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Priscilla Ann LaBarbera, Ph. D.

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Journal Articles

MacLachlan, James and LaBarbera, Priscilla A., "Time-Compressed Television Commercials," Journal of Advertising Research, Vol. 18, August 1978, pp. 11-15.

LaBarbera, Priscilla A. and MacLachlan, James, "Time-Compressed Speech in Radio Advertising," Journal of Marketing, Vol. 43, January 1979, pp. 30-37.

Nominated as one of the ten finalist articles for the Journal of Marketing 1980 award for making a "significant long-run contribution to marketing theory, methodology, or practice."

LaBarbera, Priscilla A. and MacLachlan, James, "Response Latency in Telephone Interviews," Journal of Advertising Research, June 1979, Vol. 19, pp. 49-55.

MacLachlan, James; Czepiel, John; and LaBarbera, Priscilla A., "Implementation of Response Latency Measures," Journal of Marketing Research, Vol. 16, November 1979, pp. 573-577.

LaBarbera, Priscilla A., "Generic Groceries and Generic Drugs: Industry and Consumer Reactions," Akron Business and Economic Review, Spring 1980, pp.13-18.

LaBarbera, Priscilla A. and Rosenberg, Larry, "How Marketers Can Better Understand Consumers," MSU Business Topics, Vol. 28, Winter 1980, pp. 29-36.

Reprinted in:

Arthur Elkins and Dennis W. Callaghan, A Managerial Odyssey: Problems in Business and Its Environment, Reading, MA.: Addison-Wesley Publishing Co., 1981, pp. 467-477.

Pakistan Management Review, Pakistan Institute of Management, Oct. 1980.

Annual Readings in Marketing 1981/82, Guilford, CT.: Dushkin Publishing Group, Inc., 1981, pp. 75-80.

Guiltinan, Joseph P. and Gordon W. Paul, Readings in Marketing Strategies and Programs, New York: McGraw-Hill Book Company, 1982, pp. 570-580.

Robicheaux, Robert A., William M. Pride and O.C. Ferrell, Marketing: Contemporary Dimensions, Boston: Houghton Mifflin Co., 1983, pp. 13-20, and 1985 pp. 20-27.

Mentzer, John T. and Forrest S. Carter, Readings in Marketing Today: San Diego: Harcourt Brace Javonovich Publishers, 1985, pp. 79-90.

LaBarbera, Priscilla A. and Lazer, William, "Characteristics of Consumer Participants in Federal Trade Commission Rule Making," Journal of Consumer Affairs, Vol. 14, Winter 1980, pp. 405-417.

LaBarbera, Priscilla A., "Advertising Self-Regulation: An Evaluation," MSU Business Topics, Summer 1980, Vol. 28, pp. 55-63.

LaBarbera, Priscilla A., "Analyzing and Advancing the State of the Art of Advertising Self-Regulation," Journal of Advertising, Vol. 9, No. 4, 1980, pp. 27-38.

LaBarbera, Priscilla A., "The Shame of Magazine Advertising," Journal of Advertising, Vol. 10, No. 1, 1981, pp. 31-37.

LaBarbera, Priscilla A., "The Antitrust Shadow Over Advertising Self-Regulation," Current Issues and Research in Advertising 1981, James H. Leigh and Claude R. Martin, Jr., (Eds.) University of Michigan, Division of Research, pp. 57-70.

LaBarbera, Priscilla A., "Federal Trade Commission Publications: A Review and Evaluation," Journal of Marketing, Spring 1982, Vol. 46, pp. 143-149.

LaBarbera, Priscilla A., "Overcoming a No Reputation Liability Through Documentation and Advertising Regulation," Journal of Marketing Research, Vol. 19, May 1982, pp. 223-228.

LaBarbera, Priscilla A., "The Diffusion of Trade Association Advertising Self-Regulation," Journal of Marketing, Vol. 47, Winter 1983, pp. 58-67.

