

*Curriculum Vitae*

**DR. HOWARD FORMAN**

Associate Professor of Marketing  
900-19 College Park  
Mihaylo College of Business and Economics  
California State University, Fullerton  
Fullerton, CA 92834  
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**EDUCATION**

Ph.D. Temple University, 1998

*Major:* Marketing and International Business

**Dissertation:** An Examination of the Determinants of International Pricing Strategies for Industrial Products

M.B.A. The George Washington University, 1989

*Major:* Logistics, Operations and Materials Management

B.S. The Pennsylvania State University, 1984.

*Major:* Business Logistics

**ACADEMIC EXPERIENCE**

**California State University, Fullerton**, Fullerton, CA College of Business and Economics

Associate Professor of Marketing, August 2007 – present

**COURSES TAUGHT**

Marketing and Technology

Marketing Principles

Retail and Marketing Channels Strategies

**ESCP-EAP**, Paris School of Management, Paris France  
Visiting Professor of Marketing, 2003 – present

**COURSES TAUGHT**

International Pharmaceutical Marketing and Supply Chain Management  
(Graduate)  
Strategic International and Global Logistics and Supply Chain  
Management (Graduate)

**Drexel University**, Philadelphia, PA, LeBow College of Business  
Assistant Professor of Marketing, September 2001 – present.

**COURSES TAUGHT**

Strategic Marketing Management (Graduate, Executive MBA)  
Seminar in Marketing Management (Graduate)  
Transportation and Distribution Systems (Graduate)  
Business and Environment (Graduate)  
Transportation and Logistics (Undergraduate)  
International Marketing (Undergraduate)

**Audencia Ecole de Management**, Nantes, France  
Visiting Professor of Marketing, 2003

**COURSE TAUGHT**

Strategic International and Global Logistics and Supply Chain  
Management (Graduate)

**The Pennsylvania State University**, Scranton, PA  
Assistant Professor of Business Administration and Marketing, September  
1998 – May 2001

**COURSES TAUGHT**

Marketing Principles (Undergraduate)  
Personal Selling (Undergraduate)  
Business Logistics (Undergraduate)  
Consumer Behavior (Undergraduate)  
International Business Operations (Undergraduate)  
Strategic Management (Undergraduate)

**Temple University, Philadelphia, PA**

Instructor, September 1996 – August 1998

Graduate Research/Teaching Assistant, September 1993 – August 1997

**COURSES TAUGHT**

Strategic Marketing Management (Graduate)

Consumer Behavior (Undergraduate)

International Marketing (Undergraduate)

Marketing Principles, Honors (Undergraduate)

**The Pennsylvania State University, Philadelphia, PA**

Instructor, September 1995 – August 1998

**COURSES TAUGHT**

Advertising and Promotion (Undergraduate)

Fundamentals of Selling (Undergraduate)

Marketing Principles (Undergraduate)

**Widener University, Chester, PA**

Instructor, September 1995 – August 1998

**COURSES TAUGHT**

Marketing Principles (Undergraduate)

**SUMMARY OF RELEVANT PROFESSIONAL EXPERIENCE**

*Supply Chain Entrepreneur*

**Greenscm.com**, *President and Founder*, Los Angeles, CA 2007 – Present

- Developed market Greenscm.com, a clearinghouse for information related to green supply chain management initiatives and strategies
- Content developer and creator

*Consultant*

**J. B. Harrison Associates**, *President*, Los Angeles, CA 2001 - Present

- Developed marketing plans for pharmaceutical industry
- Specializing in Green Supply Chains
- Supply chain management business development and training.
- Expert testimony and reports for international business
- Marketing director for science based training organization
- Industries serviced include: FORTUNE 100 pharmaceutical, chemical, and automotive organizations and web design firms
- Clients include: Los Angeles World Airports, General Motors, Ford, Arkema

**Cypress Consulting, Ltd.**, Philadelphia, PA 1995 – 2001.

- Developed marketing plans for domestic and international marketing operations for a major Japanese automotive manufacturer.
- Led an extensive consumer research study relating to international branding using statistical packages for detailed analyses.
- Managed research projects for major Philadelphia-based automotive dealerships.

*Contracts Manager*

**Groundwater Technology, Inc.**, Chadds Ford, PA June 1989 – August 1992.

- Created a \$50,000,000 contracts administration program that included planning, developing, and implementing standard operating procedures, contracts including all terms and conditions, acceptable contract term standards, and led all training seminars.
- Executed major bid preparations and negotiated environmental service contracts with major oil companies.
- Managed all activities of the contracts department including subcontracts and interdepartmental training seminars.

