honors Received

- Nominated for the State Council of Higher Education for Virginia (SCHEV) 2011 Outstanding Faculty Award.
- Recipient of the 2010 Radford University Donald N. Dedmon Professorial Award, the highest teaching honor at Radford University.
- Recipient of \$10,000 Radford University Summer Research Grant, 2009.
- Nominated for the 2008-2009 Radford University Donald N. Dedmon Professorial Award, the highest teaching honor at Radford University.
- Nominated for the 2008-2009 Radford University Distinguished Faculty Advisor Award.
- Recipient of a 2008 Allied Business Academies Distinguished Research Award for the manuscript "Academic Publishing and Teaching Effectiveness: An Attitudinal Study of AACSB Accredited Business School Faculty" (co-authored with Dr. Robert Taylor).

- Nominated for the 2007-2008 Radford University Distinguished Faculty Advisor Award.
- Selected for inclusion in 2006-2007 Who's Who Among America's Teachers.
- Recipient of the 2005-2006 College of Business and Economics Outstanding Faculty Award, Radford University.
- Nominated for the 2005-2006 Radford University Donald N. Dedmon Professorial Award, the highest teaching honor at Radford University.
- Nominated as Radford University's nominee in the "Rising Star" category for the State Council of Higher Education for Virginia (SCHEV) 2006 Outstanding Faculty Awards.
- Nominated for the 2004-2005 Radford University Donald N. Dedmon Professorial Award, the highest teaching honor at Radford University.
- Nominated for the State Council for Higher Education for Virginia (SCHEV) 2005 Outstanding Faculty Awards in the "Rising Star" category (Radford University's sole representative in this category).
- Recipient of \$10,000 Radford University College of Business and Economics Summer Research Grant, 2004.
- Recipient of the 2003-2004 Radford University Advisory Excellence Award.
- Recipient of the 2004 Allied Business Academies Distinguished Research Award for the manuscript "A Discontinuous Curricular Innovation: Market Database Development."
- Nominated for the 2003-2004 Radford University Donald N. Dedmon Professorial Award.
- Selected for inclusion in 2003-2004 Who's Who Among America's Teachers.
- Recipient of the 2003 Pharmaceutical Marketing Award sponsored by the Stillman School of Business at Seton Hall University and the NJPRO Foundation, the public policy research affiliate of the New Jersey Business & Industry Association (NJBIA) for the article "Primary Care Physicians' Attitudes Toward Direct-to-Consumer Advertising of Prescription drugs: Still Crazy After All These Years" published in the *Journal of Consumer Marketing*.
- Finalist (one of three in the U.S.) for the 2003 Society of Marketing Advances (SMA) Sherwin Williams Distinguished Teaching Award.
- Nominated for the 2003 American Marketing Association Innovative Excellence in Marketing Education Award.
- Nominated for the 2002-03 College of Business Distinguished Teaching Award, James Madison University.
- Recipient of the 2001-02 Dr. Otto C. Brenner Memorial Outstanding Teacher Award, College of Business, James Madison University. This is the highest teaching honor in the JMU College of Business.
- Recipient of Executive Advisory Council Business Community Service Award, James Madison University, 2002. This award is presented to the faculty member who serves businesses in the Shenandoah Valley by managing student projects for business clients and conducting other types of community service.
- Nominated and finalist for College of Business Innovative Teaching Award, James Madison University, 2002.
- Nominated for Robert Clarke Outstanding Educator Award, Direct Marketing Educational Foundation, 2002.

- Recipient of \$3,000 J. Willard and Alice S. Marriott Foundation Faculty Development Research Grant, 2002.
- Best Teacher Award, College of Business, James Madison University Panhellenic Council, 2001.
- Recipient of \$4,000 James Madison University College of Business Summer Research Grant, 2001.
- Recipient of a Donald and Geraldine Heldberg Foundation Scholarship to the Direct Marketing Educational Foundation (DMEF) Institute for Professors, 2000.
- Awarded membership in Beta Gamma Sigma, the Honor Society for AACSB Accredited Business Programs, 1999.
- Awarded Outstanding Doctoral Student in the College of Business and Public Administration, Old Dominion University, 1995-96.
- Selected as Old Dominion University representative to the 1996 American Marketing Association Doctoral Consortium held at the University of Colorado, Boulder, Colorado, July 1996.
- Nominated for Outstanding College of Business and Public Administration Graduate Teaching Award, Old Dominion University, 1995-96.
- Awarded Membership in Mu Kappa Tau, a National Marketing Fraternity, 1995.
- Awarded Membership in Alpha Chi, a National Business Honor Society, 1983.

University Courses Taught

I have always enjoyed being in the classroom. Although enhancement of the discipline through research and service to the university community are both fulfilling and important components of academia, I believe the instruction and mentoring of students is an academic's most important role. By working with students and helping them develop the critical thinking and skills necessary to succeed, we are shaping the business framework for decades to come. Courses I have taught include:

Undergraduate Courses

Data Mining

This course studies the information-driven marketing process that enables marketers to develop, test, implement, measure and modify customized marketing programs and strategies. A variety of analytical tools are used in the course to include RFM analysis, customer lifetime value, linear and logistic regression modeling, neural network analysis, decision tree analysis, and cluster analysis.

Marketing Research

This course features basic research concepts and methods. A particular emphasis is placed on the qualitative and quantitative tools available to the marketing researcher. This course is taught from a practical, applied perspective using student-conducted research studies for local businesses and governmental agencies.

***Marketing Research
Independent Study***

Direct independent studies of advanced marketing research students in multivariate data analysis techniques.

Internet Marketing

This course examines the application of marketing principles to marketing products and services over the Internet. While it is clear that the Internet will not replace traditional marketing vehicles and will become increasingly mainstream, the intricacies and dynamic nature of the Internet make it a unique medium that can be used to make a firm's marketing strategy more effective and efficient. Online marketing tools unleash the power of interactivity and individuality afforded by the Internet allowing marketers to create marketing synergy by supporting and enhancing the effects of offline activities.

***Market Database
Development***

This course provides an introduction to database marketing. Students create market databases using database management software and overview marketing tasks of database management systems. Additionally, incorporates statistical analysis software to learn to mine corporate database systems, uses geographic information systems and decision support systems applications to conduct market opportunity analyses.

Principles of Marketing

An introductory course in marketing. This course introduces the students to the concepts and principles of marketing.

Retail Management

This course focuses on the study of retail institutions, retail market analysis, promotion strategy, pricing, control and retail personnel management.

Consumer Behavior

The emphasis in this course is two-fold: to combine the study of the theoretical concepts of consumer behavior (e.g., learning theories, attitude development and change, personality, etc.) with their application for marketing strategy and decision-making in the private, public, and nonprofit sectors.

Marketing Management

This is a "capstone" course for the marketing program in which students study and solve organizational marketing problems. Marketing strategies are developed and integrated with other functional areas within the organization.

Graduate Courses

***Business Research &
Reporting***

This MBA level course provides a thorough introduction and overview of current and emerging research tools and techniques. It helps students develop a solid understanding of the role and process of business research. Specifically, the courses provides: (1) a means for identifying and solving common business research design problems, (2) the opportunity to gain hands-on experience in designing and executing business research, (3) the skills needed to analyze, interpret, and communicate marketing

information, and (4) techniques required to translate research findings into recommendations for managerial decision making.

Management Information Systems

This MBA level course is intended to build a basic understanding of the value and uses of information systems for business operation, management decision making, and strategic advantage. Specific areas of emphasis include electronic commerce and internet marketing.

Data Mining

This graduate course is being taught as an interdisciplinary endeavor as part of Radford University's Informatics Certificate. It also serves as an MBA elective. The course provides an overview of data mining tools and techniques utilizing the SPSS Clementine Data Mining software package.

