

Keith E. Ferguson, DBA

The Florida State University
College of Business
Rovetta Business Building B – Office 251
821 Academic Way
Tallahassee, FL. 32306-1110
Office Phone: 850-644-4713
Email: kferguson@business.fsu.edu
<https://orcid.org/0000-0002-1850-4536>

EDUCATION

DBA

January 2014
Marketing

Kennesaw State University
Kennesaw, GA

Dissertation: An Investigation of Sustainable Product Purchase Behavior: A Social Cognitive Perspective of Consumer Actions.

Committee:

Dr. Joseph F. Hair, Jr., Ph.D. (South Alabama University)
Dr. Victoria L. Crittenden, D.B.A. (Babson College)
Dr. Armen Tashchian, Ph.D. (Kennesaw State University)

MBA

May 2010 (Summa Cum Laude)
Marketing

Western Michigan University
Grand Rapids, MI

BA

April 1985
Business Administration-Marketing

Alma College
Alma, MI

AWARDS AND RECOGNITIONS

2021 Outstanding Specialized Faculty Teaching Award

- Recognized for outstanding teaching, difficulty of classes, and student success as determined by GPA.

2019 Direct Selling Education Foundation Fellow

- The DSEF's goal is to educate and teach students how to use direct sales as a go-to-market strategy and to increase their understanding of how it increases awareness of channel members while providing opportunities.

2017 Broad Integrative Fellow

- The BIF program has been created to develop more integrative thinking and teaching among the Broad College Faculty with the long-term objective of enhancing the college's teaching and learning culture, while increasing connections with key corporate partners.

Best Paper-Management Session-Academy of Business Research - Spring 2011 New Orleans, LA.

Grand Rapids Community College Academic Service-Learning Distinguished Faculty

Beta Gamma Sigma International Honor Society-Western Michigan University and Kennesaw State University Chapters

Runner-Up Top MBA Marketing Student-Western Michigan University 2010

RESEARCH

Research Interests

My main research interest is in sustainable product purchase behavior. I am interested in how we learn about sustainability, and how this learning affects our purchase behavior of sustainable products. This research is heavily based in psychological, as well as marketing theory. A second area of research interest is on family business and entrepreneurship. I have been a family business owner and entrepreneur for over 30 years, so I am interested in advancing theory and practices that will help these unique business entities.

Peer Reviewed Journal Articles

Binz-Astrachan, C., Ferguson, K.E., Pieper, T. & Astrachan, J. (2017). Family business goals, corporate citizenship behavior and firm performance: Disentangling the connections. *International Journal of Management and Enterprise Development*, 16 (1-2), 34-56.

Ferguson, K.E., Hair, J.F., Silva, R.V., Oliveira-Brochado, A., & Mollah, M.M. (2017). Consumer perceptions of sustainability: An exploratory study. *International Journal of Business, Marketing, and Business Decisions*, 10 (1), 1-9.

Smith, D.R., Hair, J.F., & Ferguson, K. (2014). An investigation of the effect of family influence on Commitment-Trust in retailer-vendor strategic partnerships. *Journal of Family Business Strategy*, 5 (3), 252-263.

Hopkins, L., and Ferguson, K.E. (2014). Looking forward: The role of multiple regression in family business research. *Journal of Family Business Strategy*, 5 (1), 52-62.

Textbook

Ferguson, K.E., Szykiel, J., and Ingram, M. (2020). *Contemporary Product Development: A Focus on Innovation*. Cognella, San Diego, CA.

Ferguson, K.E. (under contract 2021). *An Introduction to Entrepreneurship in the 21st Century: Lessons from a Serial Entrepreneur and University Professor*. Cognella, San Diego, CA.

Book Chapter

Ferguson, K.E. and Hopkins, L. (2019). *The Great Facilitator. Reflections on the Contribution of Joseph F. Hair Jr. to Marketing and Business Research*. Springer, Switzerland, AG.

Case Study

Elsworth, J., Ferguson, K.E., Kirca, A., Miller, J., & Yidiz, H. (2020). *The Home Depot: A digital transformation for customer experience*. Ivey Publishing.

