

REGINA P. SCHLEE, Ph.D.

EDUCATION

Ph.D., Sept. 1978-Aug. 1981, Washington State University, Pullman, WA.

WORK EXPERIENCE

2007 to 2012 Professor of Marketing, School of Business and Economics, Seattle Pacific University, Seattle, WA.

1992 to 2007, Associate Professor of Marketing, School of Business and Economics, Seattle Pacific University, Seattle, WA. Received Tenure: Autumn 1992.

- * Teaching courses in Marketing Research, Principles of Marketing, Consumer Behavior, International Marketing, and Managerial Marketing (MBA).

1985 to 1992, Assistant Professor of Marketing, School of Business and Economics, Seattle Pacific University, Seattle, WA.

September 1984 to June 1985, Visiting Professor of Marketing, School of Business and Economics, Seattle Pacific University, Seattle, WA.

June 1984 to June 1994, Marketing Research Consultant to the Gilmore Research Group and Leigh Stowell & Co.

- * Developed psychographic profiles for over 90 television stations in major metropolitan markets in the U.S. and Canada.
- * Developed psychographic profiles of tourists on a major national study commissioned by the Washington Department of Trade and Economic Development, Tourism Industry Development Division.

January 1983 to June 1984, Research Director, Hebert Research, Inc., Bellevue, WA.

- * Designed, submitted proposals, and managed major research projects for a large number of private and public organizations.

August 1982 to January 1983, Operations Director, Hebert Research, Inc., Bellevue, WA.

- * Designed, submitted proposals, and managed marketing research studies for a large number of private and public organizations.

November 1981 to August 1982, Assistant Research Director, Hebert Research, Inc., Bellevue, WA.

September 1981 to June 1982, Post-Doctoral Research Fellow, Washington State University, Pullman, WA. Fellowship was a *National Public Service Research Award*.

PARTIAL SCHOLARLY ACTIVITY

Refereed Journal Publications

Schlee, Regina Pefanis, Ross Stewart, and Don Summers, (2013), "Training Students for Entrepreneurial Activities: Lessons from a Social Venture Plan Competition," *Journal of Entrepreneurship Education*, (forthcoming).

Schlee, Regina Pefanis and Katrin R. Harich (2010), Knowledge and Skill Requirements for Marketing Jobs in the 21st Century. *Journal of Marketing Education*, December.2010: 341-352.

Schlee, Regina Pefanis, Mary Curren, and Katrin Harich (2009). Building a marketing curriculum to support courses in social entrepreneurship and social venture competitions. *Journal of Marketing Education*, April. 2009: 5-15.

Schlee, Regina P., Mary Curren, Katrin Harich, and Tina Kiesler (2007). Perception Bias among Undergraduate Business Students by Major. *Journal of Education for Business*, Jan/Feb: 169-177.

Schlee, Regina P. and Jeffrey Van Duzer (2007). An Examination of Alternative Approaches to the Treatment of Confidential Information in Live Case Projects. *Marketing Education Review*, 17 (2), 71-82.

Schlee, Regina P. (2005). Social Styles of Students and Professors: Do Students' Social Styles Influence their Preferences for Professors? *Journal of Marketing Education*, Volume 27 (2): 130-142.

Schlee, Regina P. (2000). Mentoring and the Professional Development of Business Students. *Journal of Management Education*, Volume 24 (3), 322-337.

Published Scholarly Report

Papadopoulos, Nicolas G. (lead author) and IKON Research Group including Regina P. Schlee, (2000). A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan, *Marketing Science Institute*, Cambridge, MA. Available at the University of Washington library, CALL# HF5415.32.P368 2000