Executive Seminars and Workshops Developed and Taught

The executive seminars that I have developed and taught have been both challenging and rewarding. Working with industry professionals is demanding, yet exciting: they are typically older with years of "real world" experience and expect immediate applicability of the concepts and skills presented to an environment that has become more competitive due to corporate and industry restructurings, globalization, and accelerated technology diffusions. I have developed and presented the following seminars/workshops:

- **Fundamentals of Marketing Research.** A 3 day seminar presented to AT&T and Lucent Technologies (Bell Labs) personnel which covers marketing research from a management perspective.
- **Questionnaire Development.** A 2 day seminar presented to AT&T personnel which covers the mechanics of questionnaire design, development, and implementation.
- **Focus Group Techniques.** A 3 day seminar presented to AT&T personnel. This course is a complete "how-to" in the conduction of focus groups.
- **Introduction to the Focus Group Process.** A 1 day seminar presented to AT&T personnel which provides an overview of the focus group research process.
- **Interpreting Market Research and Writing Actionable Reports.** A 2 day seminar presented to AT&T and P.T. Telecom of Indonesia personnel. Topics include interpreting qualitative and quantitative data, and guidelines for preparing written and oral research reports.
- **Data Analysis Techniques.** A 1 day seminar presented to AT&T personnel which provides an overview of analyzing quantitative market research data.
- **AT&T Mini MBA -- Marketing Research.** The AT&T Mini-MBA program is targeted at company employees who are in management positions but lack formal business

education. The marketing research component is a 1 day seminar which provides an overview of the marketing research process from a management perspective.

- **Principios Fundamentales de Investigacion de Marketing (The Fundamentals of Marketing Research).** A 15 day seminar specifically developed for and presented to Telefonos de Mexico (Telmex) personnel at corporate headquarters in Mexico City which provided an extensive coverage of all aspects of the marketing research process from developing the problem statement to preparation of the final research report. Instruction was presented in English with simultaneous Spanish translation.
- **Marketing Research and Competitive Intelligence.** A 5 day seminar specifically developed for and presented to AT&T personnel in the Caribbean and Latin American region. This seminar focused on establishing a competitive intelligence system, compiling basic information files on competitors, analyzing industries and target markets, using marketing research tools and techniques to acquire competitive information, and integrating competitive analysis into effective strategic planning.
- **Product Positioning Research.** A 2 day seminar presented to AT&T personnel which focuses on the development of effective market positioning strategies for products, services, and companies. Topics covered in this seminar include alternative market positioning methods, isolating the relevant dimensions, questionnaire and data gathering issues, data analysis alternatives, conjoint analysis, multidimensional scaling, and strategic alternatives.
- **Customer Satisfaction Research.** A 2 day seminar presented to AT&T personnel which focuses on the development of effective strategies and research methodologies for assessing and monitoring customer satisfaction.
- **Competitive Intelligence in a Global Marketplace.** A 2 day seminar presented to AT&T and Lucent Technologies (Bell Labs) personnel which focuses on how to conduct an analysis of competitors.
- **New Products for High Tech Multinational Firms.** A 2 day seminar presented to Lucent Technologies (Bell Labs) personnel which focuses on the development and application of cutting-edge tools and techniques for new product development in the high-tech marketplace. The workshop utilized a highly involved and complex computer simulation in order to provide students with hands-on expertise through an experiential learning environment.

Publications

I have received a great deal of satisfaction from my research and publications. Advancing thought in the discipline, both through theoretical and applied works, is one of the most significant contributions an academic can make in his or her career. Publishing has also provided me the opportunity to work closely with others and, through this I have forged working relationships and friendships that transcend institutional boundaries. My primary interest areas include research methods, electronic commerce/internet marketing, marketing education, international/cross-cultural marketing, innovation, high technology, and consumer behavior.

Articles in Refereed Journals

- Stanton, Angela D'Auria, Robert L. Taylor, and Andrea J.S. Stanaland (2009), "An Examination of the Relationship Between Research Attitudes and Behaviors of Business School Faculty," *Academy of Educational Leadership Journal*, Vol 13 No 3, pp 37-49.
- Taylor, Robert L. and Angela D'Auria Stanton (2009), "Academic Publishing and Teaching Effectiveness: An Attitudinal Study of AACSB Accredited Business School Faculty," *Academy of Educational Leadership Journal*, Vol 13 No 2, pp 93-106..
- Stanton, Angela D'Auria (2006), "Bridging the Academic/Practitioner Divide in Marketing: An Undergraduate course in Data Mining," *Marketing Intelligence & Planning*, Vol 24 No 3 (May), pp 233-244.
- Stanton, Angela D'Auria (2006), "A View From the Other Side: Customer Behavior from the Retailer's Perspective," *Marketing Education Review*, Vol 16 No 1 (March), pp 71-74.
- Larsen, W. Val, Angela D'Auria Stanton and Newell D. Wright (2005), "A Discontinuous Curricular Innovation: Market Database Development," *Academy of Educational Leadership Journal*, Vol 9 No 3 (November), pp. 1-21.
- Al-Khatib, Jamal, Angela D'Auria Stanton, C.B. Claiborne and Ziad Swaidan (2005), "The Impact of Television Viewership on Consumers' Materialism and Quality of Life Perceptions in Saudi Arabia", *Journal of International Business Strategy*, Vol 2 No 1 (October), pp. 99-111.
- Al-Khatib, Jamal, Angela D'Auria Stanton and Mohammed Rawwas (2005), "Ethical Segmentation of Consumers in Developing Countries: A Comparative Analysis," *International Marketing Review*, Vol 22, No 2, pp. 225-246.
- Paul III, David P., Amy Handlin and Angela D'Auria Stanton (2002), "Primary Care Physicians' Attitudes Toward Direct-to-Consumer Advertising of Prescription Drugs: Still Crazy After All These Years," *Journal of Consumer Marketing*, Vol 19, No 7 (December), pp. 564-574.
- Al-Khatib, Jamal, Chris Robertson, Angela D'Auria Stanton and Scott Vitell (2002), "Business Ethics in the Arab Gulf States: A Three Country Study," *International Business Review*, Vol 11, No 1 (February), pp. 97-111.
- Al-Khatib, Jamal, Angela D'Auria Stanton and Kathryn Dobie, (2001) "Consumer Perceptions of Foreign Goods: Implications for the Positioning of Global Exports to the Arab Gulf States," *Journal of Global Business*, Vol 12, No 23 (Fall), pp. 23-35.
- Honeycutt, Jr., Earl D., Ashraf M. Attia and Angela D'Auria Stanton (1996), "Sales Certification Programs," *Journal of Personal Selling and Sales Management*, Vol 16, No 3 (Summer), pp. 59-65.

Articles in Books

- Stanton, Angela D'Auria (forthcoming), "Student Engagement and Learning: The Ultimate Partnership". The chapter has been accepted. The book has not yet been published.

Wang, Zhengyuan, C.P. Rao, and Angela D'Auria Stanton (2000), "Measuring Chinese Personal Values and Shopping Behavior: An Empirical Investigation," Globalization and Its Managerial Implications, Quorum Books.

Stanton, Angela D'Auria and C.P. Rao (2000), "Macrosegmentation Schemes for the Emerging Eastern European and Former Soviet Country," Globalization and Its Managerial Implications, Quorum Books.

Stanton, Angela D'Auria, C. P. Rao and Jacob Jou (2000), "The Role of Relationships in a Global Trading Environment: a Look at Taiwanese Importers' Perceptions of Exporters from the U.S., Japan, and Western Europe," Globalization and Its Managerial Implications, Quorum Books.

