

Tulay Girard, Ph.D.

Professor of Marketing
Pennsylvania State University

E-mail: tulaygirard@yahoo.com

Web site: www.tulaygirard.com

<http://www.linkedin.com/in/tulaygirard>

<https://www.facebook.com/tulay.girard>

EDUCATION

Ph.D. in Business Administration with specialization in Marketing [Florida Atlantic University](#), Boca Raton, Florida, 2005.

M.B.A. [Florida Atlantic University](#), Boca Raton, Florida, 1998.

B.S. in Business Administration, [California State University](#), East Bay (a.k.a. Hayward), CA, 1994.
[with an emphasis in Finance]

RESEARCH AREAS

- Consumer-based brand equity and private-label brands, service quality gaps, strategic planning in emerging markets.
- Consumer online shopping intentions, consumer risk perceptions, social influences, and search behavior.
- Product classes, online retail attributes (e.g., trust, Internet security, privacy, web site features).
- Logo design and testing logo associations.
- Marketing research (e.g., satisfaction, employer expectations of graduates).
- Structural Equation Modeling.
- Pedagogy: Marketing pedagogy (using technology in higher education).

COURSES TAUGHT

Marketing Research	Principles of Marketing	Marketing Strategy
Social Media Marketing	Consumer Behavior	Internet Marketing
Advanced Social Media Marketing	Supervised Research	Marketing Analytics
Brand Management		

ACADEMIC EXPERIENCE

Professor of Marketing. The Pennsylvania State University, Division of Business, Engineering, & Information Systems Technology, Altoona, PA, July 2015- present.

Associate Professor of Marketing (with tenure). The Pennsylvania State University, Division of Business, Engineering, & Information Systems Technology, Altoona, PA, July 2011- June 2015.

Assistant Professor of Marketing. The Pennsylvania State University, Division of Business, Engineering, & Information Systems Technology, Altoona, PA, July 2004- June 2011.

Graduate Teaching Associate. The Florida Atlantic University, Department of Marketing, College of Business Administration, Boca Raton, FL, Fall 2000- Spring 2003.

Research Associate. The Florida Atlantic University, Department of Marketing, College of Business Administration, Boca Raton, FL, Spring 2000.

COURSES TAUGHT

Principles of Marketing

Penn State Altoona, Altoona, PA (52 sections)

Consumer Behavior

Penn State Altoona, Altoona, PA (24 sections)

Florida Atlantic University, FL (4 sections)

Contemporary American Marketing (Writing Intensive Course)

Penn State Altoona, Altoona, PA (11 sections)

Marketing Research

Penn State Altoona, Altoona, PA (9 sections)

Florida Atlantic University, FL (3 sections)

Undergraduate Research in Business (Internship)

Penn State Altoona, Altoona, PA (8 sections)

Entrepreneurial Marketing

Penn State Altoona, Altoona, PA (2 sections)

Intermediate Social Media Marketing

Penn State Altoona, Altoona, PA (11 sections)

Brand Management

Penn State Altoona, Altoona, PA (2 sections)

Advanced Social Media Marketing

Penn State Altoona, Altoona, PA (1 section)

Internet Marketing

Penn State Altoona, Altoona, PA (1 section)

Marketing Data Analytics

Penn State Altoona, Altoona, PA (2 sections)

Marketing Strategy

Florida Atlantic University, FL (1 section)

Motivation and Leadership

Penn State Altoona, Altoona, PA (1 section)

Internship

Penn State Altoona, Altoona, PA (1 section)

Independent Study

Penn State Altoona, PA (1 section)

Research Project

Penn State Altoona, PA (1 section)

NEW COURSES DEVELOPED

Intermediate Social Media Marketing (MKTG 480) – Spring 2012

Advanced Social Media Marketing Fall 2013

Brand Management Fall 2016, Spring 2017

BUSINESS EXPERIENCE

Consultant. Pennsylvania State University-Altoona, PA. 2004-Present.

As part of external service to the university and incorporating numerous live projects into the Marketing Research and Research Internship courses or as freelancer. Conducted market research projects for organizations/businesses/industries operating in restaurant, public library, recreation/tourism, convenience store/gas station, career services office, municipalities, higher education institutions, gym, banking, TV station, sports league, supermarket, discount & club membership stores, church, healthcare, and therapeutic medicine. Some of the projects included studies of customer satisfaction, employee satisfaction, internal branding, net promoter score, brand equity, private-label branding, cybersecurity, non-profit greenway, logo design and testing, concept testing, segmentation, and political branding.

Accounting and Human Resource Manager. Microtyping Systems, Inc., FL. 1996-1997.

Performed month-end closings and reconciliation of G/L accounts. Prepared and analyzed financial statements for strategic planning. Processed bi-weekly payroll and prepared annual tax returns. Calculated and updated unit costs of products and maintained production plans. Performed wire transfers to pay royalties. Organized, supervised, and participated in year-end inventory count, and reconciled inventory accounts. Managed and maintained personnel files, evaluated year-end insurance plans, and performed network administration. Wrote operational procedures for ISO 9000 certification.

Accounting Assistant. Engineered Business Systems Solutions, Inc., Coconut Creek, FL. 1995-1996.

Prepared financial reports. Processed A/P and A/R accounts. Calculated sales commissions. Assisted with payroll processing. Processed loan applications.

Staff Accountant – Intern. Levi & Company, CPAs, Oakland, CA. 1994 - 1995

Audited various Property Management companies in the San Francisco Bay area. Assisted with tax return preparations of business clients.

Assistant to Sr. Relocation Advisor – 2-year Intern. City of Oakland, CA. 1992 - 1994

Interviewed relocatees, calculated and managed relocation benefits. Prepared annual budgets. Revised and updated the Code Enforcement program.

Customer Service Representative. Wells Fargo Inc., Dublin, CA. 1990-1992

Provided customer service and processed transactions. Received Sales Award for promoting new credit card accounts.

Real Estate Agent (licensed). Century 21 American, Fremont, CA. 1989 - 1990

Represented and assisted buyers in house sales.

Sales Representative. AVIS Car Rental, Izmir, Turkey. 1988 - 1989

Provided customer service. Prepared rental contracts and coordinated rental car inventory.

Sales and Operations Associate. Olympiad Sport Sporting Goods Manufacturing & Retail Co., Istanbul, Turkey 1978-1987. Family Business.

Responsible for assisting with the manufacturing and sales aspects of the family-owned business.

REFEREED BOOK CHAPTER PUBLICATION

Pinar, M., & **Girard, T.** (2019). Comparing Private Label Brand Equity Dimensions of the Same Store: Their Relationships, Similarities, and Differences. In Y. Arslan (Ed.), *Improving Marketing Strategies for Private Label Products* (pp. 61-82). Hershey, PA: IGI Global. E-ISBN: 9781799802594
<https://doi.org/10.4018/978-1-7998-0257-0.ch004>

REFEREED JOURNAL PUBLICATIONS

Girard, T., Pinar, M., & Guder, F. Drivers of Customer Recommendations: Analyzing Net Promoter Score Predictors in Convenience Store and Fuel Business. **Under review:** *The Journal of Entrepreneurship*.

Pinar, M., **Girard, T.**, Basfirinci, C., & Guder, F. Applying Net Promoter Score (NPS) in Political Marketing to Predict Recommending a Town Mayor: An Exploratory Study. **Under review:** *The Journal of Public Affairs*.

Pinar, M., Wilder, C., **Girard, T.**, & Başfirinci, Ç. (2025). Perceptions of service occupation stereotypes among American and Turkish millennials. *Istanbul Business Research*, 54(1), 122-142.
<https://doi.org/10.26650/ibr.2025.54.1538535>

Aycı, A., Pinar, M., Hatipoğlu, I. I., and **Girard, T.** (2024). Relationships of brand orientation with internal branding factors: An employee perspective in a B2B manufacturing context. *Journal of Entrepreneurship and Innovation Management (Girişimcilik ve İnovasyon Yönetimi Dergisi)*, 13(2), 200-233.
<https://dergipark.org.tr/tr/pub/jeim/issue/89373/1585617>

Pinar, M., **Girard, Tulay**, & Guder, Faruk (2024). Examining the Net Promoter Score (NPS) for Convenience Store: Is NPS Impacted by Consumer Demographics? *Journal of Yasar University*, 19/76, 541-558. <https://dergipark.org.tr/tr/download/article-file/3960641>

Pinar, M., Wider, C., Luth, M., & Girard, T. (2024). Student Satisfaction with Learning Experience and Its Impact on Likelihood Recommending University: Net Promoter Score Approach. *Journal of Higher Education Theory and Practice (JHETP)*, 24(8), 49-68. <https://doi.org/10.33423/jhetp.v24i8.7200>

Pinar, Musa, Guder, Faruk, & **Girard, Tulay** (2024). The Interplay of Corporate Social Responsibility (CSR), Employees in the Convenience Store Sector, and Net Promoter Score (NPS) Impact. *Journal of Values-Based Leadership*, 17(2), 1-22. <https://doi.org/10.22543/1948-0733.1511>

Turedi, S., Nardali, S., Pinar, M., **Girard, Tulay**, & Alkibay, S. (2022). An Examination of the Effects of Fan-Based Brand Associations of a Professional Soccer League on League Brand Equity. *Advances in Business Research*, 12(1), 37-56. <https://journals.sfu.ca/abr/index.php/abr/article/view/549/215>

Girard, Tulay, & Pinar, M. (2021). [Examining the Use of Social Media in Building a Student Personal Brand and the Impact of Demographics](#). *Journal of Marketing Development and Competitiveness*, 15(3), 7-18. <https://doi.org/10.33423/jmdc.v15i3.4535>

Girard, Tulay and Pinar, M. (2021). [Importance-performance gap analysis of the university brand equity dimensions](#). *Atlantic Marketing Journal*, 10(1). Article 4. Available at: <https://digitalcommons.kennesaw.edu/amj/vol10/iss1/4>

Girard, Tulay, Musa Pinar and Lori Lysiak (2020), "[Understanding Student Perceptions of their Personal Branding in Higher Education](#)," *Journal of Higher Education Theory and Practice (JHETP)*, 20(13), 136-146 (ISSN# 2158-3595).

Girard, Tulay and Musa Pinar (2020), "An empirical study of the dynamic relationships between the core and supporting brand equity dimensions in higher education," *Journal of Applied Research in Higher Education*, 13(3), 710-740. <https://doi.org/10.1108/JARHE-04-2020-0097>

Pinar, M., **Girard, Tulay**, and Cigdem Basfirinci (2020). "Examining the Relationship between Brand Equity Dimensions and University Brand Equity: An Empirical Study in Turkey," *International Journal of Educational Management*, 34(7), 1119-1141. <https://doi.org/10.1108/IJEM-08-2019-0313>

Girard, Tulay and Hallman, L. (2017). "Linking Education to Industry: A Collaborative Logo Design Project," *Journal of Higher Education Theory and Practice*, 17(6), 71-77.

Pinar, Musa, Sinan Nardali, Sanem Alkibay, and **Girard, Tulay** (2017). "[Türkiye Süper Ligi'nin Marka Değerini Etkileyen Faktörlerin Öneminin ve Performansının Değerlendirilmesi](#), (Turkish Soccer League's Brand Equity Factors)," *Pazarlama ve Pazarlama Araştırmaları Dergisi (Marketing and Marketing Research Journal)*, 10(19), 103-122.

Girard, Tulay, Paul Trapp, Musa Pinar, Tanses Gulsoy, and Thomas E. Boyt (2017), "[Consumer- based brand equity of a private-label brand: measuring and examining determinants](#)," *Journal of Marketing Theory and Practice*, 25(1), 39-56. ISSN: 1069-6679 (print)/ISSN: 1944-7175 (published online 06 Dec 2016).

Pinar, M., Eser, Z., and **Girard, Tulay** (2016), "Müşteri Şikâyetlerinin Önemi: Hizmet Pazarlaması ve Markalaşması Üçgeni Çerçevesinde Bankacılık Sektöründe Bir Çalışma (Importance of Customer Complaints: A Study of Banking Industry Using Services Marketing and Branding Triangle Framework)", *Pazarlama Teorisi ve Uygulamaları Dergisi (Journal of Theory and Practice in Marketing)*, 2(2), 23-49.

Pinar, Musa, **Tulay Girard**, Paul Trapp, and Zeliha Eser (2016), "[Services Branding Triangle: Examining the Triadic Service Brand Promises for Creating a Strong Brand in Banking Industry](#)," *International Journal of Bank Marketing*, 34(4), 434-457.

Pinar, Musa, Paul Trapp, **Tulay Girard**, and Thomas Boyt (2014), "[University Brand Equity: An Empirical Investigation of its Dimensions](#)," *International Journal of Educational Management*, 28(6), 616-634.

Girard, Tulay, Rachel Litzinger, and Mark M. Lennon (2013), "[The Use of iPocket Coach in Business Education](#)," *Journal of Applied Research in Higher Education*, 5 (2), 252-260. ISSN: 2050-7003.

Anitsal, Ismet, Meral Anitsal, and **Tulay Girard** (2013), "[Retail Mission Statements: Top 100 Global Retailers](#)," *Academy of Strategic Management Journal*, 12 (1), 1-20.

Girard, Tulay, Meral Anitsal and Ismet Anitsal (2013), "[The Role of Logos in Building Brand Awareness and Performance: Implications for Entrepreneurs](#)," *Entrepreneurial Executive*, 18, 7-16.

Pinar, Musa, **Tulay Girard** and Zeliha Eser (2012), "[Consumer-Based Brand Equity in Banking Industry: A Comparison of Local and Global Banks in Turkey](#)" *Journal of International Bank Marketing*, 30 (5), 359-375.

