

Dr. ERIKA MATULICH

EDUCATION & CERTIFICATIONS

Ph.D. in Business Administration, 1994

University of Wisconsin, Graduate School of Business - Madison, Wisconsin (GPA: 3.9)
Major: Marketing and Research Methods Minor: Social Psychology

Masters of Business Administration, 1986

Texas Christian University, M.J. Neeley School of Business - Fort Worth, Texas
Concentration: Marketing, Management, and Statistics (GPA: 3.8)

Bachelor of Business Administration, 1984

Texas Christian University, M.J. Neeley School of Business - Fort Worth, Texas
Major: Marketing, Minor: Management *Magna cum Laude* (GPA: Overall: 3.8, Major: 4.0)

E-Learning Instructional Design Certification by ASTD, 2007

Professional Certified Marketer (PCM) by the American Marketing Association, 2001

ACADEMIC EMPLOYMENT

The University of Tampa: Tampa, FL (8/1998 to present)

Professor of Marketing, College of Business

Program Director: Masters of Science in Marketing (2007-2009)

- Responsible for teaching Promotions, Principles, Fundamentals, Research, Consumer Behavior, New Technologies & Innovations, Cutting Edge, Marketing Law, Strategy, Special Topics
- College of Business Blackboard system administrator, trainer, and course builder (2000-2010)
- Recipient of Delo Grants, Faculty Development Grants, Teaching Innovation and Excellence Grant, Project Reach, Project Innovate, Project Edge

Texas Christian University: Fort Worth, TX (8/1993 to 6/1998)

Assistant Professor of Marketing, M.J. Neeley School of Business

- Exceeded overall Marketing Department and College scores in instructor ratings
- Rated as "one of the best" instructors by 90% of students
- International travel ambassador to Germany and Mexico
- Faculty advisor to the TCU Student Chapter of the American Marketing Association
- Led students to the national finals in the 1997 AMA Case Competition

University of Wisconsin: Madison, WI (9/1989 to 6/1992)

Teaching Assistant, Department of Marketing, Graduate School of Business

- Rated in the top 10% of instructors by 80% of student respondents
- Complete responsibility for design and execution of marketing management courses
- Completed multiple seminars in racial diversity/discrimination, gender issues, sexual harassment, alternative lifestyles, and protected group sensitivity issues

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PROFESSIONAL EMPLOYMENT

Bell Helicopter Textron: Fort Worth, TX (9/87 to 8/89)

Operations Analyst, Customer Service and Support Division

- Responsible for executive and staff training on personal computer hardware and software
- Automated domestic and international field sales representatives
- Designed and implemented 800-station local area network; designed custom software
- Completed TQM training, employee sensitivity training, and ethics training

MBank Dallas: Dallas, TX (1/86 to 9/87)

Operations Officer, Item Processing Division

- Performed PC-based training for all new employees
- Developed marketing and sales materials for check processing products
- Wrote systems documentation, product technical manuals, and custom software

Product Manager, Cash Management and Marketing department

- Trained corporate customers and marketing managers on new products
- Developed, managed, and documented all new-technology product lines

Texas Christian University: Fort Worth, TX (8/86 to 5/89)

Adjunct Instructor, Department of Marketing, M.J. Neeley School of Business

- Responsible for curriculum development and instruction of junior-level marketing course
- Exceeded overall Marketing Department and College scores in instructor ratings

Unicorn Research Corporation: Orlando, FL (7/89 to present)

Member: Board of Directors, Marketing Advisor

Fancy Publications: Irvine, CA (11/97 to 2010)

Article Author for *Ferrets USA* (annual publication), *Critters USA* (annual publication), *Ferrets* (bimonthly publication), *Pet Product News* (trade publication)

Pets.com e-commerce website: San Francisco, CA (5/99 to 11/2000)

Contributing Editor to the ferret section of a site partially owned by Amazon.com

