MEA is the premier international organization devoted to advancing the practice and scholarship of marketing education.

The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.
Member Mailing List Acceptable Use Policy

The Marketing Educators' Association (MEA) Address and E-mail Directory is designed to facilitate communication between and among members. Marketing of products or advertising of any kind is not allowed. Attempting to obtain email addresses for any purpose other than for which the directory was designed is prohibited. The MEA membership addresses can be leased by contacting the president or secretary.
About the Marketing Educators' Association

The MEA was originally incorporated as the Western Marketing Educators' Association, a nonprofit organization under Section 501 (c)(3) on April 28, 1978, by the Internal Revenue Service; and on August 15, 1979, by the State of California. The Articles of Incorporation approved by the IRS and the State of California were signed by the following MEA representatives:

Hal Kassarjian (UCLA)
Max Lupul (California State University, Northridge)
H. Bruce Lammers (California State University, Northridge)

By vote of the members in June 2000, the organization became national in scope and the name was changed to Marketing Educators' Association (MEA).

www.marketingeducators.org

(L-R) H. Bruce Lammers, Hal Kassarjian, and Max Lupul
**Membership Information**

Annual dues are $50, which includes a one-year subscription to the *Journal of Marketing Education* (JME). Members will receive news on the MEA web site, the annual on-line membership directory, and perennial announcements of the annual conference program. Persons who register for the annual conference receive one year of MEA membership plus a one-year subscription to the *Journal of Marketing Education*.

To join, or to request more information, please contact:

**Dr. Clay Daughtrey, Secretary-Treasurer of MEA**
Metropolitan State College of Denver
Denver, CO
303.556.2114 Office
303.556.3307 Fax
daughtre@mscd.edu
2009-10 Executive Board

Glen Brodowsky, President
California State University, San Marcos
760.750.4261 Office
760.750.4250 Fax
glenbrod@csusm.edu

Susan Cadwallader, President-Elect
Program Co-Chair
California State University, Fullerton
657.278.7565 Office
scadwallader@fullerton.edu

Ed Petkus, Jr., Vice-President
Program Co-Chair
Ramapo College of New Jersey
201.684.7386 Office
epetkus@ramapo.edu

Clay Daughtrey, Secretary-Treasurer, 2008-2011
Metropolitan State College of Denver
303.556.2114 Office
303.556.3307 Fax
daughtre@mscd.edu

David Ackerman, Marketing Director, 2010-2013
California State University, Northridge
818.677.4628 Office
david.s.ackerman@csun.edu

Lars Perner, Web Master, 2008-2011
University of Southern California
213.740.7127 Office
perner@marshall.usc.edu

Robert Lupton, Immediate Past President, 2010-11
Central Washington University
509.963.2611 Office
509.963.1721 Fax
luptonr@cwu.edu
Marketing Educators' Association (MEA), established in 1978
Membership Directory 2010-2011

Directors

Western Directors

Claudia Bridges, 2009-2012
California State University, Sacramento
916.278.6419 Office
bridgesc@csus.edu

Kenneth Chapman, 2010-2013
California State University, Chico
530.898.4820 Office
kchapman@csuchico.edu

Deborah Heisley, 2008-2011
California State University, Northridge
818.677.2926 Office
deborah.heisley@csun.edu

Rika Houston, 2010-2013
California State University, Los Angeles
323.343.2968 Office
hhousto@calstatela.edu

Northwest Directors

Gary Karns, 2008-2011
Seattle Pacific University
206.281.2948 Office
206.281.2733 Fax
gkarns@spu.edu

Wendy Wilhelm, 2009-2012
Western Washington University
360.650.4816 Office
wendy.wilhelm@wwu.edu
Southwest Directors

Gopala “GG” Ganesh, 2008-2011
University of North Texas
940.565.3129 Office
ganesh@unt.edu

Elise “Pookie” Sautter, 2008-2011
New Mexico State University
505.646.6027 Office
505.646.1498 Fax
esautter@nmsu.edu

Rocky Mountain Directors

James Reardon, 2010-2013
University of Northern Colorado
970.351.1251 Office
970.351.1078 Fax
james.reardon@unco.edu

Brian Jorgensen, 2009-12
Westminster College
801.832.2650 Office
801.832.3106 Fax
bkj@westminstercollege.edu

Central Directors

Dennis Clayson, 2009-2012
University of Northern Iowa
319.273.6015 Office
319.273.2922 Fax
dennis.clayson@uni.edu

Pola Gupta, 2008-2011
Wright State University
937.775.3046 Office
pola.gupta@wright.edu
Southern Directors

Charles Duke, 2010-2013
Clemson University
864.656.5286 Office
dcharle@clemson.edu

Ruth Taylor, 2008-11
Texas State University, San Marcos
512.245.3226 Office
512.245.7475 Fax
rt01@txstate.edu

Eastern Directors

Christina Chung, 2010-13
Ramapo College of New Jersey
201.684.7310
ccung1@ramapo.edu

Charles Comegys, 2008-2011
Merrimack College
979.837.5409 Office
ccomegys@merrimack.edu

At-Large Directors

Charles Patti, 2009-2012
University of Denver
303.871.6858 Office
cpatti@du.edu

Mark Young, 2009-2012
Winona State University
507.457.5671 Office
myoung@winona.edu
Barbara L. Gross, 2010-2013
California State University, Northridge
818.677.2121 Office
818.677.2254 Fax
barbara.gross@csun.edu

International Directors

Gerald Abergos
Director for International Linkages of the Association of Marketing Educators of the Philippines
De La Salle University, Manila
gerald_abergos@yahoo.com

Vacant - TBA

Community College Directors

Bernice Dandridge, 2009-2012
Diablo Valley College
berniedand@aol.com

Vacant - TBA

Ex-Officio Directors

Douglas Lincoln, Editor, Journal of Marketing Education
Boise State University
208.426.3246 Office
208.426.5384 Fax
dlincsn@boisestate.edu
Past Presidents of Western Marketing Educators’ Association (WMEA)

