



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
*Department of Marketing and
Professional Sales*

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WELCOME BACK STUDENTS!!!!

FROM THE MARKETING AND PROFESSIONAL SALES DEPARTMENT



Letter From The Chair

Dear Students, Faculty & Staff,

Welcome back to school. It has been a hot rainy summer so hopefully cooler weather is right around the corner. Please stop by and meet our four new faculty. We are so glad you are here! Have a great semester everyone!

David J. Burns

Chair & Professor of Marketing & Professional Sales

Faculty Highlights/Publications

Brian Rutherford



Congratulations to Dr. Rutherford who was named a Special Issue Co-Editor for the Journal of Business and Industrial Marketing in 2022 - A level journal. One of the KSU DBA alumni is also one of the Special Issue Co-Editors (DBA in Marketing - Scott Ambrose).



Professor Troncoza is officially a co-author on a third paper for an A journal (Journal of Services Marketing)!

Publication

"Longitudinal Upgrades and Asymmetric Effects of Satisfaction and Perceived-Value"

Miller, Chadwick; Sajtos, Laszlo; Lemon, Katherine; Salas, Jim; Troncoza, Martha; Ostrom, Lonnie



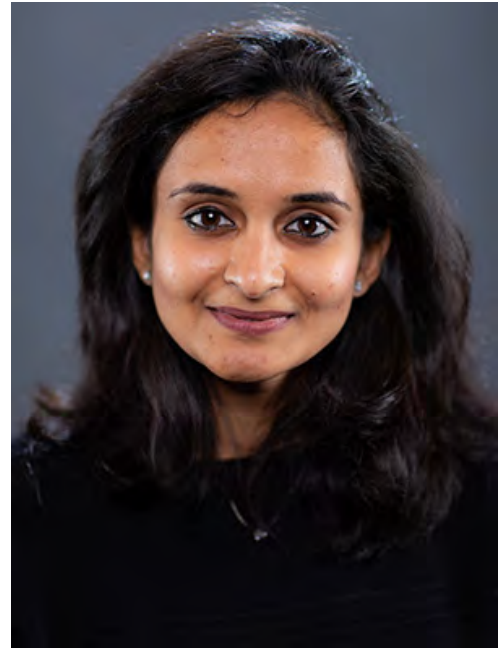
Martha Troncoza

Faculty Highlights/Publications

Prachi Gala

Publications

- *"Exploring the Dark Side of Integrity: Impact of CEO Integrity on Firms' Innovativeness, Risk-Taking, And Proactiveness"*, European Journal of Marketing, 2022.
- Congrats to Prachi Gala for being published on the WalletHub [Website!](#)



Publications



- *"Who Cares More About the Environment, Those with an Intrinsic, an Extrinsic, a Quest, or an Atheistic Religious Orientation?: Investigating the Effect of Religious Ad Appeals on Attitudes Toward the Environment"*
- *"Sexism in the silences at Australian Universities: Parental leave in name, but not in practice"*
- *"Surge price precision and political ideology"*

Patrick Van Esch

Faculty Highlights/Publications

Mona Sinha

Congratulations to Dr. Sinha for her most recent A ranked Publication!

Publication

The paradoxical role of relationship quality on consumer privacy: Its effects on relinquishing and safeguarding information



Congratulations to Professor Shin on her first Publication article at KSU!

Publication

The Influence of Chatbot Humor on Consumer Evaluations of Services

New Faculty

Hyunju Shin

Faculty Highlights

Dr. Burns, Dr. Sinha, Dr. Hutchins, Professor Serkedakis



These professors
are headed to
Spring '22
graduation.

Kennesaw State Marketing
professor attended
exclusive faculty
fellowship in Israel!

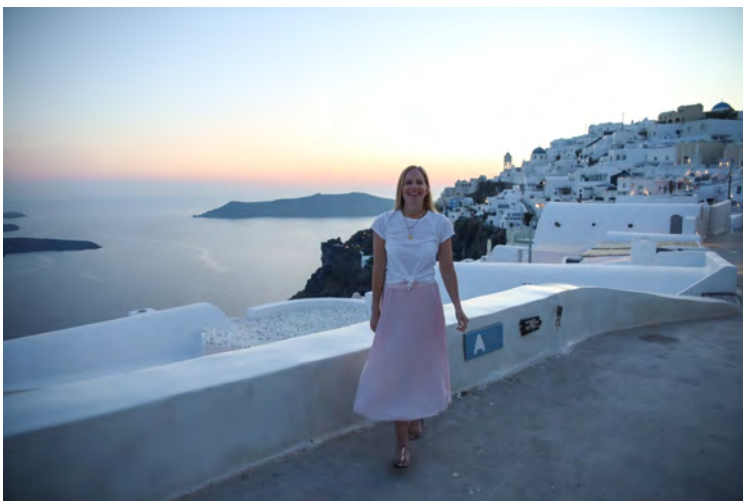


Prachi Gala

Terry Loe



Dr. Terry Loe and wife Robin took a personal trip to Italy and Rome



Professor Laurie Michaelson and her husband took a personal trip to Santorini, Greece.

