

RANDALL S. HANSEN, PH.D.

*Stetson University • School of Business Administration
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PROFESSIONAL PROFILE

- Accomplished marketing professor with comprehensive blend of hands-on professional and academic marketing experience.
- Consummate marketer who is passionate about the potential and impact of marketing.
- Innovative teacher devoted to education and learning.
- Published author, career-development guru, and Webmaster of one of the oldest and most comprehensive career-development Web sites, Quintessential Careers.

EDUCATION

- **Doctor of Philosophy in Marketing**, Florida State University, College of Business, Tallahassee, FL, 1993
SUPPORT AREA: Strategic Management
DISSERTATION: *Consumers' Perceptions of Unethical Market Behavior: A Comparison of Multiple Models of the Cognitive Structure of Unethical Practices*
- **Master of Arts in Communications**, University of Florida Graduate School, Gainesville, FL, 1984
SUPPORT AREA: Marketing Magazines
THESIS: *An Analysis of Marketing Segmentation Tools Used by Consumer Magazines*
- **Bachelor of Science in Magazines**, Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY, 1982
- **Bachelor of Science in Marketing Management**, Syracuse University, School of Management, Syracuse, NY, 1982

ACADEMIC HONORS AND AWARDS

- Recipient, Hand Award for Research Excellence, Stetson University, 1996
- Nominee, McEniry Award for Teaching Excellence, Stetson University, several years
- American Marketing Association Doctoral Consortium Fellow, 1991
- *Wall Street Journal* Achievement Award, Syracuse University, 1982
- Outstanding Graduate, School of Management, Syracuse University, 1982

ACADEMIC/TEACHING EXPERIENCE

Associate Professor of Marketing, Stetson University, School of Business Administration, DeLand, FL, 1992 to Present

- Promoted from Assistant Professor and tenured, March 1998; effective Aug. 1998.
- Teach marketing classes to lower-level, upper-level, and graduate students in class sizes averaging 25 students.
- Conduct workshops for adjunct instructors.

Teaching Assistant, The Florida State University, College of Business, Tallahassee, FL, 1990 to 1992

- Taught Principles of Marketing to classes of 60 to 150 students.

Adjunct Professor, Tallahassee Community College, Tallahassee, FL, 1989 to 1992

- Taught Introduction to Business and Introduction to Management to classes averaging 40 students.

Adjunct Professor, Union County College, Department of Business, Union County, NJ, 1987 to 1988

- Taught Principles of Marketing and Principles of Advertising to classes averaging 25 students.

Graduate Teaching Assistant, University of Florida, College of Journalism, Gainesville, FL, 1983

- Taught basic writing class, news reporting class, and mass communications law class to an average 40 students per class.
- Trained new instructors.

COURSES TAUGHT

Undergraduate

- Principles of Marketing
- Advertising and Promotion Management
- Consumer Behavior
- Channels of Distribution
- BN109: How to Succeed in the Business School

- Marketing Management
- Marketing Career Development
- Introduction to Business
- Introduction to Management
- *Volunteered to teach (as overload)*
BN101: Business University Experience

Graduate

- Marketing Decision-Making
- Strategic Management

COURSES DEVELOPED AND INTRODUCED

- Global Marketing
- Gender Issues in Marketing
- Internet/E-Marketing
- Seminar in Marketing
- Marketing as Portrayed in the Movies

TEACHING INTERESTS

- Advertising/Promotion Management
- Marketing Principles
- Internet Marketing
- Marketing Career Development
- Marketing Ethics
- Marketing Management
- Marketing Strategy

TEACHING EVALUATIONS

- Quantitative scores nearly always exceed 4 on a 5-point scale in which 5 is top score.
- See *Teaching Evaluation Supplement to CV*, with detailed quantitative and qualitative teaching evaluations, available upon request.
- Older teaching/course evaluations can be found at this URL:
<http://www.stetson.edu/~rhansen/vita.html>.

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

Webmaster/Publisher, Quintessential Careers, DeLand, FL, 1996 Present

- Manage all aspects of Web-based information-services business.
- Analyze career and employment trends.
- Produce original career-management and job-search content for 2,100+ page Web site.

