

# Kerri M. Camp, Ph.D.

Department of Management and Marketing  
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## Education

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<b>Texas Tech University</b> Doctor of Philosophy, Merchandising (now known as Retailing)	<b>1998</b>
<b>Golden Gate University</b> Master of Business Administration in Management	<b>1990</b>
<b>Texas A&amp;M University</b> Bachelor of Business Administration, Marketing	<b>1987</b>

## Faculty Appointments

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<b>The University of Texas at Tyler</b> Professor of Marketing Associate Professor of Marketing (Tenured) Assistant Professor of Marketing Senior Lecturer of Marketing Visiting Senior Lecturer of Marketing Visiting Assistant Professor, Marketing	<b>2008 – Present</b> 2022-Present 2017 - 2022 2011 - 2017 2010 - 2011 2008 - 2010 2002 - 2003
<b>West Virginia University</b> Visiting Assistant Professor Visiting Lecturer	<b>1996 – 2001</b> 1998 - 2001 1996 - 1998

## Administrative Appointments

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Founding Director, Center for Retail Enterprises	<b>2010 – 2015 and 2022-Present</b>
Associate Dean/Interim Associate Dean, Soules College of Business	<b>2018 – 2019</b>
Director of Undergraduate Programs, Soules College of Business	<b>2010 – 2019</b>

## University Honors and Awards

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Outstanding Faculty Advisor, University of Texas at Tyler	2020
National Society of Leadership and Success Excellence in Teaching Award	2018
Cohort 1 Executive Leadership Program Fellow	2018
Project Patriot Honorary Camp Counselor	2018

Provost's Excellence in Teaching Award	2017
Alpha Chi National Honor Scholarship Society Faculty Teaching Award	2017
Soules College of Business AP Teaching Award	2017
Soules College of Business Faculty Service Award	2016
Excellence in Teaching & Innovation: Level One Certificate	2015
Provost Leadership Seminar	2014
Soules College of Business Faculty Teaching Award	2012
Patriots Men's Soccer Honorary Coach	2011

## State Honors and Awards

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The University of Texas System Women's Leadership Development Workshop Sponsor	2019
Outstanding Distance Learning Faculty Award from Northeast Texas Consortium	2018
The University of Texas System Women's Leadership Development Workshop Protégé	2018
Texas Higher Education Star Award Finalist– IMM360 Program, faculty design team	2016

## National Honors and Awards

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MHA Online Schools Exceptional Healthcare Business Faculty Top 20	2018-Present
ACUE Course in Effective Teaching Practices Fellow	2020
Millennium Alliance Digital Healthcare Transformation Assembly Thought Leader	2019
Professors to Know in Online Healthcare MBA Programs	2017

## Refereed Journal Publications

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- Hong, J., Ahn, S., **Camp, K.**, & James, K. W. (2022). The role of consumer mindsets to reduce health-related stress. In Press, *Journal of Consumer Behaviour*, 21(4), 773-785. <https://doi.org/10.1002/cb.2036> (A: ABDC Journal List = A+)
- Camp, K. M.**, Young, M., & Bushardt, S. (2022). A millennial manager skills model for the new remote work environment. *Management Research Review*, 45(5), 635-648. <https://doi.org/10.1108/MRR-01-2021-0076> (C: ABDC Journal List = B)
- Cater, J. J., James, K. W., Kidwell, R. E., **Camp, K. M.** & Young, M. (2022). The impact of Mexican culture on the human resource management practices of Mexican-American family firms. *International Journal of Entrepreneurship & Small Business*, 45(4), 518-550. (B: Soules COB Journal List)
- James, K., **Camp, K. M.**, Parker, J., Hong, J., & Cao, J. T. (2021). Satisfaction in clinics and hospitals: Does context matter? *Journal of Marketing Theory and Practice*, 1-13. (A: Soules COB Journal List)
- Young, M., **Camp, K. M.**, & Bushardt, S.C. (2020). Leadership development: A hierarchy of followership skills during a crisis. *Journal of Leadership, Accountability and Ethics*, 17(5), 127-133. <https://doi.org/10.33423/jlae.v17i5.3225> (B: Soules COB Journal List)
- Ostermeier, K., Medina-Craven, M. N., **Camp, K. M.** & Davis, S. E. (November, 2020). Can I be me with you? Examining relational authenticity and discretionary behaviors. *Journal of Applied Behavioral Science* <https://doi.org/10.1177%2F0021886320976627> (A: Soules COB Journal List)
- Pei, Z., Paswan, A., & **Camp, K.** (2020). Valuable strategy and firm performance in the O2O competition. *Industrial Marketing Management*, 85, 167-179. (A+: Soules COB Journal List)

