

Kerri M. Camp, Ph.D.

Department of Management and Marketing
The University of Texas at Tyler kcamp@uttyler.edu 903.565.5660

Education

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

Places and Dates Served and Serving as an Educator

The University of Texas at Tyler 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	2008 – Present 2022-Present 2017 - 2022 2011 - 2017 2010 - 2011 2008 - 2010 2002 - 2003
West Virginia University Visiting Assistant Professor Visiting Lecturer	1996 – 2001 1998 - 2001 1996 - 1998

University Honors and Awards

Soules College of Business Service Award	2026
University Leadership and Service Student Success Partner Award for Faculty	2025
Soules College of Business Faculty Teaching Award	2024
Alpha Chi National College Honor Society Faculty Teaching Award	2024
Soules EMBA in Healthcare Management Best Course Project Award	2022
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 College Honor 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

State Honors and Awards

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

MHA Online Professors to Know in Online Healthcare MBA Programs Top 3	2024-Present
MHA Online Schools Exceptional Healthcare Business Faculty Top 20	2018-2023
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

Courses Taught – Undergraduate and Graduate

Undergraduate (12)

MARK 3311 Principles of Marketing – F2F, online, hybrid
 MARK 3325 Retailing in the 21st Century, F2F, online, hybrid
 MARK 3326 Retail Operations – F2F
 MARK 3350 Consumer Behavior – F2F
 MARK 4305 Integrated Marketing Communications – F2F
 MARK 4350 Personal Selling – F2F
 MARK 4370 Special Topics – PR and Social Media Marketing – F2F
 MARK 4380 Marketing Research F2F
 MARK 4370 Special Topics – Retail Consulting F2F
 MARK 4370 Special Topics – Case Study F2F
 MANA 1300 Introduction to Business – F2F
 HNRS 2351 World, Text, and Image III – F2F, synchronous online

Graduate (9)

MARK 5320 Marketing Management (formerly Advanced Marketing Fundamentals) – F2F, online, hybrid, executive
 MARK 5345 Digital Marketing – online
 MARK 5350 Consumer Behavior – online
 MARK 5360 Advanced Services Marketing - online
 MARK 5365 Retail Management - online
 MARK 5370 Healthcare Marketing – online, executive
 MARK 5360 Special Topics – PR and Social Media Marketing - online
 MANA 5360 Special Topics – Healthcare Management - online
 GENB 5380 Graduate Research

Peer Reviewed Journal Publications

- Hong, J., Ahn, S., **Camp, K.**, & James, K. W. (2022). The role of consumer mindsets to reduce health-related stress. *Journal of Consumer Behaviour*, 21(4), 773-785. <https://doi.org/10.1002/cb2036> (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> (ABDC Journal List C)
- 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. <https://doi.org/10.1080/10696679.2021.1945935> (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> (ABDC Journal List B)
- 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. <https://doi.org/10.1016/j.jretconser.2019.05.021> (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 Services*, 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.jbusres.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.
https://scholarworks.utttyler.edu/cgi/viewcontent.cgi?article=1002&context=marketing_fac
 (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).

Peer Reviewed Journal Manuscript Under Review

- Hong, J., Byun, K., Camp, K. M., & James, K. W. (2026). When warmth helps, when competence pays: Asymmetric tone-goal fit in AI chatbot recommendations. Submitted to *Journal of Retailing and Consumer Services*.
- Ostermeier, K., James, K. W., **Camp, K. M.**, & Kim, G. (2026). More than visitors: A multi-study exploration of care partners as co-creators of healthcare service experiences. Submitted to *Journal of Service Theory and Practice*.
- James, K. W., Parker, J., Niknejad, M., & **Camp, K.** (2026). Does AI usage affect customer satisfaction in low-involvement purchases? Revisiting the Elaboration Likelihood Model in the AI era. Submitted to *Marketing Letters*.
- Byun, K., Al-Shammari, M., James, K., & **Camp, K.** (2025). How overconfident CEOs influence customer satisfaction in the retailing industry through R&D intensity? The role of consumer orientation. Submitted to *Journal of Retailing and Consumer Services*.

