

# AMS 2018-2020 EC and BOG Candidate Bios

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## President:

### O.C. Ferrell



Dr. O.C. Ferrell is the James T. Pursell, Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures at Auburn University. Dr. Ferrell holds a Ph.D. from Louisiana State University in Marketing, an M.B.A. in Marketing as well as a B.A. in Sociology from Florida State University. Dr. Ferrell is President-Elect of the Academy of Marketing Science. He was formerly Vice-President of Publications for the Academy of Marketing Science and was Past President of the Academic Council of the American Marketing Association. He received the AMS Cutco/Vector Distinguished Educator Award for contributions to the marketing discipline. Additional recognition includes being the first recipient of the Marketing Education Innovation Award for the Marketing Management Association, Lifetime Achievement Award from the Macromarketing Society and special award for service to doctoral students from the Southeast Doctoral Consortium. He has chaired 13 dissertations. Dr. Ferrell is co-author of several leading textbooks including *Business Ethics: Ethical Decision Making and Cases* (13<sup>th</sup> edition), *Marketing* (19<sup>th</sup> edition), *Marketing Strategy* (6<sup>th</sup> edition), *Business and Society* (5<sup>th</sup> edition) *Management* (4<sup>th</sup> edition) and *Introduction to Business* (13<sup>th</sup> edition). He has published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *Journal of Public Policy & Marketing*, *AMS Review* as well as others. Dr. Ferrell has served as an expert witness in some high profile ethics, legal and marketing cases.

## President-Elect:

### **Julie Moulard**



Dr. Julie Guidry Moulard (Ph.D., Texas A&M University) is an Associate Professor and the Balsley-Whitmore Endowed Professor in Business at Louisiana Tech University. Julie's primary research interests center on authenticity, human brands, and their intersection. Her research has been published in *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Psychology & Marketing*, among other journals. She serves as an editorial review board member for *JAMS* and *JBR* and as an ad hoc reviewer for *Journal of Marketing* and *AMS Review*. Julie is currently finishing her second two-year term as AMS VP for Programs. Julie's involvement with AMS also includes serving as the AMS VP for Membership—North America, serving as a co-host for the inaugural AMS Doctoral Consortium, receiving the inaugural AMS Harold and Muriel Berkman Award for Faculty Achievement and Development, and receiving the AMS Jane K. Fenyo Award, among other accomplishments.

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## Vice-President of Programs:

### Brad D. Carlson



Brad D. Carlson (Ph.D., Oklahoma State University) is an Associate Professor of Marketing and Director of the PhD Program in the Richard A. Chaifetz School of Business at Saint Louis University. His research focuses on consumer-brand relationships, branding issues and the frontline employee-customer interface. His research is award-winning and has been published in the *Journal of Marketing Research* (forthcoming), *Journal of the Academy of Marketing Science*, *Journal of Applied Psychology*, *Psychology & Marketing*, *Journal of Business Research*, *International Journal of Advertising*, and *Journal of Marketing Theory and Practice* among others. Brad is heavily involved with AMS, previously serving as AMS Associate Director for Programs, Co-Chair of the 2014 AMS Annual Conference in Indianapolis, and Co-Chair of the 2016 and 2017 AMS Doctoral Consortia.

### Eric Harris



Eric Harris, Ph.D, is Professor of Marketing & Esch Family Faculty Fellow in the Kelce College of Business at Pittsburg State University, where he also serves as Director of Research & Engagement, and is the former Chair of the Marketing Department. He is the current Editor-in-Chief of the *Journal of Managerial Issues*. He earned his Ph.D. at Oklahoma State University.

