

**Diane M. Phillips, Ph.D.**  
**Curriculum Vita**

547 Black Horse Road  
Chester Springs, PA 19425 USA  
+1 484 467 3864

255 Mandeville Hall  
Saint Joseph's University  
Philadelphia, PA 19131 USA  
+1 610 660 3232  
[dphillip@sju.edu](mailto:dphillip@sju.edu)

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**Education**

Ph.D. in Marketing: The Pennsylvania State University (May 1999)  
Master of Science in Marketing: Texas A&M University (December 1991)  
Bachelor of Science in Marketing: The Pennsylvania State University (December 1988)

**Current Academic Positions**

Professor, Department of Marketing  
Saint Joseph's University, August 2015 – present

Guest Professor, The Institute of Retail Management  
St. Gallen University, Switzerland, January 2012 – present

**Previous Academic Positions**

Associate Professor, Department of Marketing  
Saint Joseph's University, June 2009 – August 2015

Contingent Faculty Member, Department of Marketing  
The Wharton School, University of Pennsylvania  
January 2010 – December 2010

Associate Professor and Chair, Department of Marketing  
Saint Joseph's University, August 2003 – June 2009

Visiting Scientist, The Research Institute of Jülich, Germany  
June 2004 – August 2004

Assistant Professor, Department of Food Marketing  
Saint Joseph's University, August 1997 – August 2003

Lecturer, Department of Psychology  
Juniata College, August 1995 – December 1995

## Publications

- Phillips, Diane (2023). *Marketing Strategy & Management*, 1<sup>st</sup> ed., SAGE Publications, Ltd., London, UK. ISBN: 978-1-5297-7856-4. <https://us.sagepub.com/en-us/nam/marketing-strategy-management/book278489>.
- Phillips, Diane and Basil G. Englis (2022). Green consumption is both feminine and masculine – Just ask the androgynous consumer. *Journal of Consumer Behaviour*, April, 1-12, <http://doi.org/10.1002/cb.2052>.
- Phillips, Diane (2021). *Consumer Behavior & Insights*, 1<sup>st</sup> ed., Oxford University Press, New York, NY. ISBN: 978-0190857134. <https://global.oup.com/ushe/product/consumer-behavior-and-insights-9780190857134?cc=us&lang=en>.
- Loock, Moritz and Diane M. Phillips (2020). A firm's financial reputation vs. sustainability reputation: Do consumers really care? *Sustainability*, 12 (24). 1-17. <http://dx.doi.org/10.3390/su122410519>.
- Phillips, Diane M. and Jason Keith Phillips (2020). Using military strategy to teach marketing strategy: Preparing students for the global economy, *Journal of Business Disciplines*, August. ISSN: Online 2690-8220. <https://doi.org/10.35255/jbd1871.101003>.
- Phillips, Diane M. and Jason Keith Phillips (2018). We'd like our clothes back please: Partnering with consumers to achieve sustainability goals, *Handbook of Sustainability*, Robert Brinkmann and Sandra J. Garren, eds., Chapter 32, Palgrave MacMillan, 599-614.
- Phillips, Diane M. and Jason Keith Phillips (2018). Next generation green: White Dog Café and its evolving brand identity, Case 9B18A016w and Teaching Note 8B18A016w, *Ivey Publishing*, Ivey Management Services, The University of Western Ontario, London, Ontario, Canada, N6A 3K7.
- Phillips, Diane M. and Jason Keith Phillips (2016). Sustainable growth at Terracycle: Should manufacturing be moved? Case 9B16A010 and Teaching Note 8B16A010. *Ivey Publishing*, Ivey Management Services, The University of Western Ontario, London, Ontario, Canada, N6A 3K7 (this case was submitted by the publisher to the 2016 EFMD case competition).
- Meise, Niklas, Thomas Rudolph, Peter Kenning, and Diane M. Phillips (2014). Feed them facts: Value perceptions and consumer use of sustainability-related product information, *Journal of Retailing and Consumer Services*, 21 (4), 510-519. <https://doi.org/10.1016/j.jretconser.2014.03.013>.
- Phillips, Diane M. and William K. Hallman (2013). Consumer risk perceptions and marketing strategy: The case of genetically modified food, *Psychology & Marketing*, 30 (9), 739-748. <https://doi.org/10.1002/mar.20642>.