Books

- Camp, K. M.** (Spring 2025). Healthcare Marketing – Creating a Culture of Excellence, 1st Edition, ISBN 9798823364607 or Ebook 9798823387224
- Wooldridge, B. R. & **Camp, K. M.** (2019). Healthcare Marketing – Strategies for Creating Value in the Patient Experience. San Diego, CA: Cognella, Inc. ISBN-978-1-5165-1426-7

Academic and University Presentations

- Worley, W., **Camp, K. M.**, & James, K. W. (2025). From box office to living room—How consumers reduce risk in theater and streaming decisions. Accepted to the 2026 Academy of Marketing Sciences Annual Conference, Savannah, Georgia.
- James, K. W., Parker, J., **Camp, K. M.**, Al-Shammari, M. (2025). Artificial intelligence and low involvement purchasing. Accepted to the 2026 Academy of Marketing Sciences Annual Conference, Savannah, Georgia.
- Byun, K., Al-Shammari, M., James, K., and **Camp, K.** (2025). How overconfident CEOs influence customer satisfaction in the retailing industry through R&D intensity? The role of consumer orientation. Accepted to the 2026 Academy of Marketing Sciences Annual Conference, Savannah, Georgia.
- Byun, K., Al-Shammari, M., James, K., & **Camp, K.** (2024). Effectiveness of CEO overconfidence on customer satisfaction through resource management: The role of competitor orientation. Accepted for 2024 AMA Winter Academic Conference
- Camp, K. M.** (2023). Marketing for Entrepreneurs. Invited speaker, Summer Incubator Program, East Texas Entrepreneurship Center, The University of Texas at Tyler.
- Camp, K. M.**, Cowart, T., & Reynolds, J. (2023). Soules College of Business Teaching Showcase, Center for Teaching Excellence and Learning panel discussion.
- 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, Center for Teaching Excellence and Learning 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*.

Grants – total funded grants \$1,845,054

- Camp, K.** & James, K. (2024). Impact of Visual Cues on Consumer Preferences and Perceptions of Artificial Intelligence (AI) on Consumer Behavior, John Soules Endowment for Student Research grant, Co-Principal Investigator, **\$5,000** funded grant
- Sundaravadivel P., Khanal, A., & **Camp, K.** (2022). Robotic Things for Sustainable Smart Cities – An Entrepreneurial Engineering Perspective, Venture Wells, Co-Principal Investigator, **\$14,000**, 02/2023-08/2024
- 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 IUOE, 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** (matching grant = total funding of **\$1,128,500**)
- 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

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:

2023	College of Nursing 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:

2026-Present College Graduate Curriculum and Assessment Committee
 2024-Present Coordinator, Master of Science in Marketing Insights degree program
 2023-Present Faculty Athletic Advisor for Women's Soccer Team
 2022-Present Director, Center for Retail Enterprises
 2019-Present Graduate Research Faculty
 2010-Present Christian Faculty & Staff Forum
 2009-Present Patriot Club
 2008-Present Graduate Teaching Faculty
 2026-2028 University Excellence in Teaching Advisory Board, Chair 2026-2028
 2026-2028 University Career Success Advisory Council
 2025-2027 College Strategic Planning Committee Marketing Representative
 2025-2027 College Promotion and Tenure Committee Marketing Representative
 2026 University Commencement Faculty Marshal – Graduate Hooder (Spring)
 2026 University – brand experience focus group January 21st
 2025-2026 University Provost's Teaching Excellence Task Force
 2025-2026 Department Casino Night student and alumni event chairperson
 2025-2026 University Faculty Emeritus Committee
 2025 University Commencement Faculty Marshal – Graduate Hooder (Fall)
 2025 Marketing Insights Information Session, October 21st
 2025 Soules Alumni Panels: Early Career Professionals – moderator, October 21st
 2025 College Fall Fest volunteer, October 4th
 2025 College Chili Cookoff Team, October 4th
 2025 Midnight Breakfast Volunteer, September 30th
 2025 Marketing Insights Information Session, September 9th
 2025 Submitted curriculum changes for BBA in Marketing and MS in Marketing Insights (Fall)
 2025 Sixth year review – six faculty members (3 marketing, 3 management)
 2025 Course review – one faculty member (marketing, Fall)
 2025 First day of class welcome volunteer University steps
 2025 Patriot Welcome/Move In Volunteer, August 20th
 2025 University Commencement Faculty Marshal – Graduate Hooder (Summer)
 2025 University Commencement Faculty Marshal – Graduate Hooder (Spring)
 2025 Patriot New Student Orientation, July 24th
 2025 Patriot New Student Orientation, July 17th
 2025 Patriot New Student Orientation, June 12th
 2025 Meet Your College Session – MANA/MARK majors, June 12th
 2025 Marketing Insights Information Session, April 22nd
 2025 Marketing Insights Information Session, February 25th
 2025 Marketing Insights Information Session, January 14th
 2024-2025 Faculty Advisor, American Marketing Association
 2024-2025 Faculty Research Mentor – Senior Honors Research Project, W. Worley
 2024-2025 Faculty Research Mentor – Seniors Honors Research Project, D. Adams
 2024-2025 College Marketing Faculty Search Committee - Chair
 2024-2025 Department Promotion and Tenure Committee - Chair