1. H. Nicholas Windeshausen, California State University, Sacramento, 1977-1978
2. Edward L. Grubb, Portland State University, 1978-1979
3. Robert A. Lenberg, University of New Mexico, 1979-1980
5. Gerald S. Albaum, University of Oregon, 1981-1982
7. Irene L. Lange, California State University, Fullerton, 1983-1984
8. Bruce J. Walker, Arizona State University, 1984-1985
11. Feliksas Palubinskas, California State University, Long Beach, 1987-1988
15. Gary F. McKinnon, Brigham Young University, 1991-1992
16. Craig A. Kelley, California State University, Sacramento, 1992-1993
17. Helena Czepiec, California State Polytechnic University, Pomona, 1993-1994
18. Gary L. Karns, Seattle Pacific University, 1994-1995
19. Debra A. Haley, University of New Mexico, 1995-1996
20. Shirley M. Stretch-Stephenson, California State University, Los Angeles, 1996-1997
23. Mary T. Curren, California State University, Northridge, 1999-2000

Past Presidents of Marketing Educators’ Association (MEA)

24. Katrin R. Harich, California State University, Fullerton, 2000-2001
25. Stuart Van Auken, Florida Gulf Coast University, 2001-2002
26. Regina P. Schlee, Seattle Pacific University, 2002-2003
27. John A. Schibrowsky, University of Nevada, Las Vegas, 2003-2004
28. Beverlee B. Anderson, California State University, San Marcos, 2004-2005
29. Kenneth J. Chapman, California State University, Chico, 2005-2006
32. Barbara L. Gross, California State University, Northridge, 2008-2009
33. Robert A. Lupton, Central Washington University 2009-10
Past Recipients of Marketing Educators' Association

Lifetime Contribution Award

2010 Irene L. Lange, California State University, Fullerton, was honored with the MEA Lifetime Contribution Award at the 10th Annual MEA Conference in Seattle, Washington.

2001 Bruce Stern, was honored with the MEA Lifetime Contribution Award at the Inaugural Conference of MEA in Kona, Hawaii.

Past Recipients of Marketing Educators' Association

Marketing Educator of the Year Award

2010 Charles R. Duke, Clemson University, was honored as the MEA Educator of the Year at the 10th Annual MEA Conference in Seattle, Washington.

2009 Mary T. Curren, California State University, Northridge, was honored as the MEA Educator of the year at the 9th Annual MEA Conference in Newport Beach, California.

2008 John A. Schibrowsky, University of Nevada, Las Vegas, was honored as the MEA Educators of the Year at the 8th Annual MEA Conference in Salt Lake City, Utah.

2007 Charles H. Patti, University of Denver, was honored as the MEA Educator of the Year at the 7th Annual Conference of MEA in San Antonio, Texas.

2006 Stuart Van Auken, Florida Gulf Coast University, was honored as the MEA Educator of the Year at the 6th Annual MEA Conference in San Francisco, California.

2005 Nancy T. Frontczak, Metropolitan State College, was honored as the MEA Educator of the Year at the 5th Annual MEA Conference in La Jolla, California.

2004 Douglas J. Lincoln, Boise State University, was honored as the MEA Educator of the Year at the 4th Annual Conference of MEA in Las Vegas, Nevada.

2003 Katrin R. Harich, California State University, Fullerton, was honored as the MEA Educator of the Year at the 3rd Annual Conference of MEA in Scottsdale, Arizona.

2002 H. Bruce Lammers, California State University, Northridge, was honored as the MEA Educator of the Year at the 2nd Annual Conference of MEA in San Diego, California.

2001 Gary L. Karns, Seattle Pacific University, was honored as the MEA Educator of the Year at the Inaugural Conference of MEA in Kona, Hawaii.
Past Recipients of Western Marketing Educators’ Association

Marketing Educator of the Year Award

2000 George E. Belch, San Diego State University, was honored as the WMEA Educator of the Year at the 24th Annual WMEA Conference in Lake Tahoe, Nevada.

1999 Robert F. Gwinner, Arizona State University, was honored as the WMEA Educator of the Year at the 23rd Annual WMEA Conference in Palm Spring, California.

1998 Ralph C. Hook, University of Hawaii, was honored as the WMEA Educator of the Year at the 22nd Annual WMEA Conference in San Diego, California.

1997 Gary F. McKinnon, Brigham Young University, was honored as the WMEA Educator of the Year at the 21st Annual WMEA Conference in Scottsdale, Arizona.

1996 Craig A. Kelley, California State University, Sacramento, was honored as the WMEA Educator of the Year at the 20th Annual WMEA Conference in Monterey, California.

1995 Irene L. Lange, California State University, Fullerton, was honored as the WMEA Educator of the Year at the 19th Annual WMEA Conference.

1994 Charles R. Goeldner, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 18th Annual WMEA Conference.

1993 Harold H. Kassarjian, California State University, Northridge, was honored as the WMEA Educator of the Year at the 17th Annual WMEA Conference.

1992 Bruce L. Stern, Portland State University, was honored as the WMEA Educator of the Year at the 16th Annual WMEA Conference.

1991 Thomas R. Wotruba, San Diego State University, was honored as the WMEA Educator of the Year at the 15th Annual WMEA Conference.

1990 Philip R. Cateora, University of Colorado, was honored as the WMEA Educator of the Year at the 14th Annual WMEA Conference.

1989 Robert H. Collins, University of Nevada, Las Vegas, was honored as the WMEA Educator of the Year at the 13th Annual WMEA Conference.

1988 David L. Kurtz, University of Arkansas, was honored as the WMEA Educator of the Year at the 12th Annual WMEA Conference.

1987 William J. Stanton, University of Colorado, Boulder, was honored as the WMEA Educator of the Year at the 11th Annual WMEA Conference.

1981 Max Lupul, California State University, Northridge, was honored as the WMEA Educator of the Year at the 5th Annual WMEA Conference.
The *Journal of Marketing Education* is the leading international scholarly journal devoted to issues in marketing education. It was recognized by *Journal of Marketing* in 2003 as the most influential journal in the field of marketing education. The objective of the *Journal of Marketing Education* is to publish articles focusing on the latest techniques in marketing education, emphasizing new course content and teaching methods. Its purpose is to provide a forum for the exchange of ideas, information, and experiences related to the process of educating students of marketing and advertising.