Assistant to the Dean, College of Business, Florida State University, Tallahassee, FL, 1991 to 1992

- Assisted in marketing college.
- Handled college's public-relations functions.
- Developed and published external newsletters and magazines.

Market Research Manager, *Business Month* Magazine, Goldhirsh Group, New York, NY, 1987 to 1989

- Played vital role in advertising sales turnaround.
- Developed, planned, and produced sales presentations.
- Originated, supervised, and produced subscriber and readership studies.

Marketing and Sales Information Manager, *PEOPLE* Magazine, Time, Inc., New York, NY, 1985 to 1987

- Produced strategic marketing plans for magazine's major advertising categories, including automotive, beverage alcohol, and financial services.
- Participated in setting departmental marketing objectives.
- Developed and modified multimillion-dollar in-house marketing and advertising research computer system.

Market Research Analyst, *The New Yorker* Magazine, Conde Nast, New York, NY, 1985

- Managed in-house research computer system; updated department's computer capabilities.
- Spearheaded revision of advertising tracking computer system that saved an average of 20 business hours weekly.
- Assisted sales representatives on research, presentations, and sales calls.

Market/Assistant Editor, *Glass Digest* Magazine, Ashlee Publishing Company, New York, NY, 1982

- Compiled market research.
- Contributed and wrote articles on important elements of market forecasting.
- Edited articles, laid out, and dummied magazine.

SCHOLARLY CONTRIBUTIONS

Refereed Journal Publications

- Hansen, Randall S. (2002), "Integrating Career Development Techniques into the Business School Curriculum: Tools for Better Preparing Our Graduates for Successful Careers," *International Business & Economics Research Journal*, 1 (2), 73-82.
- Hansen, Randall S. (2001), "The MBA Career Portfolio: A Strategic Tool for Developing and Implementing a Successful Job Search," *Career Planning and Adult Development Journal*, 17 (3), 14-24.
- Hansen, Randall S. and K. S. Hansen (1995), "Incorporating Writing Across the Curriculum into an Introductory Marketing Course," *Journal of Marketing Education*, 17 (1), 3-12.
- Hansen, Randall S. (1992), "A Multi Dimensional Scale for Measuring Business Ethics: A Purification and Refinement," *Journal of Business Ethics*, 11, 523-534.

Refereed Conference Proceedings

- Hansen, Randall S. (2001), "Integrating Career Development Techniques into the Business School Curriculum: Tools for Better Preparing Our Graduates for Successful Careers," winner of Best Paper Award, International Business & Economics Research Conference Proceedings.
- Hansen, Randall S. (1998), "Combining Marketing Principles with Career Preparedness in a Principles of Marketing Class: The Marketing Career Journal," *Marketing: A Sharper Focus* (Proceedings of the Atlantic Marketing Association 14th Annual Conference), vol. 14, 151-158.
- Oliphant, G. and Randall S. Hansen (1996), "The Job Market Approach to Team Formation," in *Marketing: Moving Toward the 21st Century* (Southern Marketing Association Proceedings), 159-163.

