

Bashar S. Gammoh, Ph.D.
Professor of Marketing & International Business

Department of Marketing & International Business
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Appointments & Experience

Academic Director, MBA/EMBA Programs, August 2019 – Present
Professor, University of Toledo, August 2018 – present
Associate Professor, University of Toledo, August 2012 – July 2018
Assistant Professor, University of Toledo, August 2006 – July 2012
Teaching Associate, Oklahoma State University, 2002 – 2006
Instructor, University of Jordan, 2000 – 2001

Education

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| Ph.D. | Oklahoma State University, Business Administration (Marketing) (July 2006). |
| M.B.A. | University of Jordan, (2000), Master of Business Administration (concentration: Marketing). |
| B.A. | Yarmouk University, (1997), Economics (minor: Finance) |

Honors and Awards

Emerald Publishing Highly Commended Paper Award (2019)
COBI Diversity Award Nominee (2019)
COBI Brunner Service Award (2018)
COBI Vonderembse Research Award (2017)
Honorary Beta Gamma Sigma Faculty Inductee (2017)
COBI Faculty Graduate Teaching Award Nominee (2016)
UT Faculty Excellence Award (2010-2011)
COBI Junior Faculty Research Award Nominee (2010-2011)
Full Member, Graduate Faculty, College of Graduate Studies, (Spring 2009 – Present).
COBI Summer Research Grant recipient (2007 & 2008)
ACR Doctoral Consortium Fellow Award (2005)
AMA Foundation Visiting Scholars Travel Grant (2003)
CBA Deans List Award, University of Jordan (2000)
Cairo Bank Graduate Student Achievement Award, University of Jordan (1999)

Research Interests

In general, my research interests are in the areas of branding and brand management. My primary research is in the area of brand leveraging strategies (e.g., co-branding, and brand alliances). I established a program of research that examines these strategies from the perspectives of the consumer and the firm. In addition, my research expands into related areas such as sales management, consumer behavior, and international

marketing. For example, my research explores sales-person brand relationships and the resulting sales performance outcomes, consumer-brand interaction and the resulting emotional connections consumers develop toward their brands, and consumer reactions to global and local brands and brand positioning strategies.

Peer Reviewed Academic Journals

Gammoh, Bashar S., Anthony C. Koh and Sam C. Okoroafo, (forthcoming) "Positioning Strategies of High-Tech Products: Cross-Cultural Moderating Effects of Ethnocentrism and Cultural Openness", *Journal of Product and Brand Management*, (Accepted August 28, 2019).

Gammoh, Bashar S., Fernando R. Jimenez-Arevalo, and Rand Wergin, (2018) "Consumer Attitudes toward Human-Like Avatars in Advertisements: The Effect of Category Knowledge and Imagery ", *International Journal of Electronic Commerce*, Vol. 22, No. 3, pp. 325-348.

Gammoh, Bashar S., Michael L. Mallin, Ellen B. Pullins and Catherine M. Johnson (2018), "The role of salesperson brand selling confidence in enhancing important sales management outcomes: A social identity approach", *Journal of Business & Industrial Marketing*, Vol. 33, No. 3, pp. 277-290.*

* Emerald Publishing 2019 Highly Commended Paper Award

Mohan, Mayoor, Kevin Voss, Fernando Jimenez-Arevalo and **Bashar S. Gammoh** (2018), "Corporate Brands as Brand Allies", *Journal of Product and Brand Management*, special edition on corporate brands, Vol. 27, No. 1, pp. 41-56.

Mallin, Michael L., **Bashar S. Gammoh**, Ellen B. Pullins and Catherine M. Johnson (2017), "A New Perspective of Salesperson Motivation and Salesforce Outcomes: The Mediating Role of Salesperson - Brand Identification," *Journal of Marketing Theory & Practice*, Vol. 25, No. 4 (fall), pp. 357-374.

