

Catherine Atwong
Ph.D., MBA, B.SoSc
Department of Marketing
School of Business Administration
California State University, Fullerton
Fullerton CA 92834-6848
Phone and Fax: (657) 278-2231

E-mail: catwong@fullerton.edu
Website: <http://business.fullerton.edu/marketing/catwong>

Professional Objectives

Research Interest:

- **Develop and apply innovative methodological and analytic techniques to improve marketing research and practices.**
- **Areas of research: marketing applications of correspondence analysis, analytic techniques and the Internet technology.**

Teaching Interest:

- **Help students develop analytical abilities, acquire problem-solving skills, and learn to adapt to the changing environments of marketing and business.**
- **Use of instructional technologies: electronic databases, spreadsheets, Internet-based projects, geographic information analysis, multimedia presentation, computer-assisted case analysis, and simulation.**
- **Classes offered: Marketing Information Technology, Marketing Analysis, Developing Marketing Strategies, E-marketing Strategy, Principles of Marketing.**

Education

Ph.D. (Marketing) Drexel University

Major in Marketing with special emphasis on quantitative techniques and models. Other marketing areas include international marketing and marketing channel management. Minor in Strategic Management.

MBA Grand Valley State University

Washington Campus Program participant, summer 1984

Awarded scholarship by the Washington Campus, a non-profit educational organization at the nation's capital, to gain first-hand experience with the processes of government in the White House and Congress. The curriculum emphasizes public policy and corporate management.

BSS Chinese University of Hong Kong

Sophia University, Tokyo, Japan (JAL scholar)

Awarded scholarship by the Japan Airlines to study Japanese society and language.

Dissertation

An Experimental Investigation of the Predictive Accuracy of the Hybrid

Conjoint and Maximum Likelihood Hierarchical Models, 1991 Drexel University.

Publications

Journals

Catherine T. Atwong and Linda H Taylor "Integrating Information Literacy into Business Education: "A Successful Case of Faculty-Librarian Collaboration". Journal of Business & Finance Librarianship. 2008. 13(4):433-449.

Gayle Vogt, Catherine Atwong and Jean Fuller, "Student Assessment of Learning Gains (SALGains)," Business Communication Quarterly. 2005. 68(1): 36-43.

Dubas, M. Khalid and Catherine T. Atwong, "Research factors To Be Considered For New Product Development," Pennsylvania Journal Of Business and Economics. 2004, Spring 10(1):15-24.

Catherine T. Atwong, Gayle Vogt, Irene Lange, "Online Learning Experience: A Case Study," Academic Exchange Quarterly, 2003, 7(3): 263-7.

Catherine T. Atwong, "A Comparative Study of Two Approaches to Modeling Consumer Preference," Academy of Marketing Studies Journal, 2001. 5(2):115-136.

Dubas, M. Khalid and Catherine T. Atwong, "The Effectiveness of Consumer Research for New Product Development," Business Journal for Entrepreneurs, 2001(3): 1-13.

Dubas, M. Khalid, Saeed M. Dubas and Catherine T. Atwong, "Some difficulties in predicting new product trial using concept test scores," Journal of Product and Brand Management, 1999, 8(1): 50-60.

Catherine T. Atwong and Paul Hugstad, "Internet Technology and the Future of Marketing Education," Journal of Marketing Education, Fall 1997: 44-55.

Catherine T. Atwong and Bert Rosenbloom, "A Spatial Approach to Measuring Functional Spin-offs in Marketing Channels," Journal of Marketing Theory and Practice, 1995, 3(4): 58-72.

Catherine T. Atwong, Irene L. Lange and Khalid M. Dubas, "An Analysis of Japanese Direct Investments in the U.S.," American Business Review, 1995,13(2): 41-46.

Other Publications

Catherine T. Atwong, "Cybermarketing: Your Interactive Marketing Consultant," book review, Journal of the Academy of Marketing Science, 1999, p.381.

Catherine T. Atwong, "Developing a Vision for the Future - Marketing in the Electronic Age," in Great Ideas for Teaching Marketing, ed. Joseph F. Hair, Jr., Charles W. Lamb, Jr., Carl McDaniel, and Scott S. Roach, South-Western College Publishing, 1996, 349-52.