- Phillips, Diane M. (2013). Advice from the front lines of sustainability: Take the stairs, there is no elevator, *Journal of Applied Management and Entrepreneurship*, 18 (2), 103-115.
- Englis, Basil and Diane M. Phillips (2013). Does innovativeness drive environmentally conscious consumer behavior? *Psychology & Marketing*, 30 (2), 160-172.
- Phillips, Diane M. and Jason Keith Phillips (2012). Buying the farm: Strategies young entrepreneurs use to prepare for the future, *Journal of Applied Management and Entrepreneurship*, 17 (4), 3-23.
- Phillips, Diane M. and Jason Keith Phillips (2010). Walking the walk: Putting social responsibility into action at the White Dog Café. *Business Ethics and Corporate Social Responsibility*, by Paul Griseri and Nina Seppala, eds. 1<sup>st</sup> edition. Cengage Learning. 101-107. ISBN: 1408007436.
- Phillips, Diane M. and Jason Keith Phillips (2009). Walking the walk: Putting social responsibility into action at the White Dog Café. Case 9B07M049 and Teaching Note 8B07M049. *Ivey Publishing*, Ivey Management Services, The University of Western Ontario, London, Ontario, Canada, N6A 3K7 (*this is a rewrite of the 2007 case*).
- Phillips, Jason Keith and Diane M. Phillips (2009). Performance is in the eye of the beholder: Stakeholders and how their variant definitions impact assessment of public transit performance, *American Journal of Business Research*. Volume 2, No. 1, 69-84.
- Phillips, Jason Keith and Diane M. Phillips (2007). Development of variant definitions for stakeholder groups with regard to the performance of public transit in the United States, *Electronic Journal of Business Research Methods*., Volume 5, Issue 2, 61-70.
- Phillips, Diane M. and Jason Keith Phillips (2007). Walking the walk: Putting social responsibility into action at the White Dog Café. *Ivey Publishing*, Ivey Management Services, The University of Western Ontario, London, Ontario, Canada, N6A 3K7.
- Phillips, Diane M. and John L. Stanton (2004). Age-related differences in advertising: Recall and persuasion, *The Journal of Targeting, Measurement, and Analysis for Marketing*, Vol. 13, No. 1, 7-20.
- Phillips, Diane M. and Hans Baumgartner (2002). The role of consumption emotions in the satisfaction response, *Journal of Consumer Psychology*, 12 (3), 243-252.
- Phillips, Diane M. (2000). How does it make me feel? A consumer's satisfaction response to food products, *Journal of Food Products Marketing*, Vol. 6, No. 2, 15-33.
- Phillips, Diane M., Hans Baumgartner, and Rik Pieters (1999). Position and influence in the evolving citation network of the Journal of Consumer Research, in Eric Arnould & Linda Scott (Eds.), *Advances in Consumer Research*, Vol 26., Provo, UT: Association for Consumer Research, 203-210.

Miyazaki, Anthony, Jason Keith Phillips, and Diane M. Phillips (1999). Twenty years of JBL: An analysis of published research, *Journal of Business Logistics*, Vol. 20, No. 2, 1-20.

Phillips, Jason Keith and Diane M. Phillips (1998). A social network analysis of business logistics and transportation, *International Journal of Physical Distribution and Logistics Management*, Vol. 28, No. 5, 328-348.

Phillips, Diane M. (1996). Anticipating the future: The role of consumption visions in consumer behavior, in Kim Corfman & John Lynch (Eds.), *Advances in Consumer Research*, Vol. 23, Provo, UT: Association for Consumer Research, 70-75.