Articles in Blind Referred Proceedings

Stanton, Angela D'Auria, Robert L. Taylor and Andrea J.S. Stanaland (2008), "The Chicken or the Egg? Relating Research Attitudes and Behaviors of Business School Faculty," Proceedings of the Allied Academies International Internet Conference, July 2008.

Taylor, Robert L. and Angela D'Auria Stanton (2008), "Academic Publishing And Teaching Effectiveness: An Attitudinal Study Of AACSB Accredited Business School Faculty" Proceedings of the Allied Academies International Conference, April 2008 (published as abstract).

Stanton, Angela D'Auria, Irvine Clarke, III and Kathleen Micken (2005), "MERLOT: A Peer Reviewer's Perspective of the Evaluation Process," Proceedings of the Society for Marketing Advances National Conference, November 2005 (published as abstract).

Stanton, Angela D'Auria, Wilbur W. Stanton and Jamal Al-Khatib (2004), "The Role of Student Attitudes and Behaviors Towards Group Projects," Proceedings of the Society for Marketing Advances National Conference, November 2004 (published as abstract).

Larsen W. Val, Angela D'Auria Stanton and Newell D. Wright (2004), "A Discontinuous Curricular Innovation: Market Database Development," Proceedings of the Allied Academies International Conference, Spring 2004 (published as abstract).

Stanton, Angela D'Auria (2003), "Partners in Learning: Pulling on the Oars Together," Proceedings of the Society for Marketing Advances National Conference, November 2003.

Stanton, Angela D'Auria and Wilbur W. Stanton (2003), "There's Gold in That Data: Developing and Teaching an Undergraduate Course in Data Mining," Proceedings of the Society for Marketing Advances National Conference, November 2003 (published as abstract).

Stanton, Angela D'Auria, Wilbur W. Stanton and Jamal Al-Khatib (2003), "Attitudinal and Behavioral Elements of Student Preferences for Group Projects: An Explanatory Model," Proceedings of the American Marketing Association Winter Educators' Conference, February 2003 (published as abstract).

- Al-Khatib, Jamal and Angela D'Auria Stanton (2003), "Ethical Segmentation of the Arab Market: The Roles of Opportunism and Machiavellianism," Proceedings of the American Marketing Association Winter Educators' Conference, February 2003 (published as abstract).
- Handlin, Amy, David P. Paul, III and Angela D'Auria Stanton (2002), "Physician Attitude Toward Direct-to-Consumer Advertising of Prescription Drugs: A Need to Sell Hope without Hype," Association of Marketing Theory and Practice Conference Proceedings, March 2002.
- Stanton, Angela D'Auria and Wilbur W. Stanton (2002), "The Link Between Personality, Innovativeness Predisposition and Adoption: A Model of Internet Purchasing," Proceedings of the American Marketing Association Winter Educators' Conference, February 2002 (published as abstract).
- Al-Khatib, Jamal, Angela D'Auria Stanton and C.B. Claiborne (2001), "The Impact of Television Viewership on Consumers' Materialism and Quality of Life Perceptions in Saudi Arabia," Proceedings of the International Society of Quality of Life Conference, December 2001 (published as abstract).
- Larsen, Val, Angela D'Auria Stanton and Newell D. Wright (2001), "A Discontinuous Curricular Innovation: Market Database Development," Proceedings of the 2001 Direct Marketing Educational Foundation Annual Conference, October 2001 (published as abstract).
- Stanton, Angela D'Auria and Wilbur W. Stanton (2001), "To Click or Not to Click: Personality Characteristics of Internet Versus Non-Internet Purchasers," Proceedings of the American Marketing Association Winter Educator's Conference, February 2001 (published as abstract).
- Honeycutt Jr., Earl D., John B. Ford, and Angela D'Auria Stanton (1997), "Sales Career Influences in the Philippines: A Conjoint Analysis Approach" Proceedings of the 1997 Southern Marketing Conference, November 1997.
- Stanton, Angela D'Auria, Irvine B. Clarke III, and Wilbur W. Stanton (1996), "Guidelines for Assessing and Establishing Effective Questionnaires in a Multicultural Context," Proceedings of the Academy of Marketing Science Multicultural Marketing Conference, October 1996.
- Honeycutt, Jr., Earl D., John B. Ford, Elvira A. Zamora, and Angela D'Auria Stanton (1996), "Philippine Students' Preferences for Careers in Sales: Implications for Global Marketers," Proceedings of the Southern Marketing Association Annual Conference, November 1996.
- Stanton, Angela D'Auria, C. P. Rao and Jacob Jou (1996), "The Role of Relationships in a Global Trading Environment: a Look at Taiwanese Importers' Perceptions of Exporters from the U.S., Japan, and Western Europe," Proceedings of the Southern Marketing Association Annual Conference, November 1996.
- D'Auria, Angela R. and John B. Ford (1996), "The Viability of Using Diffusion Patterns for Segmenting International Markets: Problems and Prospects," Proceedings of the Academy of Marketing Science Annual National Conference, May 1996.

- D'Auria, Angela R. and C. P. Rao (1996), "The Effect of Triad Exporter Practices on Importers' Satisfaction: the Taiwanese Perspective," Proceedings of the American Marketing Association Winter Educator's Conference, February 1996.
- D'Auria, Angela R., Earl D. Honeycutt, Jr. and Wilbur W. Stanton (1995), "A Guide for Improving Global Marketing Research," Marketing: Foundations for a Changing World, the Proceedings of the Southern Marketing Association Annual Conference, November 1995.
- D'Auria, Angela R. and C.P. Rao (1995), "Macrosegmentation Schemes for the Emerging Eastern European and Former Soviet Country Markets," Proceedings of the Annual Meeting of Academy of International Business-Southeast USA, November 1995.
- Wang, Zhengyuan, C. P. Rao, Angela R. D'Auria and Douglas Vorhies (1995), "Perceived Attribute Importance in China: An Empirical Investigation of Consumption-Oriented Personal Values," 1995 Proceedings of the Academy of Marketing Science Bi-Annual World Marketing Congress, June 1995.
- Wang, Zhengyuan, C. P. Rao and Angela R. D'Auria (1994), "Measuring Chinese Personal Values and Shopping Behavior: An Empirical Comparison of the Rokeach Value Survey and Perceived Attribute Importance," Marketing Advances in Theory and Thought, The Proceedings of the Southern Marketing Association Annual Conference, November 1994.
- Oumlil, A. Ben, C. P. Rao and Angela R. D'Auria (1994), "Analyzing Female Consumers' Adaptive Shopping Behavior Using Employment Status and Education Level Segmentation Variables," Retailing: Theories and Practices for Today and Tomorrow, Academy of Marketing Science Special Conference Series, The Proceedings of the Fourth Triennial National Retailing Conference, Vol VII, October 1994.
- D'Auria, Angela R. and C. P. Rao (1994), "Initial Macrosegmentation Schemes for U.S. Corporations Entering the Emerging Eastern European and Former Soviet Country Markets," The Proceedings of the 1994 Annual Conference of the Atlantic Marketing Association, October 1994.
- Wang, Zhengyuan, C. P. Rao and Angela R. D'Auria (1994), "A Comparison of the Rokeach Value Survey (RVS) in China and the U.S.," The Proceedings of the Association for Consumer Research Asia-Pacific Conference, June 1994.

Manuscripts Under Review

- Stanton, Angela D'auria, "Social Media as a Tool for Enhancing Student Engagement," under review at the *Journal of Marketing Education*.
- Stanton, Angela D'Auria, Wilbur W. Stanton and Jamal Al-Khatib, "The Impact of Perceived Performance and Individualism-Collectivism on Student Preference for Group Work," under second review at *Marketing Education Review*.

Works in Progress

Stanton, Angela D'Auria, "Measuring the Likelihood of New Product Success in Pharmaceutical Markets," targeted to *Health Marketing Quarterly*. Current status: writing final draft.

