



**Marketing Management Association
Doctoral Consortium Program**

Orlando, FL

Wednesday, September 27, 2023

**Marketing Management Association
Doctoral Student Consortium Program**

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- 1:00-1:10** **Welcome and Introduction by Consortium Co-chairs**
Brian Rutherford, Kennesaw State University
Brian Vander Schee, Indiana University
- 1:10-1:35** **Having a Successful First Day of Class**
Brian Vander Schee, Indiana University
- 1:35-2:00** **Teaching Resources and Pedagogical Research**
Shannon Cummins, University of Nebraska – Omaha
Barbara Wooldridge, University of Texas – Tyler
- 2:00-2:25** **Professional Networking Strategies and Preparing for the Job Market**
Hannah Walters, Northern State University
Gail Zank, Texas State University
- 2:25-2:40** **Break One**
- 2:40-3:05** **Negotiating a Faculty Offer and Transition Best Practices**
Nan Nicholls, Slippery Rock University
Kurt Schimmel, Slippery Rock University
- 3:05-3:30** **Fostering a Tenure and Promotion Mindset**
Debbie DeLong, Chatham University
Ursula Sullivan, Northern Illinois University
- 3:30-3:55** **The Role of Service**
Dalila Salazar, Louisiana State University – Shreveport
Takisha Toler, Stevenson University
- 3:55-4:10** **Break Two**
- 4:10-4:35** **Understanding the Review and Publication Process**
Brian Rutherford, Kennesaw State University
- 4:35-5:00** **Managing Academic Leadership Relationships**
Leila Samii, Southern New Hampshire University
Jeanetta Sims, University of Central Oklahoma
- 5:00-5:10** **Q&A and Consortium Wrap-up**
Brian Rutherford, Kennesaw State University
Brian Vander Schee, Indiana University
- 5:30-6:30** **Networking Reception**
Consortium Colleagues, MMA Board, and Conference Attendees

Marketing Management Association Doctoral Consortium Program Consortium Co-chairs



Brian Vander Schee, Ph.D., D.B.A., Indiana University

Dr. Vander Schee is Clinical Associate Professor of Marketing at Indiana University, Kelley School of Business - Bloomington. He received his Ph.D. in Higher Education Administration from the University of Connecticut and his D.B.A. in Marketing from the University of Wisconsin – Whitewater. He has published over 35 research articles and made over 100 conference presentations on consumer engagement, online branding, and marketing pedagogy. He has received eight national teaching awards. Dr. Vander Schee served as the editor of *Marketing Education Review*, President of the *American Marketing Association CCC*, and President and current Executive Director of the *Marketing Management Association* where he was named a Fellow in 2018.

Brian Rutherford, Ph.D., Kennesaw State University

Dr. Rutherford is a Professor of Marketing at Kennesaw State University (Kennesaw, Georgia). He received his Ph.D. in Marketing from Georgia State University. Prior to joining the faculty at Kennesaw State University, he was a faculty member at Purdue University (West Lafayette, Indiana). Dr. Rutherford has received Distinguished Professor, Teaching, Research, and Service awards from Kennesaw State University. Dr. Rutherford has served on over 30 dissertation committees and has published over 65 peer-reviewed journal articles. His research appears in leading publications that focus on sales management and business-to-business marketing. He has received a number of best paper awards. Dr. Rutherford recently served as the editor of *Marketing Management Journal*. Currently, he serves as an Associate Editor for the *Journal of Business and Industrial Marketing* and an Associate Editor for the *Journal of Marketing Theory and Practice*. In addition, he also serves on Editorial Review Boards for *Industrial Marketing Management*, the *Journal of Business Research*, and the *Journal of Personal Selling and Sales Management*.



Marketing Management Association Doctoral Consortium Program Consortium Faculty Colleagues



Shannon Cummins, Ph.D., University of Nebraska at Omaha

Dr. Cummins is the Director of the Center for Professional Sales and Professor of Marketing & Entrepreneurship at the University of Nebraska at Omaha. She received her Ph.D. from the University of Nebraska-Lincoln. Prior to joining the faculty at UNO, she was a tenured faculty member at the University of Wisconsin-Whitewater, teaching in the DBA program. Dr. Cummins is the current editor of the *Journal for Advancement of Marketing Education* and associate editor of the *Journal of Marketing Education*. Her research stems from primarily teaching sales and service learning courses and explores sales education and the integration of industry professionals into university curricula.