His research has been published in *Journal of the Academy of Marketing Science*, *Journal of Marketing Theory and Practice*, *Journal of Advertising*, *Journal of Business Research*, *Psychology & Marketing*, *Journal of Personal Selling & Sales Management*, *Journal of Services Marketing*, and others. He serves on the review boards for *Journal of Marketing Theory and Practice*, *Journal of Services Marketing*, and *Services Marketing Quarterly*. He has received outstanding reviewer awards for his service with *Journal of Marketing Theory and Practice*, *Journal of Services Marketing*, and *Journal of Business Research*. His research focuses primarily on personality issues pertaining to consumer and employee behavior. He is co-author of the textbook, "**CB**" (currently in 8<sup>th</sup> edition), with Barry J. Babin, as well as ***International Marketing*** (SAGE) with Daniel and Donald Baack. He has been associated with Academy of Marketing Science and Society of Marketing advances for several years, and his professional background is in sales and advertising.

## For VP-International Membership:

### **Patricia Rossi**



Patricia Rossi (Assistant Professor of Marketing, IÉSEG School of Management) has been involved with AMS in different ways. She has presented her research in several AMS Conferences since 2013. Patricia served as reviewer and session chair in many conferences, while also being track chair in 2016. She contributed to the organization of the 2016 AMS WMC in Paris and edited the 2016 AMS WMC Proceedings. Patricia co-edited the 2017 AMS Annual Conference Proceedings and the 2017 AMS WMC Proceedings. Her research appears in the *Journal of the Association for Consumer Research*, *Journal of Advertising*, *Journal of Retailing and Customer Services*, among other journals.

### **Ekant Veer**



Ekant Veer is an Associate Professor of Marketing at the University of Canterbury, New Zealand. He has previously served the AMS in the capacity of Co-Chair of the 2017 WMC in Christchurch as well as acting as the Communications Executive Manager for the Association for Consumer Research (2012-2015), Co-Chair of the ACR New Zealand 2012 Conference, Doctoral Symposium Co-Chair for ANZMAC (2010 and 2016) and a regular track chair and committed member to a number of different academic and non-academic organizations. As such, he has an intimate knowledge of how large international academic organizations and conferences are run and the barriers associated with attending conferences for many colleagues outside of North America.

Ekant's passion lies with the internationalization of the field and developing a culture of inclusiveness that encompasses all those wishing to advance their research, networks and careers. His research focuses on understanding consumer behavior from a multi-method perspective and has been published in a number of international journals, including the *European Journal of Marketing*, *Marketing Letters*, *Advances in Consumer Research*, the *Journal of Marketing Management* and the *Journal of Public Policy & Marketing*. If chosen, it would be an honor to serve in the role as VP Membership (International).

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## For Secretary Treasurer:

### **Dana Harrison**



Dr. Harrison is an Assistant Professor of Marketing at the College of Business and Technology, East Tennessee State University. Her academic research focuses on the intersection between customer relationship management, sales force management, data quality and governance, and social network analytics. Dana's research has been published in journals such as the *Journal of Marketing Channels*. She currently serves as a Direct Selling Education Foundation Fellow. In 2017, she was a co-recipient of the Harold and Muriel Berkman Charitable Foundation Research Grant. Dana continues to be an active member of the Academy of Marketing Science including conference presentations and as a co-developer and presenter of the Teaching Marketing Analytics Certificate Program in 2018.

### **Nina Krey**



Nina Krey (Assistant Professor of Marketing, Rowan University) is currently the AMS Secretary/Treasurer. Nina has been involved with AMS in numerous ways since earning her Doctorate at Louisiana Tech University and being appointed the inaugural AMS Doctoral Fellow in Marketing. Her involvement includes serving as a track chair in 2017, co-editing the 2014 and 2017 AMS Annual Conference Proceedings, co-editing the 2017 AMS WMC Proceedings, and serving as the Managing Editor for the AMSQ Newsletter. Nina has presented her research at numerous AMS Annual and WMC Conferences (the first in 2009) and participated as a special session speaker in various sessions. Her research appears in the *Journal of Advertising*, *Journal of Business Research*, *Computers in Human Behavior*, among other journals. In 2017, Nina received the Harold and Muriel Berkman Award for Faculty Achievement and Development recognizing her initiative and service to AMS.