Refereed Conference Proceedings ~ *continued*

- Hansen, Randall S. (1995), "Writing Across the Curriculum (WAC): A Mandate for Marketing," Atlantic Marketing Association Proceedings, vol. 11, 168-174.
- Hansen, Randall S. and J. Dennis Cradit (1993), "Understanding Consumers' Perceptions of Marketing Ethics: An Examination of Dimensional Evaluation," in Marketing: Satisfying a Diverse Customerplace, Tom Massey Jr., editor. Kansas City: Southern Marketing Association, pp. 100-103.
- Hansen, Randall S. (1993), "Using the List of Values (LOV) for Classifying and Positioning Services," Atlantic Marketing Association Proceedings, 375-379.
- Taylor, S.A., Hansen, Randall S., and R. Heines (1992), "Service Quality: An Examination Using Multi Dimensional Scaling," Southern Marketing Association Proceedings, 401-405.
- Hansen, Randall S. (1991), "Examining the Link Between Organizational Effectiveness and Social Responsiveness: A Strategic Typology," Southern Management Association Proceedings.
- Hansen, Randall S. (1991), "The Use of Observation Techniques in Evaluating Consumer Packaging," Southern Marketing Association Proceedings, 512-515.
- Hansen, Randall S., K.S. Hansen, and S.A. Taylor (1991), "The Ethical Implications of Television Advertising to Young Children: An Advertising Effects Model," Southern Marketing Association Proceedings, 359-363.
- Hansen, Randall S. and R.C. Ford (1991), "Intent and Opportunity as Predictors of Ethical Decision Making: A Comprehensive Ethical Decision Making Model," Annual Meeting of the Society for Business Ethics.
- Taylor, S.A., J.J. Cronin, and Randall S. Hansen (1991), "Schema and Script Theory in Channels Research," AMA Winter Educators Conference Proceedings, 15-24.
- Hansen, Randall S. (1990), "Incorporating Ethics into Strategic Management: An Ethical Decision Making Approach," Southern Management Association Proceedings, 192-194.
- Hansen, Randall S. (1990), "Making Ethical Marketing Decisions," *Developments in Marketing Science*, 13, 254-258.

Magazines and Newsletters

- Hansen, Randall S. (2003), "What's Your Major? Undeclared? Have No Fear; These Six Steps Can Put You on the Path to Finding Your Ideal Career," *Exabode*, 01 (02), 24-27.
- Hansen, Randall S. (1999), "Your Job Skills Portfolio: Giving You an Edge in the Marketplace," *ArtJob*, 19 (17), 1+.
- Hansen, Randall S. (1999), "When Job-Hunting: Dress for Success," *Godly Business Woman Magazine*, 1 (5), 41.
- Hansen, K.S. and Randall S. Hansen (1999), "Choosing the Right Cover Letter," *National Business Employment Weekly*, Jan. 24-30, 21-22.
- Hansen, Randall S., (1997), "The Marketing Career Journal: A New Teaching Tool," *CareerWatch*, (Spring), 6.
- Hansen, Randall S. (1995), "Tips for Overcoming the Fear of Writing," *The Diary*, (Autumn), 7, 21.
- Hansen, Randall S. (1994), "Using the Internet in Marketing Classes," *Marketing Educator*, 13 (4), 3.
- Hansen, Randall S. (1993), "Clear, Concise Writing is Especially Important for Marketers," *Marketing News*, 27 (19), 20.

Books

- Hansen, K.S. and Randall S. Hansen (2001), *Dynamic Cover Letters*, Third Edition. Berkeley, CA: Ten Speed Press.
- Hansen, Randall S., and K.S. Hansen (1997), *Write Your Way to a Higher GPA: How to Dramatically Boost Your Grade Point Average Simply by Sharpening Your Writing Skills*. Berkeley, CA: Ten Speed Press.
- Hansen, K.S. and Randall S. Hansen (1995), *Dynamic Cover Letters*, Second Edition. Berkeley, CA: Ten Speed Press.
- Hansen, K.S., and Randall S. Hansen (1990), *Dynamic Cover Letters*. Berkeley, CA: Ten Speed Press.

Peer-reviewed Chapters in Books

- Oliphant, R.J., G.C. Oliphant, and Randall S. Hansen (2002), “Making Group Formation a Job Market Experience,” in *Great Ideas for Teaching Marketing*, 6th edition, Joseph F. Hair Jr., C. McDaniel, and C. W. Lamb, Jr., editors. Cincinnati, OH: South-Western.
- Hansen, Randall S. (1998), “Communication Across the Curriculum: Tools To Redesign a Marketing Course,” in *Electronic Communication Across the Curriculum*, A. Young, D. Selfe, and D. Reiss, editors. Urbana, IL: NCTE.