Debbie DeLong, Ph.D., Chatham University

Dr. DeLong is the Chair of the Business Department and Professor of Marketing at Chatham University in Pittsburgh, PA. She received her PhD in Industrial/Organizational Psychology from the University of Nebraska. For many years Dr. DeLong led marketing research and business analytics efforts in a variety of corporate, agency, and consulting settings. Previously, she served on the faculty at Tulane University and the University of Pittsburgh. Dr. DeLong consults extensively for corporate employee engagement, business sustainability, and marketing strategy. She has published in *Journal of Applied Psychology*, *Marketing Management Journal*, *Journal of Education for Business*, and *Journal of Marketing Education*. She is the Immediate Past President of the *Marketing Management Association*.



Jeananne "Nan" Nicholls, D.B.A., Slippery Rock University

Dr. Nicholls is a Professor of Marketing at Slippery Rock University. She earned a D.B.A. in Marketing from Kennesaw State University. Previously, she spent 20+ years in senior positions in technology-based economic development managing \$40+ million worth of research grants and projects. She is the faculty advisor for SRU's *American Marketing Association* (AMA) collegiate chapter. In 2016, the Pittsburgh AMA named her the Distinguished Educator of the Year. Dr. Nicholls' research interests include Behavioral Reasoning Theory (BRT), marketing education, motivations for volunteering, and membership in nonprofit organizations. Currently, she is a member of the board of the *Marketing Management Association*.



Dalila Salazar, Ph.D., Louisiana State University Shreveport

Dr. Salazar serves as the Associate Dean and an Associate Professor of Marketing for the College of Business at Louisiana State University Shreveport. She has a Ph.D. in International Business with a concentration in Marketing from The University of Texas at El Paso. Her research has been published in numerous peer reviewed journals and she has substantial industry and administrative experience, having previously served as a Vice President of Marketing, the Director of the University Center for Applied Research and Engagement, and the Co-Director of the National Science Foundation: Industry/University Cooperative Research Center. Currently, Dr. Salazar is the Vice President of Marketing for the *Marketing Management Association* and is on the Board of the *Marketing Ethnic Faculty Association*.



Leila Samii, Ph.D., Southern New Hampshire University

Dr. Samii is the Associate Dean of the School of Business and an Associate Professor of Marketing. She earned her Ph.D. in International Business with a Marketing concentration from Southern New Hampshire University. She has many publications and presentations, the most notable is a book chapter titled, “Engaging your Global Social Media Audience: A Framework for E-Retailers” (2016). Dr. Samii has served on and chaired several dissertations focused on international marketing. Her research interests include social media, marketing pedagogy, international marketing, and mindfulness. She is a former president and current Communications Director of the *Marketing Management Association*.

Kurt Schimmel, D.B.A., Slippery Rock University

Dr. Schimmel is a Professor of Marketing at Slippery Rock University where he currently serves as Co-Adviser for SRU’s *American Marketing Association* collegiate chapter. He earned his D.B.A from Cleveland State University. He has served as Graduate Director at West Virginia University, Associate Dean at Robert Morris University’s School of Business, Dean at SRU’s College of Business, and Chair of SRU’s School of Business. His research interests include individual and group decision making, decision heuristics, and behavioral reasoning theory. Dr. Schimmel has authored over 100 peer reviewed articles, book chapters, research monographs and presentations and has served on over 25 graduate theses. He is the editor of the *Marketing Management Journal* and is former editor of the *Journal of Business Economics and Technology*.