Journal Articles under Review

Focusing on the textbook currently.

Non-Peer Reviewed Journal Articles

Ferguson, K.E. (2021). Pandemic puts Chambers in Lead for Helping Business Recovery, *Capital Outlook*, January 2021, Retrieved from <http://capitaloutlook.com/site/pandemic-puts-chambers-in-lead-for-helping-business-recovery/>.

Ferguson, K.E. (2019). Branching out and Bundling Up, *Car Wash Magazine*, Summer 2019, p. 80-84.

Ferguson, K.E. (2014). *An investigation of sustainable product purchase behavior: A social cognitive perspective of consumer actions* (Unpublished dissertation). Kennesaw State University, Kennesaw, GA., digitalcommons.kennesaw.edu.

Ferguson, K.E. (2011). GRCC Works: How I Did It, *Career Focus*, 2 (1), p. 6.

Ferguson, K.E. (2010). Green Jobs of the Future in West Michigan: A Look at the Efforts at Grand Rapids Community College, *Career Focus*, 1(2), p. 15.

Ferguson, K.E., (2010). The Relationship between Sustainability and Firm Performance-A Study of the Green Construction Industry, *USGBC West Michigan Chapter Newsletter*, April, 2010, p. 10.

Publications in Proceedings

Ferguson, K.E., & Kellici, R., (2020), The power of family ownership for the Ford Family: How the “Ford’s” have kept the family business relevant for 117 years. Paper was supposed to be presented at IFERA 2020 Santander, Spain, May 22-25, 2020, cancelled due to COVID-19.

Ferguson, K.E., Hair, J.F., Silva, R.V., Oliveira-Brochado, A., & Mollah, M.M., (2017). Consumer perceptions of sustainability: An exploratory study asking, “are we asking too much?”. Paper presented at the International Academy of Business & Public Administration Disciplines, Orlando, Florida, 2-5 January.

Binz-Astrachan, C. & Ferguson, K.E. (2014). Paying a Tribute to the Family in Family Business: The Role of Family Goals and Commitment in the Context of Family Firm Citizenship. In I. Jussila, & D. Roessl (Eds), *Co-operation Within and Amongst Family Business*. Paper to be presented at the International Family Enterprise Research Academy, Lappeenranta University of Technology, Lappeenranta, Finland, 24-27 June (p.75).

Binz, C. & Ferguson, K.E., (2012). Disenchanted a Family Firm Myth: Are they better, or just different? In Hirigoyen, G., Barrédy, & Labaki, R (Eds), *Emotional Dynamics in the Family Business: Theory – Practice – Policy*. Paper presented at the International Family Enterprise Research Academy, University of Bordeaux 4, Bordeaux, France, 26-29 June (p.53). Université de Bordeaux.

Smith, D.R., Ferguson, K.E., & Hair, J.F., (2012). The Development and Empirical Investigation of a Model for Retailer-Vendor Strategic Partnerships. In Hirigoyen, G., Barrédy, & Labaki, R (Eds), *Emotional Dynamics in the Family Business: Theory – Practice – Policy*. Paper presented at the International Family Enterprise Research Academy, University of Bordeaux 4, Bordeaux, France, 26-29 June (p.53). Université de Bordeaux.

Ferguson, K.E., (2011). Non-Family Employee’s Identity with Family: The Moderating Effect of Culture in Family Firms. Proceedings of the International Family Enterprise Resource Academy Conference, June, 2011, Palermo, Italy (pp. 162-163).

Ferguson, K.F., & Williams, D.L., (2011). Hiring Ex-Offenders into Family Owned and Entrepreneurial Firms: Using Signals to Make Better Hiring Decisions. Proceedings of the Family Enterprise Research Conference 2011 International Conference, Grand Rapids, MI.

Ferguson, K.F., & Williams, D.L., (2011). Ex-Offenders, Family Owned Firms and Entrepreneurs: A Study of Signals. Proceedings of the Academy of Business Research 2011 International Conference, New Orleans, LA.

Work in Progress

Ferguson, K.E., & Hair, J.F. Further insights into Roberts ecologically conscious consumer: The effect of willingness-to-pay.