2023-2025	College Promotion and Tenure Committee Marketing Representative
2023-2025	College Strategic Planning Committee Marketing Representative
2023-2024	College Graduate Internal Exam Taskforce
2023-2024	Department Promotion and Tenure Committee - Chair
2023-2024	Submitted Proposed Master of Science in Marketing Insights - Coordinator
2023-2024	College Marketing Faculty Search Committee - Chair
2022-2024	UT Tyler Women's Network Pilot Program - Mentor
2022-2024	Patriot Student Mentor Program– Faculty Mentor (two students)
2024	Marketing Insights Information Session, October 21 st
2024	University Commencement Faculty Marshal – Graduate Hooder (Fall)
2024	Submitted course approval for MARK 5330 (Fall)
2024	Submitted course improvements for MARK 5320 to college assessment coordinator (Fall)
2024	Submitted AoL Plan to college assessment coordinator for MS in Marketing Insights degree program (Fall)
2024	Submitted undergraduate curriculum changes to remove MARK 4360 from required courses and require tracks (Fall)
2024	University Faculty processional, Presidential Investiture (Fall)
2024	Peer observed one faculty member (management, Fall)
2024	Course review – one faculty member (marketing, Fall)
2024	Artificial Intelligence (AI) department work group (Fall)
2024	University Commencement Faculty Marshal – Graduate Hooder (Summer)
2024	University East Texas High School Idea Challenge – Final round judge, April 6th
2024	Marketing plan class project – UT Tyler Athletics (Fall)
2024	Course review – one faculty member (management, Spring)
2023	Soules College of Business Inaugural Faculty Commencement Speaker (December)
2023	Created Digital Skills Healthcare Marketing Badge for EMBA
2023	Honors Contract course
2023	Submitted Undergraduate Curriculum changes for Marketing minor
2023	Submitted Graduate Curriculum changes for Marketing concentration in MBA – AP Program
2023	Course review – two new faculty members (fall, management and marketing)
2023	Peer observed two faculty members (management and accounting)
2022-2023	College MBA in Healthcare Management Admissions Committee
2022-2023	Submitted Undergraduate Marketing Curriculum Changes to add certificates
2022-2023	University Faculty Athletic Advisor for Spirit Squad and Dance Team
2022	College Alumni Awards Committee - Chair
2022	Freshmen Orientation Mock Class, July 28th
2022	Freshmen Orientation Mock Class, July 21 st
2022	Freshmen Orientation Mock Class, July 14 th
2022	Freshmen Orientation Mock Class, June 16 th
2022	Freshmen Orientation Mock Class, June 9 th
2022	Freshmen Orientation Mock Class, June 2 nd
2022	University Spring Faculty Marshal (Spring)
2022	College Student Learning Outcomes Committee - Champion
2022	University Lyceum (Judge)
2022	University College of Nursing Associate Dean of Research search committee
2022	University SACSCOC faculty panel for online learning for accreditation visit
2022	University East Texas Entrepreneur Seminar Series Speaker