Our audience is largely composed of marketing faculty members at institutions of higher education where teaching is an important component of the assignment. The readership of the *Journal of Marketing Education* is international in scope, with a significant representation in university libraries.

The *Journal of Marketing Education* strives to enhance excellence in instruction by providing our readership with innovative plans for effective methods of teaching. First priority for publication goes to articles that specifically address this objective. The *Journal of Marketing Education* also publishes articles that address various professional issues of importance to marketing faculty members. Development of the curriculum, career development, and the state of the profession are examples of such areas of interest.

**SUBMISSION OF INITIAL MANUSCRIPTS**
To expedite initial consideration of your manuscript, please prepare and submit it according to the following guidelines.

**Prior Publication**
Manuscripts are considered for publication only if they have not been published or accepted for publication elsewhere and are not concurrently being reviewed for publication elsewhere. Publication of a one-page abstract of the manuscript in conference proceedings will not preclude consideration for publication in the *Journal of Marketing Education*.

**Manuscript Length and Evaluation Criteria**
Manuscripts ordinarily should be between 4,000 and 7,000 words (15 to 30 pages), plus appropriate references, tables, and other supporting materials. Authors should strive for conciseness, readability, and a high density of contribution per page.

Manuscripts are (double blind) judged using the following seven criteria: (1) overall contribution to the marketing education literature, (2) significance of the topic to marketing education, (3) adequacy of literature review, (4) conceptual rigor, (5) content organization, (6) writing quality, and (7) strength of implications. Empirical manuscripts are also judged on methodological appropriateness and rigor, data analysis quality, and presentation of results and outcomes.
Style Guidelines
The entire manuscript, including references, should be double-spaced. Use only standard 12-point type. Place the sections of the manuscript in the following order: title page with abstract (150-200 words), body, appendices, footnotes, reference list, tables, exhibits, maps, and figures. Begin each section on a new page. All pages should be numbered.

Use standard author-date citations within the text. Note with item number and title where tables, exhibits, and so forth should appear in the body of the text (e.g., between two paragraphs: Table 1-Respondent Characteristics).

All manuscripts published in the Journal of Marketing Education must follow citation and reference style guidelines of the American Psychological Association (APA). It is in the author's best interest to submit a manuscript already using this style.

Neither the names(s) nor the university affiliation(s) of the author(s) should appear anywhere in the manuscript or be easily deciphered. This is necessary to preserve the blind review process.

Submit three electronic files. One file should include the manuscript and all its tables, exhibits, and so on. Another file must include a cover sheet with the manuscript's title, authors(s), affiliation(s), and contact information for all authors. The final file must contain a formal submission letter submitted by the contact author. All three files should be in Microsoft Word (.doc) format. All documents must not contain more than one period or dot (.) in their file names, and neither should they contain unusual characters. The use of the contact author's last name as the only file name is recommended (e.g., Lincolnbody.doc, Lincolncover.doc, Lincolnletter.doc).

Send Submission Materials to
Douglas J. Lincoln, Editor
Journal of Marketing Education
College of Business & Economics
Boise State University
1910 University Drive
Boise, ID 83725
Phone: 208.426.3246
Fax: 208.426.5384
Email: dlincoln@boisestate.edu

MANUSCRIPT REVIEW PROCEDURES
Manuscripts are normally desk reviewed by the editor and acknowledged within 2 weeks of receipt. If the manuscript passes this desk review, they are forwarded to three reviewers for a formal evaluation. Those reviews are usually completed within 10 weeks. Authors of nonrejected manuscripts can expect an invitation to make and submit either a major or minor revision. Major revisions are returned to the original three reviewers, whereas minor revisions may or may not be sent to them depending on the editor’s judgment. All accepted manuscripts are currently being published within 1 year of acceptance. At the present time, the Journal of Marketing Education publishes approximately one in four manuscripts received for review.
PUBLISHERS AND SPONSORS
The *Journal of Marketing Education* is published three times a year by Sage Publications. The Marketing Educators’ Association sponsors the *Journal of Marketing Education* with additional support provided by Sage Publications and the College of Business and Economics at Boise State University.

COPYRIGHTS
The *Journal of Marketing Education* copyrights all published material, and the publisher reserves future use rights. (This does not limit authors' rights to use their own material.) Authors must obtain any necessary permissions and agree to incur any related expense.
Marketing Educators' Association Members

Membership Index by Member

**Ackerman, David**  
California State University, Northridge  
College of Business and Economics  
Department of Marketing  
18111 Nordhoff Street  
Northridge, CA 91330-8377  
david.s.ackerman@csun.edu  
Research Interests/Areas: cross-cultural consumer behavior, social comparison, affect, pedagogy

**Bacon, Donald**  
University of Denver  
Daniels College of Business  
2101 South University Boulevard  
Denver, CO 80208  
dbacon@du.edu  
Research Interests/Areas: Services Marketing

**Bahl, Angelica**  
Metropolitan State College of Denver  
Department of Marketing  
PO Box 173362, Campus Box 79  
Denver, CO 80217-3362  
abahl@mscd.edu  
Research Interests/Areas: Experiential Learning

**Bates, Myra Jo**  
Bellevue University  
1000 Galvin Road South  
Bellevue, NE 68005-3098  
jo.bates@bellevue.edu  
Research Interests/Areas: the teaching of marketing

**Bernadas, Christine**  
Central Washington University  
ITAM Department  
400 E. University Way  
Ellensburg, WA 98926-7488  
bernadac@CWU.EDU  
Research Interests/Areas: CRM, retail technology, project management, ebusiness