- Cater, J. J., James, K. W., Kidwell, R., **Camp, K. M.**, & Young, M. (2019). HRM practices and effectiveness: A comparison of U.S. Hispanic and Non-Hispanic family firms. *Journal of Small Business and Enterprise Development*, 26(5), 726-746  
<https://doi.org/10.1108/JSBED-12-2018-0364> . (B: Soules COB Journal List)
- Babin, B., James, K. W., **Camp, K.**, Jones, R. P., & Parker, J. (2019). Pursuing personal constructs through quality, value, and satisfaction. *Journal of Retailing and Consumer Services*, 51, 33-41 (A: 2016 Soules COB Journal List).
- Jones, R. P., **Camp, K. M.**, & Runyan, R. C. (November, 2018). Exploring the impact of shopper ethnicity through the path-to-purchase framework. *Journal of Retailing and Consumer Sciences*, 45, 152-162 <https://doi.org/10.1016/j.jretconser.2018.09.002> (A : 2016 Soules COB Journal List).
- Gopalakrishna-Remani, V., Jones, R. P., & **Camp, K. M.** (2018). Levels of EMR Adoption in U.S. Healthcare Organizations: An Empirical Examination of Absorptive Capacity, Institutional Pressures, Top Management Beliefs and Participation, *Information Systems Frontiers*, 1-20. <https://doi.org/10.1007/s10796-018-9836-9> (A: Soules COB Journal List).
- Astakhova, M. N., Beal, B. D., & **Camp, K. M.** (2017). A Cross-Cultural Examination of the Curvilinear Relationship Between Perceived Demands-Abilities Fit and Risk-Taking Propensity. *Journal of Business Research*, 79, 41-51.  
<https://doi.org/10.1016/j.ibusres.2017.05.030> (A+: Soules COB Journal List).
- Camp, K. M.**, James, K., Babin, B., & Swimberghe, K. (2017). Hedonic and Utilitarian Value Drivers for Patient Satisfaction: Perceptual Differences between Patients and Providers. *The Journal of Applied Management and Entrepreneurship*, 22(1), 6-27. (A: Soules COB Journal List).
- Cater III, J. J., Kidwell, R. E., & **Camp, K. M.** (2016). Successor Team Dynamics in Family Firms, *Family Business Review*, 29(3), 301-326. DOI: 10.1177/0894486516656255. (A+: Soules COB Journal List).
- Ostermeier, K. & **Camp, K. M.** (2016). An Empirical Examination of Negative Perceptions of the Affordable Care Act among Patient-Facing Professionals and Intentions to Leave, *Journal of Applied Management and Entrepreneurship*, 21(2), 95-112. (A: Soules COB Journal List).
- Jones, R. P., **Camp, K. M.**, and Fairhurst, A. E. (2015). Temporal and Financial Risk Assessments: How Time and Money Constrain Shopper Behavior and Influence Purchase Solutions, *Journal of Retailing and Consumer Sciences*, 1-10,  
<http://dx.doi.org/10.1016/j.jretconser.2015.08.002> . (A: Soules COB Journal List).
- Delello, J., McWhorter, R. R., **Camp, K. M.** (2015). Integrating Augmented Reality in Higher Education: A Multidisciplinary Study of Student Perceptions, *Journal of Educational Multimedia and Hypermedia*, 24(3), 209-233. (Peer Reviewed).
- Delello, J. A., McWhorter, R. R., & **Camp, K. M.** (2015) Using Social Media as a Classroom Learning Tool. *International Journal on E-Learning*, 14(2),163-180. (B: Soules COB Journal List).
- Delello, J., McWhorter, R. R., Marmion, S. L., **Camp, K. M.**, Everling, K. M., Neel J. L., & Marzilli, C. (2014). The Life of a Professor: Stress and Coping, *Polymath: An Interdisciplinary Arts and Sciences Journal*, Vol 4(1), 39-58. (B: 2016 Journal List).
- Camp, K. M.**, Avery, S., & Lirely, R. (2012) Cooperative-Experiential Learning: Using Student-Developed Games to Increase Knowledge Retention. *Journal of Instructional Pedagogies*, 9, 119-128. (Peer Reviewed).
- Shirley, B. M, Ross-Wooldridge, B., & **Camp, K. M.** (2012) Sweet Conclusion. *Marketing Education Review*, 22(2), 185-190. (B: Soules Journal List).
- Lirely, R., **Keech, K. M.**, Vanhook, C., & Little, P. (2011) Developmental and Evaluative Contextual Usage of Peer Assessment of Research Presentations in a Graduate Tax

Accounting Course, *International Journal of Business and Social Science*, 2(23), 89-94. (Peer Reviewed).

**Keech, K.M.** & Wooldridge, B. R. (2009) TME Manufacturing—How Much Is It Worth? *Annual Advances in Business Cases*, 214-226 (29), 214-226. (Peer Reviewed).

## Presentations

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**Camp, K. M.**, Howlett, J., & Nichols, P. (2022). Research, Innovation, & Entrepreneurship in the Business World. Invited panel presentation. East Texas Research Conference, The University of Texas at Tyler.

**Camp, K. M.** (2020). Success Strategies for Early College High School Students. The University of Texas at Tyler.

**Camp, K. M.** (2020). Classroom Assessment Techniques, New Faculty Orientation panel discussion

**Camp, K. M.** (March 2020). Open educational resources (OER) and affordable textbook alternatives, CETL panel discussion.

**Camp, K. M.** (2019). 10 Tips for Student Success. The University of Texas at Tyler.

**Camp, K. M.** (June, 2019). Invited Thought Leader for Executive Education Roundtable, Patient Engaged Content Marketing: Using Storytelling to Drive Patient Outreach, The Millennium Alliance Digital Transformation Assembly, Nashville, Tennessee.

Medina, M., Ostermeier, K., & **Camp, K. M.** (April, 2019). Investigating the relationship between relational authenticity and intention to leave. Upcoming poster session at the Society for Industrial/Organizational Psychology meeting in National Harbor, Maryland.

Cater, J., James, K., **Camp, K.**, & Kidwell, R. (2018). Familial or Structured? The Impact of Culture on the Human Resource Practices of Hispanic and Non-Hispanic Family Firms. United States Association for Small Business and Entrepreneurship Conference. California.

James, K., Babin, B., Jones, R. P., & **Camp, K.M.** (2017). Retail Experience and Personal Values. Is There a Link? 2017 Retail and Distribution Symposium, Society for Marketing Advances (SMA) Conference. Kentucky.

James, K., **Camp, K.M.**, & Parker, J. (2017). Resource Advantage Theory and Service Dominant Logic and Healthcare Consumer Experiences. Academy of Marketing Science. California.

Cowart, T.W., **Camp, K. M.**, & Gopalakrishna-Remani, V. (2016). How Ethical Leadership Impacts Marketing Norms in Healthcare Organizations. Academy of Legal Studies in Business. Puerto Rico.

