

**CURRICULUM VITAE**  
**GLEN H. BRODOWSKY**  
**Dean, Heller College of Business**  
**Roosevelt University**  
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Glen Brodowsky is Dean of the Heller College of Business at Roosevelt University.

He was a professor of marketing at California State University San Marcos since 1996. He teaches courses in marketing, marketing research, global marketing, and consumer behavior at the graduate and undergraduate levels. He has also been affiliated with: Copenhagen Business School, Denmark; National Cheng-chi University in Taiwan; and Universidad Internacional Del Ecuador.

His research focuses on global marketing strategy, cross-cultural and intra-cultural differences and their effects on consumer behavior, country-of-origin effects on product choice, luxury marketing, survey research methods, structural equations modeling, and marketing pedagogy. He is co-editor of two volumes on cross-cultural marketing, and author/co-author of 30 articles in academic journals and 50 papers presented at academic conferences.

He speaks, reads, and writes Mandarin Chinese.

**ACADEMIC APPOINTMENTS**

**Roosevelt University, Chicago, IL**

Dean, Heller College of Business	2024-Present
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**California State University, San Marcos**

Professor of Marketing	2008 - 2024
Associate Professor of Marketing	2002 - 2008
Assistant Professor of Marketing	1996 - 2002

**National Cheng Chi University 國立政治大學，台灣**

Visiting Lecturer, International MBA Program	2007 - Present
Fulbright Lecturer National Cheng Chi-University, Taiwan	2007

**Copenhagen Business School**

International Summer University Program	2010 – 2019
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## EDUCATION

Ph.D., Marketing. School of Management, State University of New York at Buffalo.	1997
Master of Business Administration (MBA), Marketing. School of Management, State University of New York at Buffalo.	1992
Advanced Chinese Studies. National Taiwan University, The Stanford Center, Taipei, Taiwan.	1987
Bachelor of Arts, Far Eastern Languages and Civilizations. The University of Chicago	1986

## LEADERSHIP POSITIONS

### Academic Senate of the California State University ASCSU

The ASCSU represents the faculty of the 23-campus system in shared governance concerning all academic, curricular, faculty, legislative, and budgetary policies.

- Secretary, Executive Committee (2012 – 2014)
- Campus senate representative (2004 – 2018)

### California State University San Marcos Academic Senate

The senate is the voice of the faculty in campus shared governance. The chair, as the leader of the senate is part of the President's cabinet and works directly with the provost on academic, faculty, and student affairs.

- Chair, Academic Senate (2023 – 2025)
- Chair, General Education Committee (2022 – 2023)
- Executive Committee (2003 – present)

### California State University San Marcos College of Business Administration

The Faculty Chair serves as the leader of the faculty, convener of faculty meetings, and as a member of both the strategy and operations committees.

- Faculty Chair (2022 – 2023)
- Chair, Department of Management (2015 – 2020)
- Chair, Department of Marketing (2009 – 2015)
- Chair, Department of Management & Marketing (2004 – 2008)
- AACSB Steering Committee (1998 – present)

### Marketing Educators' Association (MEA)

MEA is the premier international organization for faculty development of the marketing professoriate. The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

- President, (2010 – 2011)
- Vice President and Program Co-chair (2008 – 2010)