- Submitting to the Sustainability – Fall 2021.

Ferguson, K.E., Williams D.L., & Hair J.F. Investigating generational effects on the likelihood to purchase sustainable products: Boomers, X, and Y.

- Submitting to the Journal of Consumer Research – Fall 2021.

TEACHING

The Florida State University (Classes taught)

August 2018 – Present

Retail Management (MAR3231) - This undergraduate course investigates domestic and international retail structure, environment, and development, plus managerial strategy. It also identifies locational, purchasing, organizational, personnel and promotional techniques. Finally, retail budgeting, control, social and ethical considerations are studied (One section online).

Marketing Strategy (MAR 4480) – This undergraduate course teaches students to draw upon and utilize the knowledge and skills developed in marketing and business courses and integrate the frameworks and analytical tools of marketing strategy that will enable students to develop a cohesive strategy that an organization can execute (Seven sections traditional and one online).

Marketing Research (MAR 4613) - This undergraduate course examines marketing research as an information-providing activity for the purpose of management decisions (Eight sections traditional and one online).

Product Innovation Management (MAR 4832) – This undergraduate course is a structured way of thinking about product development. Students are provided with an up-to-date toolbox for developing and managing new products. Includes hands-on individual assignments and a group project to simulate the development process of a new product or service (Four sections traditional and one online).

New Product Development (MAR 5935) - This graduate course is a structured way of thinking about product and process development. Students are provided with an up-to-date toolbox for developing and managing new products and processes. The course will focus on hands-on individual assignments, creating aura to stimulate consumer awareness, and a group project to simulate the development process of a new and original products or services. In addition, students will work with an existing company to consult them on ways to be more innovative in their product development to meet consumer needs or develop process that create efficiencies, thus lowering costs and increasing profits (Two section traditional).

Michigan State University (Classes taught)

August 2016 – May 2019

Managerial Marketing (MKT 300) – This undergraduate course focuses on analysis and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets (Two sections traditional).

Consumer and Organizational Buying Behavior (MKT 302) – This undergraduate course identifies application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues (Six sections traditional).

Consultative Selling (MKT 313) – This undergraduate course investigates the role of the sales organization and nature of customer and channel relationships, buying behavior, and sales processes. It also provides the fundamentals of personal selling and an experiential project that challenges students to assimilate and apply key concepts (Two sections traditional).

Introduction to Marketing (MKT 327) – This undergraduate course is offered to non-business majors to give an overview of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets (One section traditional and three online).

Retail Management (MKT 351) – This undergraduate course investigates domestic and international retail structure, environment, and development, plus managerial strategy. It also identifies locational, purchasing,

organizational, personnel and promotional techniques. Finally, retail budgeting, control, social and ethical considerations are studied (Four sections traditional).

Product Innovation Management (MKT 410) – This undergraduate course provides analytic, decision-making, and planning concepts and tools available to product managers. New product policy and development, organizational issues, and product modification and deletion (Six sections traditional).

Grand Rapids Community College

April 2006 - May 2016

Introduction to Business (BA 103) -This undergraduate course is an entry-level business course designed to give students exposure to all areas of business. I have taught nine sections (five traditional and five online).

Starting a Business (BA 106) -This undergraduate course is designed around the Kaufman Foundation FASTTRAC framework to allow students to develop a business plan. I have taught two sections (online).

Personal Finance (BA 153) -This undergraduate class is designed to teach students how to manage their finances, budget, accumulate wealth, and save for retirement. I have taught three sections (online).

Principles of Retailing (BA 170) -This undergraduate course centers on giving students an entry-level view of retailing from both a marketing and management perspective. I have taught six sections (online).

Introduction to Sustainability (SUS 201) -This undergraduate course introduces students to sustainability from a systems perspective exploring biological, political, and economic aspects of this topic. I have taught one section (traditional).

Business Communication (BA 201) - This undergraduate course is a survey of interpersonal oral and written communication: presentational speaking, interviewing skills, listening, nonverbal communication, conflict resolution, group dynamics, letter and memo writing, developments in business communication technology. I have taught one section (online).