Pham, Phuoc H. and **Bashar S. Gammoh** (2015), "Characteristics of Social-Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model," *International Journal of Internet Marketing & Advertising*, Vol. 9, No. 4, pp. 321-337.

Gammoh, Bashar S., Anthony C. Koh, Sam C. Okoroafo and Amjad Abu ElSamen (2015), "The Antecedents of Belief in Global Citizenship: A Two-Country Investigation," *Journal of Global Marketing*, Vol. 28, No. 1, pp. 52-66.

Gammoh, Bashar S., Michael L. Mallin and Ellen B. Pullins (2014), "The Impact of Salesperson-Brand Personality Congruence on Salesperson Brand Identification, Motivation and Performance Outcomes," *Journal of Product and Brand Management*, Vol. 23, No. 7, pp. 543-553.

Gammoh, Bashar S., Michael L. Mallin and Ellen B. Pullins (2014), "Antecedents and Consequences of Salesperson Identification with the Brand and Company",

Journal of Personal Selling and Sales Management, Vol. 34, No. 1, pp. 1-16.

- Gammoh, Bashar S.** and Kevin E. Voss, (2013) "Alliance Competence: The Moderating Role of Valence of Alliance Experience," *European Journal of Marketing*, Vol. 47, No. 5/6, pp. 964 - 986.
- Pentina, Iryna, **Bashar S. Gammoh**, Lixuan Zhang and Michael L. Mallin, (2013) "Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks," *International Journal of Electronic Commerce*, Vol. 17, No. 3, pp. 63 – 86.
- Kevin E. Voss, **Bashar S. Gammoh** and Xiang Fang, (2012) "How Does a Brand Ally Affect Cosumer Evaluations of a Focal Brand?" *Psychology & Marketing*, Vol. 29, No. 12, pp. 929 - 940.
- Roy, Subhadip, **Bashar S. Gammoh** and Anthony C. Koh (2012), "Predicting the Effectiveness of Celebrity Endorsements Using Balance Theory," *Journal of Customer Behavior*, Vol. 11, No. 1, pp. 33-52.
- Fang, Xiang, **Bashar S. Gammoh*** and Kevin E. Voss (2013), "Building Brands through Brand Alliances: Combining Warranty Information with a Brand Ally", *Journal of Product & Brand Management*, Vol. 22, No. 2, pp. 153 –160.
- * The authors contributed equally to this project and are listed in alphabetical order
- Long-Tolbert, Sylvia and **Bashar S. Gammoh** (2012), "In Good and Bad Times: The Interpersonal Nature of Brand Love in Service Relationships," *Journal of Services Marketing*, Vol. 26, No. 6, pp. 391-402.
- Gammoh, Bashar S.**, and Kevin E. Voss (2011), "Brand Alliance Research: In Search of a New Perspective and Directions for Future Research," *Journal of Marketing Development and Competitiveness*, Vol. 5, No. 3, 81-93.
- Gammoh, Bashar S.**, Anthony C. Koh, and Sam C. Okoroafo (2011), "Consumer Culture Brand Positioning Strategies: An Experimental Investigation," *Journal of Product & Brand Management*, Vol. 20, No. 1, 48-57.
- Gammoh, Bashar S.**, Kevin E. Voss, and Ryan Skiver (2011), "Consumer Evaluation of Continuous vs. Discontinuous Innovation: The Moderating Effects of Brand Equity and Product Category Knowledge," *American Journal of Business*, Vol. 26, No. 1, 65-79.
- Gammoh, Bashar S.**, Kevin E. Voss, and Xiang Fang (2010), "Multiple Brand Alliances: A portfolio Diversification Perspective", *Journal of Product & Brand Management*, Vol. 19, No. 1, 27-33.
- Gammoh, Bashar S.**, Kevin E. Voss, and Goutam Chakraborty (2006), "Consumer

Evaluation of Brand Alliance Signals," *Psychology & Marketing*, Vol. 23, No. 6, 465-486.