Anitsal, Ismet, Meral Anitsal and **Tulay Girard** (2012), "[The Core of Retail Mission Statements: Top 100 U.S. Retailers](#)," *Academy of Strategic Management Journal*, 11 (1), 131-144.

Anitsal, Ismet, **Tulay Girard**, and Meral M. Anitsal (2012), "[An Application of Services Marketing Mix Framework: How do Retailers Communicate Information on Their Sales Receipts?](#)" *Business Studies Journal*, 4 (2), 77-90.

Eser, Zeliha, Musa Pinar, **Tulay Girard**, and F. Bahar Ozdogan (2012), "[Consumer-Based Brand Equity In The Television Industry: A Study Of A Private TV Channel In Turkey](#)," *Academy of Marketing Studies Journal (AMSJ)*, 16 (1), 67-86.

Girard, Tulay and Musa Pinar (2011), "A Usability Study of Interactive Web-based Modules" *Turkish Online Journal of Educational Technology*, 10 (3), 27-32. <http://www.tojet.net/volumes/v10i3.pdf>.

Pinar, Musa, **Tulay Girard**, Zeliha Eser (2011), "[An Exploratory Study of Consumer-based Brand Equity in Turkish Banking Industry](#)," *Services Marketing Quarterly*, 32 (4), 282-301.

Pinar, Musa, Paul Trapp, **Tulay Girard**, Tom Boyt (2011), "[Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education](#)," *International Journal of Educational Management*, 25 (7), 724-739.

Anitsal, İsmet, M. Meral Anitsal, and **Tulay Girard** (2011), "[Top 250 Global Retailers: Online Features of Retailer Websites](#)," *The Journal of International Business Research*, 10 (1), 45-58.

Girard, Tulay, Musa Pinar, and Paul Trapp (2011), Class Presentations and Peer Evaluations: Do Students Perceive the Benefits? *The Academy of Educational Leadership Journal*, 15(1), 77-94.

Girard, Tulay (2010), "[The Role of Demographics on the Susceptibility to Social Influence: A Pretest Study](#)," *Journal of Marketing Development and Competitiveness*, 5 (1), 9-22.

Gupta, Shruti, Julie Pirsch, and **Tulay Girard** (2010), "[An Empirical Examination of a Multinational Ethical Dilemma: The Issue of Child Labor](#)," *Journal of Global Marketing*, 23 (4), 288-305.

Girard, Tulay and Paul Dion (2010), "[Validating the Search, Experience, and Credence Product Classification Framework](#)," *Journal of Business Research*, 63 (9/10), 1079-87.

Girard, Tulay and Musa Pinar (2009), "[An Exploratory Study of Gender Effect on Student Presentation Evaluations: Does Gender Similarity Make a Difference?](#)" *International Journal of Educational Management*, 23 (3), 237-251.

Pinar, Musa and **Tulay Girard** (2008), "Investigating the Impact of Organizational Excellence and Leadership on Achieving Business Performance: An Exploratory Study of Turkish Firms," *The SAM Advanced Management Journal*, 73 (1), 29-45.

McConn, Charlotte. E., Ryoo, Jungwoo, and **Tulay Girard** (2008), "[Assessing Information Systems Security within Local Governments: Three Case Studies of Local Governments in Central Pennsylvania](#)," *The Journal of International Business Research*, 6 (1): 55-75, 2007 (ISSN: 1544-0222).

Girard, Tulay, M. Meral Anitsal and İsmet Anitsal (2008), "[On-Line Features of the Top 100 U.S. Retailers' Websites](#)," *International Journal of the Academic Business World*, Spring, Vol. 2 (1), 9-17.

O'Connor, Maggie and **Tulay Girard** (2006), "[Making Principles of Marketing Case Studies Tangible through Interactivity](#)" *The Journal of Business and Leadership: Research, Practice, and Teaching*, 2 (2), 374-381.

Korgaonkar, Pradeep, Ronnie Silverblatt, and **Tulay Girard** (2006), "[Online Retailing, Product Classifications, and Consumer Preferences](#)," *Internet Research*, 16 (3), 267-288.

Girard, Tulay, Pradeep Korgaonkar, and Ronnie Silverblatt (2003), "Relationship of Type of Product, Shopping Orientations and Demographics with Preference for Shopping on the Internet," *Journal of Business and Psychology*, 18 (1), 101-120.

Girard, Tulay, Ronnie Silverblatt, and Pradeep Korgaonkar (2002), "[Influence of Product Class on Preference for Shopping on the Internet](#)," *Journal of Computer-Mediated Communication*, 8 (October), available at <http://www.ascusc.org/jcmc/vol8/issue1/girard.html>

Girard, Tulay (2005), "Validating the Search, Experience, and Credence Product Classification Framework in a Model of Patronage Intentions," The Florida Atlantic University, College of Business, Dissertation Committee: Dr. Pradeep Korgaonkar (Chair), Dr. Louis Dominguez, Dr. Paul Koku, Dr. Alan Smith, Dr. Steven Hecth. UMI Number: 3166184, ProQuest Information and Learning Company, Ann Arbor, Michigan.

REFEREED CONFERENCE PUBLICATIONS

Pinar, Musa, Duran Tekoglu, Aycan, **Girard, Tulay** (2025). A holistic approach to country branding: Examining a master brand and sub-brand framework. In Proceedings of the 2025 Atlantic Marketing Association, Sept. 11-13, 2025, Portland, ME. Received the **Best Abstract Award in Strategy and Research Track**

Peng, L., and Girard, T. (2025). Bridging workplace discrepancies: Enhancing managerial plasticity for effective internal branding and employee engagement. *2025 Association of Marketing Theory and Practice Proceedings*, 50. https://digitalcommons.georgiasouthern.edu/amp-proceedings_2025/50/

Pinar, Musa, **Girard, Tulay**, Basfirinci, Cigdem, & Guder, Faruk (2024). Using NPS in Political Marketing to Predict Likelihood to Recommend Politician: An Exploratory Study for a Town Mayor. Proceedings of the *27th Marketing and Marketing Research Association of Turkey (Pazarlama ve Pazarlama Arastirma Dernegi, Turkiye) Conference (Competitive Track)*, pp. 541- 552, May 30-June 1, Erzurum, Türkiye. <http://www.pazarlama.org.tr/ppadpk-2024/uploads/files/27.%20Pazarlama%20Kongresi%20Bildiri%20Kitabi%283%29.pdf>

Pinar, Musa, Guder, F., & **Girard, Tulay** (2024), Examining Corporate Social Responsibility (CSR) and Employees in Convenience Store Business and their Impact on Net Promoter Score (NPS). (Extended Abstract) *Proceedings of the 2024 Association of Marketing Theory and Practice*, Hilton Head, SC, March 13-16, 2024.

Pinar, Musa, **Girard, Tulay**, & Guder, F. (2023). Examining the Net Promotor Score (NPS) for Convenience Store: Is NPS Impacted by Consumer Demographics? (Extended Abstract) *Proceedings of the Würzburg International Business Forum's 6th International Business Conference (WIBF-IBC)*, June 15-16, Würzburg, Germany.

Pinar, Musa, Wilder, Colleen, Luth, Matthew, & **Girard, Tulay** (2023). Student Satisfaction with Learning Experience and Its Impact on Likelihood Recommending University: Net Promotor Score Approach. (Extended Abstract) *Proceedings of the 2023 Association of Marketing Theory and Practice*, Hilton Head, SC, March 15-18, 2023. **The Best Paper Award in Marketing Education Track** https://digitalcommons.georgiasouthern.edu/cgi/viewcontent.cgi?article=1024&context=amp-proceedings_2023

Pinar, Musa, Ayci, Ali, **Girard, Tulay**, Hatipoglu, Ilhan. (2022). Relationships of Brand Orientation with Internal Branding Factors and Demographics, (Extended Abstract) *Proceedings of the 26th PPAD Marketing Congress*, Kirsehir, Turkey, June 23-25, 2022.

Pinar, Musa and **Girard, Tulay** (2022). Examining the Relationships Between Branding Factors and Likelihood of Recommending: Determinants of Net Promoter Score. (Extended Abstract) *Proceedings of the 2022 Association of Marketing Theory and Practice*. 18, Sandestin, FL, March 23-26, 2022. **The Top Paper Award in Brand Management Track** https://digitalcommons.georgiasouthern.edu/amp-proceedings_2022/18

Girard, T. (2022). A Logo Testing Market Research Study. (Extended Abstract). *Proceedings of the 2022 International Association of Applied Business Research Conference (IAABR)*, Key West, FL, Jan 7-8, 2022.

Pinar, M., **Girard, T.**, Bicakcioglu-Peynirci, N., Ipek, I. and Gulsoy, T. (2021). Examining the Consumer Purchase Shares of PLBs Across Cultures: A Comparison of the U.S. and Turkish PLBs, (Extended Abstract). To be published in the *Proceedings of the 2021 Atlantic Marketing Association Conference*, Chattanooga, TN, Sept. 30-Oct. 3, 2022.

Girard, Tulay and Musa Pinar (2021). "Examining the Use of Social Media in Building a Student Personal Brand and the Impact of Demographics," (Extended Abstract). *Proceedings of the 2021 Association of Marketing Theory and Practice Virtual Conference*, March 18-19, 2021.

Girard, Tulay and Musa Pinar (2020). "Importance-Performance Gap Analysis of the University Brand Equity Dimensions," (Extended Abstract). *Proceedings of the 2020 Atlantic Marketing Association Virtual Conference*, Sept. 30-Oct. 3. **The Best Paper Award in Services Marketing Track**

Girard, Tulay and Musa Pinar, Ilayda Ipek, Nilay Bicakcioglu, and Tanses Gursoy (2020). "Examining the Differences in the Relationships of the Private Label Brand Equity Dimensions Across Brands and Cultures," (Extended Abstract) *Proceedings of the 2020 Summer American Marketing Association Conference*, San Francisco, CA, Aug. 21-23.

Pinar, Musa and **Tulay Girard** (2020). "Understanding Student Perceptions of their Personal Branding in Higher Education," (Extended Abstract) *Proceedings of the 2020 Association of Marketing Theory and Practice Conference*, Sandestin, FL Mar 19-22.

Girard, Tulay and Lori Lysiak (2019). "A Collaborative Approach to Blended Learning Design and Activities to Engage Students: A Case Study," (Extended Abstract) *Proceedings of the 2019 Atlantic Marketing Association*, Asheville, NC Sept. 25-29.

Conte, Ashley and **Tulay Girard** (2019). "A Hands-On Online Library Research Project in a Principles of Marketing Course," (Extended Abstract) *Proceedings of the 2019 Atlantic Marketing Association*, Asheville, NC Sept. 25-29.

Pinar, Musa, Colleen Wilder, **Tulay Girard**, and Sinan Nardali (2019). "Perceptions of Service Profession-Status Stereotyping: Comparisons of Turkish and American Millennials," (Extended Abstract) *Proceedings of the 2019 Association of Marketing Theory and Practice Conference*, Charleston, SC March 21-23.

Lysiak, Lori and **Tulay Girard** (2019). "Updated Collaborative Approaches: Incorporating Online Embedded Librarian Techniques into Resident Instruction," ([Abstract](#)) TLT Symposium, University Park, PA, March 2019.

Girard, Tulay (2018). "Increasing Student Engagement in a Marketing Course with a Blended Design," (abstract). *Proceedings for the Academy of Business Research*, Boca Raton, FL, November 14-16, 260.

Pinar, Musa, **Tulay Girard**, Cigdem Basfirinci, and Paul Trapp (2018). "Examining the Relationship between Brand Equity Dimensions and University Brand Equity: An Empirical Study in Turkey," (Extended Abstract). *Proceedings of the 23rd Marketing Conference*, Kocaeli, Istanbul, June 27-29, 643-650.

Latta, Michael, Rick Mathisen, David Burns, **Tulay Girard**, Michael McCall (2018). "The Greatest Threat to Marketing Today: A Panel Discussion," (panel session proposal abstract). *Proceedings of the 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL March 14-17, 2018.

Girard, Tulay, Ismet Anitsal, M. Meral Anitsal, Ronald J. Dick (2018). "The Recent Trends and Best Practices for Designing Blended/Hybrid/Flipped Courses in Higher Education," (panel session proposal abstract). *Proceedings of the 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL March 14-17.

Ekebas, Ceren, Musa Pinar, Paul Trapp, and **Tulay Girard** (2018). "Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers," *Proceedings of the 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL March 14-17. **The Top Paper in Track Award.**

Trapp, Paul, Musa Pinar, and **Tulay Girard** (2017). "Examining private-label brand equity dimensions: Do brand equity dimensions differ for different PLBs of the same store?," *Proceedings of the 2017 Atlantic Marketing Association Conference*, Williamsburg, VA, September 27-30.

Girard, Tulay, Paul Trapp, Ilayda Ipek, Nilay Bicakcioglu, and Musa Pinar (2017). "Measuring Consumer-Based Brand Equity for Private-Label Brands: Cross-Country Comparisons," *Proceedings of the 2017 Summer AMA Conference*, San Francisco, CA, August 4-6.

Girard, Tulay and Luke Hallman (2017). A Collaborative Logo Design Project for a Startup Therapeutic Medicine Company. *Proceedings of the 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 23-25, 2017. **The Top Paper in Track Award.**

Pinar, Musa, **Tulay Girard**, Nilay Bicakcioglu, Ilayda Ipek, and Paul Trapp (2017), "Examining Purchase Shares of Private Label-Brands and Consumer Demographics: A Study in the United States and Turkey," (Abstract). *Proceedings of the 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 23-25, 2017.