Phillips, Diane M., Jerry C. Olson & Hans Baumgartner (1995). Consumption visions in consumer decision making, in Frank Kardes & Mita Sujan (Eds.), *Advances in Consumer Research*, Vol. 22, Provo, UT: Association for Consumer Research, 280-284.

### **Video Productions**

Richard Viebrock and Diane Phillips (2015). The Triple Bottom Line: Redefining Business in an Unjust & Unsustainable World, [https://m.youtube.com/watch?v=DL1Ggg8J\\_l8&t=173s](https://m.youtube.com/watch?v=DL1Ggg8J_l8&t=173s).

Schmidt, Adam, Thomas Ferraro, and Diane Phillips (2010). Sustainability: A New Consumer Movement, <http://www.acrwebsite.org/search/view-acr-film.aspx?Id=93>

### **Podcast**

Green Marketing: Doing Well by Doing Good, November 28, 2019. Hosted by Dr. Michael Solomon on Voice America. <https://www.voiceamerica.com/episode/118692/green-marketing-doing-well-by-doing-good>

### **Climate Presentation**

Preparing the Next Generation of Business Leaders for the New Climate Reality. April 2022. <https://vimeo.com/showcase/8071199/video/699532354>.

### **Recent Media Mentions**

Kiernan, John. 2024. Discover it® Cash Back. *WalletHub*. 16 August. [https://wallethub.com/d/discover-it-credit-card-801c#expert=diane\\_m\\_phillips](https://wallethub.com/d/discover-it-credit-card-801c#expert=diane_m_phillips)

Butler, Lilah. 2023. 2024 Farmers Insurance Review. *WalletHub*. 26 January. [https://wallethub.com/edu/ci/farmers-car-insurance-review/63743#expert=Diane\\_M\\_Phillips](https://wallethub.com/edu/ci/farmers-car-insurance-review/63743#expert=Diane_M_Phillips).

Kiernan, John S. 2023. 2023 iPhone Survey: More Than 1 in 5 Americans Think That the New iPhone is Worth Going into Debt. *WalletHub*. 13 September. [https://wallethub.com/blog/iphone-survey/39379#expert=Diane\\_M\\_Phillips](https://wallethub.com/blog/iphone-survey/39379#expert=Diane_M_Phillips)

Butler, Lilah. 2023. Best Car Insurance Companies. *WalletHub*. 15 June.

[https://wallethub.com/car-insurance#expert=Diane\\_M.\\_Phillips](https://wallethub.com/car-insurance#expert=Diane_M._Phillips).

Pappas, John. 2023. Expert Thoughts on Costco Credit Card. *WalletHub*. 22 March.  
[https://wallethub.com/d/costco-credit-card-72c#expert=diane\\_m.\\_phillips](https://wallethub.com/d/costco-credit-card-72c#expert=diane_m._phillips).

Kiernan, John S. 2023. 2023 Valentine's Day Facts – Gifts, Money & More. *WalletHub*. 7 February. <https://wallethub.com/blog/valentines-day-facts/10258>.

Peterson, Mark. 2022. Cheap Car Insurance: Ask the Experts. *WalletHub*. 14 September.  
[https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Diane\\_M.\\_Phillips](https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Diane_M._Phillips)

McCann, Adam. 2022. 2022 WalletHub Economic Index. *WalletHub*. 23 February.  
[https://wallethub.com/edu/wallethub-economic-index/91926#expert=Diane\\_M.\\_Phillips](https://wallethub.com/edu/wallethub-economic-index/91926#expert=Diane_M._Phillips)

Pappas, John. 2021. Best City Credit Cards of 2021: Ask the Experts. *WalletHub*. November 9, 2021. [https://wallethub.com/credit-cards/citibank/#expert=Diane\\_M.\\_Phillips](https://wallethub.com/credit-cards/citibank/#expert=Diane_M._Phillips)