2022	University Business Innovation Group invited speaker on marketing and consulting
2021	University Strategic Planning Committee Research Work Group
2020-2021	College Dean Search Committee
2018-2022	Presidential Scholar Mentor (two students)
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 ² Coordinator Search Committee
2019	Great Plains Honors Council Conference poster competition (Judge)
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 ² 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

Health Care Management Review (reviewer 2025 (3), 2024 (3), 2023)
 Academy of Marketing Science conference (Track Co-chair 2026, reviewer 2024, 2017)
 External T&P Reviewer, Texas A&M University-Corpus Christi (2024)
Decision Sciences Journal of Innovative Education (reviewer 2024, 2019 [2], 2018, 2014)
Business & Society (reviewer 2023)
International Journal of Environmental Research and Public Health (reviewer 2023, 2022 [2])
Management Research Review (reviewer 2023 [2], 2022 [2], 2021)
Sustainability (reviewer 2022)
Journal of Marketing Theory and Practice (reviewer 2022 [2], 2021, 2020 [2])
 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])
 Southwest Decision Sciences Institute (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

2023-Present	American College of Healthcare Executives – Faculty Associate
2020-2024	Texas Retailers Association (Board member)
2019-2022	Hand 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)
2018	Faculty for a Day Oakwood ISD, taught 7 th -12 th grade business classes
2016-2018	American College of Healthcare Executives -Faculty Associate
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

WalletHub (2026). No annual fee credit cards. August 15th [Media link](#)

KYTX CBS 19 (2026). Back-to-school shopping costs climb as families look for ways to save. July 31st [Media link](#)

KETK+ NBC (2026) UT Tyler professor shares tips on back-to-school savings. July 29th [Media link](#)

KETK NBC (2026). East Texas marketing professor shares back to school savings tips. July 29th [Media link](#)

WalletHub (2026). Business credit cards. May 3rd [Media link](#)

KYTX CBS 19 (2026). East Texas restaurants see hundreds of reservations for Valentine's Day. February 9th [Media link](#)

WalletHub (2026). Best comprehensive car insurance. January 14th [Media link](#)

KETK+ NBC (2025). Latest holiday shopping tips and trends, November 20th [Media link](#)

KETK (2025). Increase in turkey prices as holiday season approaches, November 19th [Media link](#)

WalletHub (2025). Expert thoughts on Best places to go for Thanksgiving, October 24th [Media link](#)

WalletHub (2025). Expert thoughts on Chase Sapphire Preferred Card, August 21st [Media link](#)

KETK Good Day live interview (2025). Current Back to School Shopping Tips and Trends, August 7th [Media link](#)

WalletHub (2025). Expert thoughts on Bank of America customized cash rewards credit card, May 27th [Media link](#)

WalletHub (2025). Costco credit card benefits, March 14th [Media link](#)

WalletHub (2025). Best online loans, January 10th [Media link](#)

KLTV ABC 7 (2024). Consumer holiday debt, December 5th

KETK Fox 51 (2024). Mineola business owner urges East Texans to holiday shop locally, December 2nd [Media link](#)

KYTX CBS 19 (2024). Looming port strike and U.S. economy, September 30th [Media link](#)

KETK Fox 51 (2024). Why are so many East Texas restaurants closing? September 24th [Media link](#)

KLTV ABC 7 (2024). Back-to-college spending expected to be 2nd highest at \$86-billion dollars, August 7th [Media link](#)

WalletHub (2024). Best bank account bonuses, July 30th [Media link](#)

Carinsurance.com (2024). Drivers switching car insurance carriers as inflation continues to rise, April 1st [Media link](#)

KLTV ABC 7 (2024). National Association of Realtors settlement, April 15th

KVUT (2024). The economic impact of Totality, April 5th [Media link](#)

Zippia.com (2024). Marketing jobs, April 4th

KETK Fox 51 (2024). Rising egg prices, March 19th [Media link](#)

WalletHub (2024). Ask the Experts - Easter by the numbers, March 8th [Media link](#)

KVUT (2024). Eclipse economic impact, radio interview, March 6th [Media link](#)