LaBarbera, Priscilla A. and Mazursky, David, "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspects of the Cognitive Process," Journal of Marketing Research, Vol. 20, November 1983, pp. 393-404.

Reddy, Srinivas and LaBarbera, Priscilla A., "Hierarchical Models of Attitude," Multivariate Behavioral Research, Vol. 20, No. 4, October 1985, pp. 451-472.

Mazursky, David; LaBarbera, Priscilla A.; Aiello, Al, "When Consumers Switch Brands," Psychology & Marketing, Vol. 4, No. 1, Spring 1987, pp. 17-30.

LaBarbera, Priscilla A., "Consumer Behavior and Born Again Christianity," Research in Consumer Behavior, Vol. 1, 1987, pp. 193-222.

LaBarbera, Priscilla A. and Reddy, Srinivas, "Resistance to the Adoption of Advertising by Dermatologists and Plastic Surgeons," Journal of Advertising Research, Vol. 27, No. 3 June/July 1987, pp. 43-50.

LaBarbera, Priscilla A. and Melnick, Edward, "Consumer Protection Laws: Violator Detection and Enforcement Strategy," Management Science, Vol. 33, No. 10, October 1987, pp. 1348-1356.

LaBarbera, Priscilla A., "The Nouveaux Riches: Conspicuous Consumption and the Issue of Self-Fulfillment," Research in Consumer Behavior, Volume 3, 1988, Elizabeth Hirschman & Jagdish N. Sheth (eds.), JAI Press: Greenwich, CT. pp. 179-210.

Hirschman, Elizabeth and LaBarbera, Priscilla A., "The Meaning of Christmas," Interpretive Consumer Research, Elizabeth Hirschman, editor, Association for Consumer Research, 1989, pp. 136-147.

LaBarbera, Priscilla A., "Commercial Activities of Not-For-Profit Organizations: Review, Problems, and Recommendations," Advances in Nonprofit Marketing: A Research Annual, Volume 3, 1990, Russell W. Belk (ed.), pp. 225-260.

Hirschman, Elizabeth and LaBarbera, Priscilla A., "Dimensions of Possession Importance: An Initial Interpretation," Psychology and Marketing, Fall 1990, Volume 7, Issue 3.

LaBarbera, Priscilla A., "Commercial Ventures of Religious Organizations," Nonprofit Management and Leadership, vol. 1, Spring 1991, 217-234.

LaBarbera, Priscilla A., "How Nonprofits Use Marketing--And Ideas for Improvement," Nonprofit World, volume 9, number 2, March-April 1991, pp. 8-12.

LaBarbera, Priscilla A., "Religious Enterprise and Success Determination," Journal of Religious Studies, volume 18, numbers 1 & 2, Fall 1992, pp. 12-33.

LaBarbera, Priscilla A., "Enterprise in Religious-Based Organizations," Nonprofit and Voluntary Sector Quarterly, volume 21, number 1, Spring 1992, pp. 51-68.

LaBarbera, Priscilla A. and Tucciarone, Joel D., "GSR Reconsidered: A Behavior-Based Approach to Evaluating and Improving the Sales Potency of Advertising," Journal of Advertising Research, September/ October 1995, vol. 35, no. 5, pp. 33-53.

LaBarbera, Priscilla A. and Gurhan, Zeynep, "The Role of Materialism, Religiosity and Demographics in Subjective Well-Being," Psychology and Marketing, vol. 14, January 1997, pp. 71-97.

La Barbera, Priscilla A., Peter Weingard and Eric Yorkston. "Mapping the Message to the Mind: Advertising Imagery and Consumer Processing Styles," Journal of Advertising Research, October/November 1998.

La Barbera, Priscilla A., and Jeffrey Simonoff. "Toward Enhancing the Quality and Quantity of Marketing Majors," Journal of Marketing Education, April 1999, vol. 21, number 1, pp. 4-11.