Astakhova, M.N., Beal, B. D., Schriesheim, C.A., & **Camp, K. M.** (2015). The Dark Side of Job Fit: A Three-Country Study of Fit-Risk Taking Propensity Relationship. Academy of Management meeting. Vancouver, Canada.

Johnson, G., **Camp, K. M.**, & Bushardt, S.C. (2013). Professional Branding as an Interview Management Strategy. Association for Business Communication Convention. New Orleans, Louisiana.

**Camp, K. M.**, Avery, S., & Lirely, R. (2012). Cooperative-Experiential Learning: Using Student-Developed Games to Increase Knowledge Retention. *International Conference on Learning and Administration in Higher Education 2012 Conference*. Nashville, Tennessee.

- Little, P., Lirely, R., **Keech, K. M.**, & VanHook, C. (2011). Developmental and evaluative contextual usage of peer assessment of research presentations in a graduate tax accounting course. *Proceedings of the Allied Academies International Conference*. Las Vegas, Nevada.
- Shirley, B., Ross-Wooldridge, B., & **Keech, K. M.** (2010). Chocolate Pi: Does It Add Up? Society for Case Research Summer Workshop. Murpheesboro, Tennessee. (Peer Reviewed).
- Keech, K. M.** & Ross-Wooldridge, B. (2009). TME Manufacturing—How Much Is It Worth? Society for Case Research Summer Workshop, Murpheesboro, Tennessee.
- Shirley, Britt.M, Ross-Wooldridge, Barbara, & **Keech, K. M.** (2009). Chocolate Pi: Does It Add Up? Society for Case Research Summer Workshop, Murpheesboro, Tennessee.
- Keech, K. M.** and Mowat, R. (1999). A Collaborative Visual Merchandising Project: Merchandising, Interior Design and Industry. *Proceedings of the International Textile and Apparel Association, USA*. Management Positions: A National Delphi Study.
- Chikkodi, S., Harp, S. S., **Keech, K. M.**, Horridge, P., & Hoover, L. (1997). Organic Cotton Textile and Apparel Products: Consumer Shopping Orientation, Information Sources, and Product Attributes. *Proceedings of the International Textile and Apparel Association, USA*.

## Books

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- Camp, K. M.** (expected publication Spring 2023). The New Healthcare Paradigm -Strategies to Improve the Patient Experience. San Diego, CA: Cognella, Inc.
- Wooldridge, B. R. & **Camp, K. M.** (2019). Healthcare Marketing –Strategies for Creating Value in the Patient Experience. San Diego, CA: Cognella, Inc.

## Grants

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- Camp, K. M.**, Haas, B., Springer, R., & Swimberghe, K. (2021). Building East Texas Back Better through Development of a Regional Medical Growth Cluster, EDA Build Back Better program, Principal Investigator, *grant proposal submitted but not funded*, \$500,000
- Camp, K. M.** & Springer, R. (2021). A Collaborative Approach to Assisting Women Entrepreneurs and Veterans Succeed in Business Throughout the East Texas Region, SBA's Community Navigator Pilot Program, Principal Investigator, *grant proposal submitted but not funded*, \$999,988
- Camp, K.**, Howlett, J., & Springer, R. (2021). Building a Better Future Through New Venture Competitions, Mentoring, and Minority and Veteran Alliances, EDA Build to Scale OIE, Principal Investigator, *grant proposal submitted but not funded*, \$750,000
- Sundaravadivel, P., Tabassum, S., **Camp, K. M.**, Mahgoub, Y., & Sung, W. (2021). EHR: Collaborative Research: Blending Entrepreneurial Education through Active Learning in Electrical Engineering Curricula, NSF IUSE, Co-Principal Investigator, *grant proposal submitted but not funded* \$300,000
- Tabassum, S., Sundaravadivel, P. & **Camp, K. M.** (2021). Infusing Entrepreneurship into the UT Tyler Engineering Curriculum and Building a Sustainable East Texas Entrepreneurship Innovation Hub, Venture Wells, 02/01/2021-08/31/2024 **\$29,500**
- Camp, K. M.** & Howlett, J. (2020). The Road to Economic Recovery: COVID-19 Emergency

- Response in East Texas, Department of Commerce, Co-Principal Investigator, 07/2020-06/2022 **\$300,000**
- Camp, K. M.** & Swimberghe, K. (2020). Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$22,000**
- Gehring, J., Chilton, J., **Camp, K. M.**, Preston, A., & Scott, D. (2020), Safe University Learning Environments at UT Tyler (SULEUTT) Study, Internal Grants Program, **\$16,794**
- Camp, K. M.**, Lirely, R., Kypuros, J., Childs, B., Reynolds, B., & Jackson, L. (2018) Entrepreneurship and Innovation Institute: Developing an Economic Ecosystem for Innovation federal grant, Economic Development Association, 09/2018-08/2023 **\$564,250**
- Camp, K. M.** & Swimberghe, K. (2018) High School Summer Camp, Texas Retailers Education Foundation Grant converted to Endowed Scholarship July 2019 **\$25,000**
- Camp, K. M.** & Jones, R. P. (2018) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$20,000**
- Camp, K. M.** & Jones, R. P. (2017) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$27,000**
- Camp, K. M.**, James, K., & Anthony, P. (2017). Identification of utilitarian and hedonic value drivers of patient satisfaction. Soules College of Business Healthcare Research Grant, **\$6,000**
- Camp, K. M.** & Jones, R. P. (2016) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$20,000**
- Camp, K. M.** (2015) Brookshire Grocery Company, equipment grant **\$15,000**
- Camp, K. M.** & Jones, R. P. (2015) Center for Retail Enterprises, Texas Retailers Education Foundation Equipment Grant, **\$5,700**
- Camp, K. M.** & Jones, R. P. (2015) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$20,000**
- Camp, K. M.** & Jones, R. P. (2014) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$20,000**
- Camp, K. M.** & Jones, R. P. (2013) Center for Retail Enterprises, Texas Retailers Education Foundation Grant, **\$20,000**
- Jones, R. P. & **Camp, K. M.** (2013) Shopper value. Brookshire Grocery Company **\$17,000**
- Camp, K. M.** & Jones, R. P. (2012) Center for Retail Enterprises, Texas Retailers Education Foundation grant **\$5,000**
- Camp, K. M.** (2012) Center for Retail Enterprises, Brookshire Grocery Company grant, **\$5,000**
- Keech, K. M.** (2011) Center for Retail Enterprises, Texas Retailers Education Foundation grant, **\$10,000**
- Keech, K. M.** (2011) Center for Retail Enterprises, Brookshire Grocery Company grant, **\$10,000**
- Keech, K. M.** (2011) Center for Retail Enterprises, RedPrairie software grant, **\$20,000**
- Keech, K. M.** (2011) Center for Retail Enterprises, NCR software grant, **\$20,000**
- Keech, K. M.** (2003) Marketing Plan, Texas State Railroad, developed for Senator Todd Staples **\$5,000** grant.
- Keech, K. M.** (2001) Educational Needs Assessment, Palestine Economic Development Center **\$16,960** grant.
- Harpel, J. & **Keech, K. M.** (2000) Community-Based Management for the New Millennium, W. K. Kellogg Community Partnership Grant **\$15,900**.
- Miller, N. and **Keech, K. M.** (1998) Sense of Place for the Elderly: Relocation Adjustment, American Family and Consumer Sciences, Massachusetts Avenue Building Fund **\$7,500**.
- Keech, K. M.** and Wigenbach, G. (1999). Casting the Net for Tourists: Internet Marketing in the New Millennium, WVU Public Service Grant **\$12,000**.