Voss, Kevin E. and **Bashar S. Gammoh** (2004), "Building Brands through Brand Alliances: Does a Second Ally Help?", *Marketing Letters*, Vol. 15, No. 2/3, 147-59.

Dissertation Publication

Gammoh, Bashar S. (2006), "Propensity to Participate in Brand Alliances: A Managerial Perspective," PhD, Oklahoma State University, 2006, 227 pages.

Members: Kevin E. Voss (Chair), Gary Frankwick, Karen Flaherty, & Margaret White.

Peer Reviewed Conference Proceedings

Gammoh, Bashar S. and Michael L. Mallin (2017), "Antecedents and Outcomes of Global and Local Brands Identification: A Two Country Empirical Investigation," proceedings for the 2017 Academy of International Business- Midwest Annual Conference, March 2017, Chicago, Illinois. (Presented by me)

Pham, Phuoc H., and Bashar S Gammoh (2015), "Characteristics of Social-Media Marketing Strategy and Customer-Based Brand Equity Outcomes: A Conceptual Model," proceedings for the 2015 Academy of Marketing Science Annual Conference, May, Denver, Colorado. (Presented by me co-author)

Gammoh, Bashar S., Anthony C. Koh, Sam C. Okoroafo and Mark Gleim (2015), "Pro-environmental and Green Consumption Behaviors across Cultural Settings: A Cluster Analysis Approach," proceedings for the 2015 Academy of International Business- Midwest Annual Conference, March 2015, Chicago, Illinois. (Presented by my co-author)

Gammoh, Bashar S., Anthony C. Koh, Sam C. Okoroafo and Mark Gleim (2014), "An Examination of Cultural Influences in Green Environmental Behavior in India and the United States," proceedings for the 2014 Academy of Marketing Science Annual Conference, May 21-23, Indianapolis, IN. (Presented by me)

Jimenez-Arevalo, Fernando R, **Bashar S. Gammoh**, and Rand Wergin (2013), "Consumer Evaluations of Video Ads Portraying Human-like Avatars" proceedings for the 2013 Academy of Marketing Science Conference, May 15-18, Monterey, CA. (Presented by my co-author)

Gammoh, Bashar S., Anthony C. Koh, and Sam C. Okoroafo (2013), "A Comparative Analysis of Cultural Influences in Green Environmental Behavior in India and the United States," proceedings for the 2013 Academy of International Business- Midwest Annual Conference, Feb.-March 2013, Chicago, Illinois. (Presented by

me)

Wu, Minhua, Anthony C. Koh, and **Bashar S. Gammoh**, (2013), "Is Guanxi the International Negotiation Currency for Chinese-related Business in Non-Confucian Markets?" proceedings for the 2012 Academy of International Business- Midwest Annual Conference, Feb.-March 2013, Chicago, Illinois. (Presented by my co-author)

Gammoh, Bashar S., Anthony C. Koh, and Amjad Abu ElSamen (2012), "The Antecedents of Belief in Global Citizenship: A Two-Country Investigation," proceedings for the 2012 Academy of International Business- Midwest Annual Conference, March 2012, Chicago, Illinois. (Presented by me)

Gammoh, Bashar S., Michael L. Mallin, and Ellen B. Pullins (2011), "Antecedents and Consequences of Salesperson Identification with the Brand and Company," proceedings for the 2011 Academy of Marketing Science Annual Conference, May 24-27, Coral Gables, Florida. (Presented by me)

Gammoh, Bashar S., Anthony C. Koh and Sam C. Okoroafo (2011), "The Antecedents of Sales Force Motivation: An Empirical Investigation of the Insurance Industry in Singapore," proceedings for the 2011 Academy of International Business- Midwest Annual Conference, March 2011, Chicago, Illinois. (Presented by my co-author)

Koh, Anthony C. and **Bashar S. Gammoh** (2011), "The Impact of Export Decision Orientation on Export Practices and Performance: A Comparative Analysis of Exporting Firms in North America," proceedings for the 2011 Academy of International Business- Midwest Annual Conference, March 2011, Chicago, Illinois. (Presented by my co-author)