**Bernard, Elena**  
University of Portland  
5000 N. Willamette Blvd.  
Portland, OR  
bernarde@up.edu  
Research Interests/Areas: Marketing Management, Personal Branding, Sustainable Marketing
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Department</th>
<th>Address</th>
<th>Email</th>
<th>Research Interests/Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black, Gregory</td>
<td>Metro State College of Denver</td>
<td>School of Business</td>
<td>Campus Box 79, PO Box 173362, Denver, CO 80217-3362</td>
<td><a href="mailto:Gblack4@mscd.edu">Gblack4@mscd.edu</a></td>
<td>consumer behavior, marketing education, strategic marking, international marketing</td>
</tr>
<tr>
<td>Boyd, Thomas</td>
<td>California State University, Fullerton</td>
<td>Mihaylo College of Business and Economics</td>
<td>800 North State College Boulevard, Fullerton, CA 92834-6848</td>
<td><a href="mailto:tboyd@fullerton.edu">tboyd@fullerton.edu</a></td>
<td>fan behavior, student teams</td>
</tr>
<tr>
<td>Brand, Mark</td>
<td>St. Ambrose University</td>
<td></td>
<td>518 West Locus Street, Davenport, IA 52803</td>
<td><a href="mailto:brandmarkj@sau.edu">brandmarkj@sau.edu</a></td>
<td>advertising, international marketing, sports marketing</td>
</tr>
<tr>
<td>Braunstein, Lori</td>
<td>Central Washington University</td>
<td></td>
<td>400 E. University Way, Ellensburg, WA 98926-7596</td>
<td><a href="mailto:braunstl@cwu.edu">braunstl@cwu.edu</a></td>
<td>none provided</td>
</tr>
<tr>
<td>Bridges, Claudia</td>
<td>California State University, Sacramento</td>
<td>College of Business Administration</td>
<td>Department of Marketing, 6000 J Street, Sacramento, CA 95819</td>
<td><a href="mailto:bridgesc@csus.edu">bridgesc@csus.edu</a></td>
<td>sustainability, sales management</td>
</tr>
<tr>
<td>Brodowsky, Glen</td>
<td>California State University, San Marcos</td>
<td>College of Business Administration</td>
<td>Department of Management and Marketing, 333 South Twin Oaks Valley Road, San Marcos, CA 92079</td>
<td><a href="mailto:glenbrod@csusm.edu">glenbrod@csusm.edu</a></td>
<td>global marketing, cross cultural marketing</td>
</tr>
<tr>
<td>Browne, Patricia</td>
<td>Kwantlen Polytechnic University</td>
<td></td>
<td>12666 72nd Avenue, Surrey, British Columbia, Canada V3W 2M8</td>
<td><a href="mailto:pat.browne@kwantlen.ca">pat.browne@kwantlen.ca</a></td>
<td>online learning</td>
</tr>
<tr>
<td>Budeva, Desislava</td>
<td>Ramapo College of New Jersey</td>
<td></td>
<td>505 Ramapo Valley Rd., Mahwah, NJ 07430</td>
<td><a href="mailto:dbudeva@ramapo.edu">dbudeva@ramapo.edu</a></td>
<td>international marketing, culture, segmentation</td>
</tr>
<tr>
<td>Cadwallader, Susan</td>
<td>California State University, Fullerton</td>
<td>Mihaylo College of Business and Economics</td>
<td>Department of Marketing, P.O. Box 6848, Fullerton, CA 92834-6848</td>
<td><a href="mailto:scadwallader@fullerton.edu">scadwallader@fullerton.edu</a></td>
<td>services marketing, strategy</td>
</tr>
<tr>
<td>Carter, E. Vincent</td>
<td>California State University, Bakersfield</td>
<td>School of Business and Public Administration</td>
<td>9001 Stockdale Highway, Bakersfield, CA 93311</td>
<td><a href="mailto:ecarter2@csub.edu">ecarter2@csub.edu</a></td>
<td>consumer behavior, multicultural marketing</td>
</tr>
<tr>
<td>Name</td>
<td>Institution</td>
<td>Address</td>
<td>Email</td>
<td>Research Interests/Areas</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------------------------------------</td>
<td>-------------------------------------</td>
<td>--------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td>Celly, Kirti</td>
<td>California State University, Dominguez Hills</td>
<td>1000 East Victoria Street, Carson, CA 90747</td>
<td><a href="mailto:kcelly@csudh.edu">kcelly@csudh.edu</a></td>
<td>nonprofit marketing, higher ed marketing, branding, marketing education</td>
<td></td>
</tr>
<tr>
<td>Chapman, Kenneth</td>
<td>California State University, Chico</td>
<td>Chico, CA 95929-0051</td>
<td><a href="mailto:kchapman@csuchico.edu">kchapman@csuchico.edu</a></td>
<td>pedagogy, teamwork, marketing research</td>
<td></td>
</tr>
<tr>
<td>Chung, Christina</td>
<td>Ramapo College of New Jersey</td>
<td>505 Ramapo Valley Road, Mahwah, NJ 07430</td>
<td><a href="mailto:cchung1@ramapo.edu">cchung1@ramapo.edu</a></td>
<td>integrated marketing communications, online teaching effectiveness</td>
<td></td>
</tr>
<tr>
<td>Clayson, Dennis</td>
<td>University of Northern Iowa</td>
<td>Cedar Falls, IA 50614-0126</td>
<td><a href="mailto:dennis.clayson@uni.edu">dennis.clayson@uni.edu</a></td>
<td>evaluation of teaching, measurement</td>
<td></td>
</tr>
<tr>
<td>Comber, Scott</td>
<td>Dalhousie University</td>
<td>6100 University Ave., Halifax, Nova Scotia</td>
<td><a href="mailto:Scott.comber@dal.ca">Scott.comber@dal.ca</a></td>
<td>none provided</td>
<td></td>
</tr>
<tr>
<td>Comegys, Charles</td>
<td>Merrimack College</td>
<td>315 Turnpike Street, North Andover, MA 01845-5806</td>
<td><a href="mailto:ccomegys@merrimack.edu">ccomegys@merrimack.edu</a></td>
<td>ethics, online purchasing</td>
<td></td>
</tr>
<tr>
<td>Conley, Theresa</td>
<td>University of Denver</td>
<td>2101 S. University Blvd., #491, Denver, CO 80208</td>
<td><a href="mailto:tconley@du.edu">tconley@du.edu</a></td>
<td>international education/study abroad</td>
<td></td>
</tr>
<tr>
<td>Corrigan, Hope</td>
<td>Loyola University Maryland</td>
<td>4501 North Charles Street, Baltimore, MD 21210</td>
<td><a href="mailto:hcorrigan@loyola.edu">hcorrigan@loyola.edu</a></td>
<td>teaching methods, cases, interactive assignments</td>
<td></td>
</tr>
<tr>
<td>Cross, James</td>
<td>University of Nevada, Las Vegas</td>
<td>4505 S. Maryland Parkway, Las Vegas, NV 89154-6010</td>
<td><a href="mailto:james.cross@unlv.edu">james.cross@unlv.edu</a></td>
<td>franchising</td>
<td></td>
</tr>
</tbody>
</table>
Dandridge, Bernice  
Diablo Valley Community College (Retired)  
34 Temple Court  
Pacheco, CA 94553-5050  
berniedand@aol.com  
Research Interests/Areas: none provided