Marketing (BA 270) -This undergraduate upper level course exposes students to both macro and micro areas of marketing. I have taught nine sections (seven traditional and two online).

Organizational Behavior (BA 282) -This undergraduate upper level course exposes to the proper method of conducting their behavior in an office setting. I have taught five sessions (online).

Management (BA 283) -This undergraduate upper level course exposes students to both strategic and behavioral areas of management. I have taught eight sections (five traditional and three online).

Green Construction Remodeling-This course teaches students entry level job training skills in a highly specialized area of construction. All projects are Leadership in Energy & Environmental Design (LEED) certified. The class has four gold and two silver certifications to date. I have taught 31 sections (traditional).

Western Michigan University - MBA

September 2014 - May 2016

Marketing Management (MKTG 6130) -This MBA course focuses on examining marketing theory, concepts, and processes used by organizations to create customer value, achieve, and sustain competitive advantage, and accomplish their strategic mission and objectives. I have taught three sessions (traditional).

Electronic Marketing (MKTG 6630) –This MBA course focuses on ways marketers use electronic measures to support traditional marketing strategies. More specifically, this class promotes the use of electronic marketing to better target customers, segment the market more efficiently, and to utilize electronic measures to increase sales and customer satisfaction. I have taught one session (traditional).

Applied Marketing Research (MKTG 6710) – This MBA course utilizes the application of marketing research methods for marketing managers using a variety of analytical techniques. Students work with a visiting company to provide marketing research to help solve a research question and to gain the skills necessary to use research software in a practical application. I have taught one session (traditional).

Aquinas College - Master of Management

October 2015 - May 2016

Organizational Theory and Design (MG 540) – This course treats the organization as an entity for study, looking at such issues as the historical growth of organizations, organizations as reflections of society, organizational structure, mission, goals, culture, and politics. (Macro O.B.). Emphasis is given to the examination of the characteristics of open systems, studying models of organizations for their effectiveness, developing strategies for innovations and change within organizations. I have taught two sessions (traditional).

Marketing Management (MG 690) - This course develops an understanding of the organization's market niche through the integration of perspectives in psychology, consumer behavior, microeconomics, finance, ethics, law, and strategic management. Strategic options for the enhancement of the organization's position are explored, utilizing applications which include market research, computer simulations, and case studies. I have taught one session (traditional).

SERVICE

Service to the Field - Reviewing

Ferguson, K.E. (2017). Acknowledgement to Reviewers of Sustainability in 2016. *Sustainability*, 9(1), 90. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su9010090>

Critenden, V.L., Esper, K., Karst, N., & Slegers, R. (2015). *Evolving entrepreneurial education: Innovation in the Babson classroom*, Emerald Group Publishing Limited: Bingley, UK.

Ferguson, K.E. (2012). Acknowledgment to Reviewers 2012. *Journal of Family Business Strategy*, 3, pp.196. *Journal of Family Business Strategy*, Ad Hoc reviewer, 2012-Present.

Sustainability, Ad Hoc Reviewer, 2016-Present.

Journal of Small Business and Enterprise Development, Ad Hoc Reviewer, 2015-Present

M@n@gement, Ad Hoc reviewer, 2014-Present

International Marketing Review, Ad Hoc reviewer, 2014-Present

International Family Enterprise Research Academy, conference reviewer, 2011-Present.

Service to the Field – Session Chair

2014 International Family Enterprise Research Academy, Co-operation Within and Amongst Family Business, Lappeenranta University of Technology, Lappeenranta, Finland, 24-27 June. Session DS 6: Varieties of Family Firm Growth.

2012 Academy of Marketing Sciences World Marketing Congress~Cultural Perspective in Marketing Conference, Thriving in a New World Economy, Buckhead, GA. Session 2.4 Sustainable Consumption.

Service to the University/College

Florida State University Faculty Advisor for the Fast Action Shooting Team (2020-Present)

Assist in the administration the club by working with Executive Board and helping to fundraise.

Florida State University College of Business Faculty Advisor for Alpha Kappa Psi Business Fraternity (2021-present)

Assist the Executive Board in the administration of the fraternity, mentor service projects, and provide guidance for job placement and competitions.