Girard, Tulay, Meral Anitsal, Ismet Anitsal, Stephen LeMay, Dorene Ciletti, and Ron Dick (2017). "The Best Practices to Eliminate Distraction due to Mobile Device Usage in Classrooms Without Creating a Negative and Hostile Classroom Experience" (panel session proposal abstract). *Proceedings of the 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 23-25, 2017.

Girard, Tulay, Ismet Anitsal, Meral Anitsal, David Burns, Michael Latta, and Michael McCall (2017). "What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors?" (panel session proposal abstract). *Proceedings of the 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 23-25, 2017.

Girard, Tulay, Musa Pinar, Nilay Bicakcioglu, and Ilayda Ipek (2016). "Özel Markalı Ürünlerin Tüketici Temelli Marka Değeri: İki Ülkede Ampirik Bir Karşılaştırma (Private-Label Brand Equity: An Empirical Comparison in Two Countries)," (extended abstract). *Proceedings of 21. Ulusal Pazarlama Kongresi* (The *21st National Marketing Conference*), Kutahya, Turkey, [October 6-8](#), 2016.

Girard, Tulay and Luke Hallman (2016). "Linking Education to Industry: A Collaborative Logo Design Project," *Proceedings of the 2016 Marketing Management Association Fall Educators' Conference*, Providence, RI, September 14-16, 2016.

Pinar, Musa, Sinan Nardali, Sanem Alkibay, and **Tulay Girard** (2016). "Türkiye Süper Ligi'nin Marka Değerini Etkileyen Faktörlerin Öneminin ve Performansının Değerlendirilmesi" – Examining the Importance and Perceptions of the Factors Influencing Turkish Soccer League Brand Equity", (extended abstract). *Proceedings of 21. Ulusal Pazarlama Kongresi* (The *21st National Marketing Conference*), Kutahya, Turkey, [October 6-8](#), 2016.

Pinar, Musa, **Tulay Girard**, Gokhan Karaatli, Serdar Turedi, Sinan Nardali, Sanem Alkibay (2016), "Examining Turkish Fans' Perceptions of Turkish Soccer League Brand: A Gap Analysis of Expectations and Perceptions," (invited presentation - abstract submitted). *Proceedings of The Midwest Decision Science Institute (MWDSI) 2016 Conference*, Valparaiso University, Valparaiso, IN, April 14-16.

Girard, Tulay, Musa Pinar, Paul Trapp (2016), "Measuring Consumer-Based University Brand Equity and Comparing the Brand Equity Dimensions by Student Demographics," *Proceedings of the 2016 Association of Marketing Theory and Practice Conference*, St. Simons Island, GA, (March). **The Best Paper in Track and 2016 Thomas Ponzurick Top Paper in Conference Award.**

Girard, Tulay and Daniela Ngounou (2016), "Understanding Employer Needs and Expectations from the Perspective of Human Resources," *Proceedings of the 2016 Association of Marketing Theory and Practice Conference*, St. Simons Island, GA, (March).

Girard, Tulay and Luke Hallman (2016), "Logo Design and Development Method: A Case of a Startup Therapeutic Medicine Company," (abstract). *Proceedings of the 2016 AIBPAD Conference*, Orlando, FL (January).

Musa Pinar, **Tulay Girard**, Sinan Nardali, Sanem Alkibay (2015), "Measuring Consumer (Fan)-Based Brand Equity in a Sport League: A Study of Turkish Soccer League," (Abstract). *Proceedings of the 2015 Summer American Marketing Association Conference*, Chicago, IL, (August).

Girard, Tulay, Anitsal, M. and Anitsal, I. (2015), "Testing the Semiotic Associations, Industry Representation, Ease of Recognition and Consumer Sentiments of Logos." *Proceedings of the 2015 Association of Marketing Theory and Practice Conference*, Savannah, GA, (March). **The Best Paper in Track and 2015 Thomas Ponzurick Top Paper in Conference Award.**

Girard, Tulay, Lennon M., and Snyder, K. (2014), "Enhancing Student Learning with a Social Media Community Development Project in Higher Education" (Abstract). *Proceedings of the 2014 Higher Education Teaching and Learning (HETL) Conference*, Anchorage, AL, (May-Jun).

Pinar, M., Trapp, P., and **Girard, Tulay** (2014), "Investigating Consumer Perceptions of Purchase Shares for Private-Label Brands and Demographics: A Study of the Great Value Brand" (Abstract). *Proceedings of the 2014 Association of Marketing Theory and Practice Conference*, Hilton Head, SC, (March).

Girard, Tulay and Weyant, K. (2014), "A Survey of Employer Needs and Expectations from Business Programs at Higher Education Institutions" (Abstract). *Proceedings of the 2014 Association of Marketing Theory and Practice Conference*, Hilton Head, SC, (March).

Girard, Tulay, Musa Pinar, Paul Trapp, and Thomas E. Boyt (2013), "Consumer-based Brand Equity Measurements for Higher Education: Developing and Testing the Relationships" (Abstract). [*Proceedings of the 2013 Summer American Marketing Association \(AMA\) Conference*](#), Boston, MA, (Aug).

Girard, Tulay, Musa Pinar, Paul Trapp, and Tanses Gulsoy (2013), "University Brand Equity Dimensions: Student Perspectives and Perceptions" (Abstract). *Proceedings of the 2013 International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, (July). Vol. 10, No.3. ISSN: 1547-4836.

Trapp, Paul, **Tulay Girard**, Musa Pinar, and Tanses Gulsoy (2013), "Developing a Scale to Measure Consumer-Based Brand Equity of Private Label Brands" (Abstract). *Proceedings of the 2013 International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, (July). Vol. 10, No.3. ISSN: 1547-4836.

Girard, Tulay, Paul Trapp, Musa Pinar, Tanses Gulsoy, and Thomas E. Boyt (2013), "Empirically Testing University Brand Equity Dimensions. (Abstract). Poster Session, European Academy of Marketing Conference (EMAC), Istanbul, Turkey, (June).

Girard, Tulay, Meral Anitsal, Ismet Anitsal, and ZhanYe Zhang (2013), "Relationships of Brand awareness, Logo Associations and Prior Shopping Experience: A Pre-test Study" (Abstract). *Proceedings of the 2013 Association of Marketing Theory and Practice Conference*, Charleston, SC, (March).

Pinar, Musa, Paul Trapp, **Tulay Girard**, and Thomas Boyt (2013), "University Brand Equity: An Empirical Investigation of Its Dimensions" (Abstract). [*Proceedings of the 2013 MBAA International Marketing Management Association Conference*](#), Chicago, IL. (February-March). **The Best Paper Award in Services Marketing Track**

Lennon, Mark M., **Tulay Girard** (2013), "Professor iPad: Improving Learning Outcomes with the iPad" (Abstract). [*Proceedings of the 2013 Higher Education Teaching & Learning \(HETL\) Conference*](#), Orlando, FL (January).

Girard, Tulay, Rachel Litzinger, and Mark M. Lennon (2013), "The Use of iPocket Coach in Business Education" (Abstract). [*Proceedings of the 2013 Higher Education Teaching & Learning \(HETL\) Conference*](#), Orlando, FL (January).

Pinar, Musa and **Tulay Girard** (2012), "Measuring Consumer-based Brand Equity Using Services Branding Triangle" (Abstract). [*Proceedings of the 2012 Atlantic Marketing Association Conference*](#), Williamsburg, VA (September), 398-399.

Litzinger, Rachel and **Tulay Girard** (2012), "Enhancing Business Education with the Use of an iPad App: iPocket Coach" (Abstract). [*Proceedings of the 2012 Atlantic Marketing Association Conference*](#), Williamsburg, VA (September), 396-397.

Anitsal, Ismet, Meral Anitsal and **Tulay Girard** (2012), "Retail Mission Statements and Global Retailers," [*Proceedings of the 2012 Allied Academies Spring Conference*](#), New Orleans (April), Vol 11 (1), 1.

Girard, Tulay, Meral Anitsal and Ismet Anitsal (2012), "The Role of Logos in Building Brand Awareness: Implications for Entrepreneurs" (Abstract). [*Proceedings of the 2012 Allied Academies Spring Conference*](#), New Orleans, LA, (April).

Pinar, Musa, Paul Trapp, and **Tulay Girard** (2012), "Examining the U.S. Consumer Perceptions of Olive Oil: Implications for Marketing Strategy" (Abstract). *Proceedings of the 2012 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, (March).

Girard, Tulay, Meral Anitsal and Ismet Anitsal (2012), "A Model of Brand Awareness and Performance: The Role of Logos" (Abstract). *Proceedings of the 2012 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, (March).

Girard, Tulay, Jungwoo Ryoo, and Charlotte McConn (2012), "[An Information Systems Security Assessment Framework: A Study of Pennsylvania Rural and Urban Municipalities](#)" (Abstract). *Proceedings of the 2012 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, (March).

Anitsal, Ismet, Meral Anitsal and **Tulay Girard** (2011), "The Core of Retail Mission Statements: Top 100 U.S. Retailers," *Proceedings of the Allied Academies International Conference*, Las Vegas, (October).

Girard, Tulay and Musa Pinar (2011), "A Usability Study of Interactive Web-based Modules" (Abstract). *Proceedings of the 2011 International Educational Technology Conference (IETC)*, Istanbul, Turkey, (May).

Pinar, Musa, **Tulay Girard**, Zeliha Eser, and Bora Bodur (2011), "An Empirical Study of Brand Equity In Turkish Banking Industry: The Personnel Perspective" *Proceedings of the Istanbul Conference of Economy and Finance (ICEF)*, Istanbul, Turkey, (May).

Anitsal, Ismet, **Tulay Girard**, and Meral Anitsal (2011), "How Retailers Use Services Marketing Mix to Communicate Information on Sales Receipts" (Extended Abstract). *Proceedings of the 2011 Association of Marketing Theory and Practice Conference*, Panama City, FL, (March).

Pinar, Musa, **Tulay Girard**, Zeliha Eser, and Bora Bodur (2010), "Personnel's Perceptions of Brand Equity in Banking Industry: An Exploratory Study in Turkey" (Extended Abstract). *Proceedings of The Sixth International Conference on Business, Management, and Economics (ICBME)*, Cesme, Turkey), (October).

Pinar, Musa, **Tulay Girard**, and Zeliha Eser (2010), "Consumer Perceptions of (Consumer-Based) Brand Equity in Banking Industry: A Comparison of Domestic and Global Banks in Turkey" (Extended Abstract). *Proceedings of the Global Branding Conference*, Istanbul, Turkey, (June).

Pinar, Musa, Paul Trapp, and **Tulay Girard** (2010), "Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education" (Extended Abstract). *Proceedings of the 2010 MMA Spring Conference*, Chicago, IL, (March).

Girard, Tulay and Michelle Pope (2010), "[A Logo Selection Method](#)." *Proceedings of the 2010 AMTP Conference*, March, Hilton Head, SC, (March).

Eser, Zeliha, Musa Pinar, **Tulay Girard**, and F. Bahar Isin (2009), "Consumer-Based Brand Equity in the Television Industry: A Study of a Private TV Channel in Turkey" (Extended Abstract). *Proceedings of the Fifth International Conference on Business, Management, and Economics (ICBME, Cesme , Turkey)*, (October).

Anitsal, İsmet, M. Meral Anitsal, and **Tulay Girard** (2009), "Online Features of Global Retailer Websites," *Proceedings of the Fall 2009 International Conference of Allied Academies: Academy for Studies in International Business*, Las Vegas, Nevada. **The Distinguished Research Award**.

Girard, Tulay (2009), "A Study of Gender Differences in the Susceptibility to Social Influence" (Abstract). *Proceedings of the 2009 Hawaii International Conference on Business*, Oahu, Hawaii, (June).

Girard, Tulay, and Paul Dion (2009), "Effect of product classes on retailer attributes, perceived risk, and consumer online patronage intentions for online versus offline retail stores" (Extended Abstract). *Proceedings of the 2009 Association of Marketing Theory and Practice Conference*, Jekyll Island, GA, (March).

Girard, Tulay, Musa Pinar, and Zeliha Eser (2009), "Examining Consumer-Based Brand Equity in Turkish Banking Industry: Does Bank Type Influence Brand Equity?" (Extended Abstract). *Proceedings of the 2009 Marketing Management Association Conference*, Chicago, IL, (March).

Girard, Tulay and Musa Pinar (2009), "Examining Student Perceptions of Class Presentations: Do Students Benefit From Presentations?" *Proceedings of the 2009 Marketing Management Association Fall Educators' Conference*, St. Louis, MO, (September).

O'Connor, Maggie and **Tulay Girard**, (2009), "A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting" (Abstract). *Proceedings of the 2009 MBAA Conference*, Chicago, IL, (March). **The Distinguished Paper Award**.

Girard, Tulay and Musa Pinar (2008), "An Exploratory Study of Gender Effect on Student Presentation Evaluations: Does Gender Similarity Make a Difference?" (Extended Abstract). *Proceedings of the 2008 AMTP Conference*, Savannah, GA, (March).

Girard, Tulay, M. Meral Anitsal and İsmet Anitsal (2007), "On-Line Features of the Top 100 U.S. Retailers' Websites," *Proceedings of the Third Annual Academic Business World International Conference*, Nashville, TN, (May). Available at <http://abwic.org/> **The Best Paper Award**.