Daughtrey, Clay  
Metropolitan State College of Denver  
Department of Marketing  
PO Box 173362, Campus Box 79  
Denver, CO 80217-3362  
daughtre@mscd.edu  
Research Interests/Areas: internships, network marketing, pedagogy, sales

DeShields, Oscar  
California State University, Northridge  
College of Business and Economics  
Department of Marketing  
18111 Nordhoff Street  
Northridge, CA 91330-8377  
oscar.deshields@csun.edu  
Research Interests/Areas: spokesperson credibility, emotional intelligence, sports marketing

Di Franco, Olga  
California State University, Los Angeles  
College of Business and Economics  
Department of Marketing  
5151 State University Drive  
Los Angeles, CA 90032-8127  
odifran@calstatela.edu  
Research Interests/Areas: none provided

Doll, Monique  
Macomb Community College  
14500 E. 12 Mile Road  
Warren, MI 48088  
dollm@macomb.edu  
Research Interests/Areas: none provided

Dominguez, Evangeline  
Lyceum of the Philippines University  
Muralla Street, Intramuros, Manila  
dominguezjumax@yahoo.com  
Research Interests/Areas: social marketing, social networking

Donoho, Casey  
California State University, Chico  
College of Business  
Department of Finance and Marketing  
307 Tehama Hall  
Chico, CA 95929-0051  
cdonoho@csuchico.edu  
Research Interests/Areas: sales ethics, sales strategies

Donohue, Mary  
Dalhousie University  
6100 University Ave.  
Halifax, Nova Scotia  
maryd@dbrc.ca  
Research Interests/Areas: none provided

Duber-Smith, Darrin  
Metropolitan State College of Denver  
Department of Marketing  
PO Box 173362, Campus Box 79  
Denver, CO 80217-3362  
ddubersm@mscd.edu  
Research Interests/Areas: sustainability, social responsibility

Duke, Charles  
Clemson University  
College of Business  
Department of Marketing  
245 Sirrine Hall  
Clemson, SC 29634-1325  
dcharle@clemson.edu  
Research Interests/Areas: pedagogy, marketing and society, product development
Frontczak, Nancy
Metropolitan State College of Denver
Department of Marketing
PO Box 173362, Campus Box 79
Denver, CO 80217-3362
frontczn@mscd.edu
Research Interests/Areas: experiential learning in marketing education

Furutan, Omid
University of La Verne
1950 Third Street
La Verne, CA 91750
ofurutan@laverne.edu
Research Interests/Areas: business ethics, foreign direct investments, corruption, scholastic experiences, corruption in the workplace

Ganesh, Gopala “GG”
University of North Texas
College of Business
1167 Union Circle, #236
Denton, TX 76203-1396
ghanesh@unt.edu
Research Interests/Areas: business-to-business and business-to-consumer e-commerce, teaching effectiveness

Garcia, Leonardo
Lyceum of the Philippines University
Muralla, Intramuros
Manila, Philippines 1002
garcialr2003@yahoo.com
Research Interests/Areas: marketing communications, internet marketing, services marketing

Granitz, Neil
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing
800 North State College Boulevard
Fullerton, CA 92834-6848
ngranitz@fullerton.edu
Research Interests/Areas: teaching with and about technology, internet marketing, experiential learning

Gross, Barbara L.
California State University, Northridge
Office of President
18111 Nordhoff Street
Northridge, CA 91330-8230
barbara.gross@csun.edu
Research Interests/Areas: consumer behavior, marketing education, higher education

Haley, Debra
Southeastern Oklahoma State University
Department of Marketing
P.O. Box 4202
Durant, OK 74701
dhaley@se.edu
Research Interests/Areas: sales, services, tourism and marketing education

