



KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS
*Department of Marketing and
Professional Sales*

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Featured Executive Board Advisor

Justin Brown



Justin Brown is a 15 year veteran of The Home Depot. He is currently a leader in the Merchandising organization, responsible for assortment, pricing, and supplier decisions in the Lighting / Electrical department. In his prior time at The Home Depot, he has served in various functions of the company, including Store Operations, Supply Chain, and Merchandising. Justin has an ungraduated degree in Industrial Management from Purdue University and a Master of Business Administration from Duke University. Justin is the proud husband of Kelley and father to Maggie and Caroline.

Letter From The Chair

Dear Students, Faculty & Staff,

Congratulations to the 2022 Graduates. We hope that we have prepared you for your next life adventure. Please reach out to the department and let us know how you are doing.

A huge thank you to all faculty who all have worked extra hard this semester. It has been an especially busy one. We are excited that we will have several new faculty starting in the fall.

Safe travels to everyone on those study abroad trips (and vacations). We look forward to the wealth of knowledge that will be brought back to the department and classrooms.

Have a great summer everyone! Please reach out to me at any time.

David J. Burns
Chair & Professor of Marketing & Professional Sales

FAREWELL

From Nikolaos Jason Koufodontis, Fulbright Scholar



I am sure you all have often had this feeling: how time seems to pass by so quickly when you are experiencing something that you are truly enjoying. Still, I was surprised when Linda asked me to write a “goodbye message” for the KSU newsletter. Is it already time to leave? So soon? Well, if Linda who is the cheerful pillar of the Marketing Department and the one who organizes everything and supports everyone, says so, then it must be happening; I shall soon have to return back to my home, in Greece.

Thinking about it, almost a whole year has passed by. That’s undoubtedly a significant amount of time to be away from your family; missing unique moments with your kids as they are growing, being away from the people you love during holidays. But being away from them doesn’t mean I was away from friends and relatives. “Adopted” by Mike and his family and spending with them all traditional Greek holidays, I never felt like being a stranger in a foreign country. Surrounded by good friends like Mike, Todd, Patrick, Scott, Prachi, Melih, or Leonard, I enjoyed all the opportunities to share some great moments going to Church, hiking, having lunch, or just chatting about the latest news.

Recollecting the past year, one thing above all truly still amazes me, as something I would have never expected to find here at KSU. That one thing is how similar everything actually is when compared to my home University. From the small and insignificant things, like the bureaucracy and the “politics”, to the big and important ones, like the wonderful, friendly and welcoming people I met here at KSU, or the high academic spirit and the thirst for achieving academic excellence and advancing knowledge.

The similarity was most impressive in the classroom. If I was to merge the students from one of my classes here at KSU with a class at my home university, I wouldn’t be able to tell who is from where; only the language spoken might have revealed the origin. I was expecting to find a much higher diversity and even a different level of motivation in the classroom, but instead I found the exact same desire to learn, and to be honest, and occasionally the same tendency to skip classes when given the opportunity! And together with the students I also learned about new and interesting ideas, about their dreams, their plans for the future, about their discovery of different ways for becoming responsible and useful members of the society. I truly appreciate the extensive time spent in the classroom discussing, often beyond and after the lecture time. Discussing not only about marketing or information systems, but also about many other contemporary issues that affect science, business, and our everyday lives, no matter who we are or in what part of the world we live in. A lot of thoughts for me to take along when leaving and to share with my students at the Universities in my home country.

Soon I will start packing my luggage and it’s usually at that point when you begin to realize something is definitely about to change. Nevertheless, I do not see returning to Greece as being the end of the rich and long journey I have been on for the past 10 months. For me it’s just the closure of the introductory chapter in an exciting book that has many more chapters to follow. A productive time with a lot of effort and hopefully a few things achieved, but also many more awaiting in the future. Research with my friends from KSU is ongoing, working together and keeping in touch, while waiting for the next opportunity to welcome them to Greece or for me to revisit Kennesaw.

To my friends, my colleagues, my students, and to everyone here at Kennesaw State University, thank you for this unique and memorable experience. Catch up later!

Faculty Highlights



Congratulations to our elected representatives:

Department Faculty Council (DFC): Keith Tudor

Faculty Review Committee (FRC, Formerly P & T): Jennifer Hutchins

Department Curriculum Committee: Tyra Burton

Coles Online BBA Committee: Laura Robinson

College Graduate Policies/Curriculum: Patrick van Esch

College Faculty Review Committee (FRC): Scott Inks

College Research & Development: Armen Tashchian

College Strategic Planning Committee: Randy Stuart

Mona Sinha was selected as one of the winners of the
Coles Working Paper Awards for 2021-2022

Her paper: Jomon A. Paul, Mona Sinha, Justin D.
Cochran. Development of Novel Critical Thinking
Assessment. FALL21-01, November 2021.

