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## NEIL A. GRANITZ

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### EDUCATION

Ph.D., Marketing  
Arizona State University, Tempe, Arizona (1999)

M.B.A., Marketing and International Business  
McGill University, Montreal, Quebec (1988)

B.A., Creative Writing  
Concordia University, Montreal, Quebec (1986)

### SELECT EMPLOYMENT HISTORY

**Professor of Marketing**, California State University, Fullerton  
Fullerton, California (Associate Professor, August 1998 - May 2005; Professor, June 2005-Present)

- Teach classes of Market Research, Internet Marketing, and Customer Relationship Management (MBA)
- Undertake specific research to further knowledge in field of marketing
- Participate in professional activities sponsored by leading marketing organizations
- Perform service duties to further the objectives of the Marketing Department and the University

**Director, Market Research Department (Domestic and International)**, Imasco Limited<sup>1</sup>  
Montreal, Quebec (June 1990-July 1994)

- Led, trained, coached, and evaluated 6 domestic and international market research managers
- Managed collection and analysis of all qualitative and quantitative data
- Participated in formulation of domestic and international marketing strategy plans
- Developed and communicated marketing research plans to senior management
- Taught modules in employee marketing education program

### SELECT RESEARCH INTERESTS

- E-Commerce: Development and effect on marketing educators and practitioners
- Awareness of ethics: Its influence on the internal culture of organizations and schools

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<sup>1</sup> Imasco is a diversified Canadian consumer products and services company. At the time I was employed, its holdings included Imperial Tobacco Limited (Canada), Canada Trust, Shopper's Drug Mart (Canada), Hardee's Restaurants (U.S.), and Genstar Development (U.S.).

## SELECT REFEREED PUBLICATIONS

Granitz, Neil, Koernig, Stephen, and Katrin Harich (2009), "Now It's Personal: Antecedents and Outcomes of Rapport between Business Faculty and their Students," Journal of Marketing Education, 31(1), 52-65.

Brodowsky, Glen, Granitz, Neil and Beverlee Anderson (2008), "The Best of Times is Now: A Study of the Gay Subculture's Attitudes toward Time." Time and Society, 17(2-3), 233-260

Granitz, Neil and Dana Loewy (2007), "Applying Ethical Theories: Interpreting and Responding to Student Plagiarism," Journal of Business Ethics, 72(3), 293-306.

Koernig, Stephen and Neil Granitz (2006), "Progressive yet Traditional: The Portrayal of Women to that of Men in E-Commerce Magazine Advertisements," Journal of Advertising, 35(2), 81-98.

Granitz, Neil and Deborah McCabe (2006), "Creating Meaning in Marketing Education: Contrasting Faculty's, Students', and Business Practitioners' Definitions of Meaning," Journal of the Academy of Business Education, 7(1), 63-82.

Granitz, Neil and Paul Hugstad (2003), "Creating and Diffusing a Technology Champion Course," Journal of Marketing Education, 26(3), 208-226.

Granitz, Neil and Scott Greene (2003), "Applying E-Marketing Strategies to Online Distance Learning," in From Email to Earthquakes: On Teaching and Learning with Technology in the California State University, C.L. Weigand ed. Long Beach, CA: The California State University Press, 237-266. (Republication)

Granitz, Neil and Scott Greene (2003), "Applying E-Marketing Strategies to Online Distance Learning," Journal of Marketing Education, 25(1), 16-30.

Granitz, Neil (2003), "Individual, Social and Organizational Sources of Sharing and Variation in the Ethical Reasoning of Managers," Journal of Business Ethics, 42(2), 101-124.

Granitz, Neil (2001), "Active Learning and Morality: Incorporating Greater Meaning into Marketing Education," Marketing Education Review, 11(2), 25-42.

Granitz, Neil and James Ward (2001), "Actual and Perceived Sharing of Ethical Reasoning and Moral Intent Among In-Group and Out-Group Members," Journal of Business Ethics, 33(4), 299-322.

Bredin, Renae, Granitz, Neil and Stephen Koernig (2001), "Towards an Understanding of Gender Differences in the Use of E-Commerce: An Expansion of the Technology Acceptance Model," Quarterly Journal of Electronic Commerce, 2(3), 263-278.

**SELECT PRESENTATIONS (An \* indicates that this was also published in conference proceedings)**

Cadwallader, Susan, Browdowsky, Glen, Granitz, Neil & Deborah McCabe (2009), "Recruiting: Art or Science?" Special session at the 2009 Conference of the Marketing Educators' Association, Newport Beach, CA.

Granitz, Neil, Harich, Katrin and Stephen Koernig (2008), "Rapport Between Business Faculty and their Students: Development of a Theoretical Model." Presented at the 2008 Conference of the Marketing Educators' Association, Salt Lake City, UT.