Books

LaBarbera, Priscilla A., Consumers and the Federal Trade Commission, East Lansing, Michigan: Michigan State University, Bureau of Business and Economic Research 1977.

Reviewed in Journal of Marketing, Summer 1980, p. 134.

Smith, Allen; MacLachlan, James; Lazer, William; LaBarbera, Priscilla, A., Marketing 2000: Future Perspectives on Marketing, Chicago, Illinois: American Marketing Association, 1989.

Lazer, William; LaBarbera, Priscilla A.; MacLachlan, James; and Smith, Allen, Marketing 2000 and Beyond, Chicago, Illinois: American Marketing Association/Dow Jones, 1990.

Second Printing, April 1992 by NTC/American Marketing Association

Book Chapters

Lazer, William and LaBarbera, Priscilla A., "Business and Self-Regulation," in Public Policy Issues in Marketing, O.C. Ferrell and Raymond LaGarce, Editors, D.C. Heath and Co., 1975, pp. 105-125.

LaBarbera, Priscilla A. and Lazer, William, "Social Marketing in Theory and Practice," in A Model for Social Marketing, Shoji Marata, Editor, Japan, 1976, pp. 229-259.

LaBarbera, Priscilla A., "Government Regulation vs. Self-Regulation of Marketing Ethics: A Cost-Benefit Approach," in Doing Ethics in Business, Donald Jones, Editor, Cambridge, MA.: Oelgeschlager, Gunn and Hain Publishers, Inc., 1982, pp. 165-185.

Proceedings Articles

LaBarbera, Priscilla A., "Consumer Participation in the Regulatory System," in Contemporary Marketing Thought, 1977, Educator's Proceedings, Chicago, Illinois: American Marketing Association, Barnett A. Greenberg and Danny N. Bellenger, Editors, 1977, p. 533.

MacLachlan, James and LaBarbera, Priscilla A., "Has Response Latency Come of Age?", Southern Marketing Association Proceedings, 1978 Conference, Robert S. Franz, Robert M. Hopkins, and Al Toma, Editors, pp. 223-226.

MacLachlan, James and LaBarbera, Priscilla A., "Time-Compressed Speech: What Do We Know, Where Do We Go?" 1979 American Marketing Association Educators Conference Proceedings, Neil Beckwith, Michael Houston, Robert Mittelstaedt, Kent B. Monroe, Scott Ward, Editors, Chicago, Illinois: American Marketing Association, pp. 378-381.

Lazer, William and LaBarbera, Priscilla A., "Consumer Representation in Government Regulation," American Marketing Association-European Society for Opinion and Marketing Research Conference Proceedings, New York, 1979.

LaBarbera, Priscilla A. and MacLachlan, James, "Response Latency: A New Measure Gaining Acceptance," 1979 American Marketing Association Educators' Conference Proceedings, Neil Beckwith, Michael Houston, Robert Mittelstaedt, Kent B. Monroe, Scott Ward, Editors, Chicago, Illinois: American Marketing Association, pp. 29-31.

LaBarbera, Priscilla A., "Toward the Theoretical Development of Advertising Self-Regulation," Conceptual and Theoretical Developments in Marketing, Vol. 2, O.C. Ferrell, Stephen W. Brown, and Charles Lamb, Jr., Editors, Chicago, Illinois: American Marketing Association, 1980.

LaBarbera, Priscilla A. and Rosenberg, Stephen, "Marketing Research and Small Entrepreneurial Enterprise," Research at the Marketing/Entrepreneurship Interface, Proceedings of the UIC Symposium on Marketing and Entrepreneurship, Gerald E. Hills, Raymond La Forge, and Beverly J. Parker (editors), The University of Illinois at Chicago, 1989. Vol. 2, pp. 233-244.

LaBarbera, Priscilla A. and Stern, Joseph, "The Relationship Between Jewish Religious Intensity and Repeat Purchase Behavior," Progress in Marketing Thought --The 1990 Proceedings of the Southern Marketing Association, Capella et al (eds).

