VICKI BLAKNEY EVELAND

ACADEMIC WORK EXPERIENCE

Program Director of Master of Arts in Management with Emphasis on Social and Sustainable Management, Seattle Pacific University (2012-present)

Assistant Professor, Seattle Pacific University (2011-present). Courses taught: marketing and society, marketing management, advertising, marketing research at the undergraduate level; managerial marketing, leadership, and communication at the graduate level.

Adjunct Professor, Seattle Pacific University (2009-2011). Courses taught: marketing and society, advertising, and marketing management.

Professor, Mercer University, Stetson School of Business and Economics (2007-2009). Courses taught: consumer behavior, marketing research, marketing management, and advertising at the undergraduate level; marketing strategy at the graduate level.

Professor, Florida State University, Integrated Marketing Communication Division, School of Communication, (2005-2007). Courses taught: creative 1 and communication research methods at the undergraduate level and foundations of integrated marketing communication and account planning at the graduate level.

Professor, Mercer University, Stetson School of Business and Economics (1997-2005). Courses taught: principles of marketing, consumer behavior, marketing research, advertising, and marketing management at the undergraduate level and marketing management at the graduate level.

Associate Professor, Georgia College & State University, Marketing Department (1995-1997). Courses taught: principles of marketing, marketing promotion and communication, consumer behavior, and ethics at the undergraduate level and advanced marketing theory and applications at the graduate level.

Assistant Professor, University of Dayton, Marketing Department (1987-1995). Courses taught: undergraduate advertising, graduate and undergraduate promotion management, retailing, international business, and international advertising.

RESEARCH ACCOMPLISHMENTS

Publications

"Role of the Internet Site in the Promotion Management of Sports Teams and Franchise Brands," *Journal of Promotion Management*, May 2012 (with Steven McClung, Daniel Sweeney, and Jeffrey James).

"The Role of Media in Developing Fan Attachment to Sports Teams," *Broadcast Education Association Proceedings*, March 2010 (with Steven McClung).

- "Rethinking the First Year for Increasing Retention of Business School Students,". *Journal of Education for Business*, 2008 (with Tammy Crutchfield).
- "Marketing Online Degree Programs: How Do Traditional-Residential Programs Compete?" *Journal of Marketing for Higher Education*, Vol. 17, No. 1, 2007 (with Jonathan Adams).
- "Understanding Why People Do Not Give: Strategic Funding Concerns for AIDS-Related Nonprofits," *Journal of Nonprofit and Voluntary Sector Marketing*, Vol. 12, Issue 1, 2007, pp. 1-12. (with Tammy Crutchfield).
- "Marketing Online Programs: How Do Traditional Programs Compete?" Abstract published in *Proceedings of the Symposium for the Marketing of Higher Education*, November 2006 (with Jonathan Adams and Kristina Platnikova).
- "Understanding Why People Give: Help for Struggling AIDS-Related Nonprofits," *Journal of Nonprofit and Public Sector Marketing*, Vol. 12, No. 1, 2004 (with Tammy Crutchfield).
- Marketing Homeownership to Low-Income Individuals, Research Monograph produced for a Housing and Urban Development Grant, January, 2002.
- "Getting the Most Out of Marketing Projects: One Project, Many Classes," *Great Ideas for Teaching Marketing*, 6th edition, 2002 (with Tammy Crutchfield)
- "Assessing Medicaid Patients' Perceptions of the OB/GYN-Patient relationship," *Health Marketing Quarterly*, December, 2001 (with Tammy Crutchfield).
- "An Examination of the Response Position on Trade Magazine Readership and Usage," *Business Quest*, February, 2001 (with William S. Sekely).
- "Managing the Student-Professor Relationship to Enhance Student-Centered Pedagogy," Society for Marketing Advances, Abstract Published, November, 1999 (with Tammy Crutchfield).
- "University Students and Career Decidedness: Effects of Two Computer Based Interventions," *Computers in Human Behavior*, vol. 14, no. 4, 1999 (with A. Peter Eveland and Robert Conyne).
- "Repositioning An Educational Institution: A New Application of Benchmarking, *American Marketing Association Symposium for the Marking of Higher Education*, December 1998.
- "The Role of Market Positioning Analysis in University Mission Change: The Student's Perspective," *Society for Marketing Advances*, November 1998 (with Robert J. Boewadt).
- "Educational Mission Change: Utilizing Market Positioning Analysis," Atlantic Marketing Association, October 1998.
- "Marketing Positioning Analysis As A Strategic Input to Educational Mission Change," Association of Marketing Theory and Practice Proceedings (1998) (with Robert J. Boewadt).

Market Positioning Study for Georgia College & State University (August 1997) Research Monograph presented and distributed to Georgia College & State University Administration and Georgia University System Board of Regents (with Robert Boewadt).