Gammoh, Bashar S., Anthony C. Koh, and Sam C. Okoroafo (2010), "Global vs. local Brand positioning Strategies: The Moderating Effect of Belief in Global Citizenship," Proceedings for the 2010 Academy of Marketing Science Annual Conference, May 26-29, Portland, OR. (Presented by me)

Gammoh, Bashar S., and Ryan Skiver (2010), "Consumer Evaluation of Continuous and Discontinuous New Product Introductions: The Effects of Brand Equity and Product Category Knowledge," Proceedings for the 2010 Midwest Decision Science Institute Annual Meeting, April 22-24, 2010 Toledo, OH. (Presented by my co-author/PhD student)

Gammoh, Bashar S., Anthony C. Koh, and Sam C. Okoroafo (2010), "The Impact of Belief in Global Citizenship on Brand Positioning Strategies: A Cross-Cultural Experimental Investigation," proceedings for the 2010 Academy of International Business- Midwest Annual Conference, March 2010, Chicago, Illinois. (Presented by my co-author)

Roy, Subhadip, **Bashar S. Gammoh**, and Anthony C. Koh (2010), "Predicting the

Effectiveness of Celebrity Endorsements Using Balance Theory,” Proceedings for the 2010 American Marketing Association Winter Conference, New Orleans, LA. (Presented by me)

Long-Tolbert, Sylvia and **Bashar S. Gammoh** (2009), “It's Not all the Same: The Differential Effect of Brand Love in Service Encounters,” Proceedings for the Frontiers in Service Research Conference, October 29 – November 1, 2009, Oahu, Hawaii. (Presented by my co-author)

Gammoh, Bashar S., Kevin E. Voss, and Xiang Fang (2009) “Multiple Brand Alliances: A Portfolio Diversification Perspective,” proceedings for the 2009 Academy of Marketing Science Annual Conference, May 20-23, Baltimore, MD. (Presented by me)

Long-Tolbert, Sylvia and **Bashar S. Gammoh** (2008), “An Investigation of the Language of Love in Service Relationships”, proceedings for the 17th Annual Frontiers in Service Research Conference, October 2 -5, 2008, Washington, DC. (Presented by my co-author)

Voss E. Kevin and **Bashar S. Gammoh** (2006), “Building Brands through Brand Alliances: Risk Reduction or Bonding?” in Dhruv Grewal, Michael Levy, and R. Krishnan (eds.) 2006 AMA Educator's Proceedings, Volume 17. Chicago, IL: American Marketing Association. (Presented by my co-author)

Gammoh, Bashar S., Kevin E. Voss, and Goutam Chakraborty (2004), “Building Brands through Brand Alliances: The Moderating Role of Involvement,” in Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen (eds.) 2004 AMA Educator's Proceedings, Volume 15. Chicago, IL: American Marketing Association. (Presented by me)

Gammoh, Bashar S. and Kevin E. Voss (2003), “Building Brands through Brand Alliances: Multiple-Brand Alliances,” in R. Bruce Money and Randall L. Rose (eds.) 2003 AMA Educator's Proceedings, Volume 14. Chicago, IL: American Marketing Association. (Presented by me)

Conference Special Sessions

(3) **Gammoh, Bashar S.** and Kevin E. Voss (2009) “Brand Alliance Research: In Search of a New Perspective and Directions for Future Research,” presentation in the Personal Encounter session at the 2009 Academy of Marketing Science Annual Conference, May 20-23, Baltimore, MD. (Presented by me)

(2) **Gammoh, Bashar S.** (2008), “The Effectiveness of Multiple Brand Alliances: A Risk Reduction Explanation,” in 2008 Winter American Marketing Educators' Conference, Austin, Texas. (Presented by me)

(1) **Gammoh, Bashar S.** (2006), “Brand Alliance Formation: Preliminary Analysis,” in 2006 Winter American Marketing Educators' Conference, St. Petersburg, FL.