LaBarbera, Priscilla A. and Das, Priya R., "Internal Marketing and Corporate Venturing," Research at the Marketing/Entrepreneurship Interface, Proceedings of the University of Illinois at Chicago Symposium on Marketing and Entrepreneurship, Gerald E. Hills, Raymond W. La Forge (editors), pp. 108-131., 1993.

Yorkston, Eric and Priscilla A. LaBarbera, "Personality-Related Cognitive Style and Advertising Strategy", New and Evolving Paradigms: The Emerging Future of Marketing, Three AMA Special Conferences, Conference Proceedings, Tony Meenaghan (Editor), Dublin, Ireland, June 1997, pp. 802-814.

"Marketing on the Internet: The Role of Cognitive Style in User Attitudes and Behavior", 28th Annual Conference of the European Marketing Academy, May 1999, Berlin, Germany.

Research Grants Awarded

- American Marketing Association Doctoral Research Grant, 1976.
- Michigan State University Doctoral Dissertation Award and Grant, 1976.
- General Foods Research Grant for time-compression research, 1977.
- General Foods Research Grant for advertising self-regulation research, 1980.

- University Research Challenge Fund Grant for advertising self-regulation research, 1980.
- Vincent C. Ross Institute Grant for advertising and the professions research, 1981.
- University Research Challenge Fund Grant for consumer advertising credibility research, 1981.
- General Foods Research Grant for medical advertising research, 1983.
- General Foods Research Grant for religiosity and consumer behavior research, 1985.
- American Marketing Association Grant for marketing 2000 research, 1985, 1986, 1987.
- NYU Center for Entrepreneurial Studies, Initiatives for Not-For-Profit Entrepreneurship, grant for religious organization commercial activities research, 1986.
- NYU Summer Research Grants, 1977, 1978, 1988, 1990.
- Center for Entrepreneurial Studies, internal marketing and corporate venturing research grant, 1991.

Student Research Supervision

Management Advisory Projects, Faculty Advisor to MBA Student Groups undertaking year-long consulting projects:

1. Young & Rubicam, Attracting the best students to a career in advertising, 1978-79.
2. Better Business Bureau of New York, Developing a long-range plan, 1979-80.
3. Federal Trade Commission, New York Regional Office, Identifying deceptive advertisements and developing investigative procedures, 1980-81.
4. European American Bank, Predicting long-range consumer banking behavior, 1981-82.
5. World Environment Center of the United Nations, Matching the information needs of industry and government with current and future World Environment Center information resources, 1981-82.
6. Merrill Lynch, Relocation Management, Evaluating new target market potential and strategic planning, 1982-83.
7. Richardson-Vicks, Inc., Developing a program of dental professional recommendations to generate consumer purchase, 1984-85.
8. Merrill Lynch, Financial Institutions Services, Marketing study of mortgage banks to determine business opportunities, 1987-88.
9. The Big Apple Circus Clown Care Unit, Financing and expansion of program, 1991-92.
10. Reebok International Ltd., Marketing to the inner city, 1992-93.
11. Ailes Communications, Low fat convenience food store venture, 1994.

M.B.A., Ph.D. Theses and Projects:

Have supervised the completion of over 100 dissertations, theses, and applied business projects in advertising, marketing and public policy, marketing and nonprofit institutions, entrepreneurship, marketing strategy and planning, consumer

behavior, product development, marketing of the arts, marketing to minority groups, and financial marketing.

Conference Participation and Invited Lectures

"Business in a Fishbowl--Consumerism," Paper presented to the Detroit Advanced Management Conference, Detroit, Michigan, September 1971.

"Consumerism and the Travel Agent," Paper presented to the Executive Management Seminar for Travel Agency Managers, East Lansing, Michigan, September 1973 and January 1974.