"Using Community Needs Assessment as a Tool for Health Care Marketing," Association of Marketing Theory and Practice Proceedings (1997), pp. 197-202 (with A. Peter Eveland, Alan Dever, and Gordon Long).

AIDS, HIV, and Public Sympathy: Strategic Funding Concerns for Private Agencies, "Association of Marketing Theory and Practice Proceedings (1997), pp. 180-185 (with A. Peter Eveland, Robert Boewadt, and William Gaidis). This paper won the Best Paper in the Track Award.

"The Distraction Hypothesis: Practical and Ethical Implications for Personal Selling," *Association of Marketing Theory and Practice Proceedings*, (1996), pp. 181-187 (with Robert Boewadt).

"Community Needs Assessment is a Marketing Job Now," *Journal of Health Care Marketing*, Fall, vol. 16, no. 3, 1996, pp. 10-11 (with A. Peter Eveland)..

"The Small Agency/Client Relationship: The Small Client's Perspective Concerning Agency Performance, Service, Roles, and Compensation" *Mid-American Journal of Business*, vol.2, no. 1, 1996, pp.1-8 (with William S. Sekely)..

"Determinants of Outside Consultant Utilization," *Journal of Professional Services Marketing*, December, 1995 (with Robert Crabtree and Eugene Gomolka).

"The Effect of Response Position on Trade Magazine Readership and Usage," *Journal of Advertising Research*, November/December 1994 (with William S. Sekely).

"Retail Attributes: Influence on Shopping Mode Choice Behavior," *Journal of Managerial Issues*, vol. 6, no. 1, Spring 1994, pp. 101-118 (with William S. Sekely)...

"A Product-Specific Examination of Shopping Mode Choice," *Journal of Marketing Management*, vol.. 3, no. 1, 1993, pp. 23-28 (with William S. Sekely).

"Shopping Mode Choice: A Psychographic Analysis," *Atlantic Marketing Association Proceedings*, (1992), pp. 360-365 (with William S. Sekely).

"The Influence of Household/Buyer Characteristics on Shopping Mode Choice," *Southwest Business Review*, vol. 2, no. 2, Fall 1992, pp. 27-48 (with William S. Sekely).

"Extending the Consultation Process Model: Determinants of Outside Consultant Utilization in Small Business." 1991 Proceedings from the 8th Annual Conference on Entrepreneurship, Small Business, and Government Policies sponsored by the International Council for Small Business and Government Policies (with Robert Crabtree and Eugene Gomolka). This paper was a finalist for the Conference Best Paper Award.

"A Proposed Model for Shopping Mode Choice," *Advances in Marketing, Southwest Marketing Association Proceedings*, Spring (1989), pp. 108-115 (with Bob Ahuja).

"The Impact of Television Advertising on Socialization: An Integrated Model of Children's Advertising Responses," *Marketing: Positioning for the 1990s, Southern Marketing Association Proceedings*, (1989), pp. 388-392 (with Julie Pharr).

"A Conceptual Integration of Outshopping and In-Home Shopping Mode Patterns," *Retailing: Its Past and Future* 1988 Proceedings from Special Conference on Retailing sponsored by the Academy of Marketing Science and the American Collegiate Retailing Association, pp. 196-200 (with Danny Arnold, Louis Capella, and Bob Ahuja).

"The Distribution Trade-Off: Control Verses Exposure," *Southwest Marketing Association Proceedings*, (1986) pp. 243-247 (with Danny Arnold).

"Social Responsibility Verses Costs/Benefits in Predicting Voting Behavior," *Southwest Marketing Association Conference Proceedings*, (1986), pp. 152-155 (with Don Robin and Julie Moore).

"The Impact of Personalized Cover Letters on Item Omission and Response Rates to a Mail Survey," *Journal of Midwest Marketing*, vol. 1, no. 1 (1986) pp. 175-181 (with Ron Taylor and Blaise Bergle).

"Response Rates, Item Omissions, and Response Speed Resulting from a Mail Questionnaire with a Personal Salutation on the Cover Letter," *Academy of Marketing Science Proceedings*, vol. III, (1985), pp. 399-402 (with Ron Taylor).

"The Relationship Between Job Satisfaction and Change: A Canonical Correlation Analysis," *Mississippi Business Review*, vol. XLV, no. 9 (1984) pp. 3-6 (with Dennis Bialaszewski and Michael Gillourakis)..

"The Effect of Advanced Notification by Mail of a Forthcoming Mail Survey on the Response Rates, Item Omission Rates, and Response Speed," in Klein, David M., and Allen E. Smith (eds.), *Southern Marketing Association Proceedings*, (1984), pp. 184-187 (with Ron Taylor and John Beisel).