KETK FOX 51 (2024). Total eclipse economic impact, February 22nd

KYTX CBS 19 (2024). East Texas businesses feel impact of rising brisket prices caused by summer drought, February 21st [Media link](#)

KLTV ABC 7 East Texas Now. (2024). Potential inflation impacts on Valentine's Day live interview February 13th [Media link](#)

KTRE ABC 9 (2024). UT Tyler professor explains how inflation has affected Valentine's Day gift giving, February 10th [Media link](#)

KLTV ABC 7 (2024). A look at spending habits for Super Bowl watch parties heading into game day weekend, February 9th [Media link](#)

BusinessNews (2023). After the holidays, retailers hope to keep the party going, December 28th [Media link](#)

Marketplace business show on National Public Radio (NPR) (2023), radio interview, Post holiday retail season, December 27th

KLTV ABC 7 (2023). Tax free weekend, August 10th

CarInsurance.com (2023). Drivers switching car insurance carriers as inflation continues in 2023, May 26th

KETK Fox 51 (2023). East Texas egg prices have skyrocketed, January 15th [Media link](#)

KLTV ABC 7 (2022). Holiday shopping tips to help consumers during inflation, November 24th [Media link](#)

WalletHub (2022). Ask the Experts - car insurance, November 14th, [Media link](#)

KETK NBC and Fox 51 (2022). Rising egg prices contributing to high grocery bills, October 19th

Good Morning America (2022). How summer drought, inflation could cause pumpkin prices to rise, September 27th, [Media link](#)

KLTV ABC 7 (2022). Inflation hits East Texas pumpkin patches, but drought hasn't hurt them, September 22nd

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 17th

KLTV ABC 7 (2021). Labor shortage leads to bigger turkeys, UT Tyler professor explains, November 9th, [Media link](#)

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). UT Tyler awarded grant to support economic recovery in East Texas, July 24th, [Media link](#)
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). UT Tyler marketing professor talks about the survival of retail sales during COVID-19, live interview April 17th [Media link](#)
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, July 27th, [Media link](#)
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

Healthcare Marketing Legal Consultation

Consultant in Support of Defendants, *Gill v. Abbott Laboratories* (Circuit Court of the City of St. Louis, Missouri, 2024)
Consultant in Support of Defendants, *Watson v. Abbott Laboratories* (Circuit Court of the Twentieth Judicial District, St. Clair County, Illinois, 2023)

Pro Bono Marketing Consultation

Salud Clinical – marketing consulting Fall 2025
VISION Multimedia Studios – marketing consulting Spring 2025, Fall 2025
Sory's Stories – entrepreneurship consulting Spring 2024
Wagging Tails – entrepreneurship consulting Spring 2024

Community Presentations

Veterans Entrepreneurship Boot Camp Presenter Social Media Marketing, April 13, 2024
Sustainability of Healthcare Organizations: A Plan of Action. Invited panel presentation, ACHE Chapter Panel Discussion, Moderator 2023
Tyler Chamber of Commerce Round Table Discussion speaker, May 24, 2022
Marketing Your Business, Longview 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
BeYouTiful Girls Conference (Invited speaker) 2018
American College of Healthcare Executives East Texas (Keynote Speaker) Creating Value in

the Patient Experience – Applying the Drivers of Consumer Satisfaction and Loyalty
2016

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)