Florida State University Department of Marketing Student Internship Committee (2019-Present)

Assist in recruiting companies to hire students for internships and coach students on how to prepare a resume, cover letter, and interviewing tips.

Florida State University Department of Marketing Strategic Management Committee (2019-Present)

Assist in developing long-term plans to address student access and following the mission and vision of the University.

Florida State University Undergraduate Program Committee (2018-Present)

Worked to promote the evaluation of current curriculum and assessing the value marketing courses add to market relevance to promote hiring. This committee also evaluates if the current marketing classes contribute to refining the AOL for AACSB accreditation.

Michigan State University Undergraduate Program Committee (2016-2018)

Worked to promote the addition of marketing courses and contributed to refining the AOL for AACSB accreditation.

Grand Rapids Community College Academic Governance Council (2011-2016). I represent the Job Training department of the college to serve as part of the council to improve and perfect the college's academic policies. Results of the council are ongoing implementation of several updates and improvements to the college's academic policies and procedures.

Grand Rapids Community College Learning Environment Team (2012-2015). This team is responsible for finding ways to create environments that stimulate student learning both in classrooms and on-line.

Grand Rapids Community College Construction Electrical Hiring Committee (2014) – Departmental.

This committee reviewed 10 candidates for the Construction Electrical Instructor position. The committee narrowed the search to two candidates. They were interviewed and a teaching demonstration was given. Recommendations by the committee were given to the Dean and Provost from which a selection was made.

Grand Rapids Community College Residential Construction Hiring Committee (2013) – Departmental.

This committee reviewed over 50 applicants for the position to teach residential construction. The committee narrowed the search to seven candidates and conducted phone interviews. A field of four were selected to participate in face-to-face interviews. A recommendation was made by the committee to the Dean to interview two candidates and one was selected.

Grand Rapids Community College Instructional Designer Hiring Committee (2013) – Interdepartmental.

This committee reviewed over 35 applications for the position of Instructional Designer. The committee narrowed the search to four candidates and conducted phone interviews. Two applicants were selected to participate in face-to-face interviews. A recommendation was made by the committee to the Dean and Provost for a final interview which resulted in filling the position.

Grand Rapids Community College Entrepreneurship Development Committee (2011).

I was invited to help develop a program for the college focusing on an associate degree in entrepreneurship. Committee participation resulted in establishing an associate degree program with transferability to Grand Valley State University.

Service to the Community

Lowell Lion's Club President 2001– 2003, member since 1997

St. Mary Catholic Church Parish Council member 2006-2008, Usher, and Maintenance Volunteer 2009-2018

St. Mary Catholic Church Chapter of the Knights of Columbus 2010-2018

United States Green Building Council West Michigan Chapter 2008-2016

Grand Rapids Home Builders Association 2008-2016

Habitat for Humanity Kent County Site Supervisor 2008-2016

Inter-City Christian Federation Site Supervisor 2012-2013

Jubilee Housing Ministries Site Supervisor 2006-2008

Lowell Chamber of Commerce 1998-2007

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Sciences
International Family Enterprise Research Academy (IFERA)

BUSINESS EXPERIENCE

MARKETING DOCTOR PUBLISHING AND CONSULTING, LLC. Single Owner

Tallahassee, Florida
May 2017-Present

Write and publish educational textbooks and popular trade journals.
Consult various businesses on ways to improve their marketing efforts.
Assist companies on ways to innovate and grow their business.
Provide speaking engagements supporting marketing and innovation.

FERGUSON ENTERPRISES, INC. President

Lowell, Michigan
May 1988 – October 2017

Develop and implement all marketing functions.
Hire and train new staff.
Develop and maintain accounting, payroll, and tax records.
Develop and maintain store policies and procedures.
Maintain inventory control and profit margins.
Track store(s) performance and work with management team to ensure operating success.

FERGUSON PROPERTY VENTURES, LLC. Partner

Lowell, Michigan
May 2000-March 2018

Purchase and remodel rental properties.
Market upscale housing for renters.
Ensure projects meet building code specifications by working with inspectors and other related governmental officials.
Administer all legal paperwork and procedures to tenants.

