



## Luke Hopkins

Dr. Persis E. Rockwood School of Marketing □ College of Business □ Florida State University  
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### ACADEMIC APPOINTMENTS

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Director, Center for Professional Success, College of Business, Florida State University, 2022

Director, James M. Seneff Honors Program, College of Business, Florida State University, 2020

Assistant Department Chair, Dr. Persis E. Rockwood School of Marketing, Florida State University, 2016

Teaching Faculty II, Dr. Persis E. Rockwood School of Marketing, Florida State University, 2014

Assistant Professor of Marketing, School of Business, Middle Georgia State University, 2013 – 2014

Teaching Faculty, School of Business, Middle Georgia State University, 2008 – 2013

### REFEREED JOURNAL ARTICLES

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Pugh, H. B., Brady, M. K., & Hopkins, L. M. (2018). A Customer Scorned: Effects of Employee Reprimands in Frontline Service Encounters. *Journal of Service Research*,

Hopkins, L., & Ferguson, K. (2014). Looking Forward: The Role of Multiple Regression in Family Business Research. *Journal of Family Business Strategy*, 5, 52-62.

Hair, J. F., Jr., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26 (2), 106-121.

\* Winner of the 2015 Outstanding Paper in the 2015 Emerald Literati Network Awards for Excellence

\* Winner of the 2017 Emerald Citation of Excellence Award

Hopkins, L. (2011). Satirists as opinion leaders: is social media redefining roles? *Journal of Public Affairs*, 11 (3), 174-180.

### TEACHING

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Undergraduate Marketing Research: 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015

Undergraduate Retail Management: 2008, 2009, 2010, 2011, 2014, 2015

Undergraduate Principles of Marketing (large lecture format): 2014 - present

Undergraduate Services Marketing: 2008 - present

Undergraduate Consumer Behavior: 2008, 2009, 2010  
Graduate Customer Relationship Management: 2017  
Graduate Marketing Strategy: 2018

## UNIVERSITY SERVICE: FLORIDA STATE UNIVERSITY

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### Administrative Appointments:

Assistant Department Chair, Marketing, 2016-present

### University Appointments:

Co-Director, The Center for Retail Innovation, 2016 – present

Faculty Advisor, Alpha Kappa Psi, 2015–present

Faculty Advisor, American Marketing Association Student Chapter, 2015–present

### Department Committees

Member, Marketing Department Curriculum Committee, 2015 – present

Chair, Social Committee, 2015 – present

Chair, Student Scholarship Committee 2016–present

### Other Service

Faculty Graduation Marshall: 2017, 2018

Academic Advisory Council, Direct Selling Educational Foundation, 2016–present

University Ambassador, YMA - Fashion Scholarship Fund, 2015–present

DSEF Fellow, Direct Selling Educational Foundation, 2015–present

Executive Board Member, Direct Selling Association, 2017 - present

## Honors & Awards

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University Teacher Award, Florida State University (2017)

University Teacher Award Nominee, Florida State University (2017  
– 2022)

College of Business Teaching Award, Florida State University (2017 -  
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College of Business Teaching Award Nominee, Florida State University (2017 - 2022)

Emerald Citation of Excellence Award (2017)

University Teacher Award Nominee, Florida State University (2016)

College of Business Teaching Award Nominee, Florida State University (2016)

Guardian of the Flame Award, Florida State University (2016)

College of Business Teaching Award Nominee, Florida State University (2015)

Outstanding Paper Emerald Literati Network Awards for Excellence (2015)