**Keech, K. M.**, Burbank, K. J., McCutcheon, T., Cushing, B., & Loveridge, S. (1999) Improving the Competitiveness of Rural Retailers in West Virginia, W. K. Kellogg Community Partnership Grant **\$6,200**.

## **Other Publications**

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- Camp, Kerri M.** (2013). Differences in consumers and shoppers, *The Daily Sentinel*, (November 24)
- Camp, Kerri M.** (2013). Day calls upon us to shop locally, *The Daily Sentinel*, (November 10)
- Camp, Kerri M.** (2013). Atmospheric effects used to influence customers, *The Daily Sentinel*, (October 27)
- Camp, Kerri M.** (2013). Buying local: More than a boost to the economy, *The Daily Sentinel*,
- Camp, Kerri M.** (2013). Social media strategies: How businesses can utilize technology, *The Daily Sentinel*, (September 29)
- Camp, Kerri M.** (2013). Trends in retail: Landscape changing, *The Daily Sentinel*, (September 15)
- Camp, Kerri M.** (2013). Competing with big box retailers, *The Daily Sentinel*, (September 1)
- Camp, Kerri M.** (2013). Customer service is important asset, *The Daily Sentinel*, (August 18)

## **Dissertation Committees:**

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| 2022 | College of Nursing & Health Sciences Dissertation Committee – Deborah Virginia Henry, Resilience, moral courage, and leadership self-efficacy among nurses                                |
| 2021 | College of Nursing & Health Sciences Dissertation Committee – Tabitha Filson, Impact of targeted education on nurse bias in the care of patients who are victims of sex trafficking       |
| 2020 | Soules College of Business HRD Dissertation Committee – Dave Silberman, Antecedents to strategic project success: A qualitative phenomenological analysis of project leaders’ perceptions |
| 2019 | College of Nursing & Health Sciences Dissertation Committee – Linda Lewis, Nursing servant leadership: Presence and retention   |
| 2019 | College of Nursing & Health Sciences Dissertation Committee – Karen Walker, Hospital-based palliative care programs: Perspectives regarding conceptualization and accreditation           |

## **University Committees and Service:**

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- 2022-Present Center for Retail Enterprises
- 2022-Present Patriot Athletic Advisor
- 2022-Present Patriot Student Mentor Program – Faculty Mentor
- 2019-Present Graduate Research Faculty
- 2009-Present Patriot Club
- 2008-Present Graduate Teaching Faculty
- 2021 University Strategic Planning Committee Research Work Group
- 2020-2021 College Dean Search Committee
- 2018-2022 Presidential Scholar Mentor (two students)
- 2022 College Executive Education Admissions Committee