Stanton, Angela D'Auria and Wilbur W. Stanton, "Personality Traits of Internet and Traditional Consumers: Does Purchasing Source Make a Difference?" targeted to the *Journal of Consumer Marketing*. Current status: writing final draft.

Stanton, Angela D'Auria, "Psychological Influencers of a Consumer's Innovative Propensity," targeted to the *Journal of Consumer Research*." Current status: writing initial draft.

Stanton, Angela D'Auria, "Personality Correlates of Innovativeness and Adoption Behavior: A Cross-Cultural and Cross-Temporal Analysis," targeted to the *Journal of International Business Studies*. Current status: Data collected in U.S., Australia, U.K. and Romania in 1999, 2002 and 2005; analysis in progress.

Al-Khatib, Jamal and Angela D'Auria Stanton, "A Cross-Cultural Assessment of Executive Negotiation: The Role of Morality," targeted to the *Journal of Business Research*. Current status: data collected.

Stanton, Angela D'Auria and Scott Gallagher, "Shopping Online: The Internet as a Complement or Substitute," targeted to the *Journal of Retailing*. Current status: data collected.

Stanton, Angela D'Auria and Irvine Clarke III, "The Diffusion of Internet Purchasing in Two Countries: Canada and China," targeted to *International Marketing Review*. Current status: Canadian data collected.

Grants Received

- Recipient of a WebSurveyor Academic Grant (2003-2008). This grant provides a campus-wide site license (available for RU faculty, staff and students) for WebSurveyor (this software provides the ability to conduct online surveys).

Academic and Professional Lectures and Presentations

I truly enjoy presenting papers at conferences, lecturing to special interest groups and developing specialized seminars and presentations for groups and corporations.

- "Academic Publishing And Teaching Effectiveness: An Attitudinal Study of AACSB Accredited Business School Faculty" presented at the Allied Academies International Conference. April 3, 2008.
- Moderated a Radford University Business Industry Council Panel (the panel consisted of 3 RU alumni) on interviewing. October 6, 2006.

- “MERLOT: A Peer Reviewer’s Perspective of the Evaluation Process,” presented at the Society for Marketing Advances Annual Conference, November 2005.
- “Revitalizing the Radford University American Marketing Association Chapter: A Work in Progress,” presented at the International American Marketing Association Collegiate Conference, April 16, 2005.
- “Getting Started with WebSurveyor Online Surveys,” workshop presented to Radford University faculty and staff, March, April, August 2004 and March, April, May 2005.
- “Web-Based Marketing,” seminar presented to regional non-profit organizations through the RU Governmental and Non-Profit Assistance Center, October and November 2004.
- “Teaching an Undergraduate Course in Data Mining,” Society for Marketing Advances Annual Conference, November 2003.
- “Partners in Learning: Pulling on the Oars Together,” Society for Marketing Advances Annual Conference, November 2003.
- “Attitudinal and Behavioral Elements of Student Preferences for Group Projects: An Explanatory Model,” American Marketing Association Winter Educators’ Conference, February 2003.
- “Ethical Segmentation of the Arab Market: The Roles of Opportunism and Machiavellianism,” American Marketing Association Winter Educators’ Conference, February 2003.
- “From the Trenches: Developing an Undergraduate Course in Data Mining,” Direct Marketing Educational Foundation Conference, October 2002.
- “The Link Between Personality, Innovativeness Predisposition and Adoption: A Model of Internet Purchasing,” American Marketing Association Winter Educators’ Conference, February 2002.
- “Marketing Research,” NxLevel Entreprenuership Seminar, James Madison University, August 2001 and February 2002.
- “Understanding the Marketing Information Systems Concentration,” James Madison University American Marketing Association chapter, February 2002.
- “Marketing Research Applications to Support Your Business,” NxLevel Entrepreneurship Seminar, James Madison University, February and April 2001.
- “Marketing Consulting,” James Madison University American Marketing Association chapter, March 2001.
- “Segmenting the Market for Lapsed Customers of the NEA Term Life Insurance Program,” National Education Association, Gaithersburg, Maryland, October 2000.

- "Teaching Database Marketing," Direct Marketing Educational Foundation Professor's Institute on Direct and Interactive Marketing, San Francisco, California, August 2000.
- "Marketing Research in the New Millennium," NxLevel Entrepreneur Seminar, James Madison University, March and August 2000.
- "Starting and Running a Consulting Business," James Madison University American Marketing Association chapter, April 2000.
- "Quantitative and Qualitative Research Trends for the 21st Century," National Education Association, Gaithersburg, Maryland, August 1999.
- "Planning a Career for the Next Millennium," Future Business Leaders of America, Radford, Virginia, October 1998.
- "Careers in Marketing Research," New River Community College, March 1997.
- "Guidelines for Assessing and Establishing Effective Questionnaires in a Multicultural Context," presented at the Multicultural Marketing Conference, Virginia Beach, Virginia, October 1996.
- "Marketing Research: Current Issues and Topics," Doctoral Seminar on Marketing Theory, Old Dominion University, October 1996.
- "Teaching Undergraduates: A Doctoral Student's Perspective," Doctoral Student Colloquium, Old Dominion University, March 1996.
- "Focus Group Moderator Training Workshop," Old Dominion University Pi Sigma Epsilon chapter, Norfolk, Virginia, October-November, 1995.
- "Applications of the Focus Group Technique in Industrial Marketing Problems," AT&T, Morristown, NJ, April 1995.
- "Measuring Chinese Personal Values and Shopping Behavior: An Empirical Comparison of the Rokeach Value Survey and Perceived Attribute Importance," presented at the Southern Marketing Association Annual Conference, New Orleans, Louisiana, November 1994.
- "Analyzing Female Consumers' Adaptive Shopping Behavior Using Employment Status and Education Level Segmentation Variables," presented at the Fourth Triennial National Retailing Conference, Richmond, Virginia, October 1994.
- "The Incorporation of Online Services in the Classroom," National Education Association and America Online, Tyson's Corner, Virginia, August 1994.
- "Fieldwork: The Misunderstood Link in the Marketing Research Process," Old Dominion University, Norfolk, Virginia, April 1994.
- "Qualitative Methods in Marketing Research," Old Dominion University, Norfolk, Virginia, March 1994.

- “Techniques for Conducting Effective Marketing Research Interviews,” AT&T, Morristown, NJ, and teleconferenced to offices in France, Japan, and Australia, September 1993.
- “Developing a Customer Satisfaction Measurement in a TQM Environment,” Ferguson Enterprises, September 1992.
- “Patient Satisfaction Measurement,” Sentara Norfolk General Hospital, Norfolk, Virginia, May 1992.
- "Careers in Marketing Research," American Marketing Association Student Chapter, Old Dominion University, April 1992.
- "Focus Group Research," Old Dominion University, Norfolk, Virginia, March 1992.
- "Harbor Cruises: A Multi-Market Product and Advertising Awareness Research Methodology," Spirit Cruises, Norfolk, VA, September 1991.
- "Concept Testing and Product Positioning of the AT&T Partner II System," AT&T, Parsippany, NJ, February 1991.
- “The Market for a Wireless Office,” AT&T, Bridgewater, NJ, December 1990.
- "Marketing the AT&T Detail Manager (ADM): A Billing Product and the Diffusion of Innovation Process," AT&T, Bedminster, NJ, December 1990.

Professional Development

I enjoy learning and keeping current in my discipline. It is helpful to both my teaching and scholarly activities. I have attended the following seminars and workshops for my professional development.