Laurie Michaelson

AMA SUMMER ACADEMIC CONFERENCE IN CHICAGO IL.

POSTCARD

PLACE
STAMP
HERE



**STOPPED BY GINO'S
BEST
PIZZA
EVER!!**

FROM: _____

POSTCARD



**HELLO! FROM OUR PHD
STUDENTS:
- ERIC HARVEY
- ARWEN MATOS-WOOD**

FROM: _____

POSTCARD



**DR. PATRICK
VAN ESCH
SAYS "HI!"**

FROM: _____

POSTCARD



**DR. STEFAN
SLEEP SENDS
HIS LOVE**

FROM: _____

Pramod Iyer has a Ph.D. in Marketing from the University of North Texas. Both his bachelors and masters were in Management, with a focus on Marketing. Prior to joining MTSU, he worked as an Assistant Professor of Marketing at the University of Texas Rio Grande Valley and Middle Tennessee State University. His research focuses on the areas of brand management, retailing and business-to-business marketing. He is currently investigating the manner in which firms can develop and sustain the brand management capability, and the role of interorganizational dynamics that shape the relationships between branding/marketing and other departments. His work appears in several journals including Industrial Marketing Management, European Journal of Marketing, Journal of Services Marketing, Journal of Business Research, and Journal of Product and Brand Management. Pramod also serves on the editorial board of Journal of Product and Brand Management.



Pramod Iyer



Hyunju Shin

Hi! I am Hyunju. I am originally from Korea, and received my PhD from The University of Alabama. Prior to Kennesaw, I worked as an Associate Professor of Marketing at Georgia Southern University. My primary research interests include relationship management in retailing and services, customer engagement on social media, and luxury brand management. I have published in academic business journals including Journal of Business Research, Journal of Business Ethics, European Journal of Marketing, Journal of Services Marketing, and Psychology & Marketing. I currently serve as a Vice President of Communications for The Academy of Marketing Science (AMS). I am excited to be the part of the wonderful department at Kennesaw. I look forward to exploring the area better in the near future with my 5-year old daughter Sophia and husband Robert and make many wonderful memories.



Nik Nikolov

Dr. Nik Nikolov is interested in sustainability in marketing, corporate executive decision making, marketing strategy and firm financial performance. He has taught at the University of Georgia, Washington State, as well as Appalachian State, before joining the marketing faculty at Kennesaw.

He likes to travel and collaborate with diverse coauthors from across the country and the world. He is often in Bulgaria, and has visited most European countries. He also enjoys a good game of soccer (30+ league!), running, cooking, and spending time with people. Finally, he is very excited to finally make the full circle back to the university he took his first ever college courses!

I am originally from a small town in western Pennsylvania and received my doctorate in Marketing from Cleveland State University. I have spent the last several years in New York City where I worked as an Assistant Professor of Marketing at SUNY-Farmingdale. Prior to making a full-time move to academia in 2014, I spent several years in the financial services industry- most recently serving the role of Vice President- Community Banking for a regional bank in PA. My research interests include fashion, counterfeit purchase behaviors, consumer behavior and innovative pedagogy. In my spare time I enjoy reading, listening to true crime podcasts, shopping, and watching sports. I am a huge Denver Broncos fan but will also enthusiastically support any team playing against Tom Brady. I am excited to begin my journey at KSU!



Heather Morgan

Student Assistants

Destiny Stokes

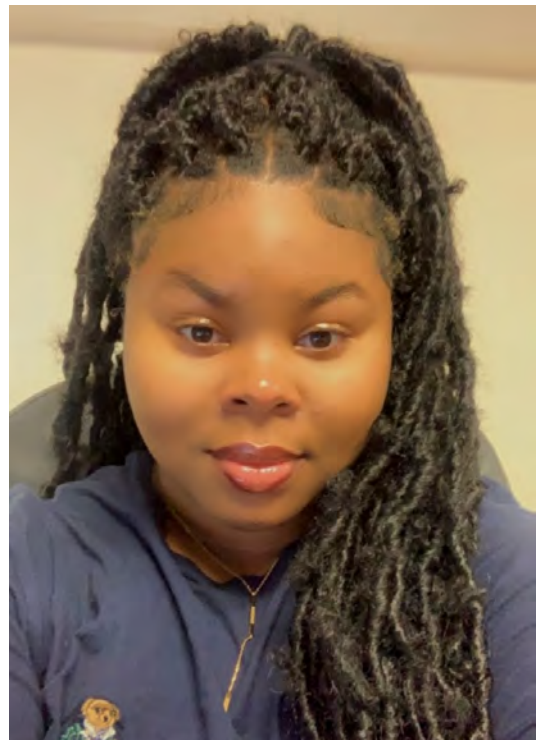


Hello! My name is Destiny and I am a senior psychology major. I'm from Lovejoy, GA and enjoy things like being outdoors, reading, and thrifting. I decided to choose psychology as my major with African diaspora studies as my minor to provide mental health care to ethnic minorities. I plan to start my master's program after graduation this upcoming spring!