"Business and Self-Regulation," Paper presented to Public Policy Debate: New Horizons for Marketing, Southern Illinois University, Edwardsville, Illinois, October 1973.

"Corporate Social Responsibility: What is the Business of Business?" Paper presented to Workshop on Consumerism, Michigan State University, Kellogg Center for Continuing Education, September 1975.

J.C. Penney, Inc., Forum's Forum, Consumers and Change, Silvermine, Connecticut Discussant, September 1976.

Strategic Marketing Planning Conference, American Marketing Association, New Jersey Chapter, Seton Hall University, South Orange, New Jersey, discussant, March 26, 1977.

"Consumer Participation in the Regulatory System," Paper presented to American Marketing Association Educators' Conference, Hartford, Connecticut, August 1977.

"Has Response Latency Come of Age?" Paper presented to Southern Marketing Association, New Orleans, Louisiana, November 1978.

"Time-Compressed Speech: What Do We Know, Where Do We Go?" Paper presented to American Marketing Association Educators' Conference, Minneapolis, Minnesota, August 1979.

"Response Latency: A New Measure Gaining Acceptance," Paper presented to American Marketing Association Educators' Conference, Minneapolis, Minnesota, August 1979.

"Toward the Theoretical Development of Advertising Self-Regulation," Paper presented to 2nd Annual Theory Conference, American Marketing Association, Phoenix, Arizona, February 1980.

"Government Regulation vs. Self-Regulation of Marketing Ethics: A Cost-Benefit Approach," paper presented to Teaching Applied Business Ethics in Industry Workshop, sponsored by Allied Chemical Corporation and the Ethics Resource Center, West Orange, New Jersey, June 1980.

"Provocative Marketing Issues: Sex and Violence in Advertising and Consumption By Voluntary Simplifiers," American Marketing Association Educators' Conference, Dearborn, Michigan, discussant, August 1983.

"Marketing in the Year 2000," American Marketing Association, 50th Anniversary World Marketing Conference, Montreal, Canada, May 1987.

American Marketing Association Doctoral Consortium, Moderator for Ethics & Government Regulation session, August 1987.

"Advertising Self-Regulation," American Marketing Association, Winter Educator's Conference, Chairperson and discussant, San Diego, CA., February 1988.

"Organizing an Effective Curriculum," American Marketing Association, Summer Educator's Conference, Chairperson, San Francisco, CA., August 1988.

"Marketing Research and Small Entrepreneurial Business," American Marketing Association, Symposium on Marketing and Entrepreneurship, paper presented at San Francisco, CA., August 1988.

"Excellence in Marketing," Living Word Christian Center, Business Speaker Series, September 29, 1988.

"The Relationship Between Jewish Religious Intensity and Repeat Purchase Behavior," Southern Marketing Association Conference, Orlando, Florida, November 9, 1990.

"Internal Marketing and Corporate Venturing," with Priya Das, UIC/AMA Research Symposium on the Marketing and Entrepreneurship Interface, San Diego, California, 1991.

"Business and the Future" -- Product Research and Development/Marketing Workshop discussion leader, A World Future Society Conference, The Waldorf Astoria, New York City, September 11-13, 1991.

"Helping the Children of Chernobyl", The Forum, Ascension Church, New York City, November 24, 1991.

"Excellence in Financial Services Marketing," Wall Street Seminar, New York City, August 1986, 1987, 1988, 1989, 1991.

"Deceptive Advertising", Discussant, American Marketing Association Educators Conference, August 8-11, 1992, Chicago, Illinois.

NYU Stern School of Business Alumni Association of Atlanta, Atlanta, Georgia, "My Life As a Marketing Professor," June 17, 1993.

"Experiences From the Front of the Class," NYU, Stern School of Business Teaching Seminar Workshop, October 7, 1994.

"Media and Advertising Ethics", Trinity Western University, visiting advertising students, professors and business practitioners, NYU, May 2, 1997.