Pinar, Musa and **Tulay Girard** (2007), "Investigating the Impact of Organizational Excellence and Leadership on Achieving Business Performance: An Exploratory Study of Turkish Firms" (Extended Abstract). *Proceedings of the 2007 Association of Marketing Theory and Management Conference*, Panama City, (March).

McConn, Charlotte E., Jungwoo Ryoo, and **Tulay Girard** (2007), "Assessing the Computer Information Systems Security: Three Case Studies of Local Governments in Central Pennsylvania." *Proceedings of the 2007 International Guam Conference on Business, Economics, and Information Technology*, Guam, (March).

Pinar, Musa and **Tulay Girard** (2006), "Student Perceptions of Class Presentations: Does Gender Impact the Evaluations?" *Proceedings of the 2006 Marketing Management Association Fall Educators Conference*, Chicago, IL, (March).

O'Connor, Maggie and **Tulay Girard** (2006), "Development, Design and Implementation of a Web-based Marketing Case Study" (abstract). *Proceedings of the Pennsylvania State University Symposium for Teaching and Learning with Technology*, State College, PA.

Girard, Tulay, Wood, Cynthia, and Kim P. Davis (2006), "A Method for Selecting Logos," *Proceedings of the 6th Annual Hawaii International Conference on Business*, Oahu, Hawaii, May, 1007-1018. ISBN#1539-722X.

Girard, Tulay, Margaret O'Connor, and Jungwoo Ryoo (2006), "The Roles of Satisfaction and Trust in Online Shoppers' Purchase Intentions" (Abstract). *Proceedings of the 14[th] International Conference on Telecommunication Systems—Modeling and Analysis*, 314-315.

Ryoo, Jungwoo, Park, Eun-A, **Tulay Girard**, and Sylvester Osagie (2006), "Measuring Internet Security Readiness: A Study of Household Behavior." *Proceedings of the 16th Biennial Conference of the International Telecommunication Society*, Beijing, China, (June).

Girard, Tulay (2005), "An Assessment of Product Classification Frameworks in the Context of Online Shopping," *Proceedings of the Association of Marketing Theory and Practice (AMTP) Conference*, Jekyll Island, GA, (March), 310-313.

Girard, Tulay (2005), "Teaching with Hands on Experience: A Logo Selection Exercise," In *Proceedings of the 2005 10th Annual Marketing Management Association Fall Educators' Conference*, Kansas City, KS, (September). [The Best Paper in Conference Award](#).

Girard, Tulay, Pradeep Korgaonkar, and Ronnie Silverblatt (2004), "A Cross-Validation of Influence of Shopping Orientations on Online Patronage Preferences," *Proceedings of the 2004 Association of Collegiate Marketing Educators (ACME) Conference*, (March).

Girard, Tulay (2003), "[Influence of Product Category on Consumer Information Search Behavior](#)," (Extended Abstract). *Proceedings of the 15th Annual Direct Marketing Educational Foundation Robert B. Clarke Educators' Conference* Orlando, FL. ([Runner-Up in the Best Ph.D. Student Paper](#)).

INVITED GUEST SPEAKER

Girard, Tulay, "[Universitelerin Markalasma Stratejilerinin Belirlenmesinde Marka Ekosistemi](#) (Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education)," Baskent University Strategic Research Center, Ankara, Turkey, May 2011.

NON-REFEREED PUBLICATIONS

Textbook Case Study

Girard, Tulay, "The SteakStop Restaurant: 'What is Wrong with These Questions?'" In *Basic Marketing Research Using Microsoft Excel Data Analysis* by Alvin C. Burns and Ronald F. Bush. 3rd edition. Upper Saddle River NJ: Prentice Hall. (Case Study).

Girard, Tulay, "The SteakStop Restaurant: 'What is Wrong with These Questions?'" In *Marketing Research* by Alvin C. Burns and Ronald F. Bush. 6th edition. Upper Saddle River NJ: Prentice Hall: NJ. (Case Study).

Magazine/Newspaper & Trade Publications

Pinar, Musa, Sinan Nardali, Sanem Alkibay, and **Tulay Girard** (2019). "Taraftar Algısına Göre Türkiye Süper Ligi Marka Değerini Etkileyen Faktörlerin ve Marka Değeri Boyutlarının Değerlendirilmesi (Evaluation of Factors Affecting Brand Equity and Brand Equity Dimensions of Turkish Super League as Perceived by Turkish Fans)," Futbol Ekonomi Magazine, 12 February 2019. Available at <http://www.futbolekonomi.com/images/stories/raporlar/yonetsel/Super-Lig-Marka-Degeri-Arastirma-Raporu-Pinar-vd.pdf>

"Data Security," *Shopper Marketing Magazine*, 29 (10, October 2016), p.14. This is an interview article by Dawn Klingensmith that contains my expert opinion in the subject area.

Pinar, Musa, Sinan Nardali, Sanem Alkibay, and **Tulay Girard** (2016). "Taraftar Bakış Açısıyla Türkiye Süper Ligi'nin Marka Değerini Etkileyen Faktörler ve Marka Değeri Boyutlarının Değerlendirilmesi," *Marketing Türkiye*, (February). Available at: <https://www.marketingturkiye.com.tr/arastirmalar/taraftar-bakis-acisiyla-turkiye-super-liginin-marka-degerini-etkileyen-faktorler-ve-marka-degeri-boyutlarinin-degerlendirilmesi/>

Anonymous (2016), "Futbol Ekranı Mahkum – Football (Soccer) is followed only on TV", Milliyet Newspaper, March 28, Sports page19. Interview Article.

Girard, Tulay (2013), "[The Benefits of Project-based Learning](#)" *Penn State Altoona Research & Teaching* (Online Magazine), October 7, 2014.

Pinar, Musa, Zeliha Eser, **Tulay Girard** (2011), "[Bankacılık Endüstrisinde Personelin Tüketici-Temelli Marka Değeri Algisi: Kesfedici Bir Araştırma](#)" (Personnel Perceptions of Consumer-based Brand Equity in the Banking Industry)," *Active Magazine*, 70 (March-April), p. 60-67. ISSN 1301-9252.

Pinar, Musa, Zeliha Eser, and **Tulay Girard** (2009), "[Müşteri Gözüyle Türkiye'de Bankaların Algılanan Kalitesi, Marka Sadakati ve Marka Değeri](#)" (Consumer Perceptions of Bank's Service Quality, Brand Loyalty, and Brand Equity in Turkey). *Dunya (The World) Newspaper*, December 4.

Pinar, Musa, Zeliha Eser, and **Tulay Girard** (2009), "Türkiye'de Bankaların Müşteri Hafıza Payı ve Müşteri - Odaklı Olarak Marka Değerlerine İlişkin Bir Değerlendirme" (An Evaluation of Consumer Top-of-Mind Awareness and Consumer-based Brand equity of Banks in Turkey), <http://www.activegroup.biz/> *Active Magazine*, (Sep-Oct.), Vol. 61.

Ryoo, Jungwoo, **Tulay Girard**, Charlotte McConn (2009), "[An Information Systems Security Assessment for Municipalities in Rural Pennsylvania](#)" *The Center for Rural Pennsylvania* (November), 1-20.

Pinar, Musa, Zeliha Eser, and **Tulay Girard** (2009), "[Türkiye'de Bankaların Marka Değeri ve Marka Tanınırlığı](#)" (Banks' Brand-Equity and Brand Awareness in Turkey)," *Dunya (The World) Newspaper*, August 13, 2009, p.14.

PRESENTATIONS

Conference Presentations

"Optimizing Managerial Approaches Through Plasticity", (Lauren Peng). AIB-USNE Conference, Rhode Island, October 20-21, 2023.

"Relationships of Brand Orientation with Internal Branding Factors and Demographics," (Musa Pinar). The 26th PPAD Marketing Congress, Kirsehir, Turkey, June 23-25, 2022

"Examining the Relationships Between Branding Factors and Likelihood of Recommending: Determinants of Net Promoter Score," (with Musa Pinar). *The 30th Association of Marketing Theory and Practice*. March 23-26, 2022.

"A Logo Testing Market Research Study," *The 2022 International Association of Applied Business Research Conference* (Virtual), Key West, FL, Jan 7-8, 2022.

"Examining the Use of Social Media in Building a Student Personal Brand and the Impact of Demographics," (with Musa Pinar). *The 2021 Association of Marketing Theory and Practice Virtual Conference*, March 18-19, 2021.

"Importance-Performance Gap Analysis of the University Brand Equity Dimensions," (with Musa Pinar). *The 2020 Atlantic Marketing Association Virtual Conference*, Sept. 30-Oct. 3, 2020.

"Examining the Differences in the Relationships of the Private Label Brand Equity Dimensions Across Brands and Cultures," (with Musa Pinar). *The 2020 Summer American Marketing Association Virtual Conference*, Aug. 21-23, 2020.

"Understanding Student Perceptions of their Personal Branding in Higher Education," (with Musa Pinar) *Proceedings of the 2020 Association of Marketing Theory and Practice Virtual Conference*, Mar 19-22, 2020.

"A Collaborative Approach to Blended Learning Design and Activities to Engage Students: A Case Study," (with Lori Lysiak). *The 2019 Atlantic Marketing Association*, Asheville, NC Sept. 25-29.

"A Hands-On Online Library Research Project in a Principles of Marketing Course," (with Ashley Conte) *The 2019 Atlantic Marketing Association*, Asheville, NC Sept. 25-29.

"Perceptions of Service Profession-Status Stereotyping: Comparisons of Turkish and American Millennials," (with Musa Pinar and Colleen Wilder) *The 2019 Association of Marketing Theory and Practice Conference*, Charleston, SC March 21-23.

"Increasing Student Engagement in a Marketing Course with a Blended Design," The 2018 Academy of Business Research Conference, Boca Raton, FL, November 2018.

"The Greatest Threat to Marketing Today: A Panel Discussion," (with Michael Latta, Rick Mathisen, David Burns, & Michael McCall). *The 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL March 2018.

"The Recent Trends and Best Practices for Designing Blended/Hybrid/Flipped Courses in Higher Education," (with Ismet Anitsal, M. Meral Anitsal, Ronald J. Dick). *The 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL, March 2018.

"Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers," ([with Musa Pinar](#)). *The 2018 Association of Marketing Theory and Practice Conference*, Ponte Vedra Beach, FL March 2018.

"Examining private-label brand equity dimensions: Do brand equity dimensions differ for different PLBs of the same store?," ([with Musa Pinar](#)). *The 2017 Atlantic Marketing Association Conference*, Williamsburg, VA, September 2017.

"Measuring Consumer-Based Brand Equity for Private-Label Brands: Cross-Country Comparisons" ([with Musa Pinar](#)). The 2017 Summer AMA Conference, San Francisco, CA, August 2017.

"A Collaborative Logo Design Project for a Startup Therapeutic Medicine Company" ([with Luke Hallman](#)). *The 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 2017.

"Examining Purchase Shares of Private Label-Brands and Consumer Demographics: A Study in the United States and Turkey." *The 2017 Association of Marketing Theory and Practice Conference*, Myrtle Beach, SC, March 2017.

"Linking Education to Industry: A Collaborative Logo Design Project," *The 2016 Marketing Management Association Fall educators' Conference*, Providence, RI, September 2016.

"Measuring Consumer-Based University Brand Equity and Comparing the Brand Equity Dimensions by Student Demographics," *The 2016 Association of Marketing Theory and Practice Conference*, St. Simons Island, GA, March 2016.

"Understanding Employer Needs and Expectations from the Perspective of Human Resources," *The 2016 Association of Marketing Theory and Practice Conference*, St. Simons Island, GA, March 2016.

"Logo Design and Development Method: A Case of a Startup Therapeutic Medicine Company," *The 2016 AIBPAD Conference*, Orlando, FL, January 2016.

"Measuring Consumer (Fan)-Based Brand Equity in a Sport League: A Study of Turkish Soccer League," *The 2015 Summer American Marketing Association Conference*, Chicago, IL, August 2015.

"Testing the Semiotic Associations, Industry Representation, Ease of Recognition and Consumer Sentiments of Logos," *The 2015 Association of Marketing Theory and Practice Conference*, Savannah, GA, March 2015.

"Enhancing Student Learning with a Social Media Community Development Project in Higher Education". (with Kristina Snyder). *The 2014 Higher Education Teaching and Learning (HETL) Conference*, Anchorage, AL, (May-Jun).

"Investigating Consumer of Purchase Shares for Private-Label Brands and Demographics: A Study of the Great Value Brand," *The 2014 Association of Marketing Theory and Practice Conference*, Charleston, SC, March 2014.

"A Survey of Employer Needs and Expectations from Business Programs at Higher Education Institutions," (with Krissa Weyant). *The 2014 Association of Marketing Theory and Practice Conference*, Charleston, SC, March 2014.

"Failure and success factors in revival of towns using social media: Case Studies pertaining to the Pittsburgh-to-Harrisburg Main Line Canal Greenway Project," (with Thomas L. Shaffer and Mackenzie Sternberg). *2013 Twenty Fourth Annual American Society for Competitiveness (ASC) Conference* in Pittsburgh, PA, November 2013.

"Consumer-based Brand Equity Measurements for Higher Education: Developing and Testing the Relationships," *2013 Summer American Marketing Association (AMA) Conference*, in Boston, MA, (Aug).

"University Brand Equity Dimensions: Student Perspectives and Perceptions." (with Musa Pinar). *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, July 2013.

"Developing a Scale to Measure Consumer-Based Brand Equity of Private Label Brands." (with Musa Pinar). *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, July 2013.