2022 Freshmen Orientation Mock Class, July 28th  
 2022 Freshmen Orientation Mock Class, July 21<sup>st</sup>  
 2022 Freshmen Orientation Mock Class, July 14<sup>th</sup>  
 2022 Freshmen Orientation Mock Class, June 16<sup>th</sup>  
 2022 Freshmen Orientation Mock Class, June 9<sup>th</sup>  
 2022 Freshmen Orientation Mock Class, June 2<sup>nd</sup>  
 2022 Spring Commencement Faculty Marshal  
 2022 College Student Learning Outcomes Committee - Champion  
 2022 Lyceum (Judge)  
 2022 College of Nursing Associate Dean of Research search committee  
 2022 SACSCOC faculty panel for online learning for accreditation visit  
 2022 East Texas Entrepreneur Seminar Series Speaker  
 2022 Business Innovation Group invited speaker on marketing and consulting  
 2018-2021 Texas Higher Education Coordinating Board Business Administration &  
 Management Field of Study-Member  
 2021 Fall Commencement Faculty Marshal Undergraduate & Graduate Ceremony  
 2021 Faculty Research Mentor Honors Program – Michelle Reyes  
 2021 Spring Commencement Faculty Marshal Undergraduate & Graduate Ceremony  
 2021 Lyceum (Judge)  
 2021 East Texas High School Idea Challenge (Judge)  
 2020 College ETEC Associate Director Search Committee  
 2020 College ETEC Coordinator Search Committee  
 2020 College Graduate Director Search Committee  
 2020 Innovation Task Force  
 2020 Reboot Task Force  
 2020 Lyceum (Judge)  
 2019-2021 Beta Gamma Sigma Faculty Advisor  
 2018-2021 University Assessment and Planning Committee  
 2019-2020 Instructional Effectiveness Advisory Committee  
 2019-2020 Faculty Research Mentor Honors Program - Gabriel Hidalgo  
 2019-2020 Lead QEP Faculty for Soules College of Business  
 2018-2020 QEP Planning and Implementation Committee  
 2019-2020 Greater Texas Foundation Scholar Mentor  
 2018-2019 University Creative Agency Director Search Committee  
 2018-2019 Student Success Liaison  
 2018-2019 Faculty Research Mentor Honors Program – Kayla Shires  
 2014-2019 College Student Awards and Scholarship Committee  
 2016-2019 BAAS Advisory Board  
 2010-2019 Soules College of Business-Leadership Team  
 2019 College AP MBA Task Force  
 2019 2020 East Texas High School Idea Challenge (Judge)  
 2019 Career Success Coach Search Committee  
 2019 College Undergraduate Curriculum and Assessment Committee  
 2019 College Academic Advisor Search Committee (Chair)  
 2019 College Computer Science Administrative Assistant Search Committee  
 2019 College EI<sup>2</sup> Coordinator Search Committee  
 2019 Great Plains Honors Council Conference poster competition (Judge)  
 2019 2019 East Texas High School Idea Challenge (Planning Committee, Judge)  
 2019 High School Ethics Bowl (Judge)  
 2019 Student Government Association Pancake Breakfast (server)  
 2019 Marketing Photo Shoot participant

2018 University Community Engagement Coordinator Search Committee  
 2018 University Coordinator Undergraduate & Online Education Search Committee  
 2018 College EI<sup>2</sup> Director Search Committee  
 2018 College Assessment Coordinator Search Committee (Chair)  
 2018 College Advisor Search Committee (Chair)  
 2018 Soules Suits4Success (Co-Chair)  
 2018 University Director of the Office of Digital Learning Search Committee  
 2018 University Athletics Academic Advisor Search Committee  
 2018 University Career Success Conference (Moderator)  
 2018 University College/Career Expo Day Steering Committee  
 2018 University Faculty and Staff Annual Campaign Task Force  
 2018 Business Plan Competition (Faculty Mentor)  
 2018 University Homecoming Chili Contest Champion (Team Captain)  
 2018 Student Government Association Pancake Breakfast (server)  
 2010-2018 Undergraduate Curriculum Committee  
 2011-2018 Assurance of Learning Committee  
 2017-2018 OnCourse Student Success Grant –Advisory Group  
 2017-2018 University Faculty Senate (Senator)  
 2017-2018 Delta Sigma Pi Colony (Faculty Advisor)  
 2016-2017 University Student Success Task Force  
 2017 University V. P. of Marketing and Communications Search Committee  
 2017 University OnCourse Quantum Leap Student Success Grant Proposal Team  
 2017 University Leadership Institute Women in Leadership luncheon (Emcee)  
 2017 University Faculty Workload Task Force  
 2017 University Career and Placement Services Strategic Planning Work Group  
 2017 University Academy of Collegiate Ethics competition (Judge)  
 2017 UT System Student Success Quantum Leap Advising Affinity Group  
 2016-2017 University EAB Student Success Collaborative Leadership Team  
 2016 University Academic Advising Task Force  
 2010-2016 University Admissions/Recruitment/Retention Committee (Chair 2012, 2013, 2016)  
 2010-2012 University Freshmen Connection (Faculty Mentor)  
 2012 College Assistant Professor of Marketing Search Committee (Chair)  
 2009-2010 Students in Free Enterprise/ENACTUS (Faculty Advisor)

## National Service to the Profession

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*International Journal of Environmental Research and Public Health* (reviewer 2022)  
*Journal of Marketing Theory and Practice* (reviewer 2022 [2], 2021, 2020 [2])  
*Management Research Review* (reviewer 2022 [2], 2021)  
 Academy of Marketing Science Graduate Teaching Interview Video (2022)  
 Sales Technology Higher Education Council (founding member 2019 - 2021)  
*Journal of Retailing and Consumer Services* (reviewer 2020 [2], 2019, 2016, 2015)  
*Journal of Consumer Marketing* (reviewer 2020 [3], 2019 [2])  
*Decision Sciences Journal of Innovative Education* (reviewer 2019 [2], 2018, 2014)  
 Southwest Decision Sciences Institute (reviewer 2017)  
 Academy of Marketing Science conference (reviewer 2017)  
*Journal of Management Education* (reviewer 2016, 2015)  
*Marketing Education Review* (reviewer 2015)  
 Marketing Management Association conference (reviewer 2015)  
 Society for Marketing Advances conference (reviewer 2015)

Marketing Educator's conference (reviewer 2014)

## Service to the Community

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2020-Present Texas Retailers Association (Board member)  
2019-2022 Hands Up Network (Board Member)  
2021 Teach-for-Texas Challenge Competition Judge (Grades 9-12)  
2018-2021 Tyler ISD Career Technology Education Executive Advisory Committee  
2017-2021 Make-A-Wish North Texas (Wish Grantor)  
2016-2018 American College of Healthcare Executives (Faculty Associate)  
2018 Faculty for a Day Oakwood ISD, taught 7<sup>th</sup>-12<sup>th</sup> grade business classes  
2016-2017 Tyler Chamber of Commerce Veterans Committee  
2015-2017 Living Donor Outreach (Marketing Consultant)  
2014-2015 GEAR Up, Stephen F. Austin University (Marketing Consultant)  
2010-2013 Hope Springs Water (Board Member)