- “Using Technology-Rich Classrooms”, Radford University, January 2010.
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- “Introduction to Clementine (Data Mining Software)”, SPSS, March 2006.
- “Assessment Seminar”, Association to Advance Collegiate Schools of Business (AACSB), June 2005.
- “Clementine Overview”, Radford University, May 2005.
- “Introduction to Macromedia Breeze”, Radford University, May 2005.
- “Geographic Information Systems (GIS) Using ArcView”, Radford University, May 2004.
- “Website Marketing Course”, eMarketing Association, October 2003.

- “Using Faculty and Staff Perceptions of Student Engagement to Establish Priorities for Improvements”, Radford University, September 2003.
- “The Basics of eMarketing”, eMarketing Association, July 2003.
- “Advanced eMail Marketing”, eMarketing Association, July 2003.
- “Advanced Search Engine Optimization”, eMarketing Association, July 2003.
- “Harvey Brightman Teaching Workshop”, James Madison University, August 2002.
- “Customer Relationship Management Through Data Mining”, SAS Institute, Nov 2001.
- “Enterprise Miner: Applying Data Mining Techniques”, SAS Institute, November 2000.
- “Grasping the Essentials of Database Marketing”, David Shephard and Associates, October 2000.
- “CourseInfo Workshop”, James Madison University, July 2000.
- “WebCT Workshop”, Radford University, July 1999.
- “Structural Equation Modeling using AMOS”, SPSS, Inc., November 1998.

Service

I view service as a critical element in the link between an academic and a variety of constituency groups to include: the university community, the local business community, and the discipline as a whole. I believe that it is important, when appropriate, to serve the needs of small business and non-profit organizations through the use of class projects. In addition to providing students with hands-on experience, it also provides valuable assistance to the benefiting organization. I also value assisting in the growth of the discipline by serving as a reviewer for conferences and journals, as well as actively participating in conferences as a presenter, discussant, and session chair.

Departmental, College and University Service

- Assisting the Department Chair in preparing materials for the Marketing program’s Academic Program Review (2010 – Present).
- Faculty Representative, Learning Management System Committee (2009 – Present). This ad hoc committee is in the process of evaluating the system that will replace WebCT as the University’s course management software.
- Faculty Representative, Radford University Centennial Charter Day Committee (2009 – Present). This committee has been tasked with developing and planning events that highlight Radford University’s founding.

- Marketing Department Representative, College of Business and Economics Building Committee (2008 – Present).
- College of Business and Economics Strategic Management Committee (2008 – Present) – served as chair of the committee from January 2008 – August 2009. The purpose of this committee is to revise the college’s strategic plan, tie the plan into *RU 7-17*, and develop the implementation scheme for the strategic plan. This committee also collaborates with the college Dean on the development of annual goals to ensure tie-in with the strategic plan.
- At Large Representative, Radford University Faculty Senate Executive Council (2008 – 2009).
- Faculty Advisor, Radford University New Student Orientation (2009).
- Developed the protocol for collecting the annual college deans’ evaluation data online (2009).
- Faculty Representative, Radford University Financial Aid Operations Overview Proposal Review Committee (2009). Reviewed proposals submitted to evaluate financial aid operations.
- Represented the Department of Marketing at the March 28, 2009 Highlander Day Event.
- Participated in the RU Phone-a-Thon for accepted marketing majors, April 2009.
- Faculty Representative, *Radford University Advocacy Day*, to help promote the University and its needs to members of the Virginia General Assembly (2009).
- Analyzed data from Marketing Satisfaction Survey administered to graduating seniors and compared results collected in 2009 with those collected in 2007 (2009).
- Member, Evaluation Committee for the new Radford University Portal (2008).
- Chair, Department of Marketing Personnel Committee (2007 – Present).
- Senator, Radford University Faculty Senate (2007 – 2009). Currently serving as the at-large representative from the College of Business and Economics.
- Chair, Faculty Senate Governance Committee (2007 – 2009).
- Faculty Representative, Vice Provost for Enrollment Planning and Management Search Committee (2007 – 2009). This committee participated in two searches for the new vice provost position.
- Member, Faculty Development Center Advisory Board (2007 – 2008). This committee provides input into development activities targeted toward faculty.
- President, Radford University Chapter of Beta Gamma Sigma (2007 – 2008). Beta Gamma Sigma is the honor society for AACSB accredited colleges of business.

- Faculty Representative, Enrollment Planning and Management Committee (2006 – Present).
- Marketing Program Representative, College of Business and Economics Assessment Committee (2005 – 2008). The purpose of this committee is to develop and implement measures to assess the learning outcomes for the BBA and MBA programs.
- Coordinator, Marketing Program Departmental Assessment (2005 – 2008). This is an extension from the Program Review process from AY 2004-05. Worked to begin the process of developing program assessment measures for the learning outcomes developed in the 2005 Program Review document and the Quality Enhancement Plan (QEP). In conjunction with Dr. Dale Henderson, coordinated a departmental faculty retreat at SELU to work on measures of continuous improvement. Prepared the actions taken to the Program Review response/evaluation from the VPAA with Dr. Melvin Mattson. Prepared an interim report for the Associate VP of Academic Advancement on the status of the Marketing program's QEP implementation
- COBE Representative and Member, Informatics Committee, Radford University (2004 - 2008). This is an interdisciplinary committee that crosses departmental and college boundaries (Other college represented include the College of Information Science and Technology, the Waldron College of Health and Human Services, and The College of Arts and Sciences) in order to develop a certificate program in informatics. My role on this committee is to provide assistance in the area of Data Mining. The Informatics Certificate was approved by the Graduate Affairs Council in April 2005 and will begin to be offered to RU students in Spring 2006.
- Faculty Co-Advisor, Radford University Highlander Chapter of the American Marketing Association (2003 - 2008). In 2003 the club participated for the first time in its history in the AMA Awards Program and the AMA International Collegiate Conference. Our chapter received 3 national awards at the 2004 annual conference (outstanding new or revitalized chapter, outstanding professional development and outstanding membership activities), 2 national awards at the 2005 conference (best web site and outstanding communications), 2 national awards at the 2006 conference (Karl O. Mann Outstanding web site and outstanding communication) and 1 national award at the 2007 conference (outstanding chapter planning).
- Facilitator, Faculty Discussion Sessions on Technology/Information Literacy (2008). Facilitated discussion session to solicit faculty input to help the General Education Curriculum Advisory Committee (GECAC) develop learning outcomes for the University Core A Technology/Information Literacy competency.
- Faculty Representative, Director of the Technology Assistance Center Search Committee (2007 and 2008).
- Served as a speaker for the 2007-08 New Faculty Institute. I was asked to facilitate a session on research/creative/scholarly activities. The presentation was held on August 28, 2007.
- Participated in the Radford University Phone-a-Thon for prospective marketing majors, January 24, 2007.