Kiernan, John S. 2020. "2021 Capital One Savor Review." *WalletHub*. December 21.  
[https://wallethub.com/edu/cc/capital-one-savor-review/68505#expert=Diane\\_M.\\_Phillips](https://wallethub.com/edu/cc/capital-one-savor-review/68505#expert=Diane_M._Phillips)

McCann, Adam. 2020. Coronavirus and 4<sup>th</sup> of July: 78% of Americans will spend less this year. *WalletHub*. June 24.  
<https://wallethub.com/blog/coronavirus-and-4th-of-july-survey/75815/#expert=diane-m-phillips>

Staff. 2016. Labels on Genetically Engineered Food Coming Soon. *Consumer Reports*, 18 May 2016  
<http://www.consumerreports.org/gmos/labels-on-genetically-engineered-food-coming-soon/>

### **Expert Testimony**

On 8 November 2013, Dr. Phillips testified before the Environmental Protection Agency in Philadelphia on the issue of emissions from coal-fired power plants.

### **Funded Research Grants & Fellowships**

Arrupe Center Research Fellowship (2023). A \$2000 professional development grant to attend the Winter AMA Conference in Nashville, TN and deliver a presentation on sustainability as strategy.

Arrupe Center Research Fellowship (2021-2022). A \$5000 research grant to fully integrate ethical issues into the *Marketing Strategy & Management* textbook.

Saint Joseph's University Summer Research Grant (2021). A \$6000 grant to incorporate sustainability throughout my Marketing Strategy book.

Michael J. Morris Grant (2018-2019). A \$1200 grant to promote scholarly research.

Arrupe Center Research Fellowship (2017-2018). A \$4000 research grant to fully integrate ethical issues into the *Consumer Behavior & Insights* textbook.

Saint Joseph's University Ethics Across the Curriculum Grant (2014). A \$4000 course development grant to incorporate ethical thought and argument into my courses.

Arrupe Center Teaching Fellowship (2008-2009). A \$2000 course development grant to integrate issues of sustainability into the Marketing Strategy class.

Arrupe Center Research Fellowship (2008-2009). A \$5000 research grant co-authored with Michael R. Solomon to investigate consumer preferences for purchasing "green" products.

Evaluating Consumer Acceptance of Food Biotechnology in the U.S. (2000-2004).  
A \$2.5 Million, multi-institutional, multi-national, 4-year study funded by the USDA.

The Future of Farming in Pennsylvania: An Investigation into the Needs and Concerns of Pennsylvania's Young Farmers (2003-2004). A \$50,000, 14-month study funded by The Center for Rural Pennsylvania, a legislative branch of the Pennsylvania General Assembly.

Pennsylvania Preferred and the Pennsylvania Department of Agriculture (2000-2003). \$8500 every fall and spring semester to help small Pennsylvania farmers find ways to better market their products to the fine dining restaurants of Philadelphia.

### **Presentations at Academic Conferences**

Phillips, Diane M. (2023). Sustainability as strategic priority #1: Preparing the next generation of global marketing leaders for the new climate reality. Presented at the *Winter AMA Conference*, February 10-12, Nashville, TN.

Loock, Moritz and Diane M. Phillips (2012). Semiotics and firm reputation: The first mover advantage in perceptions of the sustainable organization, *GRONEN 2012 Conference*, June 26-29, St. Maximin, France, June 26-29.

Schmidt, Adam, Thomas Ferraro, and Diane M. Phillips (2010). Sustainability: A new consumer movement, Video presented at the *Principles for Responsible Management Education Conference*, March 26, Glassboro, NJ.

Schmidt, Adam, Thomas Ferraro, and Diane Phillips (2010). Sustainability: A new consumer movement, Video presented at the *Association for Consumer Research Conference*, October 7-10, Jacksonville, FL.

Phillips, Diane M., Basil G. Englis, and Michael R. Solomon (2009). The role of innovativeness in environmentally conscious consumer behavior, Presented at the *Principles for Responsible Management Education Conference*, April 2, Glassboro, NJ.