### *Contracts Analyst*

**Motorola, Inc.,** Washington, D.C. August 1986 – November 1988.

- Reviewed, submitted, and negotiated, federal government Invitations for Bid, Request for Proposals, and Request for Quotations for the sale of innovative communication equipment to the Army, Navy, Air Force, US Marine Corps, Department of Interior, Department of Energy, Bureau of Land Management, USDA Forestry Service, and Foreign Military Sales Operations.
- Administered and modified contracts in accordance with the Federal Acquisition Regulations.
- Led department training seminars.

### *Contracts Specialist*

**Defense Industrial Supply Center,** Philadelphia, May 1985 – August 1986.

- Purchased critical parts for Department of Defense facilities, machinery, planes, tanks, and other combat vehicles.
- Negotiated and administered contracts in accordance with the Federal Acquisition Regulations.
- Interfaced with other governmental agencies and government contractors.
- Administered reverse logistics operations for returned or misrouted critical parts.

### *Pricing Analyst*

**CSX Railroad Intermodal Division,** October 1984 – May 1985.

- Constructed prices based on costs and corporate objectives Negotiated prices with shippers and third-party logistics companies.
- Managed a database of third-party and primary shippers point-to-point product shipments and prices to maintain consistency across corporate strategies.

## **PUBLICATIONS**

### Refereed Journal Articles

- “Consumer Attitudes Toward Firms’ Marketing Activities: Implications for Marketing Communications Strategies,” (co-authored with Hyokjin Kwak and George M. Zinkhan) *Forthcoming in International Journal of Internet Marketing and Advertising*.
- “The Role of Perceived Risk in Pricing Strategy for Industrial Products: A Point-of-View Perspective,” (co-authored with James M. Hunt). *Journal of Product and Brand Management* Volume 15 (6), pp. 386-393.
- “Participative Case Studies: Integrating Case Writing and a Traditional Case Study Approach in a Marketing Context,” (**Sole Authorship**) *Journal of Marketing Education* Volume 28 (2), pp. 106-113.
- “Understanding User Evaluation of Performance of Information Technology Solutions,” (co-authored with Susan K. Lippert and Prabakar Kothandraman) *Industrial Marketing Management* (2007), Volume 36 (6) pp. 745-756.
- “A Supply Chain Study of Technology Trust and Antecedents to Technology Internalization Consequences,” (co-authored with Susan K. Lippert) *International Journal of Physical Distribution and Logistics Management* (2006) Volume 36 (4), pp. 271-288.
- “Toward An Integrated Model of Technology Internalization with the Supply Chain Context,” (co-authored with Susan K. Lippert) *International Journal of Logistics Management* (2005) Volume 16 (1), pp. 4-26 (**Lead Article**).
- “Managing the Influence of Internal and External Determinants on International Industrial Pricing Strategies,” (co-authored with James M. Hunt) *Industrial Marketing Management*, (2005) Volume 34 (2), pp. 133-146.
- “Technology Performance and Utilization in a Major U.S. Automotive Supply Chain: Examining Cognitive and Experiential Antecedents to Post-Adoption Behavior,” (co-authored with Susan K. Lippert) *IEEE Transactions on Engineering Management* (2005) Volume 52 (3), pp. 363-381.

- "The Determinants of Pricing Strategies for Industrial Products in International Markets," (co-authored with Richard A. Lancioni), *Journal of Business-to-Business Marketing*, (2002) Volume 9 (2), pp. 29-64.
- "Developing Logistics and Supply Chain Education: Roadblocks and Challenges," (co-authored with Richard A. Lancioni and Michael F. Smith), *International Journal of Physical Distribution and Logistics Management*, (2001) Volume 31 (10), pp. 733-745.
- "Logistics in Universities: Stovepipe vs. Cross Disciplinary," (co-authored with Richard A. Lancioni and Michael F. Smith) *International Journal of Physical Distribution and Logistics Management*, (2001) Volume 31 (1), pp. 53-66.
- "The Role of Market Turbulence in Shaping Pricing Strategy," *Industrial Marketing Management*, (co-authored with Indrajit Sinha, Richard A. Lancioni and Michael F. Smith), (1999) Volume 28 (6), pp. 637-649.
- "International Industrial Pricing Strategic Decisions and the Marketing Manager: Some Key Issues," (co-authored with Richard A. Lancioni), *Journal of Professional Pricing*, (1998) Volume 7 (3), Fall, pp. 7-10.
- "Should Pricing Be A Planned Process In A Small Business?" (co-authored with Richard A. Lancioni), *Business, Growth & Opportunity: The Quarterly Journal of Small and Medium-Sized Enterprises*; (1997) Volume 2 (4), January, pp. 307-312.