(Presented by me)

Other Conference Proceedings and Presentations

- (3) **Gammoh, Bashar S.** (2006), "Brand Alliances: Risk Reduction or Bonding?" presented at Fall 2006 Research Seminar Series, University of Toledo.
- (2) **Gammoh, Bashar S.** (2005), "Propensity to Participate in Brand Alliances: A Managerial Perspective," presented at the Brand Alliance Research Conference, Oklahoma State University, April 28 – 30, 2005.
- (1) **Gammoh, Bashar S.** (2004), "Brand Alliances: A Managerial Perspective," presented at the Thirteenth Annual Robert Mittelstaedt Doctoral Symposium, Lincoln-Nebraska, April 2 - 3, 2004.

Peer Reviewed Work Under Review and/or Invited for Revision

- (1) Jimenez-Arevalo, Fernando R., **Bashar S Gammoh** and Rand Wergin, "The Effect of Imagery and Product Involvement in Copy Testing Scores of Animatics and Finished Ads: A Schemata Approach," Under first round review, *International Journal of Advertising* (August 28, 2019).

Working Papers

- (4) With Michael L. Mallin, "Consumer Relationship with Global vs. Local Brands: A Two Country Comparative Investigation," Data collected, in analysis stage.
- (3) With Michael L. Mallin and Ellen B. Pullins, "Examination of Salespeople Multi-foci of Identification: Antecedents and Important Brand and Sales Management Outcomes," Data collected, in analysis stage.
- (2) With Michael L. Mallin, "Antecedents and Consequences of Global and Local Brand Identification and Attachment: A Two Country Comparative Investigation," Data collected, in analysis stage.
- (1) With Ali Besharat, "Consumer Evaluation of Brand Alliance Signals: A Congruency Theory Perspective," in data analyses stage. Target: *Journal of Product & Brand Management*.

Service Activities

National Service:

2019 – 2020, Reviewer (2 papers), 1 paper for International Journal of Electronic Commerce (September 2019), 2 papers for Journal of Product & Brand Management (October 2019; November 2019)

2018 – 2019, Reviewer (6 papers), 1 paper for Journal of Marketing Theory & Practice (March 2019), 2 papers for Journal of Product & Brand Management (September

- 2018; May 2019), 3 papers for International Journal of Electronic Commerce (October 2018, December 2018; May 2019)
- 2017 – 2018, Reviewer (6 papers), 2 papers for Journal of Product & Brand Management (October 2017, January 2018), 1 paper for International Journal of Electronic Commerce (October 2017), 1 paper for Information Systems Journal (October 2017), 2 papers for AMS 2018 Annual Conference (October 2017), 1 paper for European Journal of Marketing (Nov. 2017) and Journal of Marketing Theory & Practice (January 2018).
- 2016 – 2017, Track Chair and Officer (Marketing, Branding & Consumer Research Track), 2017 Academy of International Business- Midwest Annual Conference, March 2017, Chicago, Illinois.
- 2016 – 2017, Session Chair, 2017 Academy of International Business- Midwest Annual Conference, March 2017, Chicago, Illinois.
- 2016 – 2017, Member, Editorial Review Board of the Journal of Product & Brand Management (Feb 2016 – Date).
- 2016 – 2017, Reviewer (9 papers), 6 papers for Journal of Product & Brand Management (October 2016, Nov. 2016, Nov. 2016, January 2017, May 2017), 1 paper for International Journal of Electronic Commerce (January 2017), 1 paper for Marketing Letters (February 2017) and 1 paper for European Journal of Marketing (Nov. 2016).
- 2015 – 2016, Reviewer (6 papers), 3 papers for Journal of Product & Brand Management (September 2015, November 2015, June 2016), 1 paper for International Journal of Electronic Commerce (June 2016), 1 paper for International Marketing Review Journal (March 2016) and 1 paper for Journal of Consumer Marketing (May 2016).
- 2014 – 2015, Reviewer (6 papers), 3 for Journal of Product & Brand Management, 2 for International Journal of Electronic Commerce, 1 for Journal of Marketing Management.
- 2013 – 2014, Session Chair, Academy of Marketing Science 2014 Annual Conference, Indianapolis, IN.
- 2013 – 2014, Reviewer (3 papers), 1 for European Journal of Marketing, 2 for International Journal of Electronic commerce.
- 2013 – 2014, Foreign Examiner/Reviewer (2 Thesis), Mr A. Pugazhenth, PhD thesis and Mr J. Selvakumar, PhD thesis, Anna University, Chennai, India.
- 2012 – 2013, Session Chair, the 2013 Academy of International Business- Midwest Annual Conference, Chicago, Illinois.
- 2012 – 2013, Reviewer (4 papers), European Journal of Marketing, International Journal