## Media Interviews

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KLTV ABC 7 (2022). Student talks about value of internships for people entering workforce on national intern day, July 28th  
KLTV ABC 7 (2022). East Texas food bank summer food program aids families amidst inflation, May 30th  
KLTV ABC 7 (2022). East Texas pediatrician gives tips baby formula alternatives – professor discusses possible end to shortage, May 18th  
KLTV ABC 7 (2022). Central East Texas BBB warns parents to be cautious when buying baby formula amidst shortage. Tyler professor offers further explanation baby formula shortage, May 17<sup>th</sup>  
KLTV ABC 7 (2021). Labor shortage leads to bigger turkeys, UT Tyler professor explains, November 9th  
*Market Watch* (2021). Morningstar Six gift ideas not affected by the supply chain, November 8th  
KLTV ABC 7 (2021). Holiday shopping and supply chain issues, November 5th  
*Nerd Wallet* (2021). Six gift ideas not affected by the supply chain, November 4th  
KLTV ABC 7 (2021). Supply chain shortages impact businesses in East Texas, nationwide, October 7th  
KLTV ABC 7 (2021). East Texas experts say start holiday shopping sooner rather than later, September 25th  
KYTX CBS 19 (2021). Pandemic and rising consumer prices, May 24th  
KLTV ABC 7 (2020). CARES Act Grant, June 23rd  
*Tyler Today* (2020). Small business and COVID-19, June 29th  
KLTV ABC 7 (2020). Rising beef prices and shortages, May 23rd  
KLTV ABC 7 (2020). Supply chain problems, May 14th  
KETK NBC and Fox 51 (2020). Retail industry, live interview, April 27th  
KETK NBC and Fox 51 (2020). Retail To Go, April 23rd  
*Tyler Paper* (2020). Retail Industry front page story on April 21st  
KLTV ABC 7 (2020). Retail industry, live interview April 17th  
KETK NBC and Fox 51 (2020). Retail industry and COVID-19, April 16th  
KLTV ABC 7 (2018). Healthcare costs, February  
KLTV ABC 7 (2017). Freestanding ERs and insurance companies, August

KLTV ABC 7 (2015). Black Friday, November  
KLTV ABC 7 (2015). Cyber Monday, November  
KLTV ABC 7 (2015). Valentine consumer spending, February  
KLTV ABC 7 (2015). Facebook flu app and privacy issues, January  
KLTV ABC 7 (2015). Direct movie distribution, January  
KLTV ABC 7 (2015). Effect of rising coffee prices on retail coffee, January

## Community Presentations

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Tyler Chamber of Commerce Round Table Discussion speaker, May 24, 2022  
Marketing Your Business, Longview Greggton Rotary Club keynote speaker, May 20, 2022  
Video interview on Small Businesses with Cindi Featherstone-Shields, April 27, 2020  
Pathways to Professions speaker, John Tyler High School, three classes, October 2019  
Pathways to Professions speaker, Robert E. Lee High School, two classes, October 2019  
2018 BeYouTiful Girls Conference (Invited speaker)  
2016 American College of Healthcare Executives East Texas (Keynote Speaker)  
Benefits of Social Media Marketing Gladewater Chamber of Commerce 2015 (Invited speaker)  
Texas Retailers Education Foundation Golf Tournament 2015 (Invited speaker)  
Retail Industry and Education Trends Food Sales Association 2015 (Invited speaker)  
Social Media Marketing for HR Alliance for Workforce Excellence 2015 (Invited speaker)  
Innovations in Retail Education at Food Sales Association 2015 (Invited speaker)  
Retail Education Initiatives for Texas Retailers Education 2015 (Invited speaker)  
Tyler Young Professionals Network, Marketing Advancements, March, 2013 (Invited speaker)

## Other Presentations

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**Camp, K. M.** (2022). Student success for upper level courses from a faculty perspective. Greater Texas Foundation Scholars. Invited presentation. The University of Texas at Tyler.

**Camp, K. M.** (2020). Tips for student success – Unique challenges with the pandemic. Greater Texas Foundation Scholars. Invited presentation. The University of Texas at Tyler.

**Camp, K. M., James, K., Ambort-Clark, K.A.** (February, 2020). Perceptions of satisfaction and the role of provider empathy in the patient experience in clinics and hospitals. Accepted to East Texas Research Conference, conference cancelled due to COVID-19.

**Camp, K. M.** (2019). Ten success tips for upper level courses. Greater Texas Foundation Scholars. Invited presentation. The University of Texas at Tyler.

**Camp, K. M.** (2019). The freshmen experience: Improving student success through increased student engagement. Student Success Initiative Showcase. The University of Texas at Tyler.

**Camp, K. M.** (2019). Invited Keynote Speaker, Transfer Advising Workshop. The University of Texas at Tyler.

**Camp, K. M.** (2018). Customer Service Workshop, Invited presentation. Enrollment Management and Financial Aid Offices, The University of Texas at Tyler.

**Camp, K. M.** (2018). Service learning in undergraduate and graduate courses—Using client consulting projects to solve marketing problems for non-profit organizations. Celebration of Service Learning Poster Session, The University of Texas at Tyler.

**Keech, K. M.** (2011). SAP for Retail overview of SAP Retail Curriculum updated and expanded to support key retail processes. Invited presentation. SAP Curriculum Congress, Monterrey, California.