"Personality-Related Cognitive Style and Advertising Strategy," AMA Marketing Communications Conference, Dublin, Ireland, June 1997.

"Competitive Advantage and Market Orientation," AMA Summer Educators Conference Chairperson, Chicago, August 1997.

"Market Reaction Studies," American Society of Business and Behavioral Sciences, Las Vegas, Nevada, Session Chair, February 23, 1998

"Service Marketing in Business Applications," American Society of Business and Behavioral Sciences, Las Vegas, Nevada, Session Chair, February 24, 1998

"Entertainment Marketing Careers", Moderator, 21st Annual American Marketing Association, International Collegiate Conference, April 16, 1999, New Orleans, Louisiana

Professional Activities

- American Marketing Association, New York Chapter, Academic Programs Committee, Arrangements Director, 1976-79.
- American Marketing Association, New York Chapter, Faculty Advisory Committee to the Institute of Advanced Marketing Studies, 1979-83.
- Psychology and Marketing, review board 1996 to present.
- Journal of Consumer Research, ad hoc reviewer, 1983 to present.
- Journal of Marketing, ad hoc reviewer, 1980 to present.
- Journal of Marketing Research, ad hoc reviewer, 1981 to present.
- Research in Consumer Behavior, ad hoc reviewer, 1987 to present.
- Journal of Consumer Affairs, ad hoc reviewer, 1981 to present.

- Journal of Public Policy and Marketing, ad hoc reviewer, 1988 to present.
- Journal of Retailing, ad hoc reviewer, 1988 to present.
- Association for Consumer Research, conference reviewer, 1985 to present.
- American Marketing Association, Educators' conference reviewer: Summer & Winter, 1988 to present.
- American Marketing Association, Research Symposium on Marketing and Entrepreneurship, conference reviewer, 1990 to present.
- Visiting Professor Intern, Dancer Fitzgerald Sample, 1983.
- Co-Director, Commission on Marketing in the Year 2000, 1985-90.
- American Marketing Association, Entrepreneurial Task Force Member, 1988-89.
- The Advertising Club of New York, Moderator for Advertising and Media Course, Fall 1991.
- Visiting Professor Intern, Young & Rubicam, 1993.
- Visiting Professor Intern, Coca Cola International, 1996.
- Ad Club of New York, Undergraduate Educational Committee, 1997 to 1999
- Hawaii International Conference on Systems Sciences, 2000, Co-Chair, "Marketing in Electronic" track.

University Activities

- GBA Placement Director Search Committee, 1977.
- MBA Communications Committee, 1978.
- Schools of Business Student Disciplinary Committee, 1978-80.
- BPA Awards and Prizes Committee, 1978.
- Coordinator, Undergraduate Introduction to Marketing Curriculum Committee, 1977-79.
- University contacts and publicity coordinator for marketing department, 1979 to present.
- Marketing department placement coordinator, 1979-83.
- Marketing department student internship program director, 1980-93.
- Philip Morris Communications Competition, Faculty adviser, 1977.
- BPA University Scholars, Faculty Adviser, 1977-79.
- BPA Entrepreneurial Society, Faculty Adviser, 1978-81.
- GBA Women's Career Forum Reception, 1978.
- ICC Career Day/Marketing Society Booth, 1978.
- United Fund Drive Coordinator, 1977.
- Gallatin Division Faculty Adviser, 1979 to present.
- NYU Colloquium on Ethics and Moral Values, 1979-84.
- PIT Faculty Leader, 1980.
- Marketing Department Research Funds Committee, 1981 to present.
- NYU Faculty Colloquium on Science, Technology and Society: The Environment, 1981-84.
- Schools of Business, Budget Advisory Committee, 1981-83.
- NYU Faculty Colloquium on Regulation and Regulatory Issues, 1981-88.
- MBA Committee, 1982-83, 1984-85, 1986-87.

