

Robert Green

POSTDOCTORAL EDUCATION

Faculty Development Seminar in International Business Ethics, The University of Kansas
American Marketing Association Electronic Commerce Faculty Consortium, Mays College & Graduate School of Business, Texas A&M University
Business Marketing Faculty Consortium, Kellogg Graduate School of Management, Northwestern University
Faculty Development Seminar in Strategies for Teaching International Negotiation, Duke University
American Marketing Association Services Marketing Faculty Consortium, Owen School of Business, Vanderbilt University
Faculty Development Seminar in International Marketing, University of Memphis

ADMINISTRATIVE EXPERIENCE

EXECUTIVE DIRECTOR FOR THE MBA PROGRAM and ASSOCIATE PROFESSOR OF MARKETING, College of Business and Economics, United Arab Emirates University, Abu Dhabi, UAE, Winter 2003-Summer 2004. Administrative responsibilities: marketing, planning and forecasting resources, course scheduling, staffing and delivery, assessing program, recommending course and curriculum revision, and overseeing operations of facilities, student advising, learning resources and technology. Report to the Dean for the College of Business and Economics. Teaching responsibilities not required, but taught MBA Marketing Management course (Spring 2003) and the Managerial Economics and Marketing Principles modules for the Bridging Course (Spring 2003, Fall 2003, Spring 2004).

TEACHING EXPERIENCE

PROFESSOR OF MARKETING, College of Business and Management, Lynn University, Boca Raton, Florida, Fall 2005-Present. Teaching responsibilities: Undergraduate – Principles of Marketing, Consumer Behavior, Sales Management, Integrated Marketing Communications, Marketing Research, Business Marketing Management; Graduate – Marketing Management (MBA), International Marketing (MBA), Integrated Marketing Communications (MBA), Strategic Brand Management (MBA), Marketing Theory and Research (PhD), Sustainable Business Practices (PhD), Doctoral Research Seminar (PhD).

PROFESSOR OF MARKETING, International Program, Universidad Espiritu Santo, Guayaquil, Ecuador, Summer 2004-Summer 2005. Teaching responsibilities (all undergraduate): Introduction to Marketing, Marketing of Services, Marketing Research, Consumer Behavior, Communication in Marketing, Marketing Strategies, Distribution Channels, and Sales Force Management.

ASSOCIATE PROFESSOR OF MARKETING, College of Business and Management, Lynn University, Boca Raton, Florida, 2001-Fall 2002. Teaching responsibilities: Marketing Management in a Global Economy (graduate), Management and Administration (graduate), Marketing Research (undergraduate), International Business (undergraduate), E-Business (undergraduate and graduate), International Marketing (undergraduate), Professional Selling and Sales Management (undergraduate), E-Marketing (undergraduate), and Principles of Marketing (undergraduate).

ASSOCIATE PROFESSOR OF MARKETING and MBA PROGRAM COORDINATOR, College of Graduate Studies, Lynn University, Boca Raton, Florida, 2000-2001. Teaching responsibilities: Marketing Management in a Global Economy (graduate), Management and Administration (graduate), International Business (graduate), Business Policy (graduate), Principles of Marketing (undergraduate), Marketing Research (undergraduate), and International Marketing (undergraduate). Administrative responsibilities: Coordinate course scheduling, curricular revision, assist in marketing strategy development, and student advisement for the MBA Program.

ASSISTANT PROFESSOR OF MARKETING, School of Business, Indiana State University, Terre Haute, Indiana, 1997-2000. Teaching responsibilities: Business Marketing (undergraduate and graduate), Channels of Distribution, International Marketing, Principles of Marketing, Principles of Retailing, and Sales Management.

GUEST LECTURER. Graduate School of Business, Strayer University, Alexandria, Virginia, Fall 1998. Teaching responsibility: Graduate Seminar in Organizational Theory.

GUEST LECTURER. Graduate School of Business, Strayer University, Alexandria, Virginia, Summer 1998. Teaching responsibility: Graduate Seminar in Production and Operations Management.