FERGUSON CONSTRUCTION, LLC. Owner/State of Michigan Licensed Residential Builder

Lowell, Michigan
April 1999 – February 2009

Design, quote, and manage new construction and remodeling projects.
Establish and maintain customer satisfaction throughout the project and upon completion.
Ensure projects meet building code specifications by working with inspectors and other related governmental officials.
Perform rough framing and finish carpentry on all projects.

FERGIE'S DELI and EATERY, INC. Owner

Grand Rapids, Michigan
March 1988 – June 1997

Promote and market food through creativity.
Develop and maintain store policies and procedures.
Monitor profitability and analyze market opportunities for feasibility.
Track store(s) performance and work with management team to ensure operating success.

BIOMET, INC.

Grand Rapids, Michigan

Sales Representative

May 1987 – May 1989

Market orthopedic trauma and surgical implants to surgeons.
Handle implant logistics and delivery for surgery.
Present new products to surgeons and hospital personnel.

GENERAL MEDICAL Sales Representative

Farmington, Michigan
July 1985 – May 1987

Sold medical supplies to hospitals and physician offices.
Present new products to purchasing agents and office managers.
Manage assigned territory.

REFERENCES

Dr. Joseph F. Hair Jr., PhD.
Cleverdon Chair of Business and Distinguished Professor of Marketing
Mitchell College of Business
5811 USA Drive South
The University of South Alabama
Mobile, Alabama
Office: 251-460-6412
Email: Jhair@southalabama.edu

Dr. Victoria L. Crittenden, DBA
Professor and Chair of Marketing
Babson College
231 Forest Street
Babson Park, Massachusetts 02457-0310
Email: vcrittenden@babson.edu

Dr. Torsten M. Pieper, PhD.
DBA Academic Program Director
Coles College of Business
Kennesaw State University
1000 Chastain Road, #4900
Kennesaw, GA 30144-5591
Office: 770-423-6045, 6724
Email: tpieper@kennesaw.edu

APPENDICES

Teaching Evaluations

Florida State University

Fall 2021

MAR 4480 Section 6 –
MAR 4480 Section 7 –
MAR 4832 Section 1 –
MAR 5839 Section 1 –

Overall average – out of 5.00

Summer 2021

MAR 4480 Section 2 –
MAR 5935 Section 1 –

Overall average – out of 5.00

Spring 2021

MAR 4480 Section 4 –

MAR 4613 Section 1 –

MAR 4613 Section 2 –

MAR 5935 Section 1 –

Overall average – out of 5.00

Fall 2020

MAR 4480 Section 6 – 4.69

MAR 4480 Section 7 – 4.47

MAR 4613 Section 2 – 4.58

MAR 4832 Section 1 – 4.58

Overall average – 4.58 out of 5.00

Summer 2020

MAR 3231 Section 4 – 4.81 average out of 5.00

MAR 4480 Section 2 – 4.85 average out of 5.00

MAR 4832 Section 1 – 4.87 average out of 5.00

Overall average – 4.84 out of 5.00

Spring 2020

MAR 4613 Section 1 – 4.82 average out of 5.00

MAR 4613 Section 2 – 4.78 average out of 5.00

MAR 4480 Section 4 – 4.78 average out of 5.00

MAR 4832 Section 1 – 4.91 average out of 5.00

Overall average – 4.82 out of 5.00

Fall 2019

MAR 4480 Section 4 – 4.91 average out of 5.00

MAR 4613 Section 7 – 4.89 average out of 5.00

MAR 4939 Section 3 – 4.80 average out of 5.00

Overall average – 4.87 out of 5.00

Summer 2019

MAR 5935 Section 1 – 4.53 average out of 5.00

Overall average – 4.53 out of 5.00

Spring 2019

MAR 4613 Section 2 – 4.57 average out of 5.00

MAR 4613 Section 4 – 4.69 average out of 5.00

MAR 4613 Section 5 – 4.91 average out of 5.00

MAR 4939 Section 2 – 5.00 average out of 5.00

Overall average – 4.79 out of 5.00

Fall 2018

MAR 4480 Section 5 – 4.77 average out of 5.00

MAR 4480 Section 6 – 4.36 average out of 5.00

Overall average – 4.57 out of 5.00

Michigan State University

Fall 2016

MKT 302 Section 1 - 4.67 average out of 5.00

MKT 302 Section 2 – 4.80 average out of 5.00
MKT 351 Section 1 – 4.55 average out of 5.00
MKT 410 Section 1 – 4.43 average out of 5.00
MKT 410 Section 2 – 4.31 average out of 5.00
Overall average - 4.55 out of 5.00