- Jones, N., **Keech, K. M.**, and B. W. (2011). Curriculum best practices in developing and/or extending curriculum. Invited presentation. SAP Curriculum Congress, Monterrey, California.
- Keech, K. M.** (2010). SAP for Retail Fall 2010 Webinar. Invited presentation.
- Keech, K. M.** (2010). Social networking and its impact on BGC. Invited presentation. Brookshire Grocery Company Executive Board Meeting.
- Jenson, M. & **Keech, K. M.** (2010). Using SAP for Retail and SAP Business Explorer as a tool in marketing classes to teach category management. Invited presentation. 2010 SAP Curriculum Congress, LaJolla, California.
- Jenson, F., **Keech, K. M.** & Pointer (2010). A Hands-on Category Management Project for Marketing Majors using SAP Retail and Business Intelligence Software. 2010 Marketing Educators' Association Conference, April 8-10, 2010, Seattle, Washington.
- Keech, K. M.** (2009). Utilizing Industry Partnerships to Enhance SAP Retail Course Development. Invited presentation. SAP Retail Curriculum Meeting, October 23-24, 2009, University of Arkansas.
- Keech, K. M.** & Ross-Wooldridge, B. (2009). TME Manufacturing—Is a Company in the Red a Good Deal? Society for Case Research 2009 Annual Meeting, Chicago, Illinois.
- Keech, K. M.** (2008). PEC Manufacturing: Capitalizing on High Oil Prices and Low Dollar Valuation for International Expansion. North American Case Research Association 2008 Annual Meeting, Durham, New Hampshire.
- Mowat, R. & **Keech, K. M.** (2000). Lessons Learned from a Merchandising and Interior Design Collaborative Design Project. West Virginia Association of Family and Consumer Sciences, Fairmont, West Virginia.
- Miller, N. & **Keech, K. M.** (2000). Focus Group Research: It's Not Just for Politics Anymore! Interior Design Educators Council Annual Conference, Calgary, Alberta.
- Keech, K. M.** (2000). Internet Marketing in the New Millennium. West Virginia Division of Tourism, Oak Hill, West Virginia.
- Keech, K. M.** (2000). Internet Marketing in the New Millennium. West Virginia Division of Tourism, Bluefield, West Virginia.
- Keech, K. M.** (1999). Selling Your Organization. W. K. Kellogg Foundation seminar series. Morgantown, West Virginia.
- Keech, K. M.** (1999). Industry-Based Competencies for Entry-Level Retail Management Positions: A National Delphi Study. Research Experience for Undergraduates, West Virginia University, Morgantown, West Virginia.
- Keech, K. M.** (1999). E-Commerce. West Virginia Division of Tourism, Snowshoe, West Virginia.
- Keech, K. M.** (1999). The Internet and Your Business. West Virginia Division of Tourism, Snowshoe, West Virginia.
- Keech, K. M.** (1999). Business Ethics. Fashion Business Association. West Virginia University, Morgantown, West Virginia.
- Keech, K. M.** & Harp, S. S. (1999). Knowledge, Attitude and Skill Competencies for the Merchandising Division and the Store Division. West Virginia Association of Family and Consumer Sciences, Davis, West Virginia. Presenter.
- Keech, K. M.** & Harp, S. S. (1998). Comparison of Classroom Delivery Styles: Lecture vs. Electronic Media. West Virginia Association of Family and Consumer Sciences, White Sulphur Springs, West Virginia.

## Other Scholarly Work

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- Keech, K. M.** (2008) Special Assignment, Trinity Valley Community College. Responsible for developing the proposal for medical assistant certificate including needs assessment, and designing the curriculum, course descriptions, and educational outcomes.
- Hanham, A. & **Keech, K. M.** (2002) Developed the Independent Retail Assessment Program (IRAP) for small business owners accepted for publication by the Northeast Center for Rural Economic Development.
- Keech, K. M.** (2001-2002) Small Business Development Center, Developed and coordinated six-week management series for small business executives in Athens and Palestine.
- Keech, K. M.** (2001-2001) Trinity Valley Community College, Developed and conducted two-day grant writing workshops for nonprofit organizations in Athens and Palestine.
- Keech, K. M.** (2000-2001) National Science Foundation Research Experience for Undergraduates, Faculty Mentor.

## Administrative Appointments

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### Founding Director, Center for Retail Enterprises, Soules College of Business 2010 – 2015 and 2022-Present

#### *The University of Texas at Tyler – Tyler, Texas*

- Designed and supervised project construction of Brookshire's Consumer Insights Lab construction
- Collaborated with Texas Retailers Association and Texas Retailers Education Foundation on retail education initiatives
- Coordinated Retail Summit 2011, 2012, 2013, 2014, 2015
- Secured Texas Retail Education Foundation grants and student scholarship
- Partnered with community colleges regarding B.A.A.S. degree and high school retail initiative

### Interim Associate Dean, Soules College of Business 2019

- Responsible for all undergraduate programs which include advising, recruitment and retention plans, and reporting
- Partnered with university and college stakeholders to effectively resolve all conflicts and concerns between students, parents, staff, faculty members, and the university community
- Orchestrated the faculty and staff development and performance evaluation processes
- Oversaw administration and implementation of policies, practices, and strategies targeted at ensuring organizational financial stability and growth
- Responsible for the hiring of both graduate and undergraduate student workers within the college
- Collaborated with university and college stakeholders on the planning, recruitment, interviewing, and hiring of college faculty and staff
- Collaborated with department chairs and faculty to ensure that curricula development, instruction, and program assessment are completed with academic integrity in a timely manner
- Served as the college representative on university and community task forces, groups, and committees that may impact the mission of the college
- Explored and established educational and economic development partnerships with businesses and organizations throughout East Texas
- Explored, proposed, and secured state, regional, and national grants and other outside funding sources to support college initiatives and programs
- Balanced the allocation of college financial resources to meet the strategic needs of the college
- Created an organizational culture that celebrated the sharing of ideas, inclusive input, open discourse, information transparency, and data driven decision making

### Associate Dean, Soules College of Business 2018 – 2019

#### *The University of Texas at Tyler – Tyler, Texas*

- Responsible for all student success initiatives
- Managed accreditation assessment process for AACSB and SACSCOC accreditation including assurance of learning outcomes and reporting
- Managed administrative responsibilities for all undergraduate programs – 1,538 undergraduates in Fall 2018
- Created and coordinate the college Freshmen Experience retention initiative