Catherine T. Atwong, "Buddy Test - A Tool for Collaborative Learning," in Great Ideas for Teaching Marketing, ed. Joseph F. Hair, Jr., Charles W. Lamb, Jr., Carl McDaniel, and Scott S. Roach, South-Western College Publishing, 1996, 347-49.

Catherine T. Atwong, Irene L. Lange, Les Doak, and Toivo S. Aijo, "How Collaborative Learning Spans the Globe," Marketing News, Aug.12, 1996, Vol. 30 No.17, 16 & 19.

Paul L. McKinstry, Catherine T. Atwong and Matthew K. Atwong "An Application of a Life Cycle Approach to Computer System Validation," Pharmaceutical Engineering, vol. 14, 3 (May/June 1994): 46-50.

Matthew K. Atwong, Catherine T. Atwong and Paul L. McKinstry "The Successful Management of an 'Unmanageable' Project," Pharmaceutical Engineering, vol. 14, 1 (January/February, 1994): 60-64.

Proceedings

Susan Cadwallader, Aubrey LeBard, and Catherine Atwong, "Introducing Community Service Activities into Marketing Curriculum," Marketing Educators' Association Conference Proceedings, 2009. p2.

Catherine T. Atwong, "Learning the Right Thing and Learning It Right: Using a Professional Database to Enhance Marketing Education," Marketing Educators' Association Conference Proceedings, 2008. p88.

Khalid M. Dubas, Ian Brennan, and Catherine T. Atwong, "New Product Development Guidelines For A Practitioner," Proceedings of the Academy of Marketing Studies, 2002. Vol. 7 No.2 p62.

Catherine T. Atwong, Gayle Vogt and Irene L. Lange, "The Influence of Ethnicity on Online Learning Experience" Marketing Educators' Association Conference Proceedings, 2002. p53.

Catherine T. Atwong, "A study of the Characteristics of Two Multi-attribute Choice Models" Proceedings of the Academy of Marketing Studies, 2001. Vol. 6 No. 2, pp. 46-50.

Catherine T. Atwong, "The Theory and Practice of Web Teaching," Western Marketing Educators' Association Conference Proceedings, 1997, p5.

Khalid M. Dubas, Saeed M. Dubas and Catherine T. Atwong "Predicting a Product Trial Using Concept Test Scores," 1997 American Marketing Association Educators' Proceedings: Enhancing Knowledge Development in Marketing, p. 152.

Catherine T. Atwong, Ephraim Smith, Irene L. Lange, and Les Doak, "Incorporating GIS in the Business Curriculum: An Education Experience with Information Technologies and A Global Perspective," Business Geographics for Educators and Researchers Conference, 1996, p. 7-15.

Catherine T. Atwong, "A Comparison of Two Models of Consumer Preference," Marketing Issues in a New Era: 1996 Winter Marketing Educators' Conference Proceedings, 1996, p. 150-1.

Catherine T. Atwong, Irene L. Lange and Khalid M. Dubas "Japanese Direct Investment in the U.S.: A Strategy for Market Dominance," Asian Conference Proceedings: Economic Integrations in Asia, 1992, p.8-10.

Khalid M. Dubas, James T. Strong and Catherine T. Atwong, "U.S. Investment and Trade with the Asian Market: An Overall Comparison Over A Ten Year Period Using Correspondence Analysis," Asian Conference Proceedings: Economic Integrations in Asia, 1992, p.1-7.

Academic Honors and Awards

"Digital Media Support for Students in Marketing Classes" CSUF Information Technology Lottery Fund Award, 2007. \$5,450.00.

Distinguished Research Award, Allied Academies, 2001.

Citation of Excellence, ANBAR Citation of Highest Quality Rating, ANBAR Electronic Intelligence, 1999-2004.

Outstanding Teaching Innovations with Electronic Technology Nominee, CSUF, 1999.

Outstanding Recognition for Creative & Scholarly Activity, CSUF, 1998.

Outstanding Service Recognition for Enhancing Learning Beyond Classroom, CSUF, 1997.

Outstanding Service Recognition for providing outstanding service and leadership with external constituencies, CSUF, 1997

Fellow, CSUF 1996 Faculty Summer Academy - a faculty development program with particular focus on the use of instructional technology.

Teacher Scholar CSUF 1996- recognition for employing new technologies to improve teaching and optimize student learning.