- NYU Ombudsman, 1982-83.
- NYU Inter-Varsity Christian Fellowship, Faculty Advisor, 1983-85.
- NYU Inter-school Faculty Colloquium on the History of Science and Medicine, 1982-88.
- BPA Career Placement Faculty Advisory Board, 1984-86.
- BPA Introduction to Marketing course improvement chairperson, 1985.
- Department of Marketing Committee on Graduate Curriculum, 1985-90.
- Faculty Grievance Committee, 1986-90.
- Chancellor's Undergraduate Recruitment Committee, 1986-88.
- Selection Committee for Martin Luther King, Jr. Scholarship program, 1987.
- Marketing Department student affairs and MBA curriculum committee, 1987-90.
- NYU, Schools of Business Committee on NYU external image, 1988-89.
- University Faculty Council, 1989-90.
- Faculty Council Administrative Issues Committee, 1989-90.
- Faculty Council Educational Policy Committee, 1989-90.
- Faculty Council Governance Committee, 1989-90.
- Stern School Faculty Council, 1989-90.
- University Senate, 1989-90.
- Senate Academic Affairs Committee, 1989-90.
- Senate Judicial Board, 1990.
- Stern Graduate Dean Review Committee, 1989-90.
- University Senate Alternate, 1990-93.
- Stern Alumni All-Star Conference Faculty Participant, 1991.
- Stern MBA Admissions/Advisory Committee, 1991-93.
- Executive Programs Committee, 1991-92.
- Department of Marketing, Doctoral Behavioral Core Committee, 1991-92.
- Department of Marketing, MBA Ad Management Curriculum Committee, 1992.
- Department of Marketing, MBA Marketing Research Curriculum Committee, 1992.
- Atlanta Chapter, NYU Stern Alumni, Speaker, June 1993.
- EQUAL Commission: Teaching Effectiveness Newsletter Subcommittee, 1993-95.
- New Undergraduate Marketing Major Curriculum Committee, 1993.
- Undergraduate Director, Marketing Department, September 1994 to 1998.
- Coordinator of Undergraduate Marketing Program 1998 to present
- Adviser to Marketing Society, 1994 to present.
- Faculty Committee on Awards and Prizes, 1994 to present.
- Undergraduate Curriculum and Student Affairs Committee, 1995
- Stern Faculty Grievance Committee, 1997 to present
- EQUAL STEP program faculty teaching performance consultant, Spring 1997 to present.
- Stern School Teaching Awards Committee, 1997
- Stern Entrepreneurship Task Force, 1998 to present
- MBA Admissions Open House for Women, 1998

- Undergraduate Program Coordinator, Marketing Department, September 1998 to present
- Undergraduate College, Professional Skills Workshop Judge, 1999
- MBA Program, Judge for MET project student competitions, 1998, 1999
- University-wide Committee to select Distinguished Teaching Medal Recipients, 1999 to present

Honor Societies

Beta Gamma Sigma

Sigma Alpha

Phi Kappa Phi

Biographical Listings

- National Student Register, 1972
- Who's Who in American Colleges and Universities, 1972
- Outstanding Young Women of America, 1979, 1983
- Who's Who of American Women, 1985
- Who's Who in the East, 1986 to present
- The World Who's Who of Women, 1987
- Dictionary of International Biography, 1987
- Who's Who of Emerging Leaders in America, 1987, 1990
- International Who's Who of Professional & Business Women, 1988
- Who's Who in Advertising, 1988, 1989
- 2000 Notable American Women, 1987, 1991
- Who's Who Among Human Services Professionals, 1991, 1992
- Who's Who in American Education, 1993
- Who's Who in the World, 1993
- Who's Who in the Media and Communications, 1998
- Outstanding People of the 20th Century, 1999
- 2000 Outstanding Scholars of the 20th Century, 2000

