



Marketing Educators' Association

Established in 1978

2021-2022 MEA Membership Directory

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.



LAST UPDATED: APRIL 2021

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-Treasurer.

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). The organization is now international in scope.

www.marketingeducators.org



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

Membership Information

Annual dues are \$50, which includes an online 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:

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Marketing Educators' Association (MEA), established in 1978
Membership Directory 2021-22



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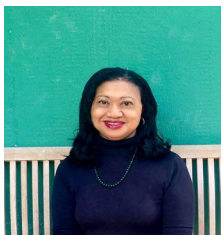
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1 Southwest Region Director position vacant

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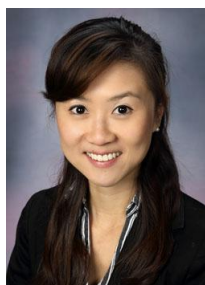


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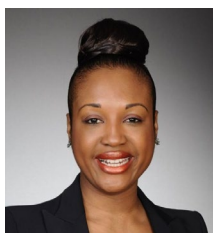
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Past-President Directors (Ex-Officio Directors)

Past-President Directors include those pictured below as well as the following officer(s) listed and pictured above:

Brian Jorgensen, Board Chair

Jennifer Zarzosa, Immediate Past President

Sarah Fischbach, Immediate Past President



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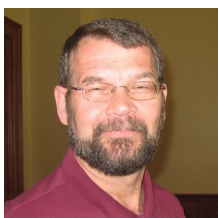
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1. H. Nicholas Windeshausen, California State University, Sacramento, 1977-1978
2. Edward L. Grubb, Portland State University, 1978-1979
3. Robert A. Lenberg, University of New Mexico, 1979-1980
4. William G. Browne, Oregon State University, 1980-1981
5. Gerald S. Albaum, University of Oregon, 1981-1982
6. Stephen H. Achtenhagen, San Jose State University, 1982-1983
7. Irene L. Lange, California State University, Fullerton, 1983-1984
8. Bruce J. Walker, Arizona State University, 1984-1985
9. David L. Kurtz, Seattle University, 1985-1986
10. Robert H. Collins, Oregon State University, 1986-1987
11. Feliksas Palubinskas, California State University, Long Beach, 1987-1988
12. Bruce L. Stern, Portland State University, 1988-1989
13. Douglas J. Lincoln, Boise State University, 1989-1990
14. Jeffrey T. Douth, Sonoma State University, 1990-1991
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
21. George E. (Joe) Belch, San Diego State University, 1997-1998
22. Linda J. Morris, University of Idaho, 1998-1999
23. Mary T. Curren, California State University, Northridge, 1999-2000

Past Presidents of Marketing Educators' Association (MEA)

1. Katrin R. Harich, California State University, Fullerton, 2000-2001
2. Stuart Van Auken, Florida Gulf Coast University, 2001-2002
3. Regina P. Schlee, Seattle Pacific University, 2002-2003
4. John A. Schibrowsky, University of Nevada, Las Vegas, 2003-2004
5. Beverlee B. Anderson, California State University, San Marcos, 2004-2005
6. Kenneth J. Chapman, California State University, Chico, 2005-2006
7. Richard S. Lapidus, University of Nevada, Las Vegas, 2006-2007
8. Brian K. Jorgensen, Westminster College, 2007-2008
9. Barbara L. Gross, California State University, Northridge, 2008-2009
10. Robert A. Lupton, Central Washington University 2009-10
11. Glen Brodowsky, California State University, San Marcos, 2010-11
12. Susan Cadwallader, California State University, Fullerton, 2011-12
13. Ed Petkus, Ramapo College of New Jersey, Mahwah, 2012-13
14. Deborah Brown McCabe, Menlo College, 2013-14
15. Gregory S. Black, Metropolitan State University of Denver, 2014-15
16. Clay Daughtrey, Metropolitan State University of Denver, 2015-16
17. Michelle Nelson, Linfield College, 2016-17
18. Chrisann Merriman, University of Mary Hardin-Baylor, 2017-18
19. Mindy Welch, University of Mary Hardin-Baylor, 2018-19
20. Sarah Fischbach, Pepperdine University, 2019-21
21. Jennifer Zarzosa, Henderson State University, 2020-21

Past Secretary-Treasurers of Western Marketing Educators' Association (WMEA)

1. Max Lupul, California State University, Northridge, 1970-1993
2. Bruce Lammers, California State University, Northridge, 1993-1999
3. Richard Davis, California State University, Chico, 1999-2000

Past Secretary-Treasurers of Marketing Educators' Association (MEA)