## REFEREED JOURNAL ARTICLES

1. Tarr, E., D. Sciglimpaglia, G. Brodowsky (2025), How teenagers perceive the complications of social media use: The role of gender, frequency of use, and FOMO." *The Journal of Communication and Media Studies* 10 (2): 67-90. doi:10.18848/2470-9247/CGP/v10i02/67-90.
2. Sciglimpaglia, D. and G.H. Brodowsky (2025), Assessing social media's effect on the mental health of teenage girls: The role of problematic social media usage and frequency of use," *The Journal of Communication and Media Studies* 10 (1), 83-102 <https://doi.org/10.18848/2470-9247/CGP/v10i01/83-102>
3. Stewart, K., Brodowsky, G.H. & Sciglimpaglia (2023), Two roads diverge in cyberspace: Dual but opposing social media pathways affecting teens' well-being, *Young Consumers*. <https://doi.org/10.1108/YC-05-2023-1735>
4. Wong, J., Brodowsky, G.H, and Ho, F.N. (2023), You ain't foolin' me! Imposter judgments in luxury status signaling, *Marketing Letters*, <https://doi.org/10.1007/s11002-023-09687-2>
5. Sciglimpaglia, D. and Brodowsky, G.H. (2023), Combating adolescent problematic internet use: Marketing segmentation and communication of parental control software. *Advertising and Society Quarterly* 23 (4),
6. Wong, J., Ho, F.N, and Brodowsky, G.H. (2023), Does masstige offer the prestige of luxury without the social costs? Status and warmth perceptions from masstige and luxury signals *Journal of Business Research* 155 (A) Special Issue Masstige Marketing.
7. Stewart, K.J., Brodowsky, G. H., and Sciglimpaglia, D. (2022), Parental supervision and control of adolescents' problematic internet use: Understanding and predicting adoption of parental control software. *Young Consumers* 23(2) 213-232.
8. Sciglimpaglia, D. and G.H. Brodowsky (2021), What drives young consumers to drink? Attitudinal, normative, and advertising drivers of adolescents' intentions to consume beer and alcohol. *Advertising and Society Quarterly* 22 (2),
9. Sciglimpaglia, D., Tarr E.K. and Brodowsky, G.H. (2021), Does easy access to casinos influence gambling behavior by college students? The potential role of tribal gaming in America. *Journal of Addictive Disorders*, 8: 065.
10. Sciglimpaglia, D, Tarr, E.K, and Brodowsky, G.H. (2020), Advertising and Peer Influences on Teen and Young Adolescent Alcohol Consumption Decisions: A Theory-of-Reasoned-Action Approach, *Journal of Promotion Management* 27(3) 417-440.
11. Brodowsky, G.H., Tarr, E.K., Sciglimpaglia, D., and Ho, F.N. (2020), Tolerance for Cheating from the Classroom to the Boardroom: A Study of Underlying Personal and Cultural Drivers, *Journal of Marketing Education*, 42 (1), 23-36 Special Issue on Diversity

12. Ho, F.N., Brodowsky, G.H. & Lee, S. (2018), How much more (or less) is a brand worth when made in a low labor-cost country? It depends upon who and where you ask. *Journal of Promotion Management*, 24 (3), 295-311.
13. Stewart, K.J., G.H. Brodowsky, & B.B. Anderson (2018), Brand and country influences on purchase intentions: A theory-of-reasoned-action approach. *Journal of Promotion Management*, 24 (2) 251-269.
14. Anderson, B.B & G.H. Brodowsky (2016), Chronological age versus life horizon: Exploring the concept of aging in consumer behavior. *Journal of Marketing Development and Competitiveness*, 9(2), 27-35.
15. Schuster, C.P, B.B. Anderson & G.H. Brodowsky (2014), Secondary data collection: Classroom activities for learning. *Journal of the Academy of Business Education*, Spring, 11-32.
16. Schuster, C.P., G.H. Brodowsky, & B.B. Anderson (2013), Construct equivalency and cross-cultural perceptions of time. *International Journal of Consumer Research*, 2(1), 1- 19.
17. Taylor, R. L. & G.H. Brodowsky (2012), Integrating cross-cultural marketing research training in international business education programs: It's time, here's why and how. *Journal of Teaching in International Business*, 23(2), 1-28.
18. Gruber, T., A. Lowrie, G. Brodowsky, A. Reppel, R. Voss, & I.N. Chowdhury (2012), Investigating the influence of professor characteristics on student satisfaction and dissatisfaction: A comparative study. *Journal of Marketing Education*, 34 (2), 165-178.
19. Pillai, R, J.C. Kohles, M.C. Bligh, M.K. Karsten, & G.H. Brodowsky (2011), Leadership in 'Confucian Asia': A three-country study of justice, trust, and transformational leadership. *Organizational Management Journal*, 8, 242-259.
20. Su, E, Y.A. Huang, G.H. Brodowsky, & H.J. Kim. (2011), The impact of product placement on TV-induced tourism: Korean dramas and Taiwanese viewers. *Tourism Management*. 32 (4), 805-814.
21. Brodowsky, G.H. & R. Taylor (2010), Is that your final answer? Improving and moving beyond standard multiple-choice marketing questions. *Journal of the Academy of Business Education*. 10, Spring, 147-162.
22. Brodowsky, G. H. & G.W. Lawson (2010), From grading to reviewing: Providing meaningful feedback in a case-based MBA Course. *Ethics and Critical Thinking Journal*, September 15.
23. Brodowsky, G.H., C.P. Schuster, B.B. Anderson, O. Meilich, & V. Venkatesan (2008), If time is money, is it a common currency? Time in Anglo, Asian, and Latin cultures. *Journal of Global Marketing*, 21 (4), 245-258.
24. Brodowsky, G. H., N. Granitz, & B.B. Anderson (2008), The best of times is now: A study of the gay sub-culture's attitudes toward time. *Time & Society*, 17 (2/3), 233-260.