Congratulations to Patrick van Esch and Prachi Gala for
their publication in the *International Journal of Bank
Marketing* for their work titled "Artificial intelligence,
financial anxiety and cashier-less checkouts: a Saudi
Arabian Perspective"

Patrick van Esch was named as an Editorial Review Board
member for the journal *Psychology & Marketing* and
Journal of Advertising



Faculty Highlights



Congratulations to Tyra Burton on winning the KSU Outstanding Teaching Award. Keep up the great work!

Farewell to Bill Forrester who is retiring after 32 years! We will miss you!



— HAPPY —
Retirement



National Collegiate Sales Competition

March 4th-7th

Congratulations to the following competitors for placing at the National Collegiate Sales Competition:



Thomas Rowen
Semi-Finalist: 9th Overall



Avery Green
Quarter-Finalist: 20th Overall



Juliana Jacobus
Speed Selling Winner for
Sazerac



Congrats to the Sales Team for placing 7th overall at NCSC!



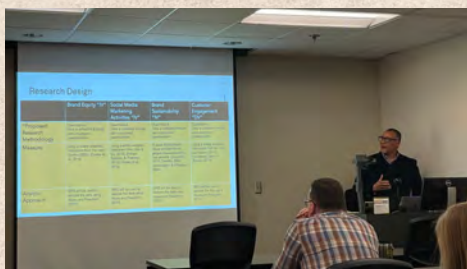
Thank you to all of our volunteers for your help! We couldn't have done it without you.

Student Highlights

Our Ph.D. students (Cohort 12) have had their papers accepted at the 2022 Academy of Marketing Science conference to be held in Monterey Bay, CA in May.

Authors: Martha Troncoza, Perry Parke, Candace McCain, Mona Sinha. Paper Title: Independent Restaurants" Pandemic Survival Toolkit: Thriving on Community Resilience

Jen Riley's Dissertation proposal has been accepted as a finalist in the Mary Kay AMS Dissertation Proposal Competition to take place at the Academy of Marketing Science Annual Conference in May.



Erik Harvey, a Ph.D. Student, presenting on Brand Sustainability at the Brown Bag Series



Laurie Michaelson, Mona Sinha, Grant Burrows, Robin Cheramie, AJ Franza, Stefan Sleep



Perry Parke, Candance McCain, Prachi Gala, Martha Troncoza, David Burns

Dr. Prachi Gala was a guest speaker for Dr. Burns' Consumer Research class.

Congrats to the following outstanding Students of 2022.

These students were nominated by faculty and attended the awards ceremony on April 22nd.

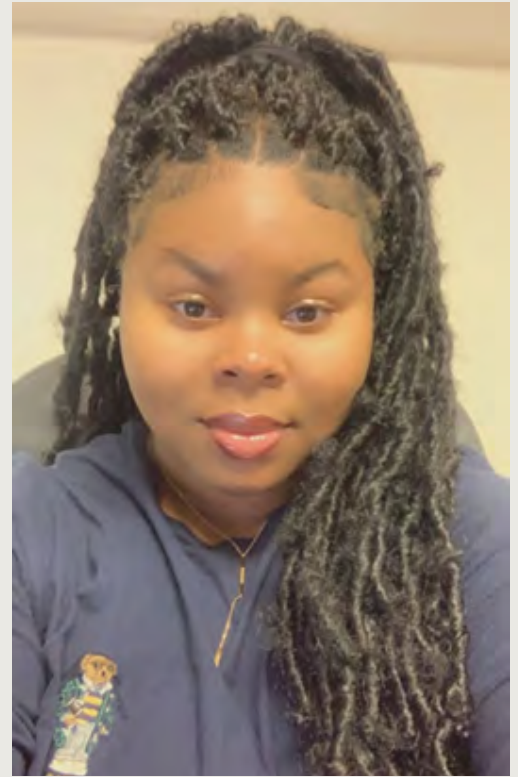
Congratulations!

Grant Burrows - Marketing
AJ Franza - Professional Sales



Student Assistants

Hi! I'm Savannah and I'm a freshman 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 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.