Honors, Awards, Scholarships

- NYU Distinguished Teaching Medal, 1997
- AMA Doctoral Consortium Faculty, 1987
- Stern Schools of Business Excellence in Teaching Award, 1985
- Direct Mail/Marketing Educational Foundation fellowship, 1982
- Passed doctoral oral examination with honors, 1976
- American Marketing Association Doctoral Consortium Fellow, 1975
- Scholastic award for MBA student with highest cumulative grade point average, 1975
- American Marketing Association, First Prize, Essay Competition in Public Policy and Marketing, 1973

- Baruch College, City University of New York, Citizenship Award, 1972
- Baruch College, City University of New York, Alumni Scholarship, 1972
- Valedictorian of Baruch College, City University of New York, 1972
- David V. Picker Scholarship Award, 1972
- Louis L. Strook Prize, 1972
- Morton Wollman Medal for Marketing, 1972
- Morton Wollman Medal for Honors Work, 1972
- Beta Gamma Sigma Award, 1972
- Beta Gamma Sigma Award for Junior with highest scholastic honors, 1971
- L'instituto di Cultura Italian award, 1971
- American Marketing Association White House Office of Consumer Affairs Intern, 1971
- Kleid Collegiate Direct Mail/Marketing Institute Scholar, 1970
- Booster Award and Scholarship, 1968

Relevant Positions

Calculus Tutor, City University of New York, 1968 to 1972.

White House Office of Consumer Affairs-American Marketing Association Intern, The White House, Washington, D.C., 1971.

Michigan State University, Graduate School of Business Administration, Department of Marketing and Transportation Administration, Research Assistant, 1972 to 1976.

New York University Stern School of Business, Department of Marketing, Assistant Professor, September 1976 to August 1981.

Associate Professor, September 1981 to present.

Undergraduate Director, Marketing Department, September 1994 to September 1998.

Undergraduate Program Coordinator, Marketing Department, September 1998 to present

Dancer Fitzgerald Sample, Inc., 4 A's/ ANA Visiting Professor Program, 1983.

Young & Rubicam, Advertising Educational Foundation, Visiting Professor Program, 1993.

Coca-Cola International, International Advertising Association Faculty Internship Program, Costa Rica, 1996.

Consultant and executive development lecturer to corporations and government, U.S. and abroad, 1972 to present.

Community Activities

- Bayview Prison for Women, Volunteer.
- The Bowery Mission for the Campaign for a Women's and Children's Shelter, Steering Committee Member, 1989 to 1990.
- Citihope Chernobyl Project, Member of delegation who brought over three tons of medication and toys for the children contracting cancer from Chernobyl, 1991.

Education

Michigan State University, Doctor of Philosophy Degree in Business Administration, 1976. Majored in Marketing with minors in Economics and Organizational Behavior. Passed oral exam with honors (GPA 4.0 of 4.0).

Master of Business Administration, 1975. Majored in Marketing, Graduated as M.B.A. with highest grade point average (GPA 4.0 of 4.0).

City University of New York, Bernard M. Baruch School of Business Bachelor of Business Administration, 1972. Majored in Marketing Management, with minors in Psychology and Art, graduated Summa Cum Laude and Valedictorian (GPA 3.96 of 4.0).

Post-Doctoral Education and Educational Seminars

- Direct Marketing Advertising Association, Direct Mail Seminar for Educators, New York, 1982.
- Lotus, AACSB Conference, Brigham Young University, Provo, Utah, 1987.
- Harvard Case Teaching Method, New York University, Chris Lovelock, 1987 and 1988.
- Arthur Andersen Teaching of Ethics Seminar, St. Charles, Illinois, 1988.
- Price Waterhouse/Babson College Fellows Program, Symposium for Entrepreneurship Educators, Babson College, Center for Entrepreneurial Studies, Wellesley, Massachusetts, 1991.
- Qualified, Myers-Briggs Type Indicator, Otto Kroeger Associates, Fairfax, Virginia, 1991.
- GSU Master-Teacher Program, Atlanta, Georgia, June 15-19, 1993.