25. Brodowsky, G.H. & G. Belch (2006), As seen on TV and now in a marketing classroom near you: The infomercial. *Marketing Education Review*, 16 (1), 23-27.
26. Brodowsky, G.H., J. Tan, & O. Meilich (2004), Managing country of origin choices: Competitive advantages and opportunities. *International Business Review*, 13 (6), 729-748.
27. Pillai, R. S. Stites Doe, & G.H. Brodowsky (2004), Marketing the presidency: Do leadership and scandal mix? *Journal of Applied Social Psychology*, 34 (6), 1109-1130.
28. Brodowsky, G.H. & B. B. Anderson (2003), Student perceptions of communication skills: Writing, presentation, and public speaking. *Journal of the Academy of Business Education*, 4, 13-22.
29. Anderson, B.B. & G. H. Brodowsky (2001), A cross-cultural study of waiting as a satisfaction driver in selected service encounters. *The Journal of East West Business*, 7 (1), 11-36.
30. Erevelles, S., V. Horton, G.H. Brodowsky, & J. Caragan (2000), Managing questionnaire-related non-response bias. *Journal of Marketing Management*, 10 (1), Spring- Summer.
31. Brodowsky, G. H. & B. B. Anderson (2000), A cross-cultural study of consumer attitudes toward time. *Journal of Global Marketing*, 13 (3), 93-109.
32. Brodowsky, G.H. (1998), The effects of multiple countries of origin on evaluation and attitudes toward buying Japanese versus American Automobiles: A comparison between low and high ethnocentric consumers. *Journal of International Consumer Marketing*, 10 (3), 85-103.
33. Lukas, B. A. & G. H. Brodowsky (1998), Successful invention management: Formalizing the generation and validation of new product ideas. *Competitive Intelligence Review*, 9 (4), 20-22.