My name is Jenn and I'm a Hospitality management Major with a minor in marketing. I'm from Winder, Georgia, A town right outside of Athens (Go Dawgs). I plan to pursue a career as a hotel manager or in event planning. I'm also heavily involved in our band program playing Trumpet as well as our honors band sorority Tau Beta Sigma.



News From KMA



KMA was awarded in not one but **THREE** categories! These categories include: Fundraising, membership and internal/external communications.

KMA placed 2nd in the Chapter Exhibit Competition for best Communication of chapter activities. We were 1 of 20 chapters across the nation to compete for this.

Kya Garibaldi (current senior and double major) was named a finalist in the Perfect Pitch Competition.

Abbey Williams (Current Senior) was offered a full ride scholarship from Bill Imada (Current Chairman and Chief Connectivity and former CEO of the IW Group) to attend a special trip to San Francisco this April. She will become a member of the National Millennial and Gen-Z Community organization and join 3 other KSU PRSSA students on this trip. Only 32 students across the nation get chosen. She is 1 of 4 to represent the southeast region. They will be visiting major companies during this conference, including the Google Headquarters.

KMA Banquet



The Kennesaw Marketing Association banquet on April 30th at Miller's Ale House

New Board Members for KMA

President: Kamryn Lacy

Vice President: Kayla Foster

Operations Director: Angel Walton

VP of MKTG: Mikaylah Abercrombie

VP of Digital Media: Desaray Anderson

HR Director: Destiny Ukawu

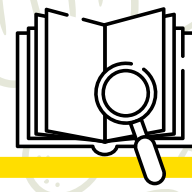
Recruitment Director: Joy Hoard

Treasurer: Deja Williams

Fundraising Director: Cynthia Quiroz

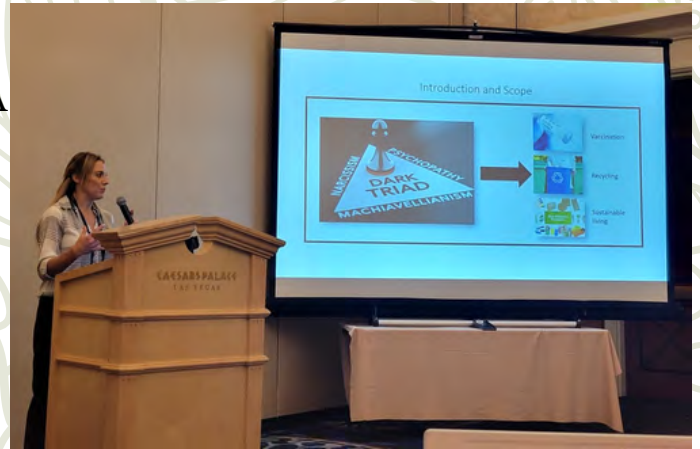
Agency Director: Jasmine Duffy

Agency Coordinator: Solange Aniekwu



Prachi Gala and Kate Nicewicz submitted a draft of the paper that they are working on to the 2022 Winter AMA Doctoral Research session. Kate presented the paper while in Las Vegas.

The Paper was titled: The Dark Triad and Intentions for Responsible Consumption: A Prospect Theory Perspective.



Jen Riley had her paper "Connecting with Gen Z: using Interactive Improv Games to Teach Soft Skills" on the Taylor & Francis online website!

Outreach

KSU SERVICE DAY



Grant Burrows and the Acadia SEO Team

This week, Grant Burrows, volunteered with the Acadia SEO Team for the Grady Fresh Good Cart in Brookhaven! They had a wonderful time bagging various vegetables for families in need around the Atlanta Area.



Linda Rowlette and her daughter Brooke along with other KSU volunteers at Must Ministries

Executive Advisory Board

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

Michele Velcheck: CEO of Solid Source Real Estate

Moira Vetter: President of MODO MODO Agency

Skip Meyer: Channel Lead at Newell Brands

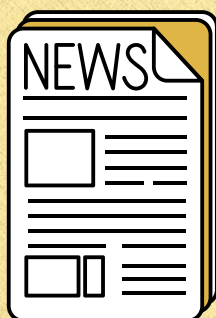
Tim Lamb: VP of Marketing at PRGX Global

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

Bob Bachrach: Exec. & COO of Congregation Etz Chaim

News from the Executive Advisory Board

Thank you to everyone for attending the April meeting. We had a great turnout. There were some great ideas for KMA and the Mentoring program and we hope to implement some of these in the fall.





**Congratulations to the
Spring 2022 Graduates!
We wish you luck in all of
your endeavors.**

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



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