"Empirically Testing University Brand Equity Dimensions." Poster session. *European Academy of Marketing Conference (EMAC)*, Istanbul, Turkey, June 2013

"Relationships of Brand awareness, Logo Associations and Prior Shopping Experience: A Pre-test Study." (with ZhenYe (Julie) Zhang). *Association of Marketing Theory and Practice Conference*, Charleston, SC, March 2013.

"Professor iPad: Improving Learning Outcomes with the iPad." Higher Education Teaching & Learning (HETL) Conference, Orlando, FL, January 2013.

"The Use of iPocket Coach in Business Education." Higher Education Teaching & Learning (HETL) Conference, Orlando, FL, January 2013.

"Measuring Consumer-based Brand Equity Using Services Branding Triangle." Atlantic Marketing Association Conference, Williamsburg, VA, September 2012.

"iPocket Coach." (with Rachel Litzinger). Atlantic Marketing Association Conference, Williamsburg, VA, September 2012.

"Examining the U.S. Consumer Perceptions of Olive Oil: Implications for Marketing Strategy." Association of Marketing Theory and Practice Conference, Myrtle Beach, SC, March 2012.

"A Model of Brand Awareness and Performance: The Role of Logos." Association of Marketing Theory and Practice Conference, Myrtle Beach, SC, March 2012.

"An Information Systems Security Assessment Framework: A Study of Pennsylvania Rural and Urban Municipalities." (with Charlotte McConn). Association of Marketing Theory and Practice Conference, Myrtle Beach, SC, March 2012.

"An Empirical Study of Brand Equity in Turkish Banking Industry: The Personnel's Perspective." Istanbul Economy and Finance Conference (ICEF), Istanbul, Turkey, May 2011.

"A Usability Study of Interactive Web-based Modules." International Educational Technology Conference (IETC), Istanbul, Turkey, May 2011.

"How Retailers Use Services Marketing Mix to Communicate Information on Sales Receipts." Association of Marketing Practice Conference, Panama City, FL, March 2011.

"Consumer Perceptions of (Consumer-Based) Brand Equity in Banking Industry: A Comparison of Domestic and Global Banks in Turkey." (with Musa Pinar). Global Branding Conference, Istanbul-Turkey, June 2010.

"A Logo Selection Method," (with Michelle Pope), Association of Marketing Theory and Practice Conference, Hilton Head, SC, March 2010.

"A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting." (with Maggie O'Connor). MBAA Conference, Chicago, IL, March, 2009.

"A Study of Gender Differences in the Susceptibility to Social Influence" The 9th Annual Hawaii International Conference on Business, Honolulu, Hawaii, June 2009.

"Examining Consumer-Based Brand Equity in Turkish Banking Industry: Does Bank Type Influence Brand Equity?" (with Musa Pinar). Marketing Management Association Conference, Chicago, IL, March 2009.

"Effect of product classes on retailer attributes, perceived risk, and consumer online patronage intentions for online versus offline retail stores." Association of Marketing Theory and Practice Conference, Jekyll Island, GA. March 2009.

"An Exploratory Study of Gender Effect on Student Presentation Evaluations: Does Gender Similarity Make a Difference?" (with Musa Pinar), Association of Marketing Theory and Practice Conference, Savannah GA, March 2008.

"Investigating the Impact of Leadership on Achieving Organizational Excellence: An Empirical Study of Turkish Firms" (with Musa Pinar), Association of Marketing Theory and Practice Conference, Jekyll Island GA, March 2007.

"Online Features of the Top 100 U.S. Retailers' Web Sites" (with M. Meral Anitsal, presenter, and Ismet Anitsal), Academic Business World International Conference, Nashville TN, May 2007.

"Assessing Information Systems Security within Local Governments: A Pilot Study for Central Pennsylvania" (with Charlotte E. McConn, presenter, and Jungwoo Ryoo), International Guam Conference on Business, Economics, and Information Technology, Tumon, Guam, March 2007.

"The Roles of Satisfaction and Trust in Online Shoppers' Purchase Intentions" (with Margaret O'Connor and Jungwoo Ryoo, presenters), 14th International Conference on Telecommunications Systems-Modeling and Analysis, Penn State Berks, Reading PA, October 2006.

"Student Perceptions of Class Presentations: Does Gender Impact the Evaluations?" (with Musa Pinar), 11th Annual Fall Educators' Conference, Marketing Management Association, Nashville TN, September 2006.

"Measuring Internet Security Readiness: A Study of Household Behavior" (with Jungwoo Ryoo, Eun-A Park, and Sylvester Osagie; presented by a colleague), 16th Biennial Conference of the International Telecommunications Society, Beijing, China, June 2006.

"A Method for Selecting a Logo" (with Cynthia Wood, presenter, and Kim P. Davis), 6th Annual Hawaii International Conference on Business, Waikiki Beach HI, May 2006.

"Teaching with Hands on Experience: A Logo Selection Exercise," *Marketing Management Association Fall Educators' Conference*, Kansas City MO, September 2005.

"An Assessment of Product Classification Frameworks in the Context of Online Shopping," *Association of Marketing Theory and Practice Conference*, Orlando FL, March 2005.

"A Cross-Validation of Influence of Shopping Orientations on Online Patronage Preferences" (with Pradeep Korgaonkar and Ronnie Silverblatt), *Annual Meeting of the Association of Collegiate Marketing Educators*, Orlando FL, March 2004.

"Influence of Product Category on Consumer Information Search Behavior," *15th Annual Direct Marketing Educational Foundation Robert B. Clarke Educators' Conference*, Orlando FL, March 2003.

Teaching and Advising Workshops and Presentations

Colloquium Presenter

"Enhancing Business Education with the Use of an iPad App: iPocket Coach," Presented, Penn State Altoona, November 14, 2012.

"Security Readiness Assessment for Municipalities in Pennsylvania," Presented with Charlotte McConn and Jungwoo Ryoo, Penn State Altoona, October 4, 2010.

["Investigating the Impact of Organizational Excellence and Leadership on Achieving Business Performance: An Exploratory Study of Turkish Firms,"](#) Presented, Penn State Altoona, April 2, 2007.

"Syllabus Creation Workshop for New Faculty," Teaching and Learning Consortium, Penn State Altoona, August 2006.

"Bringing Research into Teaching and Teaching into Research," Teaching and Learning Consortium, Penn State Altoona, March 2006.

Lecture Presentations as a Guest Speaker

"Simple and Multiple Regression Analysis," Guest Speaker in two sessions of the Introduction to Statistics for Business (SCM 200) classes, Penn State Altoona, April 14 and 15, 2015.

"Social Media Marketing Tools and Techniques," Guest Speaker in Management Information Systems (MIS 204) class, Penn State Altoona, April 2012.

"The Marketing Research Process and Survey Development," Guest speaker in Political Science Urban Development (PLSC 497K) class, Penn State Altoona, February 2, 2010.

"Application of Descriptive and Inferential Statistics in Business," Guest speaker in Statistics (SCM 200) class, Penn State Altoona, February 23, 2010, and August 30, 2010.

AWARDS

Outstanding Dedication and Resourcefulness Award for 2022 & 2023, Association of Marketing Theory and Practice Conference. (March 17, 2023).

2023 The Top Paper in Track Award. *Association of Marketing Theory and Practice Conference*, March 2023. For "Student Satisfaction with Learning Experience and Its Impact on Likelihood Recommending University: Net Promoter Score Approach" (with Musa Pinar, Coleen Wilder, Matthew Luth)

2022 The Top Paper in Track Award. *Association of Marketing Theory and Practice Conference*, March 2022. For "Examining the Relationships Between Branding Factors and Likelihood of Recommending: Determinants of Net Promoter Score" (with Musa Pinar).

2020 The Best Paper in Track Award. *Atlantic Marketing Association Virtual Conference*, Sept. 30-Oct. 3, 2020. For "Importance-Performance Gap Analysis of the University Brand Equity Dimensions" (with Musa Pinar).

2020 Athleen J. Stere Teaching Award. Penn State Altoona, May 2020.

2018 The Top Paper in Track Award. *Association of Marketing Theory and Practice Conference*, March 2018. For "Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers" (with Ceren Ekebas, Musa Pinar, Paul Trapp).

2017 The Top Paper in Track Award. *Association of Marketing Theory and Practice Conference*, March 2017. For "A Collaborative Logo Design Project for a Startup Therapeutic Medicine Company" (with Luke Hallman).

2016 Thomas Ponzurick Top Paper in Conference Award and The Best Paper in Track, *Association of Marketing Theory and Practice Conference*, March 2016. For "Measuring Consumer-Based University Brand Equity and Comparing the Brand Equity Dimensions by Student Demographics." (with Musa Pinar and Paul Trapp).

2015 Thomas Ponzurick Top Paper in Conference Award and The Best Paper in Track, *Association of Marketing Theory and Practice Conference*, March 2015. For "Testing the Semiotic Associations, Industry Representation, Ease of Recognition and Consumer Sentiments of Logos," (with Meral Anitsal and Ismet Anitsal).

The SGA-Excellence in Academic Advising Award, Penn State Altoona, May, 2014.

The Grace D. Long Faculty Excellence Award, Penn State Altoona, May 2013.

Best Paper Award, *MBAA International Conference*, February 2013. For "University Brand Equity: An Empirical Investigation of Its Dimensions," (with Musa Pinar, Paul Trapp, and Thomas Boyt).

Distinguished Research Award, International Conference of Allied Academies: Academy for Studies in International Business, October, 2009. For "Online Features of Global Retailers' Websites," (with Ismet Anitsal, and M. Meral Anitsal).

Distinguished Paper Award, (2009), *MBAA International Conference*, March 2009. For "A Collaborative Approach for Developing Interactive Case Studies: Learning from a University Setting," (with Maggie O'Connor).

Best Paper Award, Third Annual Academic Business World International Conference, May 2007. For "Online Features of the Top 100 U.S. Retailers' Web Sites" (with M. Meral Anitsal, and Ismet Anitsal).

The Best Paper in Conference Award, 10th Annual Marketing Management Association Fall Educators Conference, September 2005. For "Teaching with Hands on Experience: A Logo Selection Exercise."

HONORS

Beta Gamma Sigma Honor Society, 2003-present. Honor society for business students.

Phi Kappa Phi Honor Society, 1997-present. Honor society for all disciplines.

Golden Key International Honor Society, 1991-present. For all disciplines.

AMA (American Marketing Association) - Sheth Foundation Doctoral Consortium Fellow, University of Minnesota, Minneapolis, Minnesota, June 2003.

FUNDED PROJECTS AND GRANTS

2024-Fall Market Research Project Grant, \$500.

2024- Spring Faculty Supplementary Travel Grant, \$2,000.

2024- Fellowship, Erickson Discovery Grant, Summer Undergraduate Research with Lauren Peng (student), March 1-August 31, 2024, \$3,500.

2023-Spring Faculty Supplementary Travel Grant, \$2,000.

2023-Fellowship, Altoona Summer Undergraduate Research Fellow (ASURF) with Lauren Peng (student), March 1-August 31, 2023, \$3,500.

2022- Fall Market Research Project Grant, \$1,000.

2022-Spring Faculty Supplementary Travel Grant, \$2,000.

2021-Spring Faculty Supplementary Travel Grant, \$2,000.

2021 2023- Fall Market Research Project Grant, \$1,000

2020 Fall Student Research Grant in Support of Data Collection for Five Marketing Research Projects, \$1,000.

2019 Fall Student Travel Grant in Support of Research and Creative Activity (one student), \$1,475.

2019-Fall Faculty Supplementary Travel Grant, \$1654

2019-Division Supplementary Travel Fund, \$1,499.

2018- Spring Faculty Supplementary Travel Grant, \$1,322

2017-Spring Faculty Supplementary Travel Grant, \$1,610.

2017 Student Travel Grant in Support of Research and Creative Activity (one student), \$1,385.

2016 Pearson Marketing Plan Builder Editorial Review Board Member, \$450.

2016 Spring Student Travel Grant in Support of Research and Creative Activity (one student), \$1,200.

2016-Spring Faculty Supplementary Travel Grant, \$1,500.

2016 Fall Student Travel Grant in Support of Research and Creative Activity (one student), \$1,200.

2015 Summer Undergraduate Research Grant (for one student), \$1,500.

2015 Spring Undergraduate Research Grant (for two students), \$1,000.

2014 Fall Undergraduate Research Grant (for two students), \$1,000.

2013-2014 Gardner Funds (Collaborative) for two student research assistants to conduct research on the Pittsburgh-to-Harrisburg Mainline Canal Greenway Project, up to \$10,000.

2013 Community-based Undergraduate Assistant Award (for two internships), \$666.

2013 Spring & Summer Community-based Project Grant (for student internship), \$2,000.

2012, Federal Cybersecurity Training, National Science Foundation Grant, \$1,200.

2010-2011, "Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education," Penn State Altoona Global Travel Fund, \$650.

2009-2010, "Consumer Perceptions of (Consumer-Based) Brand Equity in Banking Industry: A Comparison of Domestic and Global Banks in Turkey," Penn State Altoona Global Travel Fund, \$650.

2007-2010, "The Roles of Satisfaction and Trust in Online Shoppers' Purchase Intentions," Penn State Altoona Chancellor's Development Fund, \$4,000.

2007-2008, "Computer Security Readiness Assessment for Small Municipalities in Rural Pennsylvania," Center for Rural Pennsylvania Grant (Collaborative), \$49,989.

2007, "Marketing Plan and Web Site Design," Intrivah Inc. Gift Money to Penn State Altoona for Candidate's Research Use, \$1,500.

2006-2010, "Marketing Research Services," Hoss's Steak House Gift Money to Penn State Altoona for Candidate's Research Use, \$4,400.