- Phillips, Diane M., Basil G. Englis, and Michael R. Solomon (2009). Does innovativeness drive environmentally conscious consumer behavior? Presented at the *Association for Consumer Research Conference*, October 22-25, Pittsburgh, PA.
- Phillips, Diane M., Jason Keith Phillips, and Nancy Childs (2007). Anticipating consumption: The impact of expectations on decision-making for healthy products, Presented at the *Association for Consumer Research Conference*, October 25-28, Memphis, TN.
- Phillips, Diane M. and Jason Keith Phillips (2007). I can see myself doing that! Using the SIMS virtual environment to enable consumers to anticipate upcoming consumption experiences, presented at the *European Conference on Research Methodology*, July 9-10, Lisbon, Portugal.
- Phillips, Jason Keith and Diane M. Phillips (2007). Development of variant definitions for stakeholder groups with regard to the performance of public transit in the United States: A case study, presented at the *European Conference on Research Methodology*, July 9-10, Lisbon, Portugal.
- Phillips, Diane M. (2004). The more I know, the more I'm not sure: The case of consumer perceptions of genetically modified foods, presented at the *European Applied Business Research Conference*, June 15, Edinburgh, Scotland.
- Phillips, Diane M. (2004). The impact of public policy on the global trade of genetically modified food, presented at the *European Applied Business Research Conference*, June 15, Edinburgh, Scotland.
- Phillips, Diane M. (2003). Walking the walk: Putting social responsibility into action at The White Dog Café, presented at the *European Applied Business Research Conference*, June 9, Venice, Italy.
- Phillips, Diane M. (2001). Advertising executional cues and their effects, presented at the *Association for Consumer Research Conference*, October 12, Austin, Texas.
- Phillips, Diane M. (2001). Curricular innovations at the undergraduate level, presented at the *AACSB Conference*, April 23, New York, New York.
- Phillips, Diane M. (2000). Gradations of consumer dissatisfaction, presented at the *Association for Consumer Research Conference*, October 21, Salt Lake City, Utah.
- Phillips, Diane M. (1998). Consumer adaptation and action, presented at the *Association for Consumer Research Conference*, October 2, Montreal, Canada.
- Phillips, Diane M. (1998). Friend, colleague, and mentor: ACR remembers Paul Anderson, presented at the *Association for Consumer Research Conference*, October 2, Montreal, Canada.
- Phillips, Diane M. (1997). Measuring consumer responses to marketplace stimuli, presented at the *Academy of Marketing Science Conference*, May 29, Coral Gables, Florida.

Phillips, Diane (1996). A closer look at consumption visions: Components of consumption visions and implications of their use, presented at the *American Marketing Association Conference*, San Diego, California, August, 1996.

Phillips, Diane (1995). Anticipating the future: The role of consumption visions in consumer behavior, presented at the *Association for Consumer Research Conference*, Minneapolis, Minnesota, October 20, 1995.

Phillips, Diane (1995). Looking forward: Setting a research agenda for consumer behavior in an international arena, presented at the *Doctoral Internationalization Consortium*, University of Texas at Austin, March 26, 1995.

Phillips, Diane (1994). Consumption visions in consumer decision-making, presented at the *Association for Consumer Research Conference*, Boston, Massachusetts, October 21, 1994.

### **Presentations at Industry-focused Conferences**

Phillips, Diane M. (2023). Sustainability as strategic priority #1: Preparing the next generation of global business leaders for the new climate reality. *The Future Food Industry Leaders Training Conference*. 30 March. Union League Liberty Hill, 800 Ridge Pike, Lafayette Hill, PA, USA.

Phillips, Diane M. (2023). IMAGINE: Sustainability as strategy – It’s just good business. *Stronger Than My Excuses Conference*. 28 February. Mingara Recreation Club, 12-14 Mingara Dr, Tumbi Umbi, NSW 2261, Australia.  
Event wrap video (3 mins): <https://www.youtube.com/watch?v=0StpDUqNq88>.  
Panel discussion video (30 mins): <https://www.youtube.com/watch?v=ILNXXxuM8Ik>.