Jeanetta Sims, Ph.D., University of Central Oklahoma

Dr. Sims is a Tenured Professor and former Dean of the University of Central Oklahoma's Graduate College and University College as well as the co-creator with students of the Broncho Education and Learning Lab (BELL). She earned a Ph.D. from the University of Oklahoma. Dr. Sims is a 30+ award-winning scholar, educator, poet, and founder of Diverse Student Scholars. Along with numerous academic publications, in 2022, she was named a DaVinci Institute Fellow, Women Who Inspire Award recipient, *Marketing Management Association* Fellow, and the inaugural recipient of the National Communication Association's African American Communication and Culture Division's Dorothy Pennington Award. She is a past president of the *Marketing Management Association*.

Ursula Sullivan, Ph.D., Northern Illinois University

Dr. Sullivan is the Cynthia and Douglas Crocker Endowed Professor in Business and Associate Professor of Marketing in the College of Business at Northern Illinois University in DeKalb, IL. She completed her Ph.D. in Marketing at Northwestern University in Evanston, IL. Dr. Sullivan's teaching and research focuses on marketing strategy; her published work covers global distribution and supply chain alliances, channel strategy, and branding. Her work experience and consulting have been in the consumer-packaged goods, grocery wholesaling, and foodservice industries. Dr. Sullivan currently serves on the board of the *Marketing Management Association* and is the Conference Chair for the 2023 MMA Fall Educators' Conference. She is also a faculty advisor for the PhD Project's Marketing Doctoral Student Association.



Takisha Toler, Ph.D., Stevenson University

Dr. Toler is a Professor of Marketing and Program Coordinator for the Marketing program for the Brown School of Business and Leadership at Stevenson University. She holds a Ph.D. in International Business and Marketing from Saint Louis University and over 15 years of industry experience. She teaches a variety of marketing courses and has partnered students with 40+ real-world clients to develop industry quality strategy. Dr. Toler's passion for culture and diversity is evident in her research on multiethnic consumer identity, and alcohol branding in music. She currently serves as the President-Elect of the *Marketing Management Association* and is on the board of the *Marketing Ethnic Faculty Association* as Immediate Past President.

Hannah Walters, D.B.A., Northern State University

Dr. Walters is an Associate Professor of Marketing at Northern State University in Aberdeen, South Dakota. She earned a Doctorate in Business Administration in Marketing from Anderson University in Indiana. Dr. Walters served for four years as the Director of the Mitchell Convention & Visitors Bureau. She also served as the Marketing Communications Manager for Martin Group, Inc. for over six years developing and implementing the annual marketing plan and advertising campaigns. Her research focuses on ethical issues in marketing and consumer behavior, specifically the ethicality of targeting women based on body shape and size. She has conducted researches and publishes papers on the perception of liberal arts education in business. Dr. Walters currently serves as the president of the *Marketing Management Association*.



Barbara Ross Wooldridge, Ph.D., The University of Texas at Tyler

Dr. Wooldridge is a Professor of Marketing at The University of Texas at Tyler. She holds a Ph.D. from Louisiana State University. Dr. Wooldridge has extensive experience in international and services marketing, having worked in the Seychelles and Kenya. In 2018 she co-authored a text on Healthcare Marketing. She is a University of Texas System Board of Regents' Outstanding Teacher Award winner. She is the former Editor of *Marketing Education Review*. Dr. Wooldridge has published in the *Journal of Business Research*, *Journal of Product and Brand Management*, and *Journal of Consumer Marketing*, among others. She enjoys teaching principles of marketing, international marketing, advanced services marketing, healthcare marketing, and travel study.

Gail Zank, Ph.D., Texas State University

Dr. Zank is Professor of Marketing and Coordinator of the M.S. in Marketing Research & Analysis program in the McCoy College of Business at Texas State University. She received her Ph.D. in Marketing from Texas A&M University. Dr. Zank's research interests are in public policy including unhealthy consumption and nutritional claims. She has published in the *Journal of Public Policy & Marketing*, *European Journal of Marketing*, and the *Journal of Consumer Affairs*. Dr. Zank served as the Editor of *Marketing Management Journal*. In 2015, the *American Marketing Association* Collegiate Division awarded her the Faculty Advisor Lifetime Achievement Award. She currently serves as Treasurer for the *Marketing Management Association* and was named an MMA Fellow in 2021.