2006, "Challenges and Contributions of Globalization and International Faculty Teaching Marketing Classes and Promoting Cultural Diversity in a Classroom," Schreyer Institute for Teaching Excellence Teaching Enrichment Travel Grant, \$500.

2006, "Marketing Engineering: Instructors' Workshop," Schreyer Institute for Teaching Excellence Teaching Enrichment Travel Grant, \$500.

2005-2006, "Validating the Search, Experience, and Credence Product Classification Framework in a Model of Patronage Intentions," Penn State Altoona Research Development Grant, \$2,900.

PROFESSIONAL ACTIVITIES

Journal/Book Editorial Board Member

Journal of Applied Marketing Theory, (Editor-in-Chief), Spring 2022 - Present.

IGI Global, Spring 2019.

Academy of Marketing Studies Journal, Spring 2011-2013.

International Journal of Entrepreneurship (IJE), Spring 2011-2013.

Journal of the International Academy for Case Studies (JIACS), Spring 2011-2012.

Journal of International Business Research, Spring 2007-2012.

Service to Conferences

Virtual Session Chair, Association of Marketing Theory and Practice Conference, 2023 - Present

Proceedings Editor, Association of Marketing Theory and Practice Conference, 2023 - Present

President, Association of Marketing Theory and Practice Conference, 2023 - Present

Conference Chair, 2023 Association of Marketing Theory and Practice Conference, Hilton Head, SC, Mar 15-18, 2023.

Track Chair General Papers/Panel Sessions, 2023 Association of Marketing Theory and Practice Conference, Hilton Head, SC, Mar 15-18, 2023.

Session Chair, Organizational and Institutional Studies (Virtual). I, 2022 International Association of Applied Business Research Conference, Key west, FL, Jan 7-8, 2022.

Conference Chair, 2022 Association of Marketing Theory and Practice Conference, Sandestin, FL, Mar 23-26, 2022.

Track Chair General Papers/Panel Sessions, 2022 Association of Marketing Theory and Practice Conference, Sandestin, FL, Mar 23-26, 2022.

Session Chair, eight presentation sessions, The 2021 Annual Meeting of the Association of Marketing Theory and Practice Virtual Conference, March 18, 19, 2021.

Session Chair, Student Papers session. The 2019 Atlantic Marketing Association Conference, Asheville, NC, September 2019.

Session Chair, Pedagogical papers session. Academy of Business Research Conference, November 16, 2018.

Session Chair, Competitive papers session. Association of Marketing Theory and Practice Conference, Ponte Vedra Beach, FL, March 14-17, 2018.

Executive Board Member-Webmaster, Association of Marketing Theory and Practice (AMTP) Conference, 2019-2020.

Track Director, "Internet/Social Media/Mobile/Direct Marketing," 2014 Association of Marketing Theory and Practice Conference, May 2013-March 2014.

Track Director, "Internet/Social Media/Mobile/Direct Marketing," 2013 Association of Marketing Theory and Practice Conference, May 2012-March 2013.

Track Director, "Internet/Social Media/Mobile/Direct Marketing," 2012 Association of Marketing Theory and Practice Conference, May 2011-March 2012.

Track Director, "Internet/Social Media/Mobile/Direct Marketing," 2011 Association of Marketing Theory and Practice Conference, May 2010-March 2011.

Track Director, "Internet Marketing/Interactive Marketing/Mobile Marketing/Direct Marketing," 2010 Association of Marketing Theory and Practice Conference, May 2009-March 2010.

Track Chair, "E-Commerce/Direct Marketing/Sports Marketing," 2009 Association of Marketing Theory and Practice Conference, May 2008-March 2009.

Track Chair, "Retailing," 2009 Marketing Management Association Conference, October 2008-March 2009.

Track Chair, "E-Commerce/Direct Marketing/Sports Marketing," 2008 Association of Marketing Theory and Practice Conference, June 2007-March 2008.

Track Chair, "E-Commerce/Direct Marketing/Sports Marketing," 2007 Association of Marketing Theory and Practice Conference, October 2006-March 2007.

Track Chair, "E-Commerce/Direct Marketing/Sports Marketing," 2006 Association of Marketing Theory and Practice Conference, October 2005-March 2006.

Refereeing and Reviewing

Scholarly Journals

Journal of Applied Research in Higher Education, one manuscript, January-February 2025.

Journal of Marketing Theory & Practice, one manuscript, December 2022.

Psychology & Marketing, one manuscript, July 2020.

Journal of Applied Research in Higher Education, one manuscript, May 2020.

International Journal of Educational Management, one manuscript, January 2020.

IGI Global, one chapter, June 2019.

Journal of Product and Brand Management, one manuscript, December 2018.

International Journal of Education Management, one manuscript, September 2018.

Journal of Applied Marketing Theory, one manuscript, January 2018.

Journal of Transportation Economics, one manuscript, May 2017.

Journal of Applied Research in Higher Education, one manuscript, December 2016.

Cornell Hospitality Review, one manuscript, January 2014.

Information Systems Frontiers, one manuscript, October 2012.

Journal of Applied Marketing Theory, one manuscript, October 2012.

Academy of Marketing Studies Journal, one manuscript, August 2012.

Information Systems Frontiers, one manuscript, June 2012.

Academy of Marketing Studies, one manuscript, April 2012

Academy of Marketing Studies, one manuscript, June 2011

Journal of the International Academy for Case Studies (JIACS), one manuscript, May 2011.

International Journal of Entrepreneurship, one manuscript, May 2011.

Internet Research, two manuscripts, December 2010, March 2011.

Journal of International Business Research, six manuscripts, April 2007-June 2010.

Social Behavior and Personality: An International Journal, four manuscripts, June 2006, February 2010, July 2010, March 2011.

Journal of Computer Mediated Communications, one manuscript, February 2003.

Textbook Chapters

Sales Promotion textbook peer-review for Stukent Publishing, four chapters, February-August 2022

John Wiley and Sons, Inc., two chapters, July 2003.

Conference Papers Reviewed

2025, Association of Marketing Theory and Practice Annual Conference, sixty-nine manuscripts, Oct-Dec, 2024.

2024, Association of Marketing Theory and Practice Annual Conference, thirty-eight manuscripts, Oct-Dec, 2023.

2023 Association of Marketing Theory and Practice Annual Conference, twenty-eight manuscripts, Oct-Dec, 2022.

2022 Association of Marketing Theory and Practice Annual Conference, seven manuscripts, December, 2021.

2021 Association of Marketing Theory and Practice Annual Conference, one manuscript, January, 2021.

2017 Association of Marketing Theory and Practice Annual Conference, one manuscript, December 2016.

2014 Association of Marketing Theory and Practice Annual Conference, one manuscript, November 2013.

2013 Association of Marketing Theory and Practice Annual Conference, one manuscript, December 2012.

2012 Association of Marketing Theory and Practice Annual Conference, one manuscript, October 2011.

MBAA International - IST Track, one manuscript, December 2010.

Marketing Management Association Conference, one manuscript, November 2009.

Society for Marketing Advances Conference - Marketing Education Track, four session proposals, June 2009.

Atlantic Marketing Association Conferences – Retailing Track, five manuscripts, May 2005-May 2008.

Association of Marketing Theory and Practice Annual Conference, six manuscripts, November 2004-November 2010.

Association of Collegiate Marketing Educators, two manuscripts, October 2003.

External Reviewer

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of associate professor, 2024.

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of professor, 2024.

External Reviewer, reviewed the dossier package of a faculty member for promotion to the rank of professor, 2024.

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of associate professor, 2024.

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of associate professor, June 2022.

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of associate professor, September 2021.

External Reviewer, reviewed the dossier package of a faculty member for tenure and promotion to the rank of associate professor, August 2021.

External Reviewer, reviewed the dossier package of a faculty member for promotion to the rank of professor, December 2019.

External Reviewer, reviewed the dossier package of a faculty member for promotion to the rank of professor, March 2018.

External Reviewer, reviewed the dossier package of a faculty member for promotion to the rank of professor, September 2015.

Other Conference Participation

Panelist, "The Greatest Threat to Marketing Today: A Panel Discussion". Association of Marketing Theory and Practice Conference, Ponte Vedra Beach, FL, March 14-17, 2018.

Session Organizer and Panelist, "The Recent Trends and Best Practices for Designing Blended/Hybrid/Flipped Courses in Higher Education," (panel session proposal abstract). Association of Marketing Theory and Practice Conference, Ponte Vedra Beach, FL, March 14-17, 2018.

Session Organizer and Panelist, "The Best Practices to Eliminate Distraction due to Mobile Device Usage in Classrooms Without Creating a Negative and Hostile Classroom Experience," Association of Marketing Theory and Practice Conference, March 23-25, 2017.

Session Organizer and Panelist, "What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors," Association of Marketing Theory and Practice Conference, March 2017.

Session Chair, "Marketing/International Marketing Session," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, July 2013.

Panel Session Chair, "The Costs and Benefits of AACSB Accreditation," Association of Marketing Theory and Practice Conference, March 2011.

Panelist, "Predictive Analytics and Soft Skills: Are We Preparing Business Students for Real Job Requirements?," Association of Marketing Theory and Practice Conference, March 2011.

Panelist, "Blending Theory and Practice: Increasing Collaboration and Relevance," Association of Marketing Theory and Practice Conference, March 2011.

Discussant, "E-Commerce Marketing," Marketing Management Association, Chicago IL, March 2009.

Session Chair, "Marketing Research I," Association of Marketing Theory and Practice Conference, March 2007.

Panelist, "Globalization and International Faculty Teaching Marketing Classes: Contributions, Benefits, and Challenges in 21st Century," Marketing Management Association Conference, Chicago IL, March 2006.

Session Chair, "The Interactive Classroom," Marketing Management Association Fall Educators' Conference, Kansas City MO, September 2005.

Discussant, "E-Commerce Marketing," Association of Collegiate Marketing Educators, Orlando FL, March 2004.

Membership in Professional Societies

Association of Marketing Theory and Practice (AMTP), 2005-present.

American Marketing Association (AMA), 2015-2016.

American Marketing Association (AMA), 2013-2014.

Higher Education Teaching and Learning (HETL), 2012-present.

Entrepreneurial Executive, 2012-2013.

Business Studies Academy, 2011-2012.

Academy of Marketing Studies, 2011-2012.

Academy of Educational Leadership, 2009-2010.

Academy for Studies in International Business, 2007-2008.

Academy of Management Association, August 2006-2007.

Marketing Management Association, September 2005-2010.

Association of Marketing Theory and Practice, 2004-present.

American Marketing Association, 2000-2007.

FACULTY DEVELOPMENT

Web-Based Seminar, BlendLT Microsoft Copilot AI Session, Penn State-University Park. (December 5, 2024).

Web-Based Seminar, Creating Online Assessments with Integrity in Mind, Penn State-University Park. (November 14, 2024).

Web-Based Seminar, Qualtrics: Distributing, Analyzing, and Reporting Data, Penn State-University Park. (November 13, 2024).

A hands-on Webinar on Qualtrics: Distributing, Analyzing, and Reporting Data.

Web-Based Seminar, Building Content in Your Canvas Course, Penn State - UP. (August 12, 2024).

How to organize your content and design your course to enhance your students' learning experience.

Web-Based Seminar, Canvas Gradebook Features, Penn State - UP. (August 12, 2024).

Grading Scheme, Gradebook Policies, verify grades, etc.

Web-Based Seminar, Neurodiverse Students, Syllabi, and Classroom Culture, Zoom meeting, Penn State Abington. (June 6, 2024).

Diversity and culture in Syllabus

Web-Based Seminar, AI Made Easy: Practical Tools for Marketing Transformation?, Zoom meeting, American Marketing Association. (June 5, 2024).

Exploration of 20+ Tools

Web-Based Seminar, Use ChatGPT to Create Your Marketing Materials, Zoom meeting, Penn State Abington. (June 5, 2024).

AI in the Job Market, Career & Professional Development

Self-Study Program, Values, Ethics, and Compliance at Penn State training. (May 3, 2024). [LRN.psu.edu](https://lrn.psu.edu).

Web-Based Seminar, How Do We Realistically Move Forward in This New Age of AI? Zoom meeting, The Schreyer Institute, University Park. (April 17, 2024).

The Future of Higher Education as AI progresses.

Web-Based Seminar, Practical Applications of Generative AI in STEM Teaching, Zoom meeting, The Schreyer Institute, University Park. (April 4, 2024).
Use of AI and Padlet in teaching.

Web-Based Seminar, Symposium Lite - TLT Symposium #1, Zoom meeting, Grammarly. (March 28, 2024).
Enabling Participation in Race, Ethnicity, and Culture Discussions (Student Learning and Success) facilitated by Angie Dick.

Web-Based Seminar, Symposium Lite - TLT Symposium #2, Zoom meeting, Grammarly. (March 28, 2024).
Changing Student Perception Regarding AI Application - SoTL Perspective (Artificial Intelligence)

Web-Based Seminar, Symposium Lite - TLT Symposium #3, Zoom meeting, Grammarly. (March 28, 2024).
Open Pedagogy in ART197 (Art of Mathematics) -Student Generated New Knowledge Shared Via Wikipedia Content (Instructional Approaches and Pedagogy).

Web-Based Seminar, Symposium Lite - TLT Symposium #4, Zoom meeting, Grammarly. (March 28, 2024).
Hear Me Out: Podcasting Pedagogy and the 21st Century Student (Instructional Approaches and Pedagogy)

Workshop, Instructional Technology Tools that Create Powerful Learning Experiences workshop, Zoom meeting, Penn State Altoona. (March 13, 2024).
Apple's Accessibility Technology in Higher Education

Advising Training, Double Majors and Minors Training. (February 29, 2024).