SELECTED CONSULTING EXPERIENCE

- Home Shopping Network, customer engagement modeling, 2013-2014
- Kings Point and Sun City Center marketing research, 2012
- Salad Creations marketing research, 2010
- Sterling Research marketing research and SPSS training, 2009
- Norwegian Cruise Line survey development and analysis, 2006-2007
- Sonny's Real Pit Barbecue survey development and analysis, 2004-2007
- Time Warner Minneapolis survey development and analysis, 2004-2005
- Brighthouse Network TV 47 survey analysis, 2004
- Tech Data SPSS training and survey analysis, 2003-2004
- Stewards Foundation Boathouse Feasibility Study, 2003
- Marketing Research Training for TSI Communications (a Verizon subsidiary), 2001-2002
- Strategic Marketing Consulting for e-Commerce Solutions, Fairfax, VA, 1999
- Strategic Marketing Planning Seminars for Burlington Northern/Santa Fe Railroad, 1998
- Marketing research (focus groups) for Mrs. Baird's Bakeries, Fort Worth, TX 1997
- Marketing research and expert witnessing for Taskmaster Industries, Arlington, TX, 1996-97
- Marketing research for Choice Homes, Inc., Arlington, TX, 1996-98

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REFEREED JOURNAL ARTICLES

- Eres, B., McMurrian, R., Matulich, E., Budd, N. (2014). SEGA Corporation: The Dream and the Plan to Rise Above. *Journal of Business Cases and Applications*.
- Lafferty, B. A., Matulich, E., Liu, M. X. (2014). Exploring Worldwide Collecting Consumption Behaviors. *Journal of International Business and Cultural Studies*.
- Walters, M., Pergola, T., Matulich, E. (2013). Kennel-Up Company: an analysis of target costing. To appear in *Journal of Business Cases and Applications*, 1-9. www.aabri.com/jbca.html
- Wooldridge, B., Rutherford, J., Matulich, E. (2013). Say It Ain't So? The Need For Crisis Management In Professional Sports. *Journal of Applied Case Research*, 11(1), 53-60. swcra.net/wp-content/uploads/2013/07/V11_N1e_SayItAintSo_Case.pdf
- Kuntze, R., Crudele, T., Reynolds, D., Matulich, E. (2012). The Rise and Fall of Virtual Reality Retailing in Second Life: An Avatar's Perspective. *Journal of Management and Marketing Research*.
- Hilliard, H., Matulich, E., Rustogi, H., Haytko, D. L. (2012). An International Look at Attitude Towards Advertising, Brand Considerations, and Market Expertise: United States, China, and India. *Journal of International Business Research*, 11(1), 29-41. www.alliedacademies.org
- Hart, A., Matulich, E., Rubinsak, K., Sheffer, K., Vann, N., Vidalon, M. (2012). The Rise and Fall of Circuit City. *Journal of Business Cases and Applications*, 6, 1-7. www.aabri.com/manuscripts/121101.pdf
- Papp, R., Matulich, E. (2011). Negotiating the Deal: Using Technology to Reach the Millennials. *Journal of Behavioral Studies in Business*, 4(12/2011). <http://aabri.com/manuscripts/111063.pdf>
- Gupta, P., Matulich, E., Yalabik, B. (2011). Printing on Paper: Costly Nuisance or Pedagogical Imperative? *American Journal of Business Education*, 4(9), 31-36. <http://journals.cluteonline.com/index.php/AJBE/article/view/5617/5698>
- Hilliard, H., Crudele, T., Matulich, E., McMurrian, R. (2011). International Educational Ethics: Asia, South Pacific, Europe, Canada and Latin America. *Journal of Academic and Business Ethics*, 3. www.aabri.com/manuscripts/10651.pdf
- Matulich, Erika, Walters, Melissa., Papp, Raymond., McMurrian, Robert. (2010) "University Fair Use Policy: Meeting the 2010 Government Mandate". *Journal of Technology Research*. (Peer-reviewed / Journal Article (Cabell's Rated 11-20%) www.aabri.com/jtr.html
- Kuntze, Ron, and Matulich, Erika (2010) "Google: Searching for Value." *Journal of Case Research in Business and Economics*. (Peer-reviewed / Journal Article (Cabell's Rated 11-20%) / Learning and Pedagogical Research)
- Walters, Melissa, and Matulich, Erika (2010). "Assessing Password Threats: Implications for Formulating University Password Policies." To appear in *Journal of Technology Research*. (Peer-reviewed / Journal Article (Cabell's Rated 11-20%) / Learning and Pedagogical Research)
- Gupta, Pranjali, Erika Matulich, and Baris Yalabik (2010), "Printing on Paper: Costly Nuisance or Pedagogical Imperative?" *American Journal of Business Education* (Peer-reviewed / Journal Article (Cabell's Rated 11-20%) / Learning and Pedagogical Research)
- McMurrian, Robert, Erika Matulich, Raymond Papp, and Leon Hoke (2010), "Developing an Academic Code of Ethics: The Professional Expectations Partnership," *Journal of Academic and Business Ethics* (Peer Reviewed / Journal Article (Cabell's Rated <25%) / Learning and Pedagogical Research)
- Papp, Raymond, Robert McMurrian, Erika Matulich and Leon Hoke (2010), "Generational Differences in Acceptance of Academic Ethics Codes," *Research in Higher Education Journal*, (Peer Reviewed / Journal Article (Cabell's Rated <25%) / Learning and Pedagogical Research)
- Hermans, Charles, Diana L. Haytko, Erika Matulich, Kevin Shanahan (April 2009), "Instant Messenger Friends?"