#### **EDITED VOLUMES**

1. Brodowsky, G.H. and A. Parvatiyar (Forthcoming) Encyclopedia of Cross-Cultural Marketing. Edgar Elgar Publishing, UK.
2. Brodowsky, G.H., R.D. Perren, and C.P. Schuster (2022) A Handbook of Ethnic and Intra-Cultural Marketing. Edgar Elgar Publishing, UK.
3. Brodowsky, G.H. & C.P. Schuster (2020) A Handbook of Cross-Cultural Marketing. Edgar Elgar Publishing, UK.
4. Cadwallader, S. & G. H. Brodowsky (2010), The Pinnacle of Marketing Education. Proceedings of the 2010 Marketing Educators' Association Conference, Seattle, WA.
5. Brodowsky, G. H. & R. A. Lupton (2009), New Horizons in Marketing Education. Proceedings of 2009 Marketing Educators' Association Conference, Newport Beach, CA.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. Stewart, K.J., Brodowsky, G.H., and Sciglimpaglia, D. (2023), Examining two different but concurrent routes through which the frequency of social media use influences teens' wellbeing. American Marketing Association Summer Educators' Conference, San Francisco, CA.
2. Feori-Payne, M. and Brodowsky, G.H. (2023), Reading reflections to foster engagement. Marketing Educators' Association Conference, San Francisco, CA.
3. Brodowsky, G.H. (2022), In sickness and in health: Health and wellness marketing. Presented at Tricon – Trinity Research and Idea International Congress, Trinity University of Asia, Quezon, Philippines (virtual).
4. Wong, J., G.H. Brodowsky, and F.N. Ho (2022), Race and status evaluations. Academy of Marketing Science Conference, Monterey, CA.
5. Brodowsky, G.H., S. Cadwallader, B. Gross, D. Ackerman, F. Ho, J. Myers, and B. Ong (2022), Do online classes lead to more cheating? Exploring faculty experiences and responses to Cheating During the CoVid-19 Pandemic. Marketing Educators' Association Conference, Seattle, WA.
6. Sciglimpaglia, D and G.H. Brodowsky (2022), To what extent can technological solutions be used to address problematic internet use and who are the likely users? Poster Session, INTED Conference, Valencia, Spain (Virtual).
7. Brodowsky, G.H. (2019), All international marketing is global: But not vice versa. World Education Day Conference, Dalian, China
8. Brodowsky, G.H. (2018), The critical need for international marketing education courses in business education. World Education Day Conference, Jinan, China.
9. Brodowsky, G. H. & A. Omens (2017), Student research to create academic-municipal-industrial partnerships: Attracting Chinese investment to America's Rustbelt. Poster Session at the University-Industry Interaction Conference, Dublin, Ireland.
10. Anderson, B. B., G. H. Brodowsky, V. Dalakas, R. Perren, & K.J. Stewart, (2017), Building, maintaining, and sustaining a diverse faculty. Special Session Panel Discussion, 2017 Marketing Educators' Association Conference, San Diego, CA
11. Brodowsky, G.H. (2017), Keeping up with the ~~Khardasians~~, Joneses: Designing consumer behavior and marketing exams. Marketing Educators' Association Conference, San Diego, CA.
12. Brodowsky, G.H., C.P. Schuster, & B. B. Anderson (2017), Potential branding strategies for the Asian electronics industry. Presented at the 2017 Marketing Management Association Conference, Chicago, IL.
13. Brodowsky, G. H., F.N. Ho, & S. Lee (2016), How much more (or less) is a brand worth when made in a low labor-cost country? A multi-national conjoint study of Asian laptop brands. 54<sup>th</sup> Annual Society for Marketing Advances Conference, Atlanta, GA.