ADJUNCT. School of Business, Indiana State University, Terre Haute, Indiana. Spring and Fall 1994. Teaching responsibility: Principles of Marketing.

EXECUTIVE-IN-RESIDENCE. College of Business and Public Affairs, Murray State University, Murray, Kentucky, Spring 1988.

ADJUNCT. Division of Business, Vincennes University, Vincennes University, Vincennes, Indiana. Fall 1987. Teaching responsibility: Fundamentals of Business Finance.

PUBLICATIONS

Textbook

Green, R.D. (2000). *International Marketing*. Guilford, CT: Dushkin/McGraw-Hill. An online textbook supplement offered as WebQuester.

Refereed Published Journal and Serial Articles

Chen, H. and Green, R.D. (2009). Marketing Mix and Branding: Competitive Hypermarket Strategies. *International Journal of Management and Marketing Research*, (forthcoming).

Chen, H., Green, R.D., and Miller, J. (2008). Male and Female Influence on Hypermarket Brand Equity. *International Business & Economics Research Journal*, 7(9), 9-20.

Young, J. A., Green, R.D. and Paswan, A.K. (2000). Co-Branding Approaches in the Franchised Food Service Industry. *Journal of Business & Entrepreneurship*, 12(2), 19-31.

Smith, J.W. and Green, R.D. (2000). Termination Analysis of Real Estate Syndications: 1971-1989. *Academy of Accounting and Financial Studies Journal*, 4(2), 53-60.

Paswan, A.K., Young, J.A. and Green, R.D. (2000). A Causal Investigation of Relational Norms and Channel Member Support Activities in the Indian Market. *Global Business and Finance Review*, 5(1), 45-49.

Green, R.D. and Haring, R.C. (1999). Influences on Service Firms' Performance: A Comparison of International and U.S. Medical School Graduates' Physician Practices. In R.F. Gomembiewski, K.D. Mackenzie, and M.A. Rahim (Eds.) *Current Topics in Management* (Vol. 4) (pp. 225-241). Stamford, CT: JAI Press.

Green, R. D. (1990). Succession In the Family Business: A Successor Perspective. *Business & Public Affairs*, 17(1), 20-24.

Book Reviews

Green, R.D. (2009). *Brand Risk: Adding Risk Literacy to Brand Management*, by David Abrahams. In *Journal of Product and Brand Management*, (forthcoming).

Refereed Published Proceedings

Green, R.D. and D.L. Varble (2008). Branding as a Value Proposition. In J. W. Wilson (Ed.) *Marketing: At the Crossroads of Theory and Practice* (pp. 184-189). Savannah, GA: Atlantic Marketing Association.

Chen, H. and Green, R.D. (2008). The Marketing Mix and Branding: A Review of Consumer Marketing. In M. Jalbert (Ed.) *Global Conference on Business and Finance Proceedings* (pp. 108-118). San Jose, Costa Rica: The Institute for Business and Finance Research.