Web-Based Seminar, The Future of Writing: Creating the Playbook for Human-AI Collaboration, Zoom meeting, Grammarly. (February 28, 2024).
Assignments for students to experiment with AI created Images.

Advising Training, BSBAL & ALBUS Training. (February 22, 2024).

Web-Based Seminar, AI Horizons, Zoom meeting, Penn State University. (February 20, 2024).
Assignments for students to experiment with AI created Images.

Advising Training for SMEAL, SMEAL Advising, Penn State Altoona. (February 15, 2024).
SMEAL requirements for transfer students.

Web-Based Seminar, Making Every Marketing Initiative Count: Using SurveyMonkey Templates, SurveyMonkey Webinar, SurveyMonkey. (February 15, 2024).

Web-Based Seminar, AI Horizons, AI Horizons, Penn State University, University Park. (January 30, 2024).
Incorporation of Generative AI into hands-on class assignments, and ethical ways to use AI.

Appy Hour: Using Virtual Whiteboards in the Classroom, Joe Scott, Instructional Designer, Penn State Altoona, Appy Hour: Using Virtual Whiteboards in the Classroom, 1 credit hours. (November 2, 2023).
Incorporation of Generative AI into Class assignments & syllabus

Artificial Intelligence and Writing-Based Assignments, Dr. Kyle King, Associate Professor of English & Joe Scott, Instructional Designer, Penn State Altoona, Artificial Intelligence and Writing-Based Assignments, 1 credit hours. (October 12, 2023).
Incorporation of Generative AI into Class assignments & syllabus

Canvas: An Introduction to Mastery Paths, Jeffrey Badger, Producer and Jamie Harris, Instructor, PSU, ITLD Training, 1 credit hours. (August 10, 2023).
Canvas: An Introduction to Mastery Paths Covered the function, Conditions, ranges, and resources.

"TLC Conference," Various PSUA and UP pedagogy specialists, PSUA, TLC Instructor Conference. (August 17, 2023).
Incorporation of iPad and Generative AI into Teaching.

"Annual Compliance Training," Pennsylvania State University. (May 9, 2023 - May 11, 2023).

"Demystifying Event ROI: How to Define and Calculate ROI with Confidence," Brad Gillispie, GM Cvent Consulting, American Marketing Association, 1 credit hours. (August 8, 2023).
Presented ROI Calculations

"Shock, Awe, And AI!: The Real AI Issues, Impacts—And Insights," CK Kerley, Rutgers University, 1 credit hours. (May 26, 2023).

"Preliminary uses of iPads in the classroom," Joe Scott, Penn State Altoona, Penn State Altoona, 1 credit hours. (May 11, 2023).
Familiarized preliminary uses of iPads in the classroom

"The Spring Dreamery Speaker Series on Teaching with AI Writing Generators," Dr. Stephen Monroe, University of Mississippi, Penn State University Park, Penn State -- Teaching and Learning with Technology (TLT), 1 credit hours. (April 24, 2023 - April 25, 2023).
The presenters shared how to apply AI to classes to increase student engagement and concentration.

"Applying the Visual-Auditory-Kinaesthetic (VAK) Model to your Classes," Professors Domenic Tavella and Bernie Cerasaro from Great Valley Campus, Penn State York, BSB Faculty Colloquium Series SP--3rd Presentation, 1 credit hours. (April 6, 2023).
The presenters shared how to apply the Visual-Auditory-Kinaesthetic (VAK) Model to classes to increase student engagement and concentration.

"Shopify - E- Commerce Platform Solution," DottoTech.com, 1 credit hours. (February 24, 2023).

"Elevate-Advising tool that connects Canvas to Starfish," Hannah Rebekah Williams & Ben Hellar, PSU-Altoona Advising Forum & PSU Teaching Learning with Technology, 1 credit hours. (February 3, 2023).
https://elevate.tlt.psu.edu/ https://tlt.psu.edu/course-insights/ elevate@psu.edu

"Military Cultural Competency – Be a Veteran Ally," Eugene L. McFeely, Senior Director, Veterans Affairs and Services, Penn State Altoona Advising, 1 credit hours. (January 31, 2023).

"SEN 2023 SUMMIT and the Engagement Application Zoom session," Devon Marie Whalen and Brandon Bagley, 1 credit hours. (January 30, 2023). The webinar demonstrated how to use the PSU Engagement App and for what purpose.

CITI - IRB Training Course," CITI. Completed on January 5, 2023.

MAKEit Technology Training, Various staff & faculty, Penn State, University Park. (September 13, 2022).
Learned Adobe Augmented Reality and Adobe Express programs.

2019-2022 Annual Compliance Training, Penn State University, April 19, 2022.

Workshop, "Structural Equation Modeling Using SmartPLS", Joe Hair, Association of Marketing Theory and Practice, 2021, 2022.

ESS Engaging Students in Flexible Course Delivery and Multi-Audience Synchronous Courses training, Amy Elizabeth Kuntz, Erica Fleming, Eileen M Grodziak, Penn State University, July 29, 2020.

CITI - IRB Training Course," CITI. Completed on January 26, 2020.

Take Action for Student Learning (TASL) training course, Penn State University, May-June 2019.

Kaltura -Video-Quiz Training, Lea Rosenberry, Penn State University, January 16, 2019.

Kaltura -Introduction Training, Lea Rosenberry, Penn State University, January 8, 2019.

BlendTL Program, Penn State University, May 16, 2018 - present.

OL 2150: Canvas Hands On," Brian D. Wallace, Instructional Designer for Penn State World Campus, Pennsylvania State University. State College, PA. Completed. (July 1, 2017 - July 28, 2017).
OIT Training," Pennsylvania State University-Altoona. (June 13, 2017).
Attended Zoom training offered by Tatiana Zwerling in Hawthorn on 6/13/17.

OL 2000 Essentials of Online Teaching" Shawnee M. Kelly, MS, RD, LDN, Coordinator & Senior Instructor, Online Master of Professional Studies in Nutritional Sciences, Pennsylvania State University. State College, PA. Completed. (June 1, 2017 - June 30, 2017).

OL3100: Teaching the Adult Learner, Paula Bigatel and Andrew Tatusko, April 2017.

Penn State Compliance Training Understanding Title IX at Penn State," April 2017.

OL 2100 "Introduction to Canvas," Paula Bigatel and Andrew Tatusko, Penn State Canvas Learning Center, February, 2017.

CITI - IRB Training Course," CITI. Completed on January 25, 2017.

Online Training, "Mandatory Compliance Training," Penn State Altoona, December, 2016.

Canvas Course Management System Training, Penn State Altoona, Spring 2016.

LionPath Training, Penn State Altoona, Spring 2016.

Online Training, "Mandatory Cleary Act Training for Campus Security Authority," Penn State Altoona, December, 2013.

Certificate of Completion, Family Educational Rights and Privacy Act (FERPA) Training, Penn State University Altoona, July 2013.

OL4000 "Online Course Authoring," Andrew Tatusko, Penn State University, State College, June, 2013.

Workshop, "Smart PLS-SEM," by Joe Hair and Scott Manley, Kennesaw State University, The Association of Marketing Theory and Practice Conference in Charleston, SC, March 21-22, 2013.

Workshop, "PIVOT-Funding Opportunities," JoAnn Parsons, Pennsylvania State University, State College, September 2012.

Training, "Mandatory Cleary Act Training for Campus Security Authority," by Mike Lowery, Penn State Altoona, September, 2012.

Workshop, "Structural Equation Modeling Using SmartPLS", Marco Sarstedt, Kennesaw State University, Kennesaw, GA, August, 2012.

"Summer Grant Proposal Writing Workshop," Lynn Miner, Miner Associates, Penn State Altoona, July-August, 2012.

OL 2700 "Online Presence" Stephanie Edel-Malizia, Penn State University, State College, August, 2012.

Certificate of Completion, "Course in College Teaching," Crystal Ramsay, Penn State University, State College, March-April, 2011.

OL 2000 "Course for Teaching Online Courses," Kay Shuttuck, Penn State University, State College, February, 2011.

"Structural Equation Modeling and Confirmatory Factor Analysis using AMOS," Seminar II, Joe Hair, Kennesaw State University, The Association of Marketing Theory and Practice Conference in Panama City, FL, March 24-25, 2011.

"Case Study Research: Methods and Practice (CSR-MP)," Workshop, Arch Woodside, Boston College, The Association of Marketing Theory and Practice Conference in Panama City, FL, March 24-25, 2011.

"Media Common Training," Workshop, Aaron Smith, Office of Information Technology, Penn State Altoona, October 2010.

"Competing with Emerging-Market Multinationals: The Case of Turkey," Webinar, Atilla Yaprak, Wayne State University, ICA Institute Northwestern University Center for Emerging Markets, October 2010.

"NSF Grants," Workshop by Dr. Scott Barclay, NSF Law & Social Science Program Director, Penn State Altoona, October 2010.

"Windows 7: Overview," Workshop, ITS Training Services, Penn State Altoona, July 8, 2010.

"Effective College Teaching," Workshop, Richard Felder and Rebecca Brent, Penn State Altoona, April 28-29, 2010.

"The Net Generation as Researchers: Results of the 2008 Standardized Assessment of Information Literacy Skills at Penn State Altoona," Jeff Knapp and Amy Deuink, Penn State Altoona, April 7, 2010.

"Structural Equation Modeling and Confirmatory Factor Analysis using AMOS," Seminar, Joe Hair, Kennesaw State University, the Association of Marketing Theory and Practice Conference in Hilton Head, SC, March 24-25, 2010.

"ME>XL Advanced Tips Webinar: Positioning Maps...data gathering and market segmentation" Arnaud De Bruyn, ESSEC Business School and Gary L. Lilien, Penn State University, January 27, 2010 (Part I), and February 3, 2010 (Part II).

"Positioning and Perceptual Mapping with ME>XL" Webinar Series, Arnaud De Bruyn, ESSEC Business School, November 11, 2009 (Part I), and November 18, 2009 (Part II).

"Analytics in Action: Overcoming the Top Analytics Challenges to Turn Data Into Dollars," 101 Media Webinar, Peppers & Rogers Group, October 20, 2009.

"Adobe Acrobat and PDF as a Forms and Data-Collection Tool," Seminar, Tim Plumer, Jr. at Penn State Altoona, October 8, 2009.

"e-Lion/technology Professional Development Opportunity," Workshop, Harriett Gaston and Scott Kelly, Penn State Altoona, October 7, 2009.

"Segmentation and Targeting with ME>XL" Webinar Series, Gary Lilien Smeal College Institute for the Study of Business Markets, October 7, 2009 (Part I), October 14, 2009 (Part II).

"Are You Interested in Starting Your Own Business?" Colloquium, Donna Bon and Rebecca Maguda, November 18, 2008.

"Assessment 101," Colloquium, Barbara Wiens-Tuers" Penn State Altoona, November 6, 2008.

"Geographic Information Systems (GIS) Come Map Your Research," Tim Dolney, Penn State Altoona, October 16, 2008.

"The Golden Compass Earning Loyalty from the Affluent," Webinar, the Direct Marketing Association, October 7, 2008.

"How to Hit a Research Home-run: Tips and Tricks from Some Heavy Hitters," Conference, PaLA College and Research Division Spring Program, Altoona, PA, June 9, 2008.

"Online Training for Capstone®/Foundation® Simulation Program," Webinar, Capsim Management Simulations, June 2008.

"New Future in Store: How Will Shopping Change Between Now and 2015?," Retail Webinar, TNS (Taylor Nelson Sofres group), May 2008.

"Measuring Customer Lifetime Value with Marketing Engineering for Excel (MEXL)," Arnaud De Bruyn, The Decision Insight Webinar Series, Smeal College Institute for the Study of Business Markets, March 2008.

"Holiday 2007 and Beyond," Retail Webinar, TNS (Taylor Nelson Sofres group), January 2008.

"New Technology Forecasting with Bass Model ME>XL," Arvind Rangaswamy (Smeal College of Business, Penn State University), Webinar, Smeal College Institute for the Study of Business Markets, November 2007.

"Building Effective B-to-B Marketing Plans: From Launch to Maturity," Robert Thomas, (Georgetown University), Webinar, Smeal College Institute for the Study of Business Markets, November 2007.

"Marketing Resource Allocation with ReAllocator ME>XL," Gary Lilien, Webinar, Pennsylvania State University, September 2007.

"What Is New with Angel 7," Office of Academic Affairs, Penn State Altoona, August 2007.

"How Can B-Schools Do Well by Doing Good?: An Action Agenda for Re-Focusing Management Education," Webcast, Academy of Management, August 2007.

"Product Design and Customer Segmentation with Conjoint Analysis Using Marketing Engineering for Excel (ME^{XL})," Arvind Rangaswamy, Webinar, Pennsylvania State University, July 2007.

"Making Assessment Work for You," Yolanda Niemann (Washington State University), Penn State Altoona, March 2007.

"Today's Students, Today's Software, and Today's Shelly Cashman Series," Gary Shelly, Thomson Publishing Course Technology Webinar, March 2007.

"Library Updates: Online Reserves and Search Engine Tips," Teaching and Learning Consortium, Penn State Altoona, February 2007.

"Acting as a Reference and Writing Letters of Recommendation for Students Pursuing Employment or Graduate School," Teaching and Learning Consortium and Office of Career Services, Penn State Altoona, February 2007.

"Academic Advising Syllabus: Advising as Teaching in Action," National Academic Advising Association Webinar, Penn State Altoona, December 2006.