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Social Relationship Behavior Differences Between Two Countries,” *International Business & Economics Research Journal*, Vol. 8, No 4, pp. 43-48.

McMurrian, Robert and Erika Matulich (2008), “Right for the Customer or Right for the Salesperson,” *Journal of Case Research in Business and Economics*, Volume 1, pp. 1-6.

Matulich, Erika and Karen Squires (May 2008), “What a Dog Fight! TKO: Pets.com,” *Journal of Business Case Studies*, Vol. 4, No. 5, pp. 1-6.

Matulich, Erika, Raymond Papp, and Diana Haytko (2008), “Continuous Improvement With Teaching Innovations: A Requirement For Today’s Learners.” *Marketing Education Review*, Spring, pp. 1-6.

Wooldridge, Barbara Ross, Erika Matulich and John Riddick (2008), “Big Changes In Rental Industry Test Retail Powerhouse Blockbuster,” *Annual Advances in Business Cases*

Matulich, Erika, Diana Haytko, and Iris Daly (December 2007), “RadioShack: Wireless Winners or Woes?” *Journal of Business Cases and Applications*, Volume 1, No. 1 pp. 7-15

Baker, Russell, Erika Matulich, and Raymond Papp (April 2007), “Teach Me In the way I Learn: Education and the Internet Generation,” *Journal of College Teaching and Learning*, Vol. 4 No. 4, pp. 27-32.

Lippincott, Barbara, Erika Matulich, and Karen Squires (December 2006), “To Learn or Not to Learn: The Effect of Educational Technology on Learning in Accounting Courses,” *Journal of College Teaching and Learning*, Vol. 3 No. 12, pp. 55-60.

McMurrian, Robert and Erika Matulich (November 2006), “Building Customer Value and Profitability with Business Ethics” *Journal of Applied Business Research*, Vol. 4, No. 11, pp. 11-18.

Skipton, Charles, Erika Matulich, Raymond Papp, and John Stepro (June 2006), “Moving from “Dumb” to “Smart” Classrooms: Technology Options and Implementation Issues,” *Journal of College Teaching and Learning*, Volume 3, No. 6, pp. 19-28.

Skipton, Charles and Erika Matulich (March 2005), “Classroom Instructional Technology: Options for Securing Equipment,” *Journal of College Teaching and Learning*, Volume 2, Number 3, pp. 57-66.

Brothers, Lance, Steve Werner, and Erika Matulich (2000), “The Influence of Triad Nations’ Environments on Price-Quality Product Strategies and MNC Performance,” *Journal of International Business Studies*, Volume 31, Issue 1, pp. 39-63.

Moorman, C. and Erika Matulich (1993), "A Model of Consumers' Preventive Health Behaviors: The Role of Health Motivation and Health Ability," *Journal of Consumer Research*, (September), 208-228.

Matulich, Erika and David Finn (1989), "Always Include Determinant Criteria in Patient Satisfaction Surveys," *Journal of Ambulatory Care Management*, 12:3 (August), 45-51.

OTHER PUBLICATIONS

Matulich, Erika (2004), “Brand Spirit: How Cause-Related Marketing Builds Brands,” (Book Review) *Journal of Product and Brand Management*.

Matulich, Erika (2002), “Stronger than Dirt: A Cultural History of Advertising Personal Hygiene in America, 1875 to 1940,” (Book Review) *Journal of Product and Brand Management*, (Vol 11, #7), pp. 483-485.