#### Case Studies

- "Supplier Development at Deere and Company," (Sole Authorship) *Case Book, Supply Chain Management*. (1999) NAPM publishers.

#### Book Chapters

- "Strategic Management Options: International Pricing Strategies," (co-authored with Richard A. Lancioni and Michael F. Smith), *International Pricing*, Christian Belz and Joachim Muhlmeyer editors. (2000) Ueberreuter: Austria.

### Industry Trade Journals

“Integrating with Your Partners: The Role of Information Technology,” (co-authored with Diane Mollenkopf), *The 3PL Executive*, (2005) Volume 2 (4), pp. 10-12.

“Integrating with Your Partners: Issues Impacting 3PL Service Performance,” (co-authored with Diane Mollenkopf), *The 3PL Executive*, (2005) Volume 2 (3), pp. 15-17, 26.

“The ABCs of C-TPAT,” (co-authored with Susan Kargel) *The 3PL Executive*, (2004) Volume 1 (1), pp. 21–23.

### **REFEREED PROCEEDINGS**

“Attitudes and IT Performance in the US and Canada: Assessing Country, Culture, and Gender Effects” (co-authored with John A. Volkmar and Susan K. Lippert) in the *Proceedings for the Academy of International Business Conference, Quebec City, Quebec, Canada* (2005).

“An Examination of the Role of Risk in Developing International Pricing Strategies For Industrial Products,” (co-authored with James M. Hunt) in the *Proceedings for the Fordham Pricing Conference*, New York, October 29-30, 2004.

“Participative Case Studies: The Integration of Case Writing and a Traditional Case Study Approach in the Supply Chain Context,” (Sole authorship) in the *Proceedings for the Council for Logistics Management Logistics Educators’ Conference*, Philadelphia, PA, October 3-6, 2004.

“Organizational Determinants of Post-Adoption Technology Internalization: An Investigation within a Major U.S. Automotive Supply Chain” (co-authored with Susan K. Lippert and Hyokjin Kwak) in the *Proceedings for the Winter American Marketing Association Educator’s Conference Annual*, February 6-9, 2004.

- “The Influence of Buying Center Roles and Innovation Characteristics on Technology Adoption and Internalization in the U.S. Automotive Industry”, (co-authored with Susan K. Lippert) in the *Proceedings for the Winter American Marketing Association Educator’s Conference Annual*, February 6-9, 2004. (**Best Paper Award in Relationship SIG**).
- “An Integrated Model of Technology Adoption and Internalization along an Automotive Supply Chain,” (co-authored with Susan K. Lippert) in the *Proceedings for the Council for Logistics Management Logistics Educators’ Conference*, September 21-24, 2003.
- “Technology Internalization, The Development of a New Measure for Innovation Adoption” (co-authored with Susan K. Lippert) in the *Proceedings for the EURO/INFORMS Joint International Meeting Conference*, Istanbul, Turkey, July 5-10, 2003.
- “Trust in Technology: The Impact of Trust on HRIS Implementation, Change Management, Technology Adoption, and Use of Technology,” (co-authored with Susan K. Lippert and Paul M. Swiercz) in the *Proceedings for the EURO/INFORMS Joint International Meeting Conference*, Istanbul, Turkey, July 5-10, 2003.
- “Consumer Attitudes Toward Firms’ Marketing Activities: Implications For Marketing Communications Strategies,” (co-authored with Hyokjin Kwak, and George M. Zinkhan) in the *Proceedings for the American Marketing Association Conference*, Orlando, Florida, February 13-15, 2003.
- “International Industrial Pricing Strategies: A Customer’s Perspective,” (co-authored with Richard A. Lancioni and James M. Hunt) in the *Proceedings for the Fordham Pricing Conference*, New York, NY, September 2002.
- "Value Added Dilution: The Dilemma in Internet Marketing," (co-authored with Richard A. Lancioni) in the *Proceedings for Fordham Pricing Conference*, New York, NY, October 2000.
- "The Structure of Logistics Programs in Colleges and Universities: Stovepipe Versus Cross Disciplinary," (co-authored with Richard A. Lancioni and Michael F. Smith) in the *Proceedings for the Council for Logistics Management Logistics Educators’ Conference*, Toronto, Canada, October 1999.