- Chen, H., Miller, J., and Green, R.D. (2008). Gender Difference Influencing Brand Equity. In R. Clute (Ed.) *The International Applied Business Research Proceedings* (Article 245). San Juan, Puerto Rico: The International Applied Business Research Association.
- Varble, D.L., Findley, B. and Green, R.D. (2006). Sharing Successes in Active Learning. In J. Cherry (Ed.) *Marketing Management Association Educators' Conference Proceedings*. Nashville, TN: Marketing Management Association.
- Green, R.D., Gangal, M. and Varble, D.L. (2004). An Arabian Gulf Company Enters Newly Opened Foreign Markets. In R. Clute (Ed.) *The European Applied Business Research Proceedings* (pp. 1-8). Edinburgh, Scotland: The European Applied Business Research Association.
- Varble, D.L. and Green, R.D. (2003). Small Business Development Center Regional Office. In P. Holman and T. Hinthorne (Eds.) *Proceedings of the North American Case Research Association* (p. 46). Tampa, FL: North American Case Research Association, Inc.
- Varble, D.L. and Green, R.D. (2003). Enhancing Professorial Skills and Perceptions: A Semester Abroad – An Example at UAEU. In S. Corbin and L. Ziegler (Eds.) *Marketing Management Association Fall Conference Proceedings*. Nashville, TN: Marketing Management Association.
- Green, R.D. and Varble, D.L. (2003). Gulf South Credit Union Employee Policy Manual Case. In R. Clute (Ed.) *The European Applied Business Research Proceedings* (pp. 1-8). Venice, Italy: The European Applied Business Research Association.
- Slutz, J.F., Varble, D.L. and Green, R.D. (2002). Repositioning From Product Seller to Wellness Provider. In R. Green, M. Kunz and R. Erffmeyer (Eds.) *Finding Your Place in the Market – Niche by Niche* (pp. 95-98). Chicago: Marketing Management Association.
- Green, R.D. and Norcio, R.J. (2001). Carollo Pen Company Going Global. In J. Wilson (Ed.) *Integrated Marketing For the Future* (pp. 415-421). Portland, ME: Atlantic Marketing Association.
- Green, R.D. and Smith, J.W. (2001). Market Strategies of White and Black Service Providers: A Conceptual Overview. In *The Academy of Marketing Studies Proceedings*. Nashville, TN: Allied Academies National Conference.
- Green, R.D., Young, J.A. and Snyder, A. (2001). The Challenges of Technology to Global Firms. In J.L. Thomas (Ed.), *2001 Advances in Marketing* (pp. 101-105). New Orleans: Association of Collegiate Marketing Educators (formerly Southwestern Marketing Association).
- Green, R.D., Young, J.A., and Paswan, A. (2000). A Comparison of Services Business Characteristics: An U.S. Study of Hispanic and Anglo Health Care Providers. In D.R. Deeter-Schmelz & Hartman (Eds.), *2000 Society for Marketing Advances Proceedings* (pp. 264-271). Orlando, FL: Society for Marketing Advances.
- Green, R.D. and Smith, J.W. (2000). Service Business Returns Under Modified Price Controls: Evidence From Physician Practices. In H. Estelami & S. Maxwell (Eds.), *2000 Behavioral Pricing Proceedings* (pp. 25-35). New York: Fordham University.
- Green, R.D., Young, J.A., and Paswan, A. (2000). Differences in Business Characteristics of Asian and Anglo Health Care Providers in the United States. In *2000 Multicultural Marketing Conference Proceedings*. Hong Kong: Academy of Marketing Science.
- Green, R.D. and Varble, D.L. (2000). Price-Driven Services Marketing: Decision Characteristics of Physician Practices. In *Western Decision Sciences Institute Proceedings* (pp. 284-286). Maui, HI: Western Decision Sciences Institute.