- Developed marketing and rebranding initiatives for college
- Managed college social media and web presence
- Supervised assessment coordinator and undergraduate advising staff
- Responsible for AACSB survey submissions
- Coordinated the submission of US News & World Report college ranking survey
- Represented the dean for undergraduate enrollment issues
- Coordinated college recruitment activities
- Commencement committee college chairperson
- Developed student ambassador program
- Developed faculty mentoring program and peer mentoring program
- Coordinated the curriculum development for new business core courses international business and critical and analytical thinking in business

### **Director of Undergraduate Programs, Soules College of Business**

**2010 – 2019**

*The University of Texas at Tyler – Tyler, Texas*

- Soules College of Business advising office cited as best practice by independent university consultant
- Created recruitment plan for college; 57% increase in undergraduates from Fall 2010 - Fall 2018
- Coordinated undergraduate student success initiatives
- Advised probation and suspension students
- Redesigned policies and procedures for graduation applications
- Hired, trained, and supervised advising center staff
- Restructured degree plans and coordinated catalog revisions for college
- Implemented required Freshmen Seminar courses for all SCOB freshmen

## **Professional Development**

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### **Training & Certificates**

Implicit Bias Training, UT Tyler	2022
Data Driven Student Learning, Soules College of Business	2022
Assurance of Learning training, Soules College of Business, March 4 <sup>th</sup>	2022
Assurance of Learning training, Soules College of Business, January 28 <sup>th</sup>	2022
Assurance of Learning training, Soules College of Business, January 21 <sup>st</sup>	2022
Assurance of Learning training, Soules College of Business, December 10 <sup>th</sup>	2021
Creating a Culture of Diversity, Equity, & Inclusion, UT System Academy of Distinguished Teachers	2021
Alone No More: Engagement Strategies to Enliven the Online Classroom, Center for Teaching Excellence and Learning – Tyler, Texas	2021
American Council on Education (ACUE) Effective Practice Framework Certificate	2020
Patriot Military Affiliated Student Supporter certificate	2020
The Latest CAHPS and Patient Experience Insights During the COVID-19 Crisis, Press Ganey Webinar	2020
Meeting Controls in Zoom, Office of Digital Learning, Tyler, Texas	2020
Best Practices for Facilitation in Online Classes, Tyler, Texas	2019
Using Pivot to Find Research Funding Uniquely Targeted to You, Tyler, Texas	2019
Student Resilience Workshop, Tyler, Texas	2019
AACSB Lessons for Aspiring Deans seminar – Phoenix, Arizona	2018
AACSB Associate Deans conference – Phoenix, Arizona	2018
Center for Teaching Excellence and Learning – Tyler, Texas Chairs Assessment Conference	2016 – 2018

Re-Visioning Research's Think-Aloud Protocol	
Team Based Learning	
Actively Engaging Your Students	
SAP	2009 – 2011
University Alliance faculty member	
Retail Business Objects Training	
Development of SAP Retail University Alliance brochure	
SAP Retail Training	
Faculty Design Team, Competency Based Education in Marketing	2015 – 2016
Certified Professional Category Analyst (CPSA) CPCA 101c Basic Industry Knowledge	2015
Pedagogies & Technologies, Academic Transformation Certificate	2015
Collaboration Building, Academic Transformation Certificate	2015
Assessment & Activities, Academic Transformation Certificate	2015
Multimedia & Content, Academic Transformation Certificate	2015
Engagement & Interaction, Academic Transformation Certificate	2015
Digital Literacy, Academic Transformation Certificate	2015
Patriots Applying Technology for Success and Savings (PATSS) certified course	2014

### Conferences

CRM Technology Higher Education Board meeting—Los Angeles, California	2019
Texas Association of Food and Fuel – Austin, Texas	2016
National Association of Convenience Stores – Austin, Texas	2016
Category Management Conference – Las Vegas, Nevada	2015
NETNet Conference on Digital Learning – Kilgore, Texas	2015
International Conference on Learning and Administration in Higher Education	2012
SAP Curriculum Congress – Monterrey, California	2011
SAP Curriculum Congress – LaJolla, California	2010
SAP Retail Curriculum Meeting – Fayetteville, Arkansas	2009
SAP Retail Forum – Las Vegas, Nevada	2009
Emerging Trends in Retailing Conference – Fayetteville, Arkansas	2009
North American Case Research Association – Quincy, Massachusetts	2008

## Business Experience

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### Administrator and Chief Financial Officer 2003 – 2010

*Athens ENT & Allergy Center, LLP, Athens, Texas*

- Responsible for all areas of financial management, traditional and digital marketing, physician credentialing, insurance contract negotiation, insurance coding and billing, physician contracts, compliance, human resource management
- Set up new medical practice and integrated new medical billing software
- Transitioned office to electronic medical records system
- Conducted market research to establish new satellite locations
- Served on hospital committee to improve outpatient surgery patient experience

### Marketing Consultant 1999 – 2008

*Texas and West Virginia*

- Provided marketing, healthcare, retail management, and tourism consulting
- Chaired committee for Trinity Valley Community College medical assistant program development committee

- Worked with multiple medical offices to develop branding initiatives and strategic marketing planning
- Developed marketing plan for the Texas State Railroad
- Conducted marketing research for the city of Palestine
- Created and operated a sales and warranty customer service program for retailers
- Conducted internet marketing workshops for the West Virginia Division of Tourism
- Created a service evaluation program for rural retailers in West Virginia

**Other Marketing and Management Positions**

**1987 – 1999**

*Retail Promotions Coordinator – Liz Claiborne* Developed in-store promotions and conducted sales training for store associates

*Retail Marketer – Marithe´ and Francois Girbaud* Manufacturer sales representative responsible for in-store merchandising and sales force training

*Retail Store Manager – Fredericksburg Vacuum and Sewing Center* Responsible for all store Operations: promotions, inventory management, sales, and financial management