"What Determines The Relative Importance of Internal Vs. External Influences on International Pricing Strategy Choices? The Role of Product and Market Factors," (co-authored with John A. Volkmar) in the *Proceedings for the Academy of International Business Northeast*, Philadelphia, PA, June 1999.

"Developing Logistics and Supply Chain Programs in Colleges and Universities: Roadblocks and Challenges in Logistics," (co-authored with Richard A. Lancioni and Michael F. Smith) in the *Proceedings for the Council for Logistics Management Logistics Educators' Conference*, Anaheim, CA, October 1998.

"How Frequently Do Companies Survey Their Customers," (co-authored with Richard A. Lancioni) in the *Proceedings for the Atlantic Marketing Association*, Atlantic City, NJ, October 1994.

### **MANUSCRIPTS UNDER REVIEW AND WORKS IN PROGRESS:**

"An Examination of Post-Adoption Behavior: The Managerial Influence on Technology Satisfaction," (co-authored with Frederick Hong-Kit Yim and Hyokjin Kwak) **Under first review** *Journal of Business Research*.

"Supply Chains Growing Green: Towards the Development of an Assessment Tool," (**Sole Authorship**), Targeted Journal: *Journal of Business Logistics*.

"The Importance of Green Supply Chains and an Assessment of Their Future Viability," (**Sole Authorship**), Targeted Journal: *Journal of Business Logistics*.

"The Effect of Decision Context on Perceived Risk in Pricing Strategies," (Co-authored with James M. Hunt), Targeted Journal: *Journal of Business Research*.

"Technology Internalization in the Commercialization Stage of New Product Development: The Role of Buying Centers and Innovation Characteristics Influences on Supply Chains," (**Sole Authorship**), Targeted Journal: *Journal of Business Research*.

"A Meta-analytical Look at Technology Adoption from a Multi-disciplinary Lens," (**Sole Authorship**), Targeted Journal: *Journal of Business Research*.

“Inter-organizational Integration and Its Impact on Performance: A Contingency Theory Perspective,” (**Sole Authorship**), Targeted journal: *Journal of Business Logistics*.

“Service Performance in Supply Chains: The Role of Inter-organizational Integration and Information Technology,” (**Sole Authorship**), Targeted journal: *International Journal of Physical Distribution and Logistics Management*

## **REFEREED PRESENTATIONS**

“The Effect of Decision Context on Perceived Risk in Pricing Strategies,” (co-authored with James M. Hunt) in the *Proceedings in Motivation and Affect in Decision-making Conference, Dead Sea, Israel, December, 2006*.

“An Examination of the Role of Risk in Developing International Pricing Strategies for Industrial Products,” (co-authored with James M. Hunt) in the *Proceedings for the Fordham Pricing Conference, New York, October 29-30, 2004*.

“Participative Case Studies: The Integration of Case Writing and a Traditional Case Study Approach in the Supply Chain Context,” (Sole authorship) in the *Proceedings for the Council for Logistics Management Logistics Educators’ Conference, Philadelphia, PA, October 3-6, 2004*.

“Organizational Determinants of Post-Adoption Technology Internalization: An Investigation within a Major U.S. Automotive Supply Chain” (co-authored with Susan K. Lippert and Hyokjin Kwak) in the *Proceedings the Winter American Marketing Association Educator’s Conference Annual, February 6-9, 2004*.

“The Influence of Buying Center Roles and Innovation Characteristics on Technology Adoption and Internalization in the U.S. Automotive Industry”, (co-authored with Susan K. Lippert) in the *Proceedings for the Winter American Marketing Association Educator’s Conference Annual, February 6-9, 2004. (Best Paper Award in Relationship SIG)*.

“An Integrated Model of Technology Adoption and Internalization along an Automotive Supply Chain,” (co-authored with Susan K. Lippert) in the *Proceedings of the Council of Logistics Management Conference*

*Proceedings*, September 21-24, 2003.