Matulich, Erika (2002), “Warriors on the High Wire: The Balancing Act of Brand Leadership in the 21st Century,” (Book Review) *Journal of Product and Brand Management*, (Vol 11, #3), pp.186-188.

Matulich, Erika (2002), “An Online Student Study Guide for Marketing Research,” Prentice Hall, for Malhotra’s *Basic Marketing Research*

Matulich, Erika (2000), *Instructor's Manual* for MarketingBuilder Express software, Second Edition, Cincinnati,

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OH: South-Western College Publishing.

Matulich, Erika (2000), *Instructor's Manual* for MarketingBuilder software, Second Edition, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1999), *Grademaker Study Guide*, for C. Lamb, J. Hair, and C. McDaniel's *Essentials of Marketing*, First edition, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1998), *Test Bank: Business*, for G. Bounds and C. Lamb, First Edition, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1998), *Test Bank: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika, and Jill E. Kapron (1998), *Student Study Guide: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1997), *Instructor's Manual* for MarketingBuilder Express software, First Edition, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1996), *Instructor's Manual* for MarketingBuilder software, First Edition, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika (1996), *Test Bank: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika, and Jill E. Kapron (1996), *Student Study Guide: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika and David W. Finn (1995), "Determinant Criteria in Patient Satisfaction Surveys," in *Marketing Ambulatory Care*, Seth Goldsmith (ed.), Aspen Publishers, Inc.: Gaithersburg, MD, 109-116.

Matulich, Erika (1994), *Test Bank: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika, and Jill E. Kapron (1994), *Student Study Guide: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Computer case applications developer (Lotus 1-2-3) and graphics production (*Instructor's Manual*) for Churchill, G., N. Ford, and O. Walker (1993), *Sales Force Management*, Fourth edition, Homewood, IL: Richard D. Irwin, Inc.

Matulich, Erika (1992), *Test Bank: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Matulich, Erika, and Jill E. Kapron (1992), *Student Study Guide: Principles of Marketing*, for C. Lamb, J. Hair, and C. McDaniel, Cincinnati, OH: South-Western College Publishing.

Contributor to *Ambulatory Care Guidelines*, Aspen Publishers, 1989.

Supplements contributor (*Course Planner*) for Cravens, D. and R. Woodruff (1986), *Marketing*, First edition, Addison-Wesley Publishing Company, Summer, 1985.

CONFERENCE PAPER/PRESENTATION AWARDS

Walters, M., Matulich, E., Papp, R. (2012). Teaching Netgen Accounting Students: Implications for Accounting Pedagogy. BEST PAPER AWARD: Academy of Business Disciplines.

Papp, R., Matulich, E., Walters, M., Skipton, C. (2012). Virtual Delivery Technologies in the Classroom.

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Orlando, FL: 2012 Orlando International Academic Conference. BEST PAPER AWARD.

Matulich, E. (Presenter & Author), Papp, R. (Presenter & Author), Kuntze, R. (Author Only), International Applied Business Research Conference, "Retailing In The 21st Century: Bricks, Clicks, or Pics?," Clute Institute for Academic Research, Orlando, FL. (January 5, 2010). (Peer-reviewed / Conference Proceedings / Discipline-based Research) BEST PAPER AWARD.

McMurrian, R. (Presenter & Author), Matulich, E. (Presenter & Author), International Applied Business Research Conference, "A Perspective on Customer Value and The Role it Plays in the Value Profit Chain," Clute Institute for Academic Research, Orlando, FL. (January 4, 2010). (Peer-reviewed / Conference Proceedings / Discipline-based Research) BEST PAPER AWARD.

Matulich, Erika, Melissa Walters, Robert McMurrian, Raymond Papp (2009), "Establishing a University "Fair Use" Policy: Meeting The 2010 Government Mandate," Academy of Business Disciplines Conference. (Peer-reviewed / Conference Proceedings / Learning and Pedagogical Research) BEST PAPER AWARD.