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## For VP-Development:

### Janna M. Parker



Dr. Parker (DBA, Louisiana Tech University) is an Assistant Professor of Marketing at James Madison University where she teaches Strategic Internet Marketing and Integrated Marketing Communications. Her research interests include retailing, advertising, social media, and sustainability. Her research has been published in *Journal of Business Ethics*, *Journal of Consumer Marketing*, and *Journal of Retailing and Consumer Services*. She is a contributing author of the textbook: *Social Media Marketing*, 2nd Edition. She also has a chapter in Sustainable Water Use and Management. She joined AMS as a doctoral student 2010 and has stayed actively involved as a presenter, reviewer, session chair, and track co-chair (2015, 2017, and 2018 for the Digital Marketing and Social Media track). Janna has served as the first Director of Social Media for AMS since 2015. In 2018, she coordinated and co-presented the first AMS professional development and certification program in Teaching Digital Marketing. Her website is <https://www.jannamparker.com/>.

### Kirk Plangger



Kirk Plangger is an Assistant Professor at King's College London (UK) specializing in consumer-led digital marketing strategy. He is interested in how digital technologies mediate and change the buying process and how organizations should address these technologies. Kirk has published in journals such as the *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Advertising Research*, *Journal of Strategic Information Systems*, *AMS Review*, *Business Horizons*, and *Service Industries Journal*. Kirk's research has been funded in the past by the British Academy, UK Innovate, and the Social Science and Humanities Research Council of Canada. He holds editorial review board positions for the *Journal of Business Research*, *Journal of Advertising*, *Journal of Advertising Research*, *Business Horizons*, and the *Marketing Education Review*. Since 2011, Kirk has been an active member of AMS serving as a Proceedings Editor for the WMC 2012 and five Track Co-chairs for AMS conferences.

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## For VP-Membership:

### Obinna “Obi” Obilo



Obinna “Obi” Obilo (Assistant Professor of Marketing, Central Michigan University) currently serves as the content editor for the **AMS Quarterly**. Having received his doctoral education at AMS’ home office (Louisiana Tech University), Obi has been involved with AMS in numerous, significant, ways since 2010. Obi’s service to AMS began at the Annual conference in Coral Gables (2010), where he served as one of the friendly faces on the AMS registration team. He reprised that role multiple times during his doctoral education, and he has continued to serve the Academy in multiple roles as a session chair, track chair, doctoral colloquium chair, and currently he serves by keeping the AMS membership informed of the goings-on as the Content Editor of the **AMS Quarterly**. In addition, he serves as Chairperson of the **AMS** Golf Tournament. Obi has presented his research at numerous AMS conferences, and he has also served as a speaker or chair in multiple special sessions. Further his research has appeared in journals including *Marketing Letters*, *Journal for Advancement of Marketing Education*, and *Qualitative Market Research*.

### Mark Peterson



Dr. Mark Peterson teaches marketing classes across all levels (undergrad, EMBA and PhD) at the University of Wyoming. He received his Ph.D. in marketing from Georgia Tech in 1994 and joined the University of Wyoming faculty in Fall 2007. He is proud to have taught the EMBA students business research methods each year since arriving at UW. He has also taught Energy MBA students a course focused on energy and sustainable consumption. He is currently the editor of the *Journal of Macromarketing*—a journal that focuses on how marketing and society influence each other. In this way, he is a thought leader for better business practices. SAGE Publications published Mark’s book *Sustainable Enterprise: A Macromarketing Approach* in 2013. Mark has years of experience in the marketing research industry where he served as a methods consultant on field-research projects for a variety of clients ranging from Fortune 500 companies to start-ups. His more than 50 refereed-publications that have appeared in leading journals in marketing, innovation and entrepreneurship. He was a faculty member at the University of Texas at Arlington where he developed a graduate course in qualitative research that he taught for 10 years to students pursuing a specialized masters’ degree in marketing research. Dr. Peterson was a Fulbright Scholar at Bilkent University in Ankara, Turkey in 2006. He spent the 2014-2015 year as a visiting professor at Wake Forest University’s School of Business.