- “Technology Internalization, The Development of a New Measure for Innovation Adoption” (co-authored with Susan K. Lippert) in the *Proceedings for the EURO/INFORMS Joint International Meeting Conference*, Istanbul, Turkey, July 5-10, 2003.
- “Trust in Technology: The Impact of Trust on HRIS Implementation, Change Management, Technology Adoption, and Use of Technology,” (co-authored with Susan K. Lippert and Paul M. Swiercz) in the *Proceedings for the EURO/INFORMS Joint International Meeting Conference*, Istanbul, Turkey, July 5-10, 2003.
- “Consumer Attitudes Toward Firms’ Marketing Activities: Implications For Marketing Communications Strategies,” (co-authored with Hyokjin Kwak, and George M. Zinkhan) in the *Proceedings for the American Marketing Association Conference*, Orlando, Florida, February 13-15, 2003.
- “International Industrial Pricing Strategies: A Customer’s Perspective,” (co-authored with Richard A. Lancioni and James M. Hunt) in the *Proceedings for the Fordham Pricing Conference*, New York, NY, September 2002.
- "Value Added Dilution: The Dilemma in Internet Marketing," (co-authored with Richard A. Lancioni) in the *Proceedings for Fordham Pricing Conference*, New York, NY, October 2000.
- "The Structure of Logistics Programs in Colleges and Universities: Stovepipe Versus Cross Disciplinary," (co-authored with Richard A. Lancioni and Michael F. Smith) in the *Proceedings for the Council of Logistics Management*, Toronto, Canada, October 1999.
- "What Determines The Relative Importance of Internal Vs. External Influences on International Pricing Strategy Choices? The Role of Product and Market Factors," (co-authored with John A. Volkmar) in the *Proceedings for the Academy of International Business Northeast*, Philadelphia, PA, June 1999.
- "Developing Logistics and Supply Chain Programs in Colleges and Universities: Roadblocks and Challenges in Logistics," (co-authored with Richard A. Lancioni and Michael F. Smith) in the *Proceedings for the Council of Logistics Management*, Anaheim, CA, October 1998.

"How Frequently Do Companies Survey Their Customers," (co-authored with Richard A. Lancioni) in the *Proceedings for the Atlantic Marketing Association*, Atlantic City, NJ, October 1994.

## **INVITED PRESENTATIONS**

"Managing Supply Chains: A Systems Theory Approach," Eastern Confectioners Logistics Council, Atlantic City, NJ April 21, 2006.

"An Integrated Model of Technology Adoption and Internalization along an Automotive Supply Chain," Center for Supply Chain Research, Corporate Sponsors Meeting, Research Park, PA May 8, 2003.

"International Business, Ethical Issues, and the Purchasing Manager," Northeast Pennsylvania Chapter of National Association of Purchasing Managers, October 2000.

"Customer Service in the Transportation Industry," Center for Logistics Research Corporate Sponsors Meeting, Research Park, PA November 1999.

### **Panels**

"Fast Assembly and Inventory Management," *Supply Chain Leaders Forum*, Center for Supply Chain Research, September 10, 2004, University Park, PA.

"Technology Trust, Change Management and Technology Adoption: Finding Common Ground," *Eastern Academy of Management Conference*, May 2003, Baltimore, MD.

"Careers in Logistics, Academic and Industrial", Lehigh Valley Roundtable of the Council of Logistics Management, April 2000.

## **RESEARCH CENTER ACTIVITIES**

**Founder**, Center for Innovative Technology and Supply Chain Research, LeBow College of Business, Drexel University, 2003 – 2006.

**Research Associate**, Center for Supply Chain Research, Research Park, PA, 1998 –

present.

**Research Associate**, E-Business Research Center, University Park, 2000 – 2001.

## **REVIEWING ACTIVITIES**

### Journals

*Industrial Marketing Management*, reviewer 2005 – present.

*Journal of Product and Brand Management*, Ad hoc reviewer 2004 – present.

*Journal of East-West Business*, Ad hoc reviewer 1998 – 1999.

*Journal of Teaching in International Business*, Ad hoc reviewer 1998 – 2002.

### Conferences

Academy of International Business Annual Conference, Beijing, China, 2006.

American Marketing Association Winter Educators' Conference, Tampa/St. Petersburg, FL, February 2006.

Fordham Pricing Conference, Fordham University, New York, NY, November 2005.

American Marketing Association Winter Educators' Conference, San Antonio, TX, February 2005.

Fordham Pricing Conference, Fordham University, New York, NY, October 2004.

Council of Logistics Management National Conference, Logistics Educators' Conference, Philadelphia, PA, October 2004.

11th Bi-Annual World Marketing Congress, Marketing Channels Track, Perth, Australia 2003.

Council of Logistics Management National Conference, Logistics Educators'

Conference, San Francisco, CA, September 2002.

Academy of International Business, NE Chapter, Scranton, PA, June 2001.