Yalabik, Baris, Pranjali Gupta, and Erika Matulich (2008), "Payment For Printing Options for University Campuses," at the College Teaching and Learning Conference in Orlando, FL (Refereed / Presentation and Conference Proceedings – National Conference (abstract) / Learning and Pedagogical Research) BEST CONFERENCE PAPER AWARD

Hermans, Charles, Diana Haytko, Erika Matulich, and Kevin Shanahan (2008), "Social Relationship Behavior Differences Between Two Countries," at the Applied Business Research Conference in Orlando, FL (electronic proceedings) (Refereed / Presentation and Conference Proceedings – National Conference (abstract) / Discipline-Based Scholarship) BEST CONFERENCE PAPER AWARD

Skipton, Charles, Erika Matulich, Raymond Papp, and John Stepro (2006), "Moving from "Dumb" to "Smart" Classrooms: Technology Options and Implementation Issues" at the College Teaching and Learning Conference (Refereed / Conference Presentation and Proceedings (full paper) / Contributions to Practice) BEST PAPER AWARD

McMurrian, Robert and Erika Matulich (2006), "Building Customer Value and Profitability with Business Ethics" at the Applied Business Research Conference (Refereed / Conference Presentation and Proceedings (full paper) / Discipline-Based Scholarship) BEST PAPER AWARD

Lafferty, Barbara, Erika Matulich, and Diana L. Haytko (2005), "Cause-Brand Alliances: Do Consumers Purchase Brands to Feel Good?" *Developments in Marketing Science*, Volume 28 (electronic proceedings). (Refereed / Conference Proceedings (abstract), Discipline-Based Research) BEST PAPER AWARD

Dr. ERIKA MATULICH

HONORS AND AWARDS

Who's Who Among American Women, 1991-2014
Who's Who Among American Teachers, 2004-2014
Who's Who in Higher Education, 2004-2007, 2009-2013
Who's Who in Finance and Business, 2005-2006
University of Tampa College of Business Service Award, 2003
Sherwin Williams Master Teacher Award, 2002
Champion: Distinguished Teaching Competition for the Society for Marketing Advances, 2001
Nominated for the Academy of Marketing Science Excellence in Teaching Award, 2000
University of Tampa Teaching Excellence and Innovations Grant, 2000-2001
University of Tampa Delo Grant, 1999-2000, 2002-2003
Who's Who in America, 1999-2003, 2012-2013
Who's Who in Media and Communication, 1998-1999
North Texas American Institute of Banking Award of Business Excellence, 1997
Who's Who in the World, 1997
Recognized in the TCU Senior Appreciation Program, 1995, 1996, 1997, 1998
Selected as faculty member providing valuable assistance to students during their time at TCU
(The Recent Alumni Survey by the TCU Office of Institutional Research), 1995, 1997, 1998
Mortar Board Preferred Professor, 1995
Best Student Paper award, Winter American Marketing Association, 1993
Doctoral Consortium Candidate, 1992
Jane K. Fenyo Academy of Marketing Science Student Paper Award, 1992
Who's Who of Emerging Leaders in America, 1993-1994
Who's Who Among Young American Professionals, 1992-1993
Dean's Discretionary Fund Research Scholarship, 1991
Sales Associate Award, Bell Helicopter Textron, 1989
George Hay Brown American Marketing Association Scholar, 1986
Dean's Merit Scholarship, 1984-1986; Chancellor's 4.0 Scholar, 1982-1984; Dean's List, 1980-1984
TCU Student Leadership and Service Award, 1984
E. Claude Manning Scholarship for Outstanding Business Students, 1983-1984
Texas Association for Intercollegiate Athletics for Women,
Award of Outstanding Academic and Athletic Achievement, 1981-1982
Varsity Letter, TCU Swimming, 1980-1982
TCU Academic Scholarship, 1980-1982

GRANTS

- Delo Professor Research Grant for \$3700 (2013)
- Project Edge grant for \$1500 (2009)
- Project Reach grant for \$1500 (2008)
- Project Innovate grant for \$1500 (2007)
- Project Edge grant for \$1000 (2006)
- University of Tampa Delo Faculty Development Grant (2005, 2006)
- Project Innovate grant for \$3750 (2005)
- University of Tampa Faculty Development grant for \$3100 (2004)
- University of Tampa Delo Award for \$2750 (2003-2004)
- University of Tampa Teaching Innovations and Excellence Grant for \$2500 (2002-2003)
- University of Tampa Teaching Innovations and Excellence Grant for \$2000 (2001-2002)
- University of Tampa Teaching Innovations and Excellence Grant for \$600 per year (2000-2001)
- University of Tampa Delo Research Grant for \$5,000 (1999-2000)
- American Marketing Association Faculty Research Grant awarded in full for \$960.00 (1996)