Phillips, Diane M. (2022). Preparing the next generation of business leaders for the new climate reality. *The Sustainability Network. Center for the Business of Sustainability. Smeal College of Business*. 12 April. Penn State University, University Park, PA, USA.  
Presentation (58 mins): <https://vimeo.com/showcase/8071199/video/699532354>.

### **Activities in Professional Organizations**

Editorial Review Board – Psychology & Marketing (since 2016)

Reviewer – Sustainability (since 2017)

Reviewer – Psychology & Marketing (since 2013)

Reviewer – Journal of Retailing and Consumer Services (since 2013)

Editorial Review Board – Association for Consumer Research Conference (1994-2004)

Editorial Review Board - Academy of Marketing Science Annual Conference (1997-1999)

Editorial Review Board – European Assn for Consumer Research Conference (1998-1999)

Assistant to Conference Chair - Association for Consumer Research, Boston, MA (1994)

### **Invited Lectures**



“The New Climate Reality”

April 22, 2020, Saint Joseph’s University, Philadelphia, PA  
January 21, 2020, Wallace Township, Glenmoore, PA  
January 8, 2020, Abington Friends School, Jenkintown, PA  
November 21, 2019, Unity Church, Palmyra, PA  
September 5, 2019, Saint Joseph’s University, Philadelphia, PA  
April 24, 2019, Lower Merion Conservancy, Philadelphia, PA  
April 24, 2019, West Vincent Township, Chester Springs, PA  
May 4, 2017, The Philadelphia Fashion Incubator, Philadelphia, PA  
March 23, 2017, Saint Joseph’s University  
April 14, 2016, Saint Joseph’s University  
November 1, 2015, Our Mother of Consolation Parish, Chestnut Hill, PA  
September, 19, 2015 – National Drive Electric Week, Tesla Motors, Devon, PA  
April 23, 2015 – Saint Joseph’s University, Philadelphia, PA  
March 27, 2015 – Rosemont College, PA  
October 9, 2014 – University College Cork, Ireland  
October 7, 2014 – Trinity College Dublin, Ireland  
September 21, 2014 – National Drive Electric Week, Tesla Motors, Devon, PA  
May 14, 2014 – Bloomberg Earnings Estimates, Princeton, NJ  
April 3, 2014 – Saint Joseph’s University, Philadelphia, PA  
March 18, 2014 – 2 sections of Freshman Seminar classes, SJU, Philadelphia, PA  
November 14, 2013 – Saint Joseph’s University, Philadelphia, PA  
November 6, 2013 – Camphill School, Phoenixville, PA  
October 3, 2013 – Chester County Library System, Hankin Library, Chester Springs, PA  
September 29, 2013 – Dermamed Group, Devon, PA  
September 16 & 17, 2013 – West Chester University, West Chester, PA  
September 9, 2013 – The Unitarian Church of Devon, Devon, PA

“Climate Change is Here: Now What?” presented in conjunction with the Finance Department and the Arrupe Center for Business Ethics at Saint Joseph’s University, February 23, 2017.

“Benchmarking Best Practices: 6 Key Lessons from Sustainability Leaders” presented at the Journey to Sustainability Symposium, Rosemont College, March 27, 2015

“Business Ethics & Sustainability” presented with John McCall, John Neiva, and Mike McCann at Saint Joseph’s University, April 10, 2014

“When Do Food Labels Serve as a Warning to Consumers? An Examination of Consumer Perceptions of “Genetically Engineered” Food Labels,” presented at the Global Biotechnology Communicators Conference, Saint Joseph’s University, Philadelphia, PA, June 23, 2005.