"ANGEL: Curriculum Consultation and Submission System," Information Technology Systems Seminar, Penn State Altoona, August 2006.

"Marketing Engineering: The Instructor's Workshop," Arvind Rangaswamy and Gary Lilien, Chicago IL, August 2006.

"A Strategy for Community-Based Learning," Teaching and Learning Consortium, Penn State Altoona, April 2006.

“Portfolio Development and Assessment,” Office of Academic Affairs, Penn State Altoona, April 2006.

“Study Abroad Faculty Workshop,” Office of Academic Affairs, Penn State Altoona, March 2006.

“Classroom Assessment and Improvement: A Process Improvement Approach,” Teaching and Learning Consortium, Penn State Altoona, March 2006.

Declining by Degrees: Higher Education at Risk Book and Film Discussion, Teaching and Learning Consortium, Penn State Altoona, January 2006. Panelist.

“Putting Together the Pieces: Evaluating your Students,” Teaching and Learning Consortium, Penn State Altoona, October 2005.

“Assessment 101: What Can Your Coordinator of Assessment and Research Do for You?,” Office of Academic Affairs, Penn State Altoona, September 2005.

“Teaching Writing across the Curriculum,” Human Resources Development Center, University Park Campus, August 2005.

Classroom Assessment Techniques: A Handbook for College Teachers Book Discussion, Teaching and Learning Consortium, Penn State Altoona, November 2004.

Academic Advising Orientation Workshop (five sessions), Academic Information and Advising Center, Penn State Altoona, September-October 2004.

“Teaching: Putting the Focus on Learning,” Teaching and Learning Consortium, Penn State Altoona, August 2004.

AMA (American Marketing Association) - Sheth Foundation Doctoral Consortium, University of Minnesota, Carlson School of Management, Minneapolis, Minnesota, co-chaired by Dr. Akshay R. Rao and Dr. Michael J. Houston, June 26-29, 2003.

SERVICE TO THE UNIVERSITY, SOCIETY, AND THE PROFESSION

Service to University

Consultation Consultant, Marketing Curriculum Development, Fall 2012 - Fall 2017.

Service to College

Member, Promotion and Tenure Committee, Greater Allegheny (October 9, 2024 - October 23, 2024). Evaluated a candidate on his 6th-year Promotion & Tenure application.

Member, Distinguished Professor Selection Committee, Fall 2023.

Member, Promotion & Tenure Committee, Spring 2021.

Member, Third Rank Promotion Committee, Fall 2020.

Member, Third Rank Promotion Committee, Fall 2020.

Member, Third Rank Promotion Committee, Fall 2020.

Member, University Curriculum Review Committee, ongoing.

Member, Faculty Salary Budget Committee, Spring 2015-Spring 2017.

Member, Promotion & Tenure Committee, Fall 2015-Spring 2016.

Member (Faculty Representative), Early Alert Committee, Penn State Altoona, Fall 2011-Fall 2013.

Member, Academic Affairs Committee, Penn State Altoona Senate, Fall 2011-Spring 2012.

Member, eFAR Task Force Committee, Penn State Altoona, Spring 2010.

Member, Research Committee, Penn State Altoona Senate, Fall 2008-Spring 2010.

Member, Athleen Stere Teaching Award Committee, Spring 2007.

Member, Bachelor of Science in Business Junior Core Committee, October 2006.

Member, Uniform Course Codes Committee for Marketing, September 2006-present.

Member, Teaching and Learning Consortium Steering Committee, August 2006-present.

Member, Distinguished Speakers Series Selection Committee, Spring 2004.

Service to the Division

Chair, Promotion & Tenure Committee, Fall 2024.

Member, Business Advisory Council Assessment Sub-Committee, Fall 2012-Spring 2022.

Member, Promotion & Tenure Review Committee, Fall 2015-Spring 2017.

Chair, Marketing Discipline, Fall 2014-Spring 2017.

Chair, Search Committee for Instructor of Business, Fall 2016.

Chair, Search Committee for Instructor of Business, Fall 2015-Spring 2016.

Member, Accounting Tenure-track Search Committee, Summer 2015-Fall 2015.

Member, Promotion & Tenure Review Committee, Fall 2013-Spring 2015.

Member, Entrepreneurship Tenure-track Search Committee, Fall 2013-Spring 2014.

Member, Management Tenure-track Search Committee, Fall 2013-Spring 2014.

Member, Management/Entrepreneurship Tenure-track Search Committee, Spring 2013.

Member, Second Form of Student Evaluation Committee, Spring 2013-Spring 2015.

Member, Promotion and Tenure Policy & Procedures Revision Committee, Spring 2013.

Member, Online and Hybrid Course Development Committee, Fall 2012.

Chair, Peer Evaluation of Teaching Effectiveness Committee for faculty member in Finance, Fall 2012.

Chair, Division Head Nomination Committee, Spring 2012.

Chair, Peer Evaluation of Teaching Effectiveness Committee, Spring 2012.

Member, Peer Evaluation of Teaching Effectiveness Committee for faculty member in Marketing, Spring 2012.

Member, Department Task Force 2, December 2012-present.

Member, Department Task Force 1, December 2011-present.

Member, Second Form of Student Evaluation Committee, Spring-Fall 2010.

Chair, Peer Evaluation of Teaching Effectiveness Committee for promotion to full professorship of faculty member in Economics, Spring 2010.

Member, BSB Altoona Learning Objectives Committee for AACSB accreditation, 2008-2009.

Member, Peer Evaluation of Teaching Effectiveness Committee, for faculty member in management, Spring 2009.

Member, Division Head Nomination Committee, Division of Business & Engineering, Fall 2008-Spring 2009.

Member, Accounting Tenure-track Search Committee. Interviewed candidates at the American Accounting Association Conference, Anaheim CA, August 2008.

Member, Search Committee for a faculty member candidate in accounting, Summer 2008-Spring 2009.

Member, Search Committee for a faculty member candidate in management, Summer 2007-2008.

Member, Bachelor of Science in Business Learning Objectives Committee for the Association to Advance Collegiate Schools of Business accreditation, Fall 2007-present.

Member, Peer Review of Teaching Evaluation Committee for faculty member in Engineering, Spring 2007.

Member, Search Committees for faculty member in business, Summer 2006-Summer 2008. Interviewed candidates, Academy of Management Conference, Atlanta GA, August 2007.

Chair, Peer Review of Teaching Committee for faculty member in Economics, Fall 2005.

Member, Curriculum Redesign Committee for the Management and Marketing option of the Business major, August 2004.

Academic Advisor, Penn State Altoona, Altoona, PA, Fall 2004-present

Participation in Campus and/or University-wide Governance Bodies and Related Activities

Senator, Penn State Altoona Senate, Fall 2011- Spring 2012.

Senator, Penn State Altoona Senate, Fall 2008- Spring 2010.

Assistance to Student Organizations

Penn State Altoona's Women in Business Student Organization. Founded and advised, October 2010-present.

Guest Speaker, "Careers in Marketing," Society of Business Students Organization, Penn State Altoona, February 2008.

Supervised Students in Free Enterprise (SIFE) organization in their market economics project, "Lemonade Stand Activity," presented to students at the Frankstown Elementary School, Frankstown PA, and Juniata Gap Elementary School, Altoona PA, Fall 2006, Spring 2007.

Other Service

Represented the Business major at Altoona College Majors Expo, Penn State Altoona, Spring 2004, Spring 2005, Spring 2006, Spring 2009, Spring 2010, Spring 2012, Fall 2012.

Mentor, four students, Opportunity and Action to Stay in School (OASIS) student retention program, Spring 2008.

Developed proposal, "The Business Café & Restaurant Concept for Downtown Business District of Altoona" for Penn State Altoona Executive Team, October 2007.

Presenter, Athleen Stere Teaching Award to a faculty member, the Penn State Altoona Faculty/Staff Convocation, May 2007.

Mentored two students through Opportunity and Action to Stay in School (OASIS) student retention program, Spring 2006.

Developed a "Prospective Student Survey" for the Penn State Altoona Mathematics Program, April 2005.

Completed and presented a market research report, "Penn State Altoona BS in Business Program Alumni Survey" to Penn State Altoona Division of Business and Engineering, April 2005.

Represented the Business major at Offer Receptions, Penn State Altoona, Spring 2005, Spring 2006.

Represented the Business major at the Major Event of the Year, Penn State Altoona, Fall 2004, Fall 2005, Spring 2006, Fall 2007, Fall 2008.

Service to Business and Industry

Completed with students, Marketing Research Live Project on Campus Ministries in MKTG 342- Marketing Research course. Penn State Altoona, Fall 2024.

Completed with students, Marketing Research Live Project on NRTPs in MKTG 342- Marketing Research course. Penn State Altoona, Fall 2023.

Completed with students, Marketing Research Pretest Live Project on NRTPs in MKTG 342- Marketing Research course. Penn State Altoona, Fall 2022.

Completed by students, Social Media Magnet Certification in MKTG 480-Social Media Marketing course. Penn State Altoona, Spring 2022.

Completed by students, Marketing Research Live Project on NRTPs in MKTG 342- Marketing Research course. Penn State Altoona, Fall 2021.

Completed by students, Social Media Magnet Certification in MKTG 480-Social Media Marketing course. Penn State Altoona, Spring 2021.

Completed by students, five live Marketing Research Projects in MKTG 342- Marketing Research course. Penn State Altoona, Fall 2020.

Completed by students, Social Media Magnet Certification in MKTG 480-Social Media Marketing course. Penn State Altoona, Fall 2019.

Branding Project by students for the [Career Services Office](#) at Penn State Altoona, Spring 2017.

Completed by students, Branding Campaign Proposals for the Penn State Altoona [Friends for Life Program](#), Fall 2014, Spring 2015.

Completed, Social Media Marketing Plans (7 teams) Project with students for [The Mainline Canal Greenway](#), PA, Fall 2013, Fall 2014.

Completed, Marketing Plans (13 teams) with students for [The Corner Brick Bakery](#), Woodbury. PA, Fall 2013.

Completed, Social Media Marketing Plan Project with students, [Blair County Needs Assessment Partnership](#), Altoona, PA, Spring 2012.

Completed, Social Media Marketing Plan Project with students, [Beerbower Jewelry](#), Hollidaysburg, PA, Spring 2012.

Completed and submitted a Promotion Plan with students for [Three for The Road](#), a non-profit charity organization, Altoona PA, Fall 2008.

Completed and submitted a Market Research study with a student for [Hollidaysburg Public Library](#), PA, Fall 2007.

Completed and submitted with students a Site Map for the web site of the [Team Spirit Fitness Center](#), Altoona PA, Spring 2007.

Completed and submitted a Marketing Plan with students for the [Team Spirit Fitness Center](#), Altoona PA, Spring 2007.

Completed and submitted six guest satisfaction Market Research studies with students for separate restaurant locations including [Marzoni's Restaurant](#), Duncansville PA, Fall 2006, and for [Hoss's Steak House](#), Duncansville PA, Hummelstown PA, Murrysville PA, Leesport PA, and Belle Vernon PA, Spring 2006.

Rebuilt Parishioner Opinion Survey, Catholic School System, Diocese of Altoona-Johnstown, Fall 2005.

Service to Public and Private Organizations

Interviewee, "Best Bank Account Bonuses," "[Ask the Experts](#)," WalletHub, Published on August 27, 2024. Available at: https://wallethub.com/best-bank-account-bonuses#expert=Tulay_Girard.

Interviewee, "[Ask the Experts](#)," WalletHub, Fall 2022.

Interviewee, "[Ask the Experts](#)," WalletHub, Spring 2020.

Interviewee, "[Ask the Experts](#)," Finder.com, Fall 2019.

Interviewee, "[Ask the Experts](#)," WalletHub, Spring 2019.

Pearson Marketing Plan Builder Editorial Review Board, Fall 2016.

Interviewee, "Data Security," Shopper Marketing Magazine, 29 (10, October), p.14.

Judge, E-Business web design competition (17 entries), PA-FBLA, January 5, 2013.

Interviewee, "[e-Commerce Bounces Back Strongly in Third Quarter](#)" by Michael Lear-Olimpi, Chief Editor, *e-Commerce Law & Strategy*, January 1, 2011.

Interviewee, "[Expert Explains How Shopping Online for Gifts Offers Risks, Benefits](#)" by Rebekka Coakley, Penn State Live, November 18, 2010.

Interviewee, "Forecasts for the 2010 Holiday Shopping Season for Retailers" by Christine Mary Bove, the Town & Gown magazine of State College, October 26, 2010.

Interviewee, "[Web challenges local businesses](#)" by Nathan Pipenberg. The Daily Collegian, October 6, 2010.

Interviewee, "[No green for gifts](#)" by Jimmy Mincin on consumer shopping behavior in during hard economic conditions in Altoona Mirror newspaper, November 7, 2008.

Interviewee, "'Power Centers' Offer an Alternative to Malls," by Walt Frank, *Altoona Mirror* no volume: A1, A14 (December 3, 2006).

Altoona Mirror newspaper interview article on differences in consumer preference between indoor and outdoor malls in November 2006.

Interviewee, "Shop 'Till You Drop: PSU Altoona Professor Studies Consumers" by Jennifer Babulsky, *Altoona Mirror* no volume: D1, D6 (November 14, 2005). On candidate's research in consumer shopping behavior.

Interviewee, "[Born to Shop \(or at least to study it\)](#)," by Marti Jo Irvin Stellabotte, *Ivy Leaf: The Penn State Altoona Magazine*, no volume: 20-21 (Fall 2004). On candidate's research.