Hansen, Robert
University of Minnesota
Carlson School of Management
321 19th Ave. South, Suite 3150
Minneapolis, MN 55455
rhanson@umn.edu
Research Interests/Areas: social media marketing
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Address</th>
<th>Email</th>
<th>Research Interests/Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harich, Katrin</td>
<td>California State University, Fullerton</td>
<td>Mihaylo College of Business and Economics</td>
<td><a href="mailto:kharich@fullerton.edu">kharich@fullerton.edu</a></td>
<td>consumer behavior, marketing communication, marketing pedagogy</td>
</tr>
<tr>
<td>Harich, Katrin</td>
<td>California State University, Fullerton</td>
<td>Mihaylo College of Business and Economics</td>
<td><a href="mailto:kharich@fullerton.edu">kharich@fullerton.edu</a></td>
<td>consumer behavior, marketing communication, marketing pedagogy</td>
</tr>
<tr>
<td>Hartley, Steven</td>
<td>University of Denver</td>
<td>Daniels College of Business</td>
<td><a href="mailto:shartley@edu.edu">shartley@edu.edu</a></td>
<td>none provided</td>
</tr>
<tr>
<td>Hazard, Aaron</td>
<td>Central Washington University</td>
<td>400 East University Way</td>
<td><a href="mailto:hazarda@cwu.edu">hazarda@cwu.edu</a></td>
<td>none provided</td>
</tr>
<tr>
<td>Hazard, Aaron</td>
<td>Central Washington University</td>
<td>400 East University Way</td>
<td><a href="mailto:hazarda@cwu.edu">hazarda@cwu.edu</a></td>
<td>none provided</td>
</tr>
<tr>
<td>Heisley, Deborah</td>
<td>California State University, Northridge</td>
<td>College of Business and Economics</td>
<td><a href="mailto:deborah.heisley@csun.edu">deborah.heisley@csun.edu</a></td>
<td>consumer culture theory</td>
</tr>
<tr>
<td>Heisley, Deborah</td>
<td>California State University, Northridge</td>
<td>College of Business and Economics</td>
<td><a href="mailto:deborah.heisley@csun.edu">deborah.heisley@csun.edu</a></td>
<td>consumer culture theory</td>
</tr>
<tr>
<td>Herche, Joel</td>
<td>University of the Pacific</td>
<td>Eberhardt School of Business</td>
<td><a href="mailto:jherche@pacific.edu">jherche@pacific.edu</a></td>
<td>marketing ethics</td>
</tr>
<tr>
<td>Herche, Joel</td>
<td>University of the Pacific</td>
<td>Eberhardt School of Business</td>
<td><a href="mailto:jherche@pacific.edu">jherche@pacific.edu</a></td>
<td>marketing ethics</td>
</tr>
<tr>
<td>Horowitz, David</td>
<td>Sonoma State University</td>
<td>1801 East Cotati Avenue</td>
<td><a href="mailto:david.horowitz@sonoma.edu">david.horowitz@sonoma.edu</a></td>
<td>internet marketing, wine business, blogging</td>
</tr>
<tr>
<td>Houston, Rika</td>
<td>California State University, Los Angeles</td>
<td>College of Business and Economics</td>
<td><a href="mailto:hhousto@calstatela.edu">hhousto@calstatela.edu</a></td>
<td>global consumer culture, gender issues in consumer culture, emerging family consumption</td>
</tr>
<tr>
<td>Houston, Rika</td>
<td>California State University, Los Angeles</td>
<td>College of Business and Economics</td>
<td><a href="mailto:hhousto@calstatela.edu">hhousto@calstatela.edu</a></td>
<td>global consumer culture, gender issues in consumer culture, emerging family consumption</td>
</tr>
<tr>
<td>Jaffke, Darlene</td>
<td>Lake Forest College</td>
<td>555 N. Sheridan Road</td>
<td><a href="mailto:darjaffke@comcast.net">darjaffke@comcast.net</a></td>
<td>consumer behavior, business ethics, internet marketing, relationship marketing</td>
</tr>
<tr>
<td>Jaffke, Darlene</td>
<td>Lake Forest College</td>
<td>555 N. Sheridan Road</td>
<td><a href="mailto:darjaffke@comcast.net">darjaffke@comcast.net</a></td>
<td>consumer behavior, business ethics, internet marketing, relationship marketing</td>
</tr>
<tr>
<td>Jensen, Molly</td>
<td>University of Arkansas</td>
<td>Sam M. Walton College of Business</td>
<td><a href="mailto:mjensen@uark.edu">mjensen@uark.edu</a></td>
<td>attitude change, consumer behavior</td>
</tr>
<tr>
<td>Jensen, Molly</td>
<td>University of Arkansas</td>
<td>Sam M. Walton College of Business</td>
<td><a href="mailto:mjensen@uark.edu">mjensen@uark.edu</a></td>
<td>attitude change, consumer behavior</td>
</tr>
</tbody>
</table>
Johnson, Jim
St. Cloud State University
Herberger College of Business
St. Cloud, MN 56301-4498
jcjohnson2@stcloudstate.edu
Research Interests/Areas: none provided

Jorgensen, Brian
Westminster College
Gore School of Business
1840 South 1300 East
Salt Lake City, UT 84105
bkj@westminstercollege.edu
Research Interests/Areas: consumer behavior

Karns, Gary
Seattle Pacific University
School of Business and Economics
3307 3rd Avenue West, Suite 201
Seattle, WA, 98119-1950
gkarns@spu.edu
Research Interests/Areas: marketing education, marketing ethics

Keech, Kerri
The University of Texas at Tyler
College of Business and Technology
3900 University Blvd.
Tyler, TX 75799
Kerri_Keech@uttyler.edu
Research Interests/Areas: SAP, marketing education

Koernig, Stephen
DePaul University
Department of Marketing
1 East Jackson Boulevard, Suite 7500
Chicago, IL, 60604-2287
skoernig@depaul.edu
Research Interests/Areas: services marketing, social media marketing, marketing pedagogy

Kondo, Christopher
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing
P.O. Box 6848
800 North State College Boulevard
Fullerton, CA 92834-6848
ckondo@fullerton.edu
Research Interests/Areas: pedagogy, sales

Laird Magee, Tyler
Linfield College
900 SE Baker Street
McMinnville, Oregon 97128
tlairdm@linfield.edu
Research Interests/Areas: linking marketing & HR thru living the brand/5th P, values/ethics & student mission statements, cultural intelligence

Lange, Irene
California State University, Fullerton
Mihaylo College of Business and Economics
Department of Marketing
P.O. Box 6848
800 North State College Boulevard
Fullerton, CA 92834-6848
ilange@fullerton.edu
Research Interests/Areas: international

Lincoln, Douglas
Boise State University
College of Business and Economics
Department of Marketing and Finance
1910 University Drive
Boise, ID 83725
dlincoln@boisestate.edu
Research Interests/Areas: marketing pedagogy

Linkletter, Terry
Central Washington University
400 East University Way
Ellensburg, WA 98926
linklett@cwu.edu
Research Interests/Areas: none provided
Liu, Jeanny
University of La Verne
College of Business and Public Management
1950 3rd Street
La Verne, CA 91750
JLIU@LAVERNE.EDU
Research Interests/Areas: consumer behavior, retail environment

Louie, Therese
San Jose State University
One Washington Square,
San Jose, CA 95192
tlprofsj@cob.sjsu.edu
Research Interests/Areas: consumer behavior

Luna-Nevarez, Cuauhtemoc
New Mexico State University
Box 30001, MSC 5280
Las Cruces, NM 88003-0001
cluna@nmsu.edu
Research Interests/Areas: consumer research, multicultural marketing