Experiential Learning Class Projects

MARK 5360 Advanced Services Marketing – (Spring 2026) – Development of marketing materials for Live Here Give Here campaign for Flint & Steel nonprofit organization
MARK 5320 Marketing Management (Spring 2026) – Development and presentation of marketing plan for John Soules, Texas Organics
MARK 5320 Advanced Marketing Fundamentals (Spring 2025) – Development and presentation of marketing plan for Anwar Khalifa, owner of Tyler Indoor Pickleball
MARK 5320 Advanced Marketing Fundamentals (Fall 2024) – Development and presentation of marketing plan for Melanie Brumit and Amanda Jo Ratcliff, Cameron Jarvis Municipal Library
MARK 5320 Advanced Marketing Fundamentals (Fall 2024) – Development and presentation of marketing plan for Chris Bizot and Stefani Webb, UT Tyler Athletics
MARK 5320 Advanced Marketing Fundamentals (Fall 2024) – Development and presentation of marketing plan for Mike and Janet Leatherwood, Hangry Joes
MARK 5320 Advanced Marketing Fundamentals (Fall 2023) – Development and presentation of marketing plan for Travis and Sarah Troxtell, Tiny Pagosa
MARK 5320 Advanced Marketing Fundamentals (Fall 2022) – Development of a marketing plan for Tom Perkins with High Society new business concept
MARK 5320 Advanced Marketing Fundamentals (Fall 2022) – Development of a marketing plan for Jeannie Ebnet with Blankets of Comfort Ministries
MARK 5320 Advanced Marketing Fundamentals (Spring 2021) – Development of a marketing plan for UT Tyler Human Resource Development program
MARK 5320 Advanced Marketing Fundamentals (Fall 2020) – Development of a marketing plan for UT Tyler Advancement office
MARK 5320 Advanced Marketing Fundamentals (Fall 2020) – Development of a marketing plan for Dr. Roger Lirely, UT Tyler Master of Accountancy degree program
MARK 3311 Principles of Marketing (Fall 2019) – Development and presentation of a marketing plan for Bruce Bettinger, Center for Students in Recovery, UT Tyler
MARK 3311 Principles of Marketing (Fall 2017) – Development of marketing plans and materials for three areas of UT Health Northeast (colorectal cancer, supportive services, and nurse family partnership)
MARK 3311 Principles of Marketing (Fall 2017) – Development of a marketing plan for Elwood Reding, Wesley Village
MARK 3311 Principles of Marketing (Fall 2017- Development of a marketing plan for Brad Nixon, Oklahoma Route 66
MANA 1300 Introduction to Business (Fall 2017) – Development of social media content for Women's Center of East Texas
MARK 4370 Special Topics (Spring 2016) – Team taught course for students to conduct marketing research with actual data from 7-Eleven.

MARK 5320 Advanced Marketing Fundamentals (Summer, 2016) – Development of a marketing plan for Dr. Christine Gipson, UT Tyler RN-BSN program

MARK 5320 Advanced Marketing Fundamentals (Summer, 2016) – Development of a marketing plan for East Texas Veterans Alliance

MARK 5320 Advanced Marketing Fundamentals (Summer, 2016) – Development of the R.O.S.E. (Recognizing Our Servicemembers Everyday) Veteran Discount program

MARK 3325 Retailing in the 21st Century (Spring 2011) -- Marketing research project prior to and immediately after the opening of Fresh by Brookshires.

MARK 3325 Retailing in the 21st Century – developed marketing initiatives, website analysis, and promotional materials for City of Gladewater Downtown

MARK 3325 Retailing in the 21st Century – developed customer service evaluations, website analysis, and promotional materials for First Baptist Church South Campus

MARK 3325 Retailing in the 21st Century – Analyzed website and social media presence by developing specific programs targeted for women ages 25-45 for Cavender's Western Wear

MARK 3325 Retailing in the 21st Century – Redesigned the packaging, developed digital marketing strategies, and recommended redesign of the retail store for Coffee City USA

MARK 3311 Principles of Marketing – Assisting with online presence and social media marketing St. Mary's School

MARK 3311 Principles of Marketing – Assisting with online presence and social media marketing for Circle Star K-9 Pet Rescue

MARK 3325 Retailing in the 21st Century – Development of a MARK 3325 Retailing in the 21st Century – Development and presentation of a marketing plan for AMBUCS of Longview

MARK 5320 Advanced Marketing Fundamentals – Development of a marketing plan for the Center Civic Center

MARK 5320 Advanced Marketing Fundamentals – Development of a marketing plan for the East Texas Autism Network

MARK 4305 Integrated Marketing Communications – Analyzed digital marketing strategies, promotions, and development projects to develop innovative and appropriate marketing communications for Make-A-Wish of East Texas

MARK 5320 Advanced Marketing Fundamentals – Development and presentation of a marketing plan for Tyler Family Circle of Care