14. Brodowsky, G.H., C. P. Schuster, & B.B. Anderson (2016), Country image as competitive advantage: Branding giants and others in the Asian electronics industry. Presented at the International Conference at Business and Internet, Taipei, Taiwan R.O.C.
15. Anderson, B. B. & G.H. Brodowsky (2015), Chronological age versus life horizon: Exploring the concept of ageing in consumer behavior. Presented at the Marketing Management Association Annual Conference, Chicago, IL.
16. Brodowsky, G.H., S. Cadwallader, E.V. Carter, & K. Celli (2014), A cross-campus approach to online education: A collaborative faculty-driven approach to redesigning principles of marketing. Marketing Educators' Association Conference, San Jose, CA.
17. Brodowsky, G.H. (2013), When the going gets tough, the tough get going: Marketing in economic downturns. Presented at the Asia Pacific Conference on Changing Business Practices in the Current Environment, University of Mumbai, India.
18. Brodowsky, G.H. & B. B. Anderson (2013), Second guessing secondary data: Getting students to reflect on what the internet really has to offer. Marketing Educators' Association Conference, Portland, OR.
19. Brodowsky, G. H., C. P. Schuster, & B. B. Anderson (2013), Country image as competitive advantage: The Asian electronics industry. Presented at the 3<sup>rd</sup> Annual Conference on Innovation and Entrepreneurship, Singapore.
20. Neu, W. & G.H. Brodowsky (2012), The group assignment social network: Unintended consequences of group assignments. Marketing Educators' Association Conference, Long Beach, CA.
21. Schuster, C.P., G. H. Brodowsky, & R. Lupton, (2012), Where and how to fit business analytics in the marketing curriculum. Special Session, Marketing Educators' Association Conference, Long Beach, CA.
22. Anderson, B.B, C. P. Schuster, & G.H. Brodowsky (2012), Temporal patterns and orientation: Cross-cultural differences of importance to marketers. Presented at the Marketing Management Association Conference, Chicago, IL.
23. Brodowsky, G.H., T. Gruber, T. Hayes, J. Helmsley-Brown, A. Lowrie, & P. Murphy, (2012), Marketing for higher education: Ethics and development in a global market. Special Session, American Marketing Association Winter Educators' Conference, St. Petersburg, FL.
24. Brodowsky, G.H., C.P. Schuster, & B.B. Anderson (2012), Consumer confidence as a function of time orientation: A cross-cultural study of attitudes toward past, present, and future. Presented at the International Conference in Marketing, Indian Institute of Management Lucknow, Noida Campus.
25. Brodowsky, G., W. Neu, N. Spielmann, T. Gruber, A. Lowrie, A. Reppel, & R. Voss (2011), Do marketing professors have a special role to play in developing meaningful services-marketing-based measures of student evaluations of teaching. Special Session at the Marketing Educators' Association Conference, San Diego, CA.

26. Ackerman, D. O. DeShields, G. Brodowsky, & B. Gross, (2011), Traveling across borders in marketing education. Special Session presented at the Marketing Educators' Association Conference, San Diego, CA.
27. Gruber, T., A. Lowrie, G. Brodowsky, A. Reppel, & R. Voss, (2010), How students want to be treated in student-professor encounters: An Intra-National Comparison Study. Presented at American Marketing Association Summer Conference, Boston, MA.
28. Brodowsky, G.H. & G. Lawson, (2010), From grading to reviewing: Providing meaningful feedback in a case-based MBA marketing course. Marketing Educators' Association Conference, Seattle, WA.
29. Taylor, R. & G. H. Brodowsky (2010), International marketing research: Too big and too important to fit into a single chapter. Marketing Educators' Association Conference, Seattle WA.
30. Kohles, J., M. Bligh, R. Pillai, M. Carsten, & G.H. Brodowsky (2009), Leadership in Confucian Asia: Similarities and differences of justice, trust, and leadership outcomes in Mainland China, Hong Kong, and Singapore. Recipient of John Yanouzas Outstanding Paper Award. Eastern Academy of Management Managing in a Global Economy XIII Conference, Rio de Janeiro, Brazil.
31. Gruber, T., A. Reppel, G.H. Brodowsky, & R. Voss (2009), Revealing female and male students' satisfaction with the characteristics of effective professors. Presented at American Marketing Association Summer Educators' Conference, Chicago, IL.
32. Gruber, T. A. Reppel, G.H. Brodowsky, & R. Voss, (2009), Service encounters in higher education: Investigating the influence on the satisfaction and dissatisfaction of students. Marketing Educators' Association Conference, Newport Beach, CA.
33. Brodowsky, G.H., C.P Schuster, & B.B. Anderson, (2008), Universalist versus absolutist approaches to measuring time concepts across cultures. Presented at the Association for Global Business Twentieth Annual International Conference, Newport Beach, CA.
34. Chang, K, & G.H. Brodowsky (2008), The relationships among attitude, brand equity and repurchase intention: The case of skincare products in Taiwan. Presented at the Society for Marketing Advances, San Antonio, TX.
35. Brodowsky, G.H. & R. Taylor, (2008), Is that your final answer? Improving and moving beyond standard multiple-choice marketing questions. Marketing Educators Association Conference, Salt Lake City, UT.
36. Brodowsky, G.H., & B.B. Anderson (2006), Sometimes, two heads aren't better than one: Lessons learned from team teaching. Marketing Educators' Association Conference, San Francisco, CA.
37. Brodowsky, G.H., O. Meilich, B.B. Anderson, & V. Venkatesan, (2006), If time is money, is it a common currency? Presented at the 2006 at the American Marketing Association Summer Educators' Conference, Chicago, IL.