- Marketing Department Representative, Entrepreneurship Task Force (2006 – 2007). The purpose of this committee is to spearhead the exploration of an entrepreneurship initiative to be housed in COBE
- Member, Marketing Department Search Committee (2006). Performed a variety of tasks to include: (1) posted our job advertisements to two of the major marketing listservs (ELMAR and AMS) so that the announcements would receive wide visibility within the discipline; (2) reviewed candidates' qualifications both from the vitae received and materials posted to the AMA placement service; (3) contacted viable candidates prior to the conference to determine if there was a fit with our stated needs as well as perceived interest from the candidates; (4) scheduled and coordinated conference interviews for our initial pool of candidates; (5) updated a web site I developed previously to provide helpful information about the university and the local area for job candidates (this site was also used by the management faculty search committee as well); (6) interviewed 31 candidates at the American Marketing Association, Summer Educator's Conference in Chicago (Aug 4 -7, 2006); (7) assisted in selecting the candidates for on-campus interviews; and (8) provided support in coordinating candidate visits (using a new streamlined process).
- Faculty Representative, Student Affairs Executive Council (2005 – 2007). Appointed by the Radford University Faculty Senate. This committee reviews and recommends policies and procedures concerning student life and campus experiences including such things as policies and procedures for the allocation and expenditure of student activity fees, standards of student conduct, the campus judicial system, as well as all policies that have an effect on campus life and/or environment for students.
- Member, Governing Ideas Task Force of the Commission for the Future of Radford University (2006). This task force has been charged by President Kyle to develop the guiding principles/core value for the University as well as revised vision and mission statement.
- Served as a speaker for the 2006-07 New Faculty Institute. I was asked to facilitate two sessions on research/creative/scholarly activities. The presentations were held on August October 30 & 31, 2006.
- Member, Presidential Task Force on Assessing the Image of Radford University (2005 – 2006). The task force has been charged by President Kyle to discuss and recommend to steps that need to be taken to improve the image of Radford University. This task force is comprised of faculty, students as well as other university constituencies and stakeholders.
- College of Business and Economics Representative, Technology Training Steering Committee, Radford University (2004 - 2007). The purpose of this committee is to evaluate the role of technology in presenting effective instruction.
- Co-Chair, Department of Management & Marketing Social Committee (2004 – 2006).
- Member, Marketing Program Review Committee, Radford University (2004 - 2005). Participated in the development of the Program Review document for submission in March 2005 as a part of the Academic Program Review process. Also developed all of the data tables for the Management Program Review. Additionally conducted consumption analysis to determine the percentage of enrollments in classes comprised of majors, other COBE

majors and non-COBE majors for the period from Fall 1997 to Fall 2004. The consumption analyses developed were for all COBE majors in addition to the Marketing major. Both the Marketing and Management program reviews were successful with both programs recommended to be maintained.

- Member, Marketing Search Committee, Radford University (2004). Performed all phases of the search process to include: submitted job announcement to marketing list servers (for greatest exposure), reviewed application materials, interviewed candidates via telephone, set up in-person interviews with candidates at the Summer American Marketing Association conference, interviewed candidates at the conference, provided written and oral feedback on candidates to colleagues, and screened final pool of candidates to finalists for on-campus visit.
- Faculty representative from the College of Business and Economics for the Radford University Open House held on November 13, 2004.
- Provided statistical analysis support and assistance in the development of written findings to the Dean of College of Business and Economics Office for the undergraduate employment exit survey and the ETS Statistical Data Supplements studies (Summer 2004).
- Faculty representative from the College of Business and Economics for the Radford University Highlander Day (April 2004). I met with prospective students and their parents to discuss the transition from high school to college and why Radford (and specifically the business major) is an excellent choice for their college education.
- Serving as faculty advisor to marketing majors (I typically have 30 – 35 advisees each semester). In this capacity I meet with the students to ensure they are choosing the appropriate courses, discuss possibilities for minors and non-business electives so they can have specializations and distinctiveness as they prepare themselves for the job market or graduate school.
- Developed instructional materials for using WebSurveyor that is available to all Radford University faculty, staff and students (initially developed in 2003 and updated in 2004 and 2005). Also serve as a resource to faculty and staff who use the WebSurveyor software.
- Led a project with the Alumni Relations Office in a market segmentation study of JMU alumni (2003). The Office of University Advancement conducted this research in an effort to better understand the needs of alumni and improve relationships with alumni in an effort to ultimately increase alumni donations to the University.
- Member, Marketing Program Search Committee, James Madison University (2002 - 03).
- Member, Teaching and Learning Committee, James Madison University (2002 - 03). This is a joint committee between the College of Integrated Science and Technology and the College of Business. The purpose of the committee is to help faculty improve teaching through teaching.
- Coordinator Direct Marketing Association Washington Educational Foundation University Day, James Madison University, (2001- 03). Coordinate and recruit students to attend one-day DMAWEF seminar in Washington DC. In the 2001-02 academic year, 40 JMU students attended University Day, the largest representation by any school in attendance.

- Marketing Program Assessment Co-Coordinator, James Madison University (2001- 03). Directed the quantitative and qualitative components of the Marketing Program's assessment efforts. Activities included: (1) directed study of internship employers and campus recruiters about the overall preparedness of marketing majors, (2) conducted focus groups with senior marketing majors to better understand areas of satisfaction and dissatisfaction with the marketing program, and (3) directed annual Marketing Senior Satisfaction Study
- Coordinator, Direct Marketing Association Collegiate Institutes and Seminars, James Madison University, (2001 - 03). Promoted and coordinated the application process for the DMEF sponsored collegiate institutes and Martin Agency seminars. In the 2001-02 academic year, a total of 7 JMU students were selected to attend these institutes and seminars in a very competitive application process from schools across the region and the U.S.
- Member, Marketing Program Curriculum and Instruction Committee, James Madison University, (2000 - 03). As a member of this committee I developed the course proposal for a new course in Electronic Commerce. This proposal was approved by the College Curriculum and Instruction Committee and the course was taught for the first time in Fall 2001.
- Served on Marketing Program Teaching Subcommittee, James Madison University (2001 - 02). The purpose of this committee was to rewrite the guidelines for faculty annual evaluations, as well as promotion and tenure in the area of teaching.
- Served on Marketing Program Research Subcommittee (2001 - 02). The purpose of this committee was to rewrite the guidelines for faculty annual evaluations, as well as promotion and tenure in the area of research and scholarly activity.
- Assisted Faculty Concerns Committee of James Madison University Faculty Senate with the Merit Pay Survey (2001 - 02). Posted survey to the Internet, analyzed the resultant quantitative data, and prepared an executive summary of the survey findings
- Served as Marketing Department senator on the James Madison University Faculty Senate (2000 - 01).
- Served on the Academic Affairs Subcommittee of the James Madison University Faculty Senate (2000 - 01).
- Served on University Curriculum Committee, James Madison University (2000 - 01).
- Member, Marketing Program Search Committee, James Madison University (2000 - 01).
- Assisted Faculty Concerns Subcommittee of James Madison University Faculty Senate with the Faculty Morale Survey (2001). Posted survey to the Internet, analyzed the resultant quantitative data, and prepared an executive summary of the survey findings.
- Member, Department of Management & Marketing Curriculum Committee, Radford University (1999).

University Public Relations Service

- Interviewed by the Roanoke Times to discuss how retailers choose site locations (published in October 15, 2005 edition “Readers Beg for Parmigiana, Flat Screens, Bulk Buys”).
- Interviewed by the Blue Ridge Business Journal to discuss best practice for interactive advertising (published in June 27, 2005 issue).
- Interviewed by Biz Ed magazine (published by AACSB) to discuss the merits of using online surveys, WebSurveyor software and the company’s Academic Grant program (published in May/June 2005 issue).
- Interviewed by the Roanoke Times to discuss reasons why consumers make a mad rush to the grocery store prior to a snowstorm (published in January 22, 2005 edition).
- Interviewed by WSLs (local NBC affiliate) to discuss reasons why retailers begin holiday sales promotions long before the holiday season begins (broadcast on evening news, November 9, 2004 – see http://www.wsls.com/servlet/Satellite?pagename=WSLS/MGArticle/SLS_BasicArticle&c=MGArticle&cid=1031779050803).