- Smith, J.W. and Green, R.D. (2000). Real Estate Syndication Outcomes and Survival: 1971-1989. In *Allied Academies Proceedings* (pp. 22-26). Myrtle Beach, SC: Allied Academies National Conference.
- Young, J.A., McIntyre, F.S. and Green, R.D. (2000). The International Society of Franchising Proceedings: A Thirteen Year (1986, 1988-1999) Review. In *International Society of Franchising Proceedings*. San Diego: International Society of Franchising.
- Varble, D.L. and Green, R.D. (1999). Articulation Partnership Agreements and Schools/Colleges of Business. In *Academy of Business Disciplines Proceedings*. Ft. Myers, FL: Academy of Business Disciplines.
- Slutz, J.F., Green, R.D. and Varble, D.L. (1999). Marketing the Experience: Music and Wellness. In J. Wilson (Ed.), *Marketing For The Millennium* (pp. 43-52). Annapolis, MD: Atlantic Marketing Association.
- Green, R.D. (1999). Larry Bird's Winning "Shot" in the Business Market. In J. Wilson (Ed.), *Marketing For The Millennium* (pp. 212-221). Annapolis, MD: Atlantic Marketing Association.
- Slutz, J.F., Varble, D.L. and Green, R.D. (1999). Music and Marketing Produce a Successful Undergraduate Program: An Example. In J. Wilson (Ed.), *Marketing For The Millennium* (pp. 61-65). Annapolis, MD: Atlantic Marketing Association.
- Engelland, B.T., Varble, D.L., and Green, R.D., (1999). Instilling Student Career Planning Skills Within A Marketing Content. In P. Gordon & B. Kellerman (Eds.), *Marketing Management Association Fall Educators' Conference Proceedings* (pp. 65-66). St. Louis: Marketing Management Association.
- Green, R.D. and Haring, R.C. (1999). Fee for Service Physicians in U.S. Healthcare Industry: Marketing Performance Findings About Primary Care Retailing. In H. Timmermans (Ed.), *Recent Advances in Retailing and Services Science* (p. 40). (Abstract). Las Croabas, Puerto Rico: European Institute of Retailing and Services Studies Conference.
- Green, R.D., Haring, R.C. and Rink, D.R. (1999). Challenges and Changes in An Aging Consumer Market: A Medicare Healthcare Study. In C. Noble (Ed.), *Developments in Marketing Science* (p. 243). (Abstract). Coral Gables, FL: Academy of Marketing Science Conference.
- Smith, J.W., Haring, R.C. and Green, R.D. (1999). Financial Services Theory Extended to the Real Estate Securitization Process, Underwriter and Project Performance. In *Linking the Theory and Practice of Business* (pp. 40-50). Madison, NJ: Silberman Business Symposium.
- Haring, R.C., Rink, D.K. and Green, R.D. (1999). An Iterative Approach in Building Marketing Theory to Research Based on Federally Developed Data Sets. In J. Chapman (Ed.) *Expanding Marketing Horizons Into the 21st Century* (pp. 378-385). Jacksonville, FL: Association of Marketing Theory and Practice Conference.
- Green, R.D. and Haring, R.C. (1999). Multi-Cultural Service Marketing: Segmentation and Performance of Minority Physician Practices. In R.K. Tudor & S.L. True (Eds.), *Advances in Marketing* (pp. 66-74). Houston: Southwestern Marketing Association.
- Green, R.D. and Haring, R.C. (1998). International and United States Medical School Graduates in Primary Care Physician Specialties: A Comparisons of Medical Practice Characteristics and Financial Performance. In P. Minors (Ed.), *Proceedings of the Fifth Annual International Conference on Advances in Management* (pp. 86-87). Lincoln, England: Center for Advanced Studies in Management.
- Green, R.D. and Haring, R.C. (1998). Business Profile of Primary Health Care Providers: National Survey of Fee for Service Physicians. In M. Fetters (Ed.), *1998 Midwest Business and Health Administration Association Proceedings* (pp. 37-49). Chicago: Midwest Business and Health Administration Association.

Other Publications

Green, R.D. (2004). Living, Teaching in the United Arab Emirates. *Vincennes (Indiana) Sun-Commercial*. A three-part series (May 23 pp. B1 and B4, June 6 p. B3, and June 20 p. B4).

Varble, D.L., Green, R.D., and Thompson, R.E. (2003). A Semester Abroad Enhances Professorial Skills. In S. Corbin and L. Ziegler (Eds.) *Marketing Management Association Fall Conference Proceedings*. Nashville, TN: Marketing Management Association.

Norcio, R.J. and Green, R.D. (2002). Preparing Future Managers for a Global Marketplace. In J.L. Thomas, B.J. Kellerman and R.K. Tudor (Eds.) *Advances in Marketing* (pp. 67-69). St. Louis: Association of Collegiate Marketing Educators.

Green, R.D. and Farazmand, F. (2001). Leading Texts in International/Export Marketing. In *Developments in Marketing Science*. San Diego: Academy of Marketing Science.

Green, R.D. (1999). Larry Bird's Home Court (Case Study). In A. Weinstein & W.C. Johnson, *Designing and Delivering Superior Customer Value* (pp. 205-213). Boca Raton, FL: CRC Press.

Green, R.D., Haring, R.C. and Smith, J.W. (1999). *Adapting Financial and Marketing Performance Models to Conform With Federal Studies of Private Physician Practice*. Paper presented at the Silberman Business Symposium, Madison, NJ.