of Electronic Commerce, Journal of Personal Selling & Sales Management, Journal of Global Marketing.

2011 - 2012, Session Chair & Discussant, the 2012 Academy of International Business-Midwest Annual Conference, Chicago, Illinois.

2011 - 2012, Peer review, Hassan HassabElnaby.

2011 - 2012, Reviewer (1 paper), *European Journal of Marketing*.

2010 – 2011, Reviewer (1 paper), *Journal of Brand Management*.

2010 – 2011, Reviewer (1 paper), *Jordan Journal of Business Administration*.

2010 – 2011, Reviewer (1 paper), National Conference on Sales Management, 2011, Orlando, FL.

2009 – 2010, Session Chair (1 session), Academy of Marketing Science 2010 Annual Conference, Portland, OR.

2009 – 2010, Session Chair (1 session), Winter American Marketing Association 2010 Educator's Conference, New Orleans, LA,

2009 – 2010, Reviewer (4 papers), *Jordan Journal of Business Administration*.

2008 – 2009, Session Chair (2 sessions), Academy of Marketing Science 2009 Annual Conference, Baltimore, MD.

2008 – 2009, Reviewer (3 papers), 2009 Winter American Marketing Association Educator's Conference, New Orleans, LA.

2008 – 2009, Reviewer, Midwest Decision Science Institute Annual Conference, Toledo, Ohio, spring 2009.

2008 – 2009, Reviewer, Global Sales Science Institute Conference, Clermont-Ferrand, France, Spring 2009.

2008 – 2009, Reviewer (2 papers), *Jordan Journal of Business Administration*.

2007 – 2008, Primary Organizer, Special Session, "Contrasting Perspectives on Multiple Brand Alliances," AMA 2008 Winter Conference, Austin, Texas.

2007 – 2008, Reviewer, Winter American Marketing Association Educator's Conference in Austin, Texas, 2008.

2006 – 2007, Reviewer, Research Grant Application, the Social Sciences and Humanities Research Council of Canada, Feb. 2007.

2006 – 2007, Reviewer, 2007 Midwest AIB Conference, Chicago, Illinois, March, 2007.

2004 – 2005, Coordinator, Brand Alliance Research Conference, Oklahoma State University, Stillwater, April 2005.

2002 – 2003, Reviewer, Summer American Marketing Association Educator's Conference in Chicago, Illinois, 2003.

2002 – 2003, Discussant, Twelfth Annual Robert Mittelstaedt Doctoral Symposium, Lincoln-Nebraska, April 3rd, 2003.

University Service:

2019 – Present, Member, University Committee on Sabbaticals (Elected by COBI faculty-three years term - starting fall 2019).

2018 – Present, Member, University Research Council (Elected by the ECGC – three-year term).

2018 - 2019, Member, University Graduate Council Fellowships & Scholarship Committee.

Fall 2016 – Spring 2019, Member, University Graduate Council (Elected by COBI faculty-three years term - starting fall 2016 through spring 2019).

2017 – 2018, Member, University Graduate Council Executive Committee, ECGC (Elected by the GC – one year term).