Professional Service

- Moderator of the Direct Marketing Association Listserv (2003 - Present). This listserv provides an online forum for the exchange of ideas among direct and interactive marketing educators.
- Peer Reviewer, Multimedia Educational Resource for Learning and Online Teaching (MERLOT), (2002 - Present).
- Serving on Editorial Review Board of *Health Marketing Quarterly* (2000 - Present).
- Reviewer for the Marketing Education Track of the 2009 Society for Marketing Advances Annual Conference (May 2009).
- Reviewer for *Marketing Education Review’s* Special Issue on Teaching Innovations in Marketing (December 2008).
- Reviewer for the Academy of Marketing Science World Marketing Congress, Education Track (November 2008).
- Reviewer, American Marketing Association Collegiate Community Service Grants (November 2007).
- Reviewer for *Marketing Education Review’s* Special Issue on Teaching Innovations in Marketing (October 2007).
- Reviewer for *Marketing Education Review’s* Special Issue on Teaching Innovations in Marketing (October 2006).
- Reviewer for *Marketing Education Review’s* Special Issue on Teaching Innovations in Marketing (October 2005).

- Reviewed proposals for the Society for Marketing Advances Doctoral Dissertation Proposal Competition (September 2005).
- Session Chair, Marketing Education Track, Society for Marketing Advances National Conference (November 2004).
- Reviewed proposals for the Society for Marketing Advances Doctoral Dissertation Proposal Competition (September 2004).
- Reviewed the textbook *Retailing Management*, 5th Edition by Michael Levy and Barton Weitz for McGraw Hill/Irwin (June 2004).
- Reviewer for the 2004 Society for Marketing Advances Distinguished Teaching Award (April 2004).
- Reviewed Chapters 3 (Problem Definition and the Research Process) and 11 (Questionnaire Design) of *Marketing Research: The Impact of the Internet*, 5th Edition by Carl Daniels and Roger Gates for John Wiley & Sons (October 2003).
- Reviewed Chapters on Sales and Sales Promotion Strategies; Online Advertising; Public Relations; Integrating Customer Service Strategies; Ethics, Privacy Cyber Law and Governmental Regulations Online; and Future Online Marketing Trends of *E-Commerce Marketing: An Integrated Approach* by Deborah Lowe, Thomas Matula and Greg Root for Prentice Hall (April 2003).
- Reviewer for the Marketing Education Track of the 2003 Society for Marketing Advances Conference.
- Reviewer for the Electronic Commerce Track of the 2003 Society for Marketing Advances Conference.
- Discussant, Instructional Track. American Marketing Association 2003 Winter Educator's Conference.
- Session Chair, Technology Track. American Marketing Association 2003 Winter Educator's Conference.
- Reviewer for the Electronic Commerce Track of the 2003 Academy of Marketing Science Annual Conference.
- Discussant for Winning Paper at the Direct Marketing Educational Foundation Annual Conference, San Francisco, CA (October 2002).
- Moderator of a panel on "Teaching Innovations in Direct Marketing," Direct Marketing Educational Foundation Annual Conference, San Francisco, CA, October 2002.
- Reviewer for the 2002 Direct Marketing Educational Foundation Annual Conference.

- Reviewer for the Instructional Track of the 2003 American Marketing Association Winter Educator's Conference.
- Interviewed with the Harrisonburg Daily Record for article related to purchasing behavior of Generation Y (March 2002).
- Session Chair, *Trust in E-Commerce*, Emerging Business and Technology Track. American Marketing Association 2002 Winter Educators' Conference.
- Reviewed Chapters 1 through 3 of "*E-Business Marketing on the Web: Case Studies and Applied Technologies*" by William Sanders and Terri Albert for Prentice Hall, September 2001.
- Reviewer for the Advertising and Consumer Behavior Track, 2002 American Marketing Association Winter Educators' Conference.
- Reviewer for the 2001 Direct Marketing Educational Foundation Annual Conference.
- Discussant for Direct Marketing Educational Foundation Annual Conference (October 2000).
- Served as Conference Coordinator for the Academy of Science (AMS) Multicultural Marketing Conference held in Virginia Beach, Virginia, October 1996. This multi-faceted role included: arrangement of conference hotel and facilities, distribution of papers for review and aggregating the resultant analyses, scheduling the conference sessions, development of the conference program, and coordination with authors and presenters.
- Discussant and Session Chair, Research Methodology Track, for the Multicultural Marketing Conference held in Virginia Beach, Virginia (October 1996).
- Reviewer for the Multicultural Marketing Conference held in Virginia Beach, Virginia (October 1996).
- Reviewer for a special issue on Cross-Cultural Research Methodologies of *International Marketing Review* (1996).
- Reviewer for the Academy of Marketing Science Annual Conference, International Marketing Track, held in Phoenix, Arizona (May 1996).
- Reviewer for the Academy of International Business Northeast Conference, held in Norfolk, Virginia (June 1996).
- Reviewer for a special issue of The *Journal of Marketing Theory and Practice* on Multicultural Marketing (1996).
- Reviewer for the American Marketing Association Summer Educator's Conference, Consumer Behavior Track, in Washington, D.C. (August 1995).
- Presenter and Discussant at the Southern Marketing Association Annual Meetings in New Orleans, Louisiana (November 1994).

- Presenter at the Fourth Triennial National Retailing Conference in Richmond, Virginia (October 1994).
- Served on the Board of Directors of the American Marketing Association - Hampton Roads Chapter (1991-1993).

Class Projects, Service Learning, and Business Community Service

- Supervised a student class project to develop and implement the Radford University Senior Exit Survey (Spring 2009).
- Supervised a student class project to identify the resources new freshmen used when selecting a college/university for the Radford University Office of Admissions (Fall 2008).
- Supervised a student class project to determine alumni satisfaction with the Marketing program at Radford University (Spring 2008).
- Supervised a student class project to assess senior satisfaction with the Marketing major at Radford University (Fall 2007).
- Supervised a student class project to identify business students' perceptions of the Marketing major at Radford University (Fall 2007).
- Member of the Board of Directors for Main Street Radford and member of the Economic Restructuring SubCommittee. Main Street Radford is a partner in the Virginia Main Streets program which is dedicated to downtown revitalization (2004 - 2007).
- Supervised a student class project to identify viable retail alternatives to locate in vacant Radford storefronts for Main Street Radford (Spring 2006).
- Served as faculty advisor for a Bachelor of General Studies Project for Matt Sayers in which he developed a marketing plan for the Radford University Center for Leadership and Professional Development (Fall 2005).
- Served as faculty advisor for a Bachelor of General Studies Final Project for Sandra Steele in which she developed a Public Relations and Marketing Plan for Radford University Conference Services (Fall 2005).
- Supervised a student class project to develop an Internet Marketing plan for Brush Creek Buffalo, a restaurant/retailer in Riner, Virginia (Spring 2005).
- Developed and taught a web-based marketing seminar for the Radford University Governmental and Nonprofit Assistance Center (October and November 2004).
- Supervised the development of a student class project to develop an Internet Marketing plan for Encore Artful Gifts, a downtown retailer in Radford, Virginia (Fall 2004).
- Provided marketing research services (questionnaire development and data analysis) to the Radford University Governmental and Nonprofit Assistance Center to determine training needs

and interest in the Virginia Government Finance Officers Certificate and Nonprofit Development Certificate programs (Summer 2004).

- Served as faculty advisor for a Bachelor of General Studies Final Project for James Derflinger in which he developed an Internet Marketing plan for the Radford College of Information Science and Technology (Spring 2004).
- Supervised a student class project to develop an Internet Marketing plan for Centex Homes of Columbus, Ohio (Fall 2003 and Spring 2004).
- Conducted focus groups for First Presbyterian Church in Harrisonburg, Virginia to get member feedback on the renovation and expansion of the church facilities.
- Supervised a student research study to segment the alumni population at James Madison University (Spring 2003).
- Supervised a student research study to understand the attitudes and opinions of graduating seniors at James Madison University (Spring 2003).
- Supervised a student research study to determine the feasibility of developing a new independent living community appealing to people aged 50 to 65 for Sunnyside Communities (Fall 2002).
- Supervised a student research study to assess the satisfaction of employees for McDonald Bradley, Inc., a defense contractor located in Fairfax, Virginia (Fall 2002).
- Supervised a student research study to assess resident satisfaction for the Harrisonburg, Virginia campus of Sunnyside Communities (Fall 2002).
- Supervised a student research study to evaluating donor member satisfaction with customer service for WVPT, the PBS television station for Harrisonburg, Charlottesville and the Shenandoah Valley (Fall 2002).
- Supervised a student research study to determine advertising effectiveness for First Presbyterian Church of Harrisonburg (Fall 2002).
- Supervised a student research study to assess perception of PBS and the television viewing habits of adults in the WVPT viewing area for WVPT, the PBS television station for Harrisonburg, Charlottesville and the Shenandoah Valley (Fall 2002).
- Supervised a student research study to determine the feasibility of relocating The Beauty Spa (a Harrisonburg, VA day spa) to the Nautilus Fitness Center, as well as determine the feasibility for expanding into café services (Fall 2001).
- Supervised a student research study for Anna-Joy's (a formal wear clothing retailer) to assess (1) satisfaction of bridal customers and (2) awareness/perception among JMU female students (Fall 2001).

- Supervised a student research study for Sunnyside Retirement Communities to determine Harrisonburg/Rockingham County residents (age 55+) attitudes toward retirement communities (Fall 2001).
- Supervised a student research study for the JMU Small Business Development Center to assess awareness of and satisfaction with SBDC services among the banking community (Fall 2001).
- Supervised a student research study to determine student satisfaction with the JMU Health Center (Fall 2001).
- Supervised a student research study to segment shoppers at Simon's Valley Mall (Fall 2001)
- Supervised a student research study to determine branding strategy for WVPT, Public Television Station (Spring 2001).
- Conducted focus groups for WVPT, local PBS affiliate, to assist in the development of a station branding strategy (February 2001).
- Supervised a student research study to determine the feasibility of a community center for the Town of Elkton, Virginia (Fall 2000).
- Supervised a student research study to assess employee awareness and knowledge of information dissemination for the IGMSP at Johnson & Johnson, Inc. (Fall 2000).
- Supervised a student research study to evaluate the potential of service expansion for Eren, Corporation (Fall 2000).
- Supervised a student research study to determine the feasibility of expanding into the Christina book market for Virginia Publications (Fall 2000).
- Supervised a student research study to develop a survey for employer assessment of marketing and hospitality interns at JMU (Fall 2000).
- Supervised a student research study measuring the television viewing habits of consumers in the Shenandoah Valley for WVPT-PBS (Spring 2000).
- Supervised a student research study of lapsed members of WVPT (Spring 2000).
- Supervised a student research study assessing the perception of WVPT among non-contributors (Spring 2000).
- Supervised a student research study assessing member satisfaction for the Virginia Angus Association (Spring 2000).
- Supervised a student research study evaluating satisfaction with Conference Services at Radford University (Fall 1999).

- Supervised a student research study measuring awareness of Extended Campus Advertising at Radford University (Fall 1999).
- Supervised a student research study of faculty perception of distance learning technologies at Radford University (Fall 1999).
- Supervised a student research study to understand the attitudes and behaviors of Generation Y (Fall 1999).
- Conducted a one-day workshop on strategic planning for the New River Valley Community Services Board of Directors (August 1999).
- Conducted a marketing audit for the Radio, Television and Communications Division at Radford University (July 1999).
- Supervised a student research university perception study for Radford University (Fall 1998).
- Supervised a student research study evaluating students' reactions to video and web-based instruction for Radford University (Fall 1998).
- Supervised a student research study measuring satisfaction with the Adult Degree Program at Radford University (Fall 1998).
- Supervised a student research study measuring satisfaction with the MBA program at Radford University (Fall 1998).
- Supervised a student research study in order to evaluate the Marketing major at Radford University (Fall 1998).
- Supervised a student research study in order to evaluate the role of internships at Radford University (Fall 1998).
- Designed and developed a database management system for The Dwelling Place, a temporary shelter for families in need (January 1995).
- Supervised a student research study for Lynnhaven Mall to assess the awareness and usage of the mall's publication, *The Saving Times* (Fall 1994).
- Supervised a student research study for Stebbins Lawn and Garden, a local lawn and garden store, in an effort to measure customer awareness (Spring 1988).

Association Memberships

American Marketing Association
 Direct Marketing Association
 Allied Academies

Academy of Marketing Science
 Society for Marketing Advances
 eMarketing Association

Applied Research and Consulting Activity

Much of my career has been spent conducting applied research. I believe that it is important to apply the theories, concepts, and analytical approaches presented in a university setting to real world situations. This provides at least three benefits: first, it benefits students who will gain "first hand" experience by assisting in the applied research; second, it benefits students who will gain by the experiences I bring to my classes and lectures; and third, corporations benefit in being able to stay current with evolving marketing thought and to work with faculty and students in finding solutions to their problems.

Areas of Research and Consulting Have Included:

- Advertisement Evaluations
- Awareness and Knowledge Assessments
- Competitive Analyses
- Concept Tests and Evaluations
- Customer Need Assessments
- Customer Satisfaction Studies
- Customer Tracking Studies
- Development of Print Advertisements
- Development of Direct Mail Materials
- Employee Assessment Studies
- Export Marketing Viability
- Feasibility Studies
- Focus Group Research
- Mall Intercept Studies
- Market Location Studies
- Music Listening Studies
- Mystery Shopping
- Product Evaluations
- Product Positioning Research
- Sales Force Training Needs Assessment
- Secondary Data Analyses
- Segmentation Research
- Shopping Behavior Studies
- Site Location Studies
- Taste Tests
- Telephone Data Collection

Areas of Research Expertise Include:

- AID Analysis
- Case Study
- Cluster Analysis
- Conjoint Analysis
- Content Analysis
- Correlational Analysis
- Data Tabulation
- Discriminant Analysis
- Factor Analysis
- Executive Interviewing
- Focus Group Moderation
- Gap Analysis
- In-Depth Interviews (IDIs)
- Multidimensional Scaling
- Questionnaire Design and Development
- Perceptual Mapping
- Regression Analysis
- Significance Testing
- Structural Equation Modeling

I have conducted 150+ marketing research studies and/or marketing consultation projects for the following domestic and global corporations:

AT&T	Nauticus National Maritime Museum
AT&T Paradyne	Options Mental Health
American Express	Ortho Pharmaceutical
America Online	Pet Foods
American Power Boat Association	Pizza Hut
Bell South	Prudential Life Insurance
Deb	Resort Condominiums International
Dunkin' Donuts	SAFECO
Ferguson Enterprises, Inc.	Savitz Research
Freedom Ford	Sentara Hampton General Hospital
First Hospital Corporation	Sentara Norfolk General Hospital
Frank Magid & Associates	S.L. Nusbaum Real Estate
Gormley & Company	Small Business Development Center (JMU)
Intersearch, Inc.	Sovran Bank
J.C. Penney	Spirit Cruises
Jacobs Media	The Express Line
Lucent Technologies	The Polizios Agency
Lynnhaven Lincoln-Mercury	The Research House
Martin Research	The Virginian-Pilot
MBNA	Tread Quarters
Merchant's Tire	Upton's Department Stores
Mercy Tidewater Ambulance Service	Virginia Beach Ocean Occasions
MOI, Inc.	WAFX FM 106.9
Morrison's Restaurants	WKOC The Coast FM 93.7
National Education Association	WLTY Oldies FM 95.7
National Legal Research	WNOR FM-99
NationsBank	WTAR AM 790
Nationwide Life Insurance Company	

If you would like to see specific project summaries for my consulting activities, you can access them at: http://astanton.asp.radford.edu/ads_consulting_projects.pdf.