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## For Board of Governors (BOG):

### **Paul W. Ballantine**



Paul W. Ballantine is a Professor of Marketing and Head of the Business School at the University of Canterbury in Christchurch, New Zealand. He has been based at the University of Canterbury since 2007, and prior to that was a faculty member at the University of Auckland Business School. Paul has published widely in the areas of retailing, shopper psychology and online consumer behaviour. He has been actively involved in several professional associations, including periods as both Treasurer and Vice President of the Australia and New Zealand Marketing Academy. Paul also served as the co-chair of the Asia-Pacific Association for Consumer Research Conference in 2012, and most recently was the conference co-chair of the 2017 AMS World Marketing Congress.

### **Michael R. Czinkota**



Professor Michael R. Czinkota teaches marketing and international business at the McDonough School of Business at Georgetown University and the University of Kent in Canterbury. During leaves of absence, he served the U.S. government as Deputy Assistant Secretary of Commerce, as head of the U.S. Delegation to the OECD Industry Committee in Paris and as senior trade advisor for Export Controls. Dr. Czinkota joined the AMS in 1978 when he won the AMS student paper award. Since then he has presented at many AMS meetings, served as track chair and chaired the annual conference. Throughout the past 35 years he has been listed in all International Marketing and Business rankings as one of the top 20 authors, ranging from one of the three most published contributors to international business research in the world by the Journal of International Business Studies and the top 8 of Google citations for International Marketing. His key book is International Marketing (10th edition), with I. Ronkainen. He is a Distinguished Fellow of the AMS and of the Chartered Institute of Marketing. He holds three honorary degrees and the Universidad Ricardo Palma of Lima, Peru named its new International Marketing School after Czinkota.

## Linda Ferrell



Dr. Ferrell is Professor and Chair of the Marketing Department in the Harbert College of Business at Auburn University. Prior to joining Auburn, she served on the faculty at Belmont University, University of New Mexico, University of Wyoming, University of Northern Colorado, and University of Tampa. She has published in *Journal of the Academy of Marketing Science*, *AMS Review*, *Journal of Business Ethics*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, as well as others. She has co-authored numerous books including *Business Ethics: Ethical Decision Making and Cases* (13<sup>th</sup> edition), *Business and Society* (5<sup>th</sup> edition), and *Introduction to Business* (12<sup>th</sup> edition). She co-managed \$2.5 million in grants for business ethics education through the Daniels Fund Ethics Initiative at the University of New Mexico. Dr. Ferrell is on the Board of Directors of Mannatech, Inc. a NASDAQ listed, health and wellness company. She serves on the Executive Committee, Board, and Academic Advisory Committee of the Direct Selling Education Foundation. She is Immediate Past President of the Academy of Marketing Science. Dr. Ferrell also serves as an expert witness in ethics and legal disputes.

## Linda Golden



Linda L. Golden holds the Joseph H. Blades Professorship in the McCombs School of Business at the University of Texas-Austin. She is a Professor in the departments of Marketing and Business, Government and Society. Dr. Golden received her Ph.D. in Business (Marketing, Sociology and Economics) from the University of Florida. She has published marketing and cross-disciplinary research in: *Management Science*, *Marketing Science*, *JMR*, *JCR*, *JPPM*, *European Journal of Operational Research*, *Journal of Risk and Insurance*, *North American Actuarial Journal*, *JBR*, and others, winning several best article awards. Dr. Golden has a long term focus on promotional strategy and also methodological contributions. She believes in the importance of marketing as foundational to other disciplines through our contributions to exchange facilitation. In more recent years, Dr. Golden has developed a transdisciplinary focus. Metrics for the measurement of social benefits of a firm's strategic actions are among her current research interests.