2017 - 2018, Member, University Graduate Council Fellowships & Scholarship Committee.

2016 – 2017, Member, University Graduate Council Fellowships & Scholarship Committee.

2009 – 2012, Member, VP of External Affairs Social Media Marketing Taskforce.

2009 – 2010, Member, Gulf States/Middle East Advisory Committee.

College of Business & Innovation (COBI) Service:

2019 – 2020, Chair, COBI graduate programs Committee.

2018 – 2019, Chair, COBI Student Academic Conduct/Student Grievances Committee.

2017 – 2018, Chair, COBI Student Academic Conduct/Student Grievances Committee.

2016 – 2019, Faculty Advisor, MBA Students Association, (Fall 2016 – present).

2018 – 2019, COBI Graduate Assessment Committee.

2017 – 2018, COBI Graduate Assessment Committee.

2015 – 2019, COBI Online Teaching Quality Taskforce Member, (Spring 2015 – present).

2012 – 2016, Advisory Board Member, Center for Family & Privately Held Business.

2016 – 2017, COBI Graduate Assessment Committee.

2016 – 2017, COBI Student Academic Conduct/Student Grievances Committee.

2014 – 2016, COBI Research Quality Taskforce Member.

2015 – 2016, COBI UG Curriculum Committee (Spring 2016).

2015 – 2016, COBI Student Academic Conduct/Student Grievances Committee.

2013 – 2015, Participated in COBI Dean search efforts.

2014 – 2015, COBI Ph.D. Program Committee.

2014 – 2015, COBI Ph.D. Admission Committee.

2014 – 2015, COBI Student Academic Conduct/Student Grievances Committee.

2013 – 2014, COBI Ph.D. Program Committee.

2013 – 2014, COBI Student Academic Conduct/Student Grievances Committee.

2012 – 2014, COBI College Personnel Committee (Elected).

Graduation marshal, Fall 2012 Commencements.

2012 – 2017, Regularly attended COBI Open Houses/UT Experience Days.

2011 – 2012, COBI Beta Gamma Sigma Committee.

2011 – 2012, COBI Ph.D. Program Committee.

2009 – 2011, COBI Assessment Committee.

2009 – 2010, Member, Young Entrepreneur and Family Business (YEP) Grant Selection Committee.

2008 – 2011, COBI PhD Admissions Committee.

2008 – 2011, COBI Beta Gamma Sigma Committee.

2007 – 2009, COBI Rules & Elections Committee.

2006 – 2007, COBI Library Liaison Committee.

2006 – 2008, Faculty Advisor for the University of Toledo Chapter of the American Marketing Association.

Graduation marshal, fall 2006, Spring 2007, Fall 2007, & Spring 2011 Commencements.

2006 – 2017, Attended Every COBI Faculty Meeting except when on Sabbatical (Fall 2013).

Departmental Service (Marketing & International Business):

2018 – 2019, Chair, MIB Department Personal Committee.

2016 - 2017, MIB Curriculum Innovation Taskforce Member (Spring 2017 – present)

2012 - 2017, MIB Department Personal Committee.

2014 – 2015, Chair, MIB Department Personal Committee.

2014 – 2015, Chair, MIB Graduate Curriculum Committee.

2011-2012, 2012 – 2013, 2013 – 2014, 2015 – 2016, 2016 – 2017, MIB Graduate Curriculum Committee,

2012 – 2017, Represented MIB – COBI Open Houses/UT Experience Days.

2012 – 2013, Merit Guidelines Review Committee.

2012 – 2013, BUAD 3010 Textbook Review Committee.

2012 – 2013, Chair, MIB Graduate Curriculum Committee.

2012 – 2013, BUAD 3010 and BUAD 6300 AOL Assessment Committee.

2010 – 2011, Chair, MIB Undergraduate Curriculum Committee.

2011 – 2017, Represented MIB – Guest Speaker in BUAD 3000.

2011 – 2017, Represented MIB – COBI Open Houses/UT Experience Days.