1. Richard Davis, California State University, Chico, 2000-2002
2. Robert Lupton, Central Washington University, 2002-2009
3. Clay Daughtrey, Metropolitan State University, 2009-2015
4. Robert Trumpy, Central Washington University, 2015-2017
5. Robert Lupton, Central Washington University, 2017-2019
6. Clay Daughtrey, Metropolitan State University, 2017-2019

Past Recipients of Marketing Educators' Association

Lifetime Contribution Award

2019 Barbara L. Gross, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 43rd Annual MEA Conference in Phoenix, Arizona

2018 Curt J. Dommeyer, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 42nd Annual MEA Conference in Santa Fe, New Mexico

2016 Elise "Pookie" Sautter, New Mexico State University, was honored with the MEA Lifetime Contribution Award at the 40th Annual MEA Conference in Denver, Colorado

2015 Hal Kassarjian, UCLA, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada

2015 H. Bruce Lammers, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada

2015 Max Lupal, California State University, Northridge, was honored with the MEA Lifetime Contribution Award at the 39th Annual MEA Conference in Las Vegas, Nevada

2014 Charles Duke, Clemson University, was honored with the MEA Lifetime Contribution Award at the 38th Annual MEA Conference in San Jose, California.

2011 Stuart Van Auken, Florida Gulf Coast University, was honored with the MEA Lifetime Contribution Award at the 35th Annual MEA Conference in San Diego, California.

2010 Irene L. Lange, California State University, Fullerton, was honored with the MEA Lifetime Contribution Award at the 34th 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 (MEA)

Marketing Educator of the Year Award

2021 Steven W. Hartley, University of Denver, was honored as the MEA Marketing Educator of the Year at the 45th Annual MEA Conference held remotely.

2019 Gopola Ganesh, University of North Texas, was honored as the MEA Marketing Educator of the Year at the 43rd Annual MEA Conference in Phoenix, Arizona

2018 Glen Brodowsky, California State University, San Marcos, was honored as the MEA Marketing Educator of the Year at the 42nd Annual MEA Conference in Santa Fe, New Mexico.

2017 David S. Ackerman, California State University, Northridge was honored as the MEA Marketing Educator of the Year at the 41st Annual MEA Conference in San Diego, California.

2016 Donald R. Bacon, University of Denver, was honored as the MEA Marketing Educator of the Year at the 40th Annual MEA Conference in Denver, Colorado.

2015 Dennis Clayson, University of Northern Iowa, was honored as the MEA Marketing Educator of the Year at the 39th Annual MEA Conference in Las Vegas, Nevada.

2014 Barbara L. Gross, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 38th Annual MEA Conference in San Jose, California.

2013 Ruth Taylor, Texas State University, San Marcos, was honored as the MEA Marketing Educator of the Year at the 37th Annual MEA Conference in Portland, Oregon.

2012 Helena Czepiec, California State Polytechnic University, Pomona, was honored as the MEA Marketing Educator of the year at the 36th Annual MEA Conference in Long Beach California.

2011 Regina Schlee, Seattle Pacific University, was honored as the MEA Marketing Educator of the Year at the 35th Annual MEA Conference in San Diego, California.

2010 Charles R. Duke, Clemson University, was honored as the MEA Marketing Educator of the Year at the 34th Annual MEA Conference in Seattle, Washington.

2009 Mary T. Curren, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 33rd Annual MEA Conference in Newport Beach, California.

2008 John A. Schibrowsky, University of Nevada, Las Vegas, was honored as the MEA Marketing Educator of the Year at the 32nd Annual MEA Conference in Salt Lake City, Utah.

2007 Charles H. Patti, University of Denver, was honored as the MEA Marketing Educator of the

Year at the 31st Annual MEA Conference in San Antonio, Texas.

2006 Stuart Van Auken, Florida Gulf Coast University, was honored as the MEA Marketing Educator of the Year at the 30th Annual MEA Conference in San Francisco, California.

2005 Nancy T. Frontczak, Metropolitan State College, was honored as the MEA Marketing Educator of the Year at the 29th Annual MEA Conference in La Jolla, California.

2004 Douglas J. Lincoln, Boise State University, was honored as the MEA Marketing Educator of the Year at the 28th Annual Conference of MEA in Las Vegas, Nevada.

2003 Katrin R. Harich, California State University, Fullerton, was honored as the MEA Marketing Educator of the Year at the 27th Annual Conference of MEA in Scottsdale, Arizona.

2002 H. Bruce Lammers, California State University, Northridge, was honored as the MEA Marketing Educator of the Year at the 26th Annual Conference of MEA in San Diego, California.