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### Joseph F. Hair, Jr.



Joe is well-known in AMS, which is an understatement! Joe has previously served as Chair of the BOG and President. He is an AMS Distinguished Fellow and among the most cited authors in all of Marketing with Multivariate Data Analysis along accounting for over 100,000 citations. Joe currently is the DBA Director and Cleverdon Chair of Business at the University of South Alabama.

### Nicholas G. Paparoidamis



Nicholas G. Paparoidamis (Full Professor of Marketing, Head of the Marketing Department, NEOMA Business School, France). Since June 2014, Nicholas is Vice President for International Membership of the Academy of Marketing Science (AMS). Nicholas focuses on satisfaction in B2B marketing, and is a faithful attendee and participant in the AMS WMC and AMS annual conferences. He received the AMS Stanley Hollander Outstanding Retailing Paper Award in 2009 and The Harold and Muriel Berkman Faculty Achievement and Development Award in May 2016. In 2010 he was Program Co-Chair for the AMS Cultural Perspectives in Marketing Conference held in Lille, France. Once again, he served as Program Co-Chair for the 2014 WMC in Lima, Peru. He was recognized with the title **Distinguished Fellow** by AMS in 2016. Nicholas has published in numerous academic journals such as *IBR*, *IMM*, *JBR*, *EJM*, *AOR*, and *EJOR*, and frequently participates in major scholarly conferences across the globe.

## Luca Petruzzellis



Luca Petruzzellis is Professor of Marketing at the University of Bari Aldo Moro. He co-chaired the 18th Academy of Marketing Science World Marketing Congress held in Bari in 2015. He co-authored a text book on consumer behavior and has also published in various journals, such as *European Journal of Marketing*, *Journal of Consumer Marketing*, *Journal of Consumer Behaviour*, *Journal of Brand Management*, *Managing Service Quality*. He also serves as an Editorial Review Board Member on the *Journal of Product and Brand Management*. He is the Director of the programs (bachelor and master) in Marketing at the University of Bari Aldo Moro and has been visiting faculty scholar at the Stern School of Business, NYU and has taught at Baruch College, Dept. of Marketing and International Business. His research focuses on sensory branding, mass customization, and cross cultural studies.

## Nic Terblanche



Nic Terblanche is a Distinguished Professor and Research Associate in the Department of Business Management at the University of Stellenbosch in South Africa. He has served the Academy of Marketing Science as Conference Co-chair for the 2012 AMS World Marketing Congress in Atlanta as well Track Chair and Track Co-chair for a number of other AMS conferences. At present he serves as South Africa's representative in the European Academy of Marketing. He has extensive experience in academic management as well as marketing management practice and has also published more than 250 academic papers of which 90 was in academic peer-reviewed journals. He is well acquainted with the AMS Bylaws and regards it as an honour to be of service to the AMS and is looking forward to serve on the Board of Governors to pursue the objectives of the AMS.

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## Doug West



Douglas West is Professor of Marketing at King's Business School, King's College London. He has been a member of the Academy of Marketing Science since 1990. Amongst others he has taught at Birkbeck University of London, Cass Business School London, the University of Birmingham, Henley Business School, the University of Leeds, London South Bank University, the Rotterdam School of Management, Vienna University of Economics & Business, the University of Calgary, University of the West of England, and the University of Westminster. He has published widely on advertising and marketing, has held editorial posts, and sits on a variety of editorial boards. He is author of *Marketing Strategy: Creating Competitive Advantage* (3rd Ed, Oxford University Press, 2015) and is past editor of the *International Journal of Advertising* and the *Journal of Advertising Research* and is currently the contributing Editor for the *Journal of Advertising Research*. He is a Visiting Fellow of Kellogg College, University of Oxford. His main fields of interest are marketing strategy, marketing management and marketing communications.

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