2011 – 2017, Participated in all new faculty search efforts (Fall 2011, Fall 2014 .

2011 – 2017, Guest/substitute lecturer for department/COBI faculty (various dates and courses).

2008 – 2009, MIB Course Assessment and Learning Goals Committee (for AACSB).

2006 – 2011, Represented MIB – at UT Major Palooza Events.

2006 – 2011, Represented MIB – COBI Open Houses/UT Experience Days.

2006 – 2008, Faculty Advisor for the University of Toledo Chapter of the American Marketing Association.

2006 – 2017, Attended Every Department Meeting except when on Sabbatical (Fall 2013).

Outreach, Engagement, and Community Involvement:

2016-2017, American Posts, LLC. Marketing Plan, Students Action Learning Project, MKTG 4130 course (Fall 2016).

2014-2015, Detroit Lions Marketing Plan and Branding Strategy, Students Action Learning Project, MKTG 6320 and BUAD 6300 courses (Spring 2015).

2007 – 2008, Donate Life Ohio Marketing Plan, Students Action Learning Project, MKTG 4130 course.

Doctoral Dissertation supervised/membership:

2017-2018, James Montgomery, PhD, Dissertation Title “A fMRI Exploratory Investigation of Managers Exposed to Varying Supervisory Styles”, Committee Member.

Teaching Experience

University of Toledo

Fall 2018 – Present Professor of Marketing & International Business
Department of Marketing & International Business
University of Toledo
Toledo, Ohio

Fall 2012 – August 2018 Associate Professor of Marketing & International Business
Department of Marketing & International Business

University of Toledo
Toledo, Ohio

Fall 2006 – July 2012 Assistant Professor of Marketing & International Business
Department of Marketing & International Business
University of Toledo
Toledo, Ohio

Courses Taught:

Principles of Marketing, face to face and DL (Undergraduate).
Buyer Behavior & Relationship Marketing, DL (Undergraduate/MIB required course)
International Marketing, DL (Undergraduate/MIB required course)
Principles of Marketing Communications, DL (Undergraduate/MIB required course)
Direct Marketing, DL (Undergraduate/MIB elective course)
Marketing Analysis and Decision Making, Face to face, Blended, and DL
(Undergraduate/MIB capstone course)
Strategic Marketing & Analysis, Face to face, Blended, and DL (Graduate/MBA)
International Marketing DL (Graduate/MBA)
Strategic Brand Management, Face to face, Blended, and DL (Graduate/MBA)
Market Driven Strategy & Analysis, face to face, Blended (Graduate/EMBA)
Strategic Brand Management, face to face (Graduate/EMBA)
Strategic Brand Management, face to face (Graduate/UT-PSG MBA, Coimbatore, India)
Strategic Marketing & Analysis, face to face (Graduate/UT-PSG MBA, Coimbatore,
India)
Strategic Marketing & Analysis, face to face and via satellite (Graduate/UT-AmCham
MBA, Cairo, Egypt)

Oklahoma State University

2002 – 2006 Teaching Associate, Department of Marketing
William S. Spears School of Business
Oklahoma State University
Stillwater, Oklahoma

Courses Taught:

Principles of Marketing, Brand Management, Marketing Strategy.

University of Jordan

2000 – 2001 Instructor, Department of Marketing
College of Business Administration
University of Jordan

Amman, Jordan

Courses Taught:

Principles of Marketing, Consumer Behavior, Integrated Marketing Communication.

Teaching Interests

Marketing Principles

Brand/Product Management

Marketing Management/Marketing Strategy

Consumer Behaviour

Integrated Marketing Communications

International Marketing

Professional Affiliations

Member, American Marketing Association.

Member, Association for Consumer Research.

Member, Academy of Marketing Science.

Member, Association of International Business-Midwest Chapter.

Honorary membership, Beta Gamma Sigma.

Member, Editorial Review Board, Journal of Product & Brand Management (Feb, 2016 – present).