

CURRICULUM VITA

Debra A. Laverie

PERSONAL DATA

Business Address: Rawls College of
Business Texas Tech
University Lubbock,
Texas 79409
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[Email: debbie.laverie@ttu.edu](mailto:debbie.laverie@ttu.edu)

EDUCATION

Graduate: Ph.D. in Business
Administration Arizona State
University, 1995
Major: Marketing

Master of Business Administration
University of Notre Dame, 1987
Concentration: Marketing

Undergraduate: Bachelor of Arts
Saint Mary's College, 1985
Major: Humanistic Studies

HONORS, AWARDS, GRANTS

Marketing Education Review Paper of the Year, 2021, William Humphrey, KT Manis & Karen Freberg

Marketing Education Review Service Award, 2020.

Marketing Science Institute Grant for the study of Influencers on Social Media 2020 with Ashley Hass and Rebecca Rabino.

Franco Nicosia Award for the best conference paper at the 2019 Association for Consumer Research with Kelley Anderson and Hans Hansen.

Service Learning Scholar, 2017-2018, 2018-2019.

Recipient of the Teaching, Learning and Professional Development Center Spotlight Award, 2017.

Recipient of the Global Mobile Marketing Association Academic Researcher of the Year 2011.

Recipient of the Mortar Board & Omicron Delta Kappa Faculty Recognition Award 2011.

HONORS, AWARDS, GRANTS continued

Recipient of the Minnie Stevens Piper Professorship, 2010.

Recipient of the best paper award for 2008 in the International Wine Business Journal.

Recipient of the Chancellor's Distinguished Teaching Award, Texas Tech University, 2003.

Recipient of the Academy of Marketing Science Outstanding Marketing Teacher Award, 2003.

Recipient of the Mortar Board Outstanding Faculty Member Award, Texas Tech University, 2003-2004.

Identified as the Outstanding Instructor at Texas Tech University by Graduating Seniors, 2002.

Identified as the Outstanding Instructor at Texas Tech University by Graduating Seniors, 2001.

Named as a member of the Saint Mary's College Hall of Fame, Saint Mary's College, 2001.

Identified as the Outstanding Instructor at Texas Tech University by Graduating Senior, 2000.

Recipient of the Texas Tech University College of Business Administration Excellence in Teaching Award, 2000.

Named "Wakonse South Fellow", Texas A & M University, 1999.

Recipient of the University Student Organization Advisor of the Year Award, Texas Tech University, 1999.

Recipient of the Graduating Senior Outstanding Instructor at Texas Tech University, 1999.

Named a member of the Teaching Academy, Texas Tech University, 1998.

Recipient of the Presidents Excellence in Teaching Award, Texas Tech University, 1997.

Recipient of the University Student Organization Advisor of the Year Award, Texas Tech University, 1997.

Recipient of the Texas Tech University College of Business Administration Excellence in Teaching Award, 1997

EMPLOYMENT EXPERIENCE

2017 - 2019	PhD Advisor for Marketing
2010 – current	Professor of Marketing Rawls College of Business Administration Texas Tech University
2010 – 2015	Senior Associate Dean Rawls College of Business Administration Texas Tech University
2013 – 2014	Area Coordinator of Marketing Rawls College of Business Administration Texas Tech University
2006 – 2010	Area Coordinator of Marketing Rawls College of Business Administration Texas Tech University
2006 – 2010	Director Teaching, Learning, and Technology Center Texas Tech University
2004 - 2006	Associate Director Teaching, Learning, and