Product Development and Management Association Conference, Marco Island, FL,  
October 1999.

Academy of Marketing Science, World Marketing Congress, Malta, June 1999.

## **OTHER SCHOLARLY ACTIVITIES**

### Track Chair

American Marketing Association, Winter Educators' Conference, St. Petersburg, FL  
2006.

### Discussant

Academy of International Business, NE Chapter, Scranton, PA, June 2001.

### Dissertation Committees

Committee member for Elizabeth Corrigall, Ph.D., Title: "Work-based Forces of  
Support for the Family, Inter-domain Conflict and Enhancement, and Job  
Satisfaction and Organizational Commitment: A Partially Mediating Model",  
Temple University, January 2001.

### Funded Research Proposals

California State University, Fullerton: 2007, \$1,000.

International Warehouse Logistics Association, Chicago, IL, 2004, \$20,000.

The Center for Innovative Technology and Supply Chain Research, LeBow College

of Business, Drexel University, 2003, \$40,000.00.

The Center for Supply Chain Research, Research Park, PA 2002, \$8,000.00.

The Pennsylvania State University: 1999. Research Development Grant, \$2,500.00.

#### Funded Teaching Proposals

Empower VI Grant, (Grant for instructional development) The Pennsylvania State University, 1999, \$1,000.00.

#### Funded Service Proposals

Unysis Student Organization Grant. Drexel University, 2004, \$700.00.

Unysis Student Organization Grant. Drexel University, 2003, \$800.00.

### **HONORS AND AWARDS**

Best Paper Award Relationship SIG, *Winter American Marketing Association Educator's Conference Annual Proceedings*, February 6-9, 2004.

Pharmakon Research Award, Finalist, The Pennsylvania State University, Worthington Scranton: 1999.

Excellence in Teaching Award, The Pennsylvania State University: 1997.

School of Business and Management Assistantship, Temple University: 9/93 to 5/97.

### **PROFESSIONAL WORKSHOPS**

Technology in the Classroom Teaching Workshop (Drexel University, IRT), Drexel University, 2006

Blended Learning Teaching Workshop (Center for Teaching Excellence, LeBow College of Business), Drexel University, 2006.

Teaching Portfolio Workshop (with Peter Seldin, Ph.D.), Drexel University: 2004.

Teaching in a Diverse Student Population, Drexel University: 2001.

Case Writing Workshop (with Michael Leenders, Ph.D.), Davenport, IA: 2000.

Student Centered Learning, The Pennsylvania State University: 1999.

## **UNIVERSITY SERVICE**

California State University, Fullerton, Marketing Department, Curriculum Committee, 2007 - 2008.

Drexel University, LeBow College of Business, Marketing Department Faculty Search Committee, 2005.

Drexel University, MBA Curriculum Integration Committee, 2004.

Drexel University, Faculty Senator, 2002 – 2003.

Drexel Marketing, Association Faculty Advisor, 2001 – Present.

Drexel University, LeBow College of Business, Marketing Department Faculty Search Committee, 2002.

Drexel University, LeBow College of Business, Advisory Committee, 2001 – 2002.

Drexel University, LeBow College of Business Open House 2001- Present.

Drexel University, LeBow College of Business, Freshman Honors Program Collaborator 2001 – Present.

The Pennsylvania State University, Business Faculty Search Committee, 1998 – 2001.

The Pennsylvania State University, Admissions Counselor Search Committee, 1999.

The Pennsylvania State University, Business and Economics Club Faculty Advisor, 1998 – 2001.

The Pennsylvania State University, Liaison between PSU/WC and the Greater Scranton Chamber of Commerce, 1999 – 2001.

The Pennsylvania State University, Honors Committee, 1999 – 2001.

The Pennsylvania State University, Continuing Education Committee, 1998 – 2000.

The Pennsylvania State University, Speakers Bureau, 1998 – 2001.

The Pennsylvania State University, Speakers Committee, 1999 – 2001.

The Pennsylvania State University, Disciplinary Committee, 1999 – 2001.

The Pennsylvania State University, Bachelor of Science in Business Coordinator for Worthington Scranton Campus, 1999 – 2000.

The Pennsylvania State University, Commonwealth College Marketing Committee, 1999 – 2001.

The Pennsylvania State University, Commonwealth College Business Administration Committee, 1999 – 2001.

## **PROFESSIONAL AFFILIATIONS**

Council of Supply Chain Management Professionals

American Marketing Association

Academy of International Business