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

Past Recipients of Western Marketing Educators' Association (WMEA)

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 Springs, 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. Kassarian, 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.

Journal of Marketing Education

Published by SAGE

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Editor's Corner	145
The Editor's Corner	
David R. Brown	
Articles	
Knowledge Acquisition and Readiness Assessment: Testing The Constructivist Model	146
David A. Young	
The Use of Collaborative Problem Solving Strategies to Promote Autonomy	147
John Smith, Kelly C. Kelly, Amy H. Kelly, and Margaret S.	
Using Simulation Games: Student and Instructor Perceptions	149
Andrew J. Cook	
Using Multi-Phase and Multi-Item Measures: An Investigation of Student Performance in Sales Competitions	150
Julian H. Hsu, Patricia P. Hsu, and John H. Hsu	
Special Issue Call for Papers: Shaping Retail Education for Tomorrow's Professionals	151

JOURNAL OF MARKETING EDUCATION **Vicky Crittenden, Editor** **INFORMATION FOR CONTRIBUTORS**

Description, Aims and Scope: The *Journal of Marketing Education* is the leading international scholarly journal devoted to contemporary issues in marketing education, publishing articles on the latest techniques in marketing education and emphasizing new course content and effective teaching methods. The journal also addresses such professional issues as development of the curriculum, career development and the state of the profession. The journal's mission is to provide a forum for the exchange of ideas, information, and experiences related to the process of educating students in marketing and its subfields. Its audience is largely composed of marketing faculty

members at institutions of higher education where teaching is an integral component of their overall responsibilities. The readership of the *Journal of Marketing Education* is international in scope with significant representation in university libraries. For more information, please visit the journal's website: <http://journals.sagepub.com/home/jmd>

Submission Guidelines: For complete submission guidelines, go the journal's website, click on "More," then click on "Subscription Guidelines." Website: <http://journals.sagepub.com/home/jmd>

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Membership Directory 2021-22

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Marketing Research

Research Interests: Services Marketing

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Research Interests: Customer Experience,
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Communication, Consumer Behavior, Services
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Research Interests: Not listed

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Behavior, Sustainable Marketing, Innovation,
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Research Interests: New Technology,
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Communication

Research Interests: Relationship Marketing,
Corporate and Social Responsibility

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Research Interests: Sports Marketing and
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Research Interests: Ethics

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Research Interests: Marketing, Entrepreneurship

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Research Interests: Nutrition

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Research Interests: Digital Marketing,
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Research Interests: Consumer Behavior,
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Research Interests: Product Placement,
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Behavior, Research Methods, Qualitative
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Research Interests: Qualitative Research,
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Culture, Global and Digital Consumer Culture,
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Research Interests: Marketing Education,
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Research Interests: Export Marketing, Country
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Marketing, Marketing Education

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Communications

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Communications, Health and Media Literacy,
Marketing to Underserved and Low Income
Consumers, Cultural Competency

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Research Interests: Branding, Pricing

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Research Interests: Marketing Strategy,
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Research Interests: Not listed

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Research Interests: Digital Marketing

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Research Interests: Social Marketing

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Management, Principles of Selling, Principles of
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Research Interests: Retailing in the Apparel
Industry, Professional Development of
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Research Interests: Sustainability

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Research Interests: Stigma, Decision Making, Creativity

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Research Interests: Corporate Social Responsibility, Services

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Research Interests: Not listed

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Research Interests: Curriculum, Programs

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Research Interests: Learning and Teaching

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Research Interests: Branding, Strategy,
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Research Interests: Services, Retailing,
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Research Interests: Consumer Behavior,
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Research Interests: Consumer Psychology

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Research Interests: Political Marketing, Social
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Career Development
Research Interests: Career Development,
Higher Education

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Research Interests: Operations Management

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Management
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Responsibility, Business Communication,

Gender Bias, Sexual Harassment in the Workplace

Research Interests: Measurement, Experimental Method

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Research Interests: Not listed

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Research Interests: Consumer Behavior, Chicken-and-Egg Problems, Marketing Education

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Research Interests: Marketing

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Research Interests: Consumer Behavior

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Research Interests: Cross Cultural Consumer Behavior, Online Teaching

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Research Interests: Not listed

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Research Interests: Comparative Consumer
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Research Interests: Marketing

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Research Interests: Quality Matters,
Gamification in Education, Design Thinking

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Research Interests: Social/Nonprofit Marketing

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Marketing, Multicultural Marketing, Sales
Research Interests: Marketing, Sports
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Research Interests: Experiential Learning in Marketing

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Research Interests: Poverty Intersectionality

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Research Interests: Utilizing Social Media
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Research Interests: Islamic Marketing in North
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