Selected Recent Ezine and Web-based Articles ~ Complete list available upon request ~ See also

http://www.quintcareers.com/career_college_articles.html

- Hansen, Randall S. (2004), “Building Your Brand: Tactics for Successful Career Branding,” *Quintessential Careers QuintZine*, 5 (18), Sept. 27. URL: http://www.quintcareers.com/career_branding.html.
- Hansen, Randall S. (2004), “Are You – or Someone You Know – a Workaholic?,” *Quintessential Careers QuintZine*, 5 (17), Aug. 30. URL: <http://www.quintcareers.com/workaholic.html>.
- Hansen, Randall S. (2004), “Workaholics Quiz: Do You Focus on Work Too Much?,” *Quintessential Careers QuintZine*, 5 (17), Aug. 30. URL: http://www.quintcareers.com/workaholics_quiz.html.
- Hansen, Randall S. (2004), “Working Beyond Retirement: For Money, Identity, and Purpose,” *Quintessential Careers QuintZine*, 5 (17), Aug. 30. URL: http://www.quintcareers.com/working_beyond_retirement.html.
- Hansen, Randall S. (2004), “Job Satisfaction Quiz: How Satisfied Are You with Your Job?,” *Quintessential Careers QuintZine*, 5 (15), Aug. 2. URL: http://www.quintcareers.com/job_satisfaction_quiz.html.
- Hansen, Randall S. (2004), “The Importance of the High School Junior Year,” *Quintessential Careers QuintZine*, 5 (12), June 21. URL: http://www.quintcareers.com/high-school_junior_year.html.
- Hansen, Randall S. (2004), “High-School Junior-Year Timetable,” *Quintessential Careers QuintZine*, 5 (12), June 21. URL: http://www.quintcareers.com/high-school_junior_year_timetable.html.
- Hansen, Randall S. (2004), “10 Things for High-School Students to Remember,” *Quintessential Careers QuintZine*, 5 (12), June 21. URL: http://www.quintcareers.com/high-school_critical_issues.html.
- Hansen, Randall S. (2004), “Surviving and Moving Beyond Low-Wage Jobs: Solutions for an Invisible Workforce in America,” *Quintessential Careers QuintZine*, 5 (11), June 7. URL: http://www.quintcareers.com/surviving_low-wage_jobs.html.
- Hansen, Randall S. (2004), “Low-Wage Worker Do’s and Don’ts,” *Quintessential Careers QuintZine*, 5 (11), June 7. URL: http://www.quintcareers.com/low-wage_workers-dos-donts.html.
- Hansen, Randall S. (2004), “Fighting the Overqualified Label: 10 Tactics for a Successful Job-Search,” *Quintessential Careers QuintZine*, 5 (09), May 10. URL: http://www.quintcareers.com/fighting_overqualified_label.html.
- Hansen, Randall S. (2004), “The Career Doctor’s Cures & Remedies to Quintessentially Perplexing Career and Job-Hunting Ailments: Part III,” *Quintessential Careers QuintZine*, 5 (08), April 26. URL: http://www.quintcareers.com/career_doctor_cures/.
- Hansen, Randall S. (2004), “Moonlighting in America: Strategies for Managing Working Multiple Jobs,” *Quintessential Careers QuintZine*, 5 (07), April 12. URL: http://www.quintcareers.com/moonlighting_jobs.html.
- Hansen, Randall S. (2004), “10 Career Change Mistakes to Avoid,” *Quintessential Careers QuintZine*, 5 (05), March 15. URL: http://www.quintcareers.com/career_change_mistakes.html.
- Hansen, Randall S. (2004), “Follow Up All Job Leads: Don’t Wait by the Phone (or Computer),” *Quintessential Careers QuintZine*, 5 (02), Feb. 2. URL: http://www.quintcareers.com/following_job_leads.html.
- Hansen, Randall S. (2004), “The Pros and Cons of Taking a Survival Job. What Should You Do?,” *Quintessential Careers QuintZine*, 5 (01), Jan. 19. URL: http://www.quintcareers.com/survival_jobs.html.
- Hansen, Randall S. (2004), “Strategies for Staying Upbeat During a Long Job-Search,” *Quintessential Careers QuintZine*, 5 (01), Jan. 19. URL: http://www.quintcareers.com/long_job-search.html.