GENB 5380 Research – Marketing research project and marketing plan development for Ben Franklin Apothecary in Duncanville, Texas

GENB 5380 Research – Marketing research project for All Saints Episcopal School

MARK 5320 Advanced Marketing Fundamentals – Development of a marketing plan for Lamar County Conservation District

MARK 4370 Special Topics in Retail Consulting – Development and presentation of marketing plans for Stone Oak Ranch

MARK 4370 Special Topics in Retail Consulting – Development and presentation of marketing plans for Stone Oak Ranch

MARK 4370 Special Topics in Retail Consulting – Development and presentation of marketing plans for Woody's Truck and Accessories

MARK 4370 Special Topics in Retail Consulting – Development and presentation of marketing plans for Storage Advisors

MARK 4370 Special Topics in Retail Consulting – Development and presentation of marketing plans for Thank-You-In-A-Box

Other Presentations

- Camp, K. M.** (2023). How to effectively market your product. East Texas Entrepreneurship Center, Summer Incubator program. Invited presentation. The University of Texas at Tyler.
- 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

- 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

Associate Dean of Graduate Programs, Soules College of Business

September 2026- Present

- Collaborate with department chairs on strategies to improve college graduate recruitment, enrollment, and retention
- Develop rolling schedules for all graduate programs after approval by department chairs
- Work with university for SACSCOC accreditation
- Work with college for AACSB accreditation
- Serve on all relevant college and university committees concerning graduate students
- Manage Soules College of Business graduate advisors and student workers

Coordinator, MS in Marketing Insights

2024-Present

- Responsible for program development
- Work with university for SACSCOC accreditation
- Work with college for AACSB accreditation
- Manage marketing and recruitment activities
- Review and approve all admissions
- Enroll all students in their courses
- Track student progress with degree completion
- Present program to potential students with Marketing Insights Information sessions and graduate fairs

Founding Director, Center for Retail Enterprises, Soules College of Business

2010 – 2015 and 2022-2026

- 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

- 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 coordinated 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

- 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
- Created and implemented required Freshmen Seminar courses for all SCOB freshmen

Professional Development

Training & Certificates

UT System Driver Safety Training (3 hours)	2025-2028
Civitas Learning CDA & Insights Training	2026
Online Certified Instructor, Office of Digital Learning, UT Tyler, November 30th	2023-2026
Edvisor.ai demonstration seminar, UT Tyler, December 8 th	2025
Respondus Training, UT Tyler March 28 th	2025
American College of Healthcare Executives (ACHE), Strategic Marketing Winning the Battle for Markets and Share, August 30 th	2024
Turnitin Training for Faculty, August 19 th	2024
Office of Digital Learning – AI Writing Detection, AI Playground August 14 th	2024
Office of Digital Learning – Using Personas for Active Learning, AI Playground July 24 th	2024
Office of Digital Learning – Artificial Intelligence Syllabus Language + University Guidelines, AI Playground, July 10 th	2024

American Council on Education (ACUE) Course Badge Cultivating Inclusive Environment	2023
American Council on Education (ACUE) Course Badge Fostering a Culture of Belonging	2023
Wicked Problem Solving: A Distinctive Learning Approach for Student Success In and Beyond the Classroom, UT Tyler, September 30 th	2022
Implicit Bias Training, UT Tyler, August 17 th	2022
Data Driven Student Learning, Soules College of Business	2022
Assurance of Learning training, Soules College of Business, March 4 th	2022
Assurance of Learning training, Soules College of Business, January 28 th	2022
Assurance of Learning training, Soules College of Business, January 21 st	2022
Assurance of Learning training, Soules College of Business, December 10 th	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	2016 – 2018
Chairs Assessment Conference	
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

BOSCA Athletic Conference, Mary Hardin Baylor	2026
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

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, and human resource management
- Set up new medical practice
- Integrated new medical billing software
- Transitioned office to electronic medical records system
- Conducted market research to establish new satellite locations
- Hospital advisory committee to improve outpatient surgery patient experience

Marketing Consultant

1999 – 2008

Texas and West Virginia

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

Salesperson – LeJeune Honda recognized as top auto salesperson several times

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