38. Brodowsky, G.H. & B.B. Anderson (2005), Data, data everywhere but they never stop to think: A case study in developing an effective research methods Course. Marketing Educators' Association Conference, La Jolla, CA.
39. Brodowsky, G.H. (2005), What the Sneetches teaches: Dr. Seuss as a marketing teaching tool. Marketing Educators' Association Conference, La Jolla, CA.
40. Brodowsky, G. H., M. Pass, & B.B. Anderson, (2004), Not on a school night: Using creative scheduling as a strategic advantage in an increasingly complex educational marketplace. Marketing Educators' Association Conference, Las Vegas, NV.
41. Brodowsky, G. H., M. Pass, & B.B. Anderson, (2004), Planning non-traditional academic schedules: How changing times necessitate changing times on campus. Presented at the Hawaii International Conference on Business, Honolulu, HI.
42. Pillai, R., J. Kohles, & G.H. Brodowsky (2004), Leadership, justice, trust and outcomes in the PRC and the SAR (Hong Kong): Two sides of the same coin? First Conference on Cross Cultural Leadership and Management, June 2004, Seoul Korea.
43. Watson, K. M. & G.H. Brodowsky (2004), Achieving content and relational communication goals: A model of media choice. Presented in an Interactive Session of the Academy of Management Annual Conference, New Orleans, LA.
44. Anderson, B.B. & G.H. Brodowsky (2003), Social time insights in higher education. Presented at ISIDA International Conference on Time and Management. Palermo, Italy.
45. Brodowsky, G.H. & B.B. Anderson (2003), The sacred weekend. Presented at the ISIDA International Conference on Time and Management. Palermo, Italy.
46. Brodowsky, G.H. & B. B. Anderson (2003), Cross border shopping behavior: The case of college students living in a border region. Presented at the Hawaii International Conference on Business, Honolulu, HI.
47. Brodowsky, G.H. & B.B. Anderson (2002), Why Johnny can't write: An analysis of the effectiveness of a business writing requirement in a college of business curriculum. Marketing Educators' Association Conference, San Diego, CA.
48. Brodowsky, G. H. & G. Belch (2002): The infomercial: The handy-dandy marketing teaching tool. Marketing Educator's Association Conference, San Diego, CA.
49. Anderson, B.B. & G.H. Brodowsky (2000), Time over time: A study of how Mexican consumers' concepts of time have changed over time. Presented at the ISIDA International Conference on Time and Management. Palermo, Italy.
50. Brodowsky, G.H. & Justin Tan, (1999) Managing country of origin: Understanding how country of design and country of assembly affect product evaluations and attitudes toward purchase. Presented at American Marketing Association Educators' Conference.
51. Erevelles, S., G.H. Brodowsky, O. Salazar, & V. Horton, (1999), Minimizing questionnaire-related bias in marketing research. Proceedings of the Decision Sciences Conference, Winter.

52. Jain, A. K., G. H. Brodowsky, & M. Divan (1993) Sonka meats: A case study.  
Proceedings of the Eastern Case Writers Association

### **Dissertation Research**

*A Comprehensive Model of the Role of Country-of-Origin on Consumer Purchase Decisions*

### **TEACHING EXPERIENCE**

#### **Undergraduate Courses Taught**

- Foundations of Marketing
- Marketing Communication
- Customer Analysis
- Global and Cross-Cultural Marketing
- Consumer Behavior
- Marketing Research
- Business Writing
- Foundations of Business Environments
- Management in Different Cultures
- Strategic Thinking for Managing and Marketing in a Global Economy

#### **Graduate Courses Taught**

- Marketing Foundations
- Marketing Management
- Global Business Strategies
- Business Research Methods
- Consumer Behavior
- International Market Research