Granitz, Neil, Harich, Katrin and Stephen Koernig (2007), "Now It's Personal: Antecedents and Outcomes of Rapport between Business Faculty and their Students." Presented at the 2007 Conference of the Marketing Educators' Association, San Antonio, TX.

Granitz, Neil and Katrin Harich (2006), "Marketing Educators Abscond." Presented at the 2006 Conference of the Marketing Educators Association, San Francisco, CA.

Granitz, Neil and Katrin Harich (2005), "RateYourStudentsEthics.com: Piracy, Plagiarism, or Cheating." Presented at the 2005 Conference of the Marketing Educators' Association, La Jolla, CA.

Flores, Albert and Neil Granitz (2004), "Ethics in the Classroom." Presented at the Fall Semester Faculty Day, California State University, Fullerton.

\*Granitz, Neil and Deborah McCabe (2003), "Creating Meaning in Marketing Education: Contrasting Student and Faculty Definitions of Meaning." Presented at the 2003 Marketing Educators' Association Conference, Phoenix AZ.

Granitz, Neil and Dana Loewy (2003), "An Overview of Student Reasoning to Justify Plagiarism." Poster board session for Fall Semester Faculty Day, California State University, Fullerton.

\*Koernig, Stephen and Neil Granitz (2001), "Meeting the Needs of Adult Students: A Preliminary Categorization of Marketing Department Missions." Presented at the 2001 Marketing Educators' Association Conference, Big Island HI.

**SELECT PROFESSIONAL ACTIVITIES**

*Paper Reviewer*

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|-----------------------------------|--------------|
| Journal of Business Ethics,       | 2007-present |
| Journal of Marketing Education,   | 2000-present |
| Marketing Educators' Association, | 1999-present |

## **SELECT HONORS AND AWARDS**

Outstanding CBE Faculty Service Award, Granted by the Mihaylo College of Business and Economics, CSUF, 2009.

Instructional Innovation Award. Granted by the College of Business and Economics, CSUF, 2006.

Distinguished Faculty Award, College of Business and Economics. Granted by the Executive Council, College of Business and Economics, CSUF, 2004.

Outstanding Faculty Award, College of Business and Economics. Granted by the Executive Council, College of Business and Economics, CSUF, 2003.

Outstanding Teaching Innovations with Electronic Technology. CSUF, 2002.

## **GRANTS AND RESEARCH AWARDS**

Faculty Enhancement and Instructional Development Grant. California State University, Fullerton, 2008 (Proposal: Introducing Hybrid Classes to Increase Students' Exposure to Experiential Learning and Marketing Experts; award 3 units).

Faculty Enhancement and Instructional Development Grant. California State University, Fullerton, 2006 (Proposal: Launching, Marketing, and Managing an E-Commerce Business; award 3 units).

Teaching Mini-Grant. California State University, Fullerton, 2004 (Proposal: Launching and Marketing an E-Commerce Business; award \$500).

Junior Faculty Research Award. California State University, Fullerton, 2003 (Proposal: Interpreting and Responding to the New Student Plagiarism Through Theories of Ethics; award \$1780).

Advanced Summer Technology Grant. California State University, Fullerton, 2002 (Proposal: Creating an Online SPSS Tutorial; award \$1000).

Untenured Faculty Grant. California State University, Fullerton, 2002 (Proposal: Meaning in Business Education: A Contrast of Student and Educator Definitions; award 3 units)

Minigrant. California State University, Fullerton, 2000 (Proposal: Portrayal of Gender Roles in E-Commerce; award \$3500).

Minigrant. California State University, Fullerton, 1999 (Proposal: Where in the World is Carmen San Diego: A Study of the Relationship between Women and E-Commerce; award \$4525).

## **SELECT SERVICE TO THE UNIVERSITY**

2009-present Member, MCBE Academic Senate  
2009 Member, Associate Dean Search Committee  
2007-present Member, MCBE Research Committee  
2007-present Member, Department Personnel Committee  
2005 Chair, Department Personnel Committee  
2004-2009 Chair, Department Search Committee  
2004-2006 Member, Faculty Development Center Search Committee  
2004 Faculty Marshal (CBE), Commencement, California State University, Fullerton  
2003-2006 Chair, Faculty Development Center Advisory Board  
2002-2006 Chair, Department Web Redesign Committee  
2001-2004 Member, Faculty Development Center Advisory Board  
2001-2003 Member, Extended Education E-Commerce Advisory Board  
2000-2002 Member, CBE Academic Senate  
2000-2002 Member, CBE Instruction Committee  
2000-2006 Member, Department Curriculum Committee  
1998-present Co-Director, Marketing Honors Networking Program  
1998-2001 Faculty Advisor, American Marketing Association Student Club  
1998-2000 Member, Library Senate Committee