Presentations and Workshops

- Hansen, Randall S. (2003), “The Real World Panel: What I Wish I’d Known When I Graduated.” Organized and moderated panel discussion of recent alumni discussing job-hunting, workplace issues, and graduate school, an annual event of the School of Business Administration at Stetson University, Dec. 3, DeLand, FL.
- Hansen, Randall S. and K. S. Hansen (2003), “First-Year Students: Eight Steps to Getting Your Career on Track Early.” Presented to combined class of first-year business students, Dec. 2, Stetson University, DeLand, FL.
- Hansen, Randall S. (2003), “Writing a Resume That Helps Land the Interview: 10 Guidelines for New College Grads.” Presented to the student chapter of the Florida Public Relations Association (FPRA), Nov. 6, DeLand, FL.
- Hansen, Randall S. (2003), “To MBA...or Not to MBA.” Moderated panel discussion on the value of the MBA degree to AMA Atlanta members, May 13, Atlanta, GA.
- Hansen, Randall S. (2003), “Ten Things to Remember Through High School.” Presented to Career Development students at Kell High School, May 12, Marietta, GA.
- Hansen, Randall S. (2002), “The Real World Panel: What I Wish I’d Known When I Graduated.” Organized and moderated panel discussion of recent alumni discussing job-hunting, workplace issues, and graduate school, an annual event of the School of Business Administration at Stetson University, Dec. 4, DeLand, FL.
- Hansen, Randall S. (2002), “Developing Eye-Catching and Successful Flyers,” a presentation on successfully using flyers in marketing and promotion campaigns, presented to the Stetson University Student Leaders Council, Sept. 23, DeLand, FL.
- Hansen, Randall S. and K. S. Hansen (2001), “Job Search 101” and “Resumes and Cover Letter Development,” two workshops at the Career Symposium, Stetson University, Sept. 27, DeLand, FL.
- Oliphant, R.J., G.C. Oliphant, and Randall S. Hansen (2000), “Making Group Formation a Job Market Experience,” Academy of Business Disciplines annual conference, Nov. 2000, Ft. Myers, FL.
- Hansen, Randall S. (2000), “A Different Approach to E-Marketing,” presented as part of a panel discussion titled, The Internet and the Marketing Classroom: A Panel Discussion on the Development of Internet Marketing Courses and Pedagogy, at the Society for Marketing Advances National Conference, Nov. 2000, Orlando, FL.
- Hansen, Randall S. and K. S. Hansen (2000), “Job Search 101” and “Resumes and Cover Letter Writing,” two workshops at the Career Symposium & Etiquette Luncheon, Stetson University, April 1, DeLand, FL.
- Hansen, Randall S. and R. J. Oliphant (1999), “Integrating Career Development Techniques into the Marketing Curriculum,” a workshop at the Atlantic Marketing Association conference, Sept. 1999, Annapolis, MD.
- Hansen, Randall S. (1997), “Web Marketing Assignments,” presented as part of a panel discussion titled, Pedagogical Developments: Marketing on the Internet at the Southern Marketing Association National Conference, November 1997, Atlanta, GA.
- Hansen, Randall S. (1995), “Using E Mail as a WAC Tool: An Experience from an Applied Discipline,” presented to E Mail and English Classes: Cyberspace Writing Partners Conference, March 1995, Morrisville, NY.

Book Reviews

- Hansen, Randall S. (2003). Review of *Make College Yours*, Quintessential Careers QuintZine, 4 (18), Aug. 18. URL: http://www.quintcareers.com/career_book_reviews/Make_College_Yours.html.
- Hansen, Randall S. (2003). Review of Three Career Change Books, Quintessential Careers QuintZine, 4 (4), Feb. 17. URL: http://www.quintcareers.com/career_book_reviews/career_change_books.html.
- Hansen, Randall S. (2002). Review of *The Gatekeepers*, Quintessential Careers QuintZine, 3 (22), Oct. 28. URL: http://www.quintcareers.com/career_book_reviews/Gatekeepers.html.
- Hansen, Randall S. (2001). Review of *The Potato Chip Difference*, Quintessential Careers QuintZine, 2 (20), Oct. 8. URL: http://www.quintcareers.com/career_book_reviews/Potato_Chip_Difference.html.