Green, R.D. (1999). Case (Teaching) Notes for textbook by F.R. Dwyer & J.F. Tanner (1999), *Business Marketing: Connecting Strategy, Relationships, and Learning*, Boston: Irwin McGraw-Hill, Inc.

Bates, D.L. and Green, R.D. (1997). *The State of Strategic Consulting on the Doorstep of the Next Millennium*. Paper presented at the meeting of Southern Management Association, Atlanta.

PRESENTATIONS

Hang Five in Surfing Channel Management Turbulence, 2000 Academy of Marketing Science Conference, Hong Kong.

Building Customer Relationships in Retailing, 1999 Atlantic Marketing Association Conference, Annapolis, Maryland.

Distinguished Lecturer in Business Administration, Murray State University, Murray, Kentucky, College of Business and Public Affairs, 1987.

PROFESSIONAL AFFILIATIONS

Academy of International Business, Academy of Marketing Science, American Marketing Association, Association of Collegiate Marketing Educators, Atlantic Marketing Association, International Society of Franchising, Marketing Management Association, Society of Marketing Advances, South Florida Chapter of the American Marketing Association

PROFESSIONAL SERVICE

Reviewer

Health Marketing Quarterly, Journal of Business and Management, Journal of Marketing, Journal of Marketing Channels, The Journal of Nonprofit & Public Sector Marketing

Academy of International Business Conference (Midwest Region), Academy of Marketing Conference (Europe), American Marketing Association Educators' Summer Conference, American Marketing Association Educators' Winter Conference, Association of Collegiate Marketing Educators Conference, Association of Marketing Theory

and Practice Conference, Atlantic Marketing Association Conference, International Society of Franchising Conference, Marketing Management Association Conference, Society for Marketing Advances Conference,

Engineering and Physical Sciences Research Council (UK), Funding proposal for retailing project

Prentice Hall, *Business to Business Marketing* (2nd edition) by Robert P. Vitale, Joseph Giglierano, and Waldemar Pfoertsh

Irwin/McGraw-Hill, *Business Marketing: Connecting Strategy, Relationships, and Learning* (2nd edition) by F. Robert Dwyer and John F. Tanner, Jr.

Prentice Hall. *International Marketing* (proposed textbook)

Irwin/McGraw-Hill. *Business Marketing: Proactive Management in Rapidly Changing Markets* (proposed textbook)

Editor

Editor, *Marketing Management Association Proceedings*; Co-editor, *Marketing Management Association Proceedings*; Co-editor, *Society for Marketing Advances Proceedings*

Track Chair

Academy of Marketing Science Conference, Atlantic Marketing Association Conference, Association of Collegiate Marketing Educators

Session Chair

Academy of Marketing Science Conference, Association of Collegiate Marketing Educators, Atlantic Marketing Association Conference, European Applied Business Research Conference, Global Conference on Business and Finance, International Applied Business Research Conference, International Society of Franchising Conference, Midwest Business and Health Association Conference

Session Discussant

Academy of International Business Conference (Midwest Region), Association of Collegiate Marketing Educators, Atlantic Marketing Association Conference, International Society of Franchising Conference, Marketing Management Association Conference, Midwest Business and Health Association Conference

UNIVERSITY SERVICE

Lynn University: Academic Council; Curriculum Committee; Academic Standards Committee; Graduate Council; College of Business and Management Dean Search Committee; Marketing and Student Retention Committee; Distance Learning Committee

Lynn University, College of Business and Management: Curriculum Committee; AACSB – International Exploratory Committee,

United Arab Emirates University, College of Business and Economics: Planning and Policy Committee; MBA Committee; AACSB – International Committee

Indiana State University, School of Business: Faculty Advisor, American Marketing Association- ISU Chapter; Strategic Planning Monitoring Committee; Technology and Library Committee

PROFESSIONAL POSITIONS

Health Marketing Quarterly, Editorial Board; *Journal of Multi-disciplinary Research*, Editorial Board; Marketing Management Association, Board of Directors; Marketing Management Association, Chair, Publications Council