“When Do Food Labels Serve as a Warning to Consumers? An Examination of Consumer Perceptions of “Genetically Engineered” Food Labels,” presented to the Mensch, Umwelt, Technik (MUT) Program Group at the Forschungszentrum Juelich, Germany on July 20, 2004.

“GM Food: What is it? Why is it?” presented with Bill Hallman, Ph.D. at the Academy of Natural Sciences, Philadelphia, on April 3, 2004.

“Young Farmer Survey: Preliminary Results” presented at the Young Farmers and Ranchers Association in Harrisburg, PA on January 31, 2004.

“Biotech Foods and the American Consumer,” presented to Tech-MBA students at West Chester University. May 10, 2001, August 16, 2001, November 15, 2001, February 21, 2002, May 16, 2002, February 24, 2003.

“Organic Foods and the American Consumer,” presented to The Cochran Group South America at Saint Joseph’s University, July 2, 2002.

“Biotech Foods and the American Consumer,” presented to The Irish Food Board (IBEC) at Saint Joseph’s University. June 18, 2002.

“Organic Foods and the American Consumer,” presented to The Irish Food Board (IBEC) at Saint Joseph’s University, April 11, 2002.

“Understanding Consumer Behavior,” presented to EMBA students at Saint Joseph’s University, January 26, 2001, January 25, 2002.

“Understanding Buyer Motivation,” presented to The Irish Food Board (IBEC) at Saint Joseph’s University, October 8, 2001.

### **Teaching Experience: Undergraduate**

#### Saint Joseph’s University:

*People, Planet, & Profit: A Business Perspective on Sustainability*

*Marketing Strategy*

*Consumer & Buyer Behavior*

*Marketing Communications*

*Social Responsibility in Marketing*

*Independent Studies & Directed Readings*

*Marketing Communications for PA Specialty Foods*

*Principles of Marketing*

*International Marketing Study Tour*

#### Juniata College:

*Social Psychology*

#### The Pennsylvania State University:

*Marketing Policies and Programs*

*Consumer Behavior*

*Independent Studies in Consumer Behavior*

*Principles of Marketing*

## **Teaching Experience: Graduate & Executive**

### *Saint Joseph's University*

*Marketing Strategy*

*Sustainability: A Business Perspective*

*Creating & Measuring Customer Value*

*Marketing Concepts*

*Marketing Management*

*Consumer Behavior*

*International Marketing Study Tour*

## **Consulting Projects**

Mindshare, Inc., The Franklin Institute, Sun & Earth, East Coast Liquid Filling, Terracycle, Mannington Mills, Riverbend Environmental Education Center, Green Valleys Association, North American Land Trust, Veryfine Juices, Dermamed, Bloomberg Earnings Estimates.

## **Work Experience**

*Minitab, Inc.: Marketing Representative.* (February 1992-August 1992)

*Technology Business Development (a division of the Texas A&M University System): Marketing Consultant.* (January 1990-August 1991)

*Exxon, USA: Marketing Assistant.* (January 1989-January 1990)

## **Honors and Awards**

*The 2022 Gerald I. Sussman Award for Outstanding Leadership in Sustainability, The Penn State Smeal College of Business.*

*2016 EFMD Case Competition.* The case entitled, "Sustainable growth at Terracycle: Should manufacturing be moved?" was submitted by Ivey Publishing to this competitive forum.

*Dr. Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula (2015). Honorable Mention.* From the University of South Carolina Darla School of Business. Co-authors: John Neiva, Ron Dufresne, Carolin Schellhorn.

*Certificate of Merit: Service (2013-2014).*

Awarded to faculty who demonstrate excellence in service to the community and to Saint Joseph's University.

*Certificate of Merit: Teaching (1998-1999 and 2002-2003).*

Awarded to faculty who demonstrate excellence in teaching at Saint Joseph's University.

*Smeal College Teaching Fellow.*

Awarded to individuals who demonstrate excellence in teaching at Penn State University.