Hi! I'm Savannah and I'm a sophomore nursing major here at Kennesaw. I'm from Augusta, Georgia and back home I have three brothers with whom I'm very close with and talk to almost daily.

After staying with my grandmother in the hospital, I realized I want to use my degree to ensure that people under nursing supervision can be properly tended to and taken care of while also contributing to lessening the shortage of healthcare providers today.



Savannah Herrington

STUDY ABROAD : GREECE



"MIKE SERKEDAKIS WAS THE DIRECTOR OF THIS TRIP"

STUDY ABROAD : GREECE



"MIKE SERKEDAKIS WAS THE DIRECTOR OF THIS TRIP"

Study Abroad: Italy

Keith Tudor and Prachi Gala were the directors of this trip



Outside Vatican

Outside Colosseum



Jennifer Hutchins was the director of this trip



Study Abroad: Germany

News from KMA

The Kennesaw Marketing Association has launched a BRAND-NEW extension called the “KMAgency”. The KMAgency has served as an opportunity for students to gain hands-on experience that will help them create a competitive advantage for themselves in the workforce. The agency’s purpose is facilitate growth by developing marketing campaigns for different companies and organizations. Currently, the agency is working with a non-profit organization.

Aside from creating campaigns, the KMAgency and the Kennesaw Marketing Association is partnering with the Department of Information Systems and Security to create its very first “Marketing and Innovation Tech Strategy” Competition. The MITS competition is set to occur on Wednesday, October 5th. The MITS competition is a great opportunity for Marketing and IS students to build creative thinking skills in hopes to create a pitch based on randomized scenarios. The winners of the MITS competition will receive prizes and be able to have the opportunity for their work to be displayed. If any of the opportunities mentioned above interests you, please come out to KMA’s kickoff meeting on September 7th at 6PM to receive more information!



WELCOME PhD MARKETING STUDENTS!

Deidre Tilley

I currently work at Auburn University as a Student Services Coordinator for the Online MBA program. The research area that I am most interested in is the analytics of Social Media Marketing and the Marketing of Higher Education. I like to travel, and I have been to Costa Rica, Panama, Aruba, Ireland, Cabo, Playa Riveria, Jamaica, and the Dominican Republic.



Nicole Thomas

Hello. I am Nicole A. Thomas, a Marketing & Communications Strategist and Founder of the Nicallyss Creative Group. My program discipline is marketing. Curiosity has led me to travel to more than 12 countries solo, where I love to photograph people, culture and architecture.

WELCOME PhD MARKETING STUDENTS!



Sowmdeb Sen

I will be joining the Marketing discipline and my research interests are in the ESG & Signaling theory, Advertising Efficiency and Consumer Behavior. I work as an investment management professional and teach part time. I am a certified hypnotherapist and a state licensed massage therapist. On weekends, I like to spend time with my wife, 3 human kids and my 150lb English mastiff puppy.

Brad Eskridge

Hi! My name is Brad Eskridge, and I am currently an Instructor in the Marketing Department at Bradley University. I earned my B.S. and MBA in Marketing from Bradley and am beyond excited to continue my education in the Marketing track of the Ph.D. program here at Kennesaw St. My real passion is being a husband to my beautiful wife Jessica and father to our three awesome children.



Dierto Matanda Moke

I work at Fox Factory as a cost accountant consultant. I am enrolled in Marketing since I am excited to hone my marketing abilities, contribute to a research function, and subsequently generate findings that will aid in conducting business in a developing nation. I am married with six children and in my spare time, I like playing soccer, practicing Judo, and playing guitar.

BLAST FROM THE PAST



DR. BURNS AND OUR NEW FACULTY MEMBER, PROFESSOR SHIN, AT A 2016 SMA CONFERENCE

Executive Advisory Board Members

Chair Brad Taylor: Former VP of National Accounts at Coca-Cola,
President of Taylor Built Brands & Marketing Instructor at KSU

Brad Kehm: Director IMC at Nike

Carl Zaglin: President and Finance Executive of Atlanco Inc.

Dan Hennessy: Chief Sales Officer of FIFCO USA

Harry Vardis: Adjunct Faculty at KSU and Emory University

Justin Brown, Sr: Merchant Lighting at Home Depot

Moira Vetter: President of Modo Modo Agency

Skip Meyer: Channel Lead at Newell Brands

Tim Lamb: VP of Marketing at PRGX Global

Steven Lent, Sr: Dir. Brand Advocate at Home Depot

Bob Bachrach: Exec. & COO of Congregation Etz Chaim

Next board meeting - to be announced

Mentoring Program



The Marketing & Professional Sales Department has a mentoring program. If you are interested in participating,

go to coles.kennesaw.edu/marketing-sales or email us at marketingmentoringprogram@kennesaw.edu

**Staff Editors:
Savannah Herrington
Linda Rowlette**