Lupton, Natalie
Central Washington University
ITAM Department
400 E. University Way
Ellensburg, WA 98926-7488
luptonn@cwu.edu
Research Interests/Areas: social networking, iphone apps., international ethics, undergraduate research

Lupton, Robert
Central Washington University
Department of Information Technology and Administrative Management
400 East University Way
Ellensburg, WA 98926-7488
luptonr@cwu.edu
Research Interests/Areas: e-commerce, music marketing, digital music and retailing, social networking

Mack, Catherine
Camosun College
4461 Interurban Road
Victoria, BC, Canada, V9E2C1
mack@camosun.bc.ca
Research Interests/Areas: none provided

Madden-Hallett, Helen
Victoria University
School of Hospitality, Tourism & Marketing
PO Box 14428
Melbourne, Victoria, 8001 Australia
helen.madden-hallett@vu.edu.au
Research Interests/Areas: technology and education, industrial relations and marketing

Maughan, Micol
Fort Hays State University
600 Park Street
Hays, KS 67601
mmaughan@fhsu.edu
Research Interests/Areas: leadership, small group dynamics

McCabe, Deborah
Arizona State University
WP Carey School of Business
350 W. Lemon Street
Tempe, AZ 85287
Deborah.McCabe@asu.edu
Research Interests/Areas: consumer decision making and technology

McCorkle, Denny
University of Northern Colorado
Montfort College of Business
Department of Marketing and Management
Campus Box 128
Greeley, CO 80639
denny.mccorkle@unco.edu
Research Interests/Areas: e-marketing
McElhone, Paul  
University of Alberta  
School of Business  
3-23 Business Building  
Edmonton AB T6G 2R6  
mcelhone@bus.ualberta.ca  
Research Interests/Areas: e-commerce, click and mortar strategies

Merriman, Chrisann  
University of Mary Hardin Baylor  
Department of MKT, MGT & Entrepreneurship  
900 College St. UMHB BOX 8018  
Belton, TX 76513  
cmerriman@umhb.edu  
Research Interests/Areas: Consumer Behavior

Miller, John  
Texas Tech University  
Department of HESS  
P.O. Box 3011  
Lubbock, TX 79409-3011  
john.miller@ttu.edu  
Research Interests/Areas: legal issues in sport, service-learning

Morosan, Cristian  
University of St. Thomas  
Cameron School of Business  
Department of Management and Marketing  
3800 Montrose Boulevard  
Houston, TX 77006  
cmorosan@stthom.edu  
Research Interests/Areas: e-marketing, consumers’ technology adoption, tourism/travel/hospitality marketing, educational marketing

Mottner, Sandra  
Western Washington University  
College of Business and Economics  
516 High Street, MS 9073  
Bellingham, WA 98225  
sandra.mottner@wwu.edu  
Research Interests/Areas: nonprofit marketing, retailing

Munoz, Elaine  
University of Texas – Pan American  
1201 W. University Dr.  
Edinburg, TX 78541  
elianebrede1@hotmail.com  
Research Interests/Areas: none provided

Novar, Ellen  
Wilmington College  
1870 Quaker Way  
Wilmington, OH 45177  
ellan_novar@wilmington.edu  
Research Interests/Areas: multicultural marketing

Novotorova, Nadezhda  
Augustana College  
639 38th Street  
Rock Island, IL 61201-2296  
nadianovotorova@augustana.edu  
Research Interests/Areas: consumer preferences for product attributes

Olney, TJ  
Western Washington University  
516 High Street  
Bellingham, WA 98225-9077  
olneytj@wwu.edu  
Research Interests/Areas: metaphor and memetics in making marketing meanings sustainable

Osmonbekov, Talai  
Northern Arizona University  
P.O. Box 5066  
Flagstaff, AZ 86011  
Talaibek.Osmonbekov@nau.edu  
Research Interests/Areas: impact of technology on business relationship marketing
Patterson, Lorne
Douglas College
700 Royal Ave.
New Westminster, BC V3L 5B2
pattersonl@douglas.bc.ca
Research Interests/Areas: none provided

Patti, Charles
University of Denver
2020 S. University Blvd.
DCB489
Denver, CO 80208
cpatti@du.edu
Research Interests/Areas: marketing communication, marketing education, customer experience

Pearson, Michael
Loyola University New Orleans
College of Business – Box 15
6363 St. Charles Avenue
New Orleans, LA 70118
pearson@loyno.edu
Research Interests/Areas: retail entrepreneurship, marketing education, retail recovery from disaster

Petkus, Ed
Ramapo College of New Jersey
Anisfield School of Business
Department of Marketing and International Business
505 Ramapo Valley Road
Mahwah, NJ 07430
epetkus@ramapo.edu
Research Interests/Areas: marketing education, marketing history

Price, Donald
Metropolitan State College of Denver
Department of Marketing
PO Box 173362, Campus Box 79
Denver, CO 80217-3362
dprice31@mscd.edu
Research Interests/Areas: marketing intelligence, marketing analytics, marketing orientation

Puligadda, Sanjay
Miami University of Ohio
3035 Farmer School of Business
Oxford, Ohio 45056
puligsan@muohio.edu
Research Interests/Areas: branding

Rawlinson, David
Central Washington University
Department of Information Technology and Administrative Management
400 East University Way
Ellensburg, WA 98926-7488
david.rawlinson@cwu.edu
Research Interests/Areas: international marketing, copyright law, ethics, digital music, music retailing, social networking

Reardon, James
University of Northern Colorado
Montfort College of Business
Department of Marketing and Management
Campus Box 128
Greeley, CO 80639
james.reardon@unco.edu
Research Interests/Areas: research, direct marketing

Requinto, Araceli
Lyceum of the Philippines University
Muralla St.
Intramuros, Manila
celrequinto@yahoo.com
Research Interests/Areas: customs laws, procedures and practices

Rochford, Linda
University of Minnesota Duluth
Labovitz School of Business and Economics
385K LSB
1318 Kirby Drive
Duluth, MN 55812
lrochfor@d.umn.edu
Research Interests/Areas: new product development, team design
Sautter, Elise “Pookie”
New Mexico State University
College of Business
Department of Marketing
Box 30001, MSC 5280
Las Cruces, NM 88003-8001
esautter@nmsu.edu
Research Interests/Areas: marketing education, consumer behavior, online buyer behavior