*Doctoral Internationalization Consortium at University of Texas at Austin (March 23-26, 1995).*  
The goal of this consortium - the first of its kind - was to bring together doctoral candidates of diverse backgrounds who all shared an interest in cross-cultural issues. We attended lectures, participated in discussion groups, and developed a research agenda.

### **College and University Service**

*Advisory Board, Institute for Environmental Stewardship (IES) (2021 – present)*  
*Faculty Policies & Procedures Committee (2019 – 2022)*  
*Steering Committee for the Institute of Environmental Stewardship (2019 – present)*  
*SJU Polish Club – faculty advisor (2020 – present)*  
*Alpha Kappa Psi – faculty advisor (2017 – present)*  
*First Year Experience Committee (2017 – 2022)*  
*Advisory Board, Environmental Studies Minor (2016 – present)*  
*HSB Social Impact & Sustainability Committee (2023 – present)*  
*HSB Graduate Programs Committee (1997, 2021 – present)*  
*General Education Requirement: Writing Intensive Subcommittee (2019 – 2020)*  
*Undergraduate Student Commencement Speaker Selection Committee (2017 – 2020)*  
*SJU Bookstore Vendor Taskforce Committee (2016 – 2018).*  
*SJU Sustainability Task Force, Marketing Chair (2012 – 2015).*  
*The Haub School of Business Sustainability Committee, Co-Chair (2013 – 2015).*  
*The Haub School of Business Sustainability Committee (2023 – present).*  
*Faculty Policies & Procedures Committee (2013 – 2016).*  
*Commencement Speaker Committee Chair (2010 – 2015).*  
*Commencement Reader of Names (2006, 2007, 2008, 2009, 2010, 2011, 2016).*  
*Commencement Speaker Committee Member (2008 – 2010).*  
*Department Chair, The Department of Marketing (2003 – 2009).*  
*University Image and Identity Committee (2003 – 2009).*  
*Board of Faculty Research and Development (2003 – 2008).*  
*Faculty Senate Executive Council (2000 – 2004, 2022- present).*  
*Board of Academic Review (2000 – 2003).*  
*Institutional Review Board (1999 – 2003).*  
*University Commencement Speaker Selection Committee (2000 - 2003).*  
*University Committee on Faculty Compensation (1998).*  
*The Haub School of Business MBA Admissions Committee (1998 - 2005).*  
*The Haub School of Business EMBA Admissions Committee (2009 – 2018).*  
*The Haub School of Business Diversity Committee (1998-1999).*  
*The Haub School of Business Outcomes Assessment Committee (1998).*

### **Professional Service**

*Sustainability, Guest Editor for an edition on consumer behavior and sustainability (2020)*  
*Psychology & Marketing, editorial review board (2018-present)*  
*Psychology & Marketing, reviewer (2016-present)*

### **Professional Organizations**

*Academy of Marketing Science.*

*American Association of University Professors.*  
*American Marketing Association.*  
*Association for Consumer Research.*  
*Beta Gamma Sigma. Member.*  
*Penn State Alumni Association. Lifetime Member.*

### **Community Service**

*Democratic Committeeperson, West Vincent Township*

### **Professional References**

Dr. Hans Baumgartner, Professor of Marketing  
Charles & Lillian Binder Faculty Fellow  
Penn State University  
[jxb14@psu.edu](mailto:jxb14@psu.edu)  
+1 814 863 3559

Prof. Dr. Thomas Rudolph  
Chair, Institute of Retail Management  
St. Gallen University, Switzerland  
+41 71 224 28 56  
[Thomas.rudolph@unisg.ch](mailto:Thomas.rudolph@unisg.ch)

Dr. Michelle Patrick  
President  
Robert Morris University  
[Patrick@rmu.edu](mailto:Patrick@rmu.edu)  
+1 412 397 5445

Dr. Franklin Carter  
William A. Donan Clinical Professor of Marketing  
Penn State University  
[fc11@psu.edu](mailto:fc11@psu.edu)  
+1 814 865 3015