Spring 2016

MKT 300 Section 1 – 4.25 average out of 5.00
MKT 302 Section 1 – 4.46 average out of 5.00
MKT 302 Section 2 – 4.51 average out of 5.00
MKT 351 Section 1 – 4.24 average out of 5.00
MKT 410 Section 1 – 4.50 average out of 5.00
Overall average – 4.40 out of 5.00

Summer 2016

MKT 327 Section 1 – 4.41 average out of 5.00
Overall average– 4.41 out of 5.00

Fall 2017

MKT 302 Section 1 – 4.67 average out of 5.00
MKT 302 Section 2 – 4.43 average out of 5.00
MKT 351 Section 1 – 4.43 average out of 5.00
MKT 410 Section 1 – 4.74 average out of 5.00
MKT 410 Section 2 – 4.84 average out of 5.00
Overall average – 4.62 out of 5.00

Spring 2018

MKT 300 Section 1 – 4.34 average out of 5.00
MKT 313 Section 1 – 4.71 average out of 5.00
MKT 313 Section 2 – 4.74 average out of 5.00
MKT 351 Section 1 – 4.77 average out of 5.00
MKT 410 Section 1 – 4.60 average out of 5.00
Overall average – 4.63 out of 5.00

Summer 2018

MKT 327 Section 730 – 4.14 average out of 5.00

Fall 2018

MKT 327 Section 730 – 3.66 average out of 5.00

Grand Rapids Community College

Summer 2011 - 4.18 average out of 5.00
Fall 2013 - 4.32 average out of 5.00
Summer 2014 - 4.49 average out of 5.00
Fall 2014 - 4.54 average out of 5.00
Spring 2015 - 4.44 average out of 5.00
Fall 2015 - 4.89 average out of 5.00
Spring 2016 - 4.48 average out of 5.00
Summer 2016 - 4.89 average out of 5.00

Western Michigan University – MBA

Fall 2014 - 4.70 average out of 5.00
Spring 2015 - 4.82 average out of 5.00

(Scale: 1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree)

Statement of Research Philosophy

In my research I leverage my extensive practitioner experience with my academic training to identify and investigate important issues facing business. My research centers on two areas. The first is in sustainable product buying behavior where I consider how core issues of sustainability are learned and the subsequent effect of that learning and other moderating influences has on purchase behavior of sustainable goods. The second area of research focus is on family business research because of my past ownership of family businesses and its importance to business research. My goal is to contribute to both theory and family firms through research to better understand this dynamic element of business.

Statement of Teaching Philosophy

My philosophy of teaching is to look beyond lecturing and giving exams to my students. I want to engage students to think about topics from a fresh perspective, to constructively analyze concepts, and to relate them to their environment. I feel it is important to facilitate student learning by applying the theories and topics in a way that allows them to see the impact it has on their lives. I strive to embrace diversity and to have students share their experiences to give others a different perspective. Regardless of their level of experience, occupation, or age I want them to see how marketing principles and their application affects their behavior in the marketplace.

In the classroom, I want an atmosphere that encourages constructive interactions while respecting opposing points of view. I want students to challenge topics to bring about a deeper way of thinking. Interacting in debate during class brings about better communication skills, expands learning, and develops a deeper respect for others. It allows me to grow as well by thinking of topics through a different lens.

I strive to always improve my performance to make every class better. I administer a formal questionnaire at the end of every semester to ask students to give honest feedback on how I can improve my class. I take these suggestions and apply them to make the next semester more conducive for student learning. I feel this has made a positive impact on my teaching as evident in high department evaluations and student requests to take my classes. This encourages me to strive to deliver an experience that leads to greater student success and deeper learning.