### **GUEST LECTURER**

- National Cheng-chi University, Taiwan, ROC 2007-Present
- Copenhagen Business School, Denmark 2010-2019
- Universidad Internacional Del Ecuador, Quito 2009, 2012, 2013, 2014, 2016
- China Europe International Business School, Shanghai, China 2015
- Sydenham Institute of Management Studies, Research & Entrepreneurship Education, University of Mumbai (2013)
- Fachhochschule Osnabrück – University of Applied Sciences, Germany 2010
- Universidad Autónoma de Baja California, Ensenada México 2009
- National Taipei University of Technology, Taiwan, ROC 2009
- National Cheng-Gong University, Taiwan, ROC 2007
- National Chang-Hua University of Education, Taiwan, ROC 2007
- National Chong-Cheng University, Taiwan, ROC 2007
- Di-wan College of Management, Taiwan, ROC 2007
- Osher Institute of Lifelong Learning, San Marcos, CA 2006-2009
- University of California Irvine Extension 2005
- Northeastern University, Shenyang, Peoples Republic of China 2004
- University of California Riverside Extension 1999-200

## **SERVICE AND LEADERSHIP**

### **Marketing Educators' Association (MEA)**

- President, 2010-2011
- Vice President and Program Co-chair 2008-2010

### **Academic Senate California State University (ASCSU)**

- Academic Senator representing CSUSM (2004-2018)
- Commission on the Extended University (2014-2018)
- Secretary, Executive Committee (2012-2014)
- Intersegmental Coordinating Committee of Academic Senates (2012-2014)
- Faculty Affairs Committee, Vice Chair
- Academic Affairs Committee
- Academic Preparation and Programs Committee
- Steering Committee on Common-Human Resources Systems
- Inter-segmental Coordinating Committee on Student Learning
- Committee on Serving Students with Disabilities

### **California State University San Marcos (CSUSM)**

- Chair, Academic Senate (2023-25)
- Chair, General Education Committee (2022-23)
- Member of Academic Senate Executive Committee (2002-2018)
- President, Jewish Faculty and Staff Association
- WASC Accreditation Steering Committee
- University 20th Anniversary Steering Committee Facilitator
- Blueprint for North County Healthcare Education Chair
- NEAC (Nominations, Elections, and Constitution) Committee
- WASC accreditation reaffirmation committee, first year student retention
- Secretary of the University Academic Senate
- Faculty Affairs Committee Academic Policy and Programs Committee
- Professional Leave Committee
- Consultant to the President

### **College of Business Administration (CoBA), CSUSM**

- Faculty Chair
- Department of Management Chair
- Department of Marketing Chair
- AACSB Steering Committee
- College Strategy Team
- College Operations Team
- MBA Curriculum Committee, Chair
- Periodic Review Committee of the Dean, College of Business
- College Peer Review Committee
- Marketing Faculty Search Committee, Chair
- Entrepreneurship Faculty Search Committee
- Operations Management Search Committee
- Accounting Faculty Search Committee
- College Research and Development Committee, Chair
- Business Building Planning Team

## CONSULTING CLIENTS

- San Diego Brewers' Guild
- The City of Gary, Indiana
- Callaway Golf
- Leadership North County
- Escondido Downtown Business Association
- City of Escondido Marketing Campaign
- The PennySaver

## HONORS AND AWARDS

<b>2023</b>	Service Leadership Award, College of Business Administration, CSUSM
<b>2018</b>	Marketing Educator of the Year, Marketing Educators' Association
<b>2015-16</b>	Outstanding Graduate Teaching, Specialized MBA Program, CSUSM
<b>2011-12</b>	President's Award for Service Leadership, CSUSM

## REFERENCES

### **Carl Kemnitz, Ph.D.**

Provost and Vice President of Academic Affairs  
California State University San Marcos  
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### **Roland Calia, Ph.D.**

Professor of Public Administration, Associate Dean  
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Director, MS in Sustainability Analytics and Management Program  
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### **Beverlee B. Anderson Ph.D.**

Professor Emerita of Business  
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