Schakett, Tammy
TUI University
5665 Plaza Drive
Cypress, CA 90630
tschakett@tuiu.edu
Research Interests/Areas: relationship marketing, salesmanship, B2B marketing, purchasing behaviors

Schlee, Regina
Seattle Pacific University
School of Business and Economics
3307 3rd Avenue West, Suite 201
Seattle, WA, 98119-1950
rschlee@spu.edu
Research Interests/Areas: marketing education, consumer behavior, international marketing

Schmitt, Nancy Panos
Westminster College
Gore School of Business
1840 South 1300 East
Salt Lake City, UT 84105
npchmitt@westminstercollege.edu
Research Interests/Areas: marketing education

Sherwood, Scott
Metropolitan State College of Denver
P.O. Box 173362
Campus Box 79
Denver, CO 80217-3362
sherwoos@mscd.edu
Research Interests/Areas: none provided

Simpson, Merlin
Pacific Lutheran University
Tacoma, WA 98447
simpsonmc@plu.edu
Research Interests/Areas: services globalization, services quality

Solina, Alfe
Cavite State University – Imus Campus
College of Business and Entrepreneurship
Cavite Civic Center
Aguinaldo Highway, Imus, Cavite, Philippines
cvsu@asia.com
Research Interests/Areas: management/business and social sciences – related researches

Strauss, Judy
University of Nevada, Reno
Managerial Sciences Department/0028
Reno, NV 89557
jstrauss@unr.edu
Research Interests/Areas: internet, pedagogy

Stretch-Stephenson, Shirley
California State University, Los Angeles
College of Business and Economics
Department of Marketing
5151 State University Drive
Los Angeles, CA 90032-8127
sstretc@calstatela.edu
Research Interests/Areas: marketing education, consumer satisfaction, retailing

Takei, Hideki
Central Washington University
400 E. University Way
Ellensburg, WA 98926-7488
takeih@cwu.edu
Research Interests/Areas: none provided
**Taylor, Ruth**  
Texas State University, San Marcos  
McCoy College of Business  
Department of Marketing  
601 University Drive, McCoy Hall 424  
San Marcos, TX 78666  
rt01@txstate.edu  
Research Interests/Areas: international marketing, brand management, marketing education

**Van Auken, Stuart**  
Florida Gulf Coast University  
Lutgert College of Business  
10501 FGCU Boulevard South  
Fort Myers, FL 33965-6565  
svanauke@fgcu.edu  
Research Interests/Areas: attitudes towards advertising, cognitive aging, marketing pedagogy

**Thorson, Bob**  
Lewis-Clark State College  
Business Division  
500 8th Avenue  
Lewiston, ID 83501  
rldthorson@lcsc.edu  
Research Interests/Areas: consumer behavior, promotion methods

**Vander Schee, Brian**  
Aurora University  
Dunham School of Business  
347 South Gladstone Avenue  
Aurora, IL 60506  
bvanders@aurora.edu  
Research Interests/Areas: marketing higher education, innovations in marketing education

**Trumpy, Robert**  
Central Washington University  
400 E. University Way  
Ellensburg, WA 98926-7488  
trumpyr@cwu.edu  
Research Interests/Areas: none provided

**Veltri, Frank**  
Metropolitan State College of Denver  
Department of Marketing  
PO Box 173362, Campus Box 79  
Denver, CO 80217-3362  
fveltri@mscd.edu  
Research Interests/Areas: sport marketing, sponsorship

**Tupper, Susan**  
Amity High School  
25 Newton Rd.  
Woodbridge, CT  
Susan.SanBento@Reg.5.K12.CT.US  
Research Interests/Areas: none provided

**Vipat, Padma**  
Douglas College  
P.O. Box 2503  
New Westminster, BC V3L 5B2 Canada  
p-vpat@douglas.bc.ca  
Research Interests/Areas: none provided

**Tuzovic, Sven**  
Pacific Lutheran University  
School of Business  
Tacoma, WA 99447  
stuzovic@plu.edu  
Research Interests/Areas: services marketing

**Wang, Fen**  
Central Washington University  
400 E. University Way  
Ellensburg, WA 98926-7596  
wangfen@cwu.edu  
Research Interests/Areas: decision support, intelligent systems, knowledge management, web applications
Watkins, Shani
Central Washington University
Department of Information Technology and Administrative Management
400 East University Way
Ellensburg, WA 98926-7596
watkinssh@cwu.edu
Research Interests/Areas: none provided

Wells, Ludmilla
Florida Gulf Coast University
Lutgert College of Business LH3300
10501 FGCU Boulevard South
Fort Myers, FL 33965-6565
lwells@fgcu.edu
Research Interests/Areas: international marketing, advertising, consumer behavior

Wilhelm, Wendy
Western Washington University
College of Business and Economics
516 High Street, MS 9073
Bellingham, WA 98225
wendy.wilhelm@wwu.edu
Research Interests/Areas: sustainability

Yacyshyn, Alison
University of Alberta
School of Business
3-23 Business Building
Edmonton, Alberta, Canada T6G 2R6
ayacyshy@bus.ualberta.ca
Research Interests/Areas: business demography, marketing research, retailing

Young, Mark
Winona State University
College of Business
Department of Marketing
PO Box 5838
Winona, MN 55987-5838
myoung@winona.edu
Research Interests/Areas: marketing education

Zumpfe, Kathleen
Doane College
1014 Boswell
Crete, NE 68333
Kathleen.zumpfe@doane.edu
Research Interests/Areas: none provided

Zuniga, Miguel, Angel
New Mexico State University
MSC 5280, P.O. Box 30001
Las Cruces, NM 88003-8001
mzuniga@nmsu.edu
Research Interests/Areas: advertising, consumer behavior, persuasion, culture, info. processing, satisfaction, strategy and international marketing
Marketing Educators' Association (MEA), established in 1978
Membership Directory 2007