Additional Scholarly Contributions

- Career Doctor Q&A Career Column, 1999 to Present.
 - Founded biweekly column that supports personal mission to empower people by providing advice to real questions from all types of job-seekers.
 - Column published on CareerShop.com Web site, Quintessential Careers Web site, and in *Daytona Beach News Journal*.

RESEARCH INTERESTS

- Research interests are directed primarily toward pedagogical research in a variety of interrelated areas:
 - writing and electronic communications in the marketing field;
 - self-marketing and the utilization of marketing principles in the job search;
 - applying the job market approach to classroom group formation.
- Other areas of interest include:
 - applied areas of managerial ethics and strategic issues in social responsibility, including identifying critical success factors in managing the ethical organization, the ethical decision making process, and the ethics of advertising to children;

PROFESSIONAL SERVICE

- Reviewer (ad hoc), *Service Industries Journal*, 1993 to Present.
- Grader, General Management Aptitude Test (GMAT). 1995 to 1999.
- Reviewer (ad hoc), *Marketing Education Review*, 1993 to 1999.
- Editorial Board Member, *PERSPECTIVES: Marketing on the Internet* (1998), Coursewise Publishing, Inc.
- Session Chair, Marketing Education Track, 1999 Atlantic Marketing Association, Annual Conference.
- Session Chair, Marketing Education Track, 1997 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1999 Atlantic Marketing Association Annual Conference.
- Discussant, Marketing Education Track, 1998 Atlantic Marketing Association Annual Conference.
- Reviewer, Internet Marketing Track, 1998 American Marketing Association Summer Educator's Conference.
- Reviewer, Marketing Education Track, 1997 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1997 American Marketing Association, Summer Educator's Conference.
- Reviewer, Marketing Education Track, 1997 American Marketing Association, Winter Educator's Conference.
- Reviewer, Marketing Education and Evolving Technology Track, 1997 American Marketing Association Winter Educator's Conference.
- Discussant, Marketing Strategy Track, 1995 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1995 Atlantic Marketing Association Annual Conference.
- Reviewer, Education Track, 1995 American Marketing Association Summer Educator's Conference.
- Reviewer, Special Interest Track, 1995 American Marketing Association Summer, Educator's Conference.
- Reviewer, 1995 Association of Marketing Theory and Practice Annual Conference.
- Reviewer, Seventh Bi Annual World Marketing Congress of the Academy of Marketing Science.
- Moderator, Global Marketing Discussion List on the Internet, 1994 to 1995.
- Reviewer Services/Nonprofit/Public Sector Marketing/Marketing Education Track, 1994 Association of Marketing Theory and Practice Conference.
- Reviewer, Consumer Behavior Track, 1992 Southern Marketing Association Annual Meeting.

UNIVERSITY SERVICE

- Chapter Advisor, Stetson Marketing Association, student chapter of American Marketing Association, 1993 to 1999; 2003 to present.
- Chapter Advisor, Alpha Kappa Psi, national business fraternity, 1992 to 1995.
- Senator, Faculty Senate, three-year term beginning in 1994. Served as member of Executive Committee of Senate, 1994 to 1996.
- Chair, Faculty Senate, one year term beginning in 1995; re-elected for second term in 1996.
- Chair, Human Subjects Committee, 2000 to 2001.
- Committee Member, Artists and Lecturers Committee, 2001 to present.
- Committee Member, Student Publications Board, 1998 to 2003.
- Committee Member, Human Subjects Committee, 1997 to 2001.
- Committee Member, Academic Computing Committee, 1997 to 2000
- Board Member, Friends of Art Board, College of Arts and Sciences, 1995 to 2000
- Committee Member, Planning Issues Task Force Committee, 1995 to 1996.
- Committee Member, Applied Ethics Committee, 1994 to 1999.
- Committee Member, Enrollment Management Committee, 1994 to 1995.
- Co Director, First Annual Stetson Marketing Day, one-day career-oriented special event held in conjunction with Marketing Week, 1993.
- Interviewer, Stetson Merit Scholarship Day, evaluating prospective first-year students, 1993 to 1994.
- At-Risk Advisor, Stetson University At-Risk Program, advising and mentoring group identified by university as being at risk, 1993 to 1994.

SCHOOL OF BUSINESS ADMINISTRATION SERVICE

- Chair, Faculty Development Committee, School of Business Administration, 2001 to present.
- Chair, Admissions Committee, School of Business Administration, 1994 to 1997.
- Web Master, Department of Marketing Web site, 1996 to 2003.
- Editor, School of Business Administration newsletter, *The Lynn Letter*, 1997 to 2000.
- Web Master, School of Business Administration Web site, 1997.
- Acting Chair, Department of Marketing, School of Business Administration, Summer 1994; July 1999, July 2000.
- Committee Member, Business Building Committee, School of Business Administration, 1998 to 2000.
- Committee Member, Curriculum Committee, School of Business Administration, 1997 to 2000.
- Committee Member, Academic Council, School of Business Administration, 1994 to 1997, 2001.
- Committee Member, Ad Hoc Evaluations Committee, School of Business Administration, 1993 to 1994.
- Committee Member, Admissions Committee, School of Business Administration, 1993 to 1997.

COMMUNITY SERVICE

- Volusia County Advisory Board Member, Harbor Federal Savings Bank, 2003 to present.
- Career Expert, Career Doctor, writing a biweekly column that answers career-related questions from visitors of CareerShop.com, 1999 to present.
- Career Expert, Straight Talk About School, a Web site sponsored by the National Association of Secondary School Principals (NASSP), 1997 to 1998.
- Umpire, DeLand Little League, 1996 to 1997.
- Motivational Speaker, Volusia Regional Juvenile Detention Center, May 1997.

PROFESSIONAL AFFILIATIONS

- Alpha Kappa Psi
- American Marketing Association
- Beta Gamma Sigma
- Career Masters Institute
- Professional Resume Writing and Research Association
- HTML Writers Guild

PROFESSIONAL DEVELOPMENT

Conferences

- Society for Marketing Advances Annual Conference, Orlando, Nov. 2000.
- e-Recruiting and Staffing Conference, Las Vegas, May 2000
- Atlantic Marketing Association Annual Conference, Annapolis, Sept. 1999.
- SAPPHERE '99, Philadelphia, Sept. 1999.
- Atlantic Marketing Association Annual Conference, Savannah, Oct. 1998.
- Southern Marketing Association Annual Conference, Atlanta, Nov. 1997.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1995.
- Atlantic Marketing Association Annual Conference, New Orleans, Oct. 1995.
- E-Mail and English Classes: Cyberspace Writing Partners Conference, SUNY-Morrisville, March 1995.
- American Marketing Association 16th Annual International Collegiate Conference, New Orleans, April 1994.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1993.
- Atlantic Marketing Association Annual Conference, Orlando, Oct. 1993.
- American Marketing Association 15th Annual International Collegiate Conference, New Orleans, April 1993.
- Southern Marketing Association Annual Conference, New Orleans, Nov. 1992.
- Southern Marketing Association Annual Conference, Atlanta, Nov. 1991.
- American Marketing Association Summer Educators Conference, San Diego, Aug. 1991.
- American Marketing Association 26th Annual Doctoral Consortium, University of Southern California, July 1991.
- Annual Meeting of the Society for Business Ethics, Miami, July 1991.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1990.
- Southern Management Association Annual Conference, Orlando, Nov. 1990.
- Academy of Marketing Science Annual Conference, New Orleans, April 1990.

Classes and Workshops

- Certified Electronic Career Coach Program, eCareerLearn.com, Spring 2003.
- Master Teaching Seminar, School of Business Administration, Stetson University, June 2002.
- World Wide Web Page Development Workshop, Stetson University, Jan. 1996.
- Ethics-Across-the-Curriculum Workshop, Stetson University, May 1994.
- Writing-Across-the-Curriculum Workshop, Stetson University, May/June 1993.
- Research-Across-the-Curriculum Workshop, Stetson University, May 1993.
- University Experience Workshop, Stetson University, May 1993.

Additional Professional Development

- Professor in the Classroom, a monthly series focusing on issues and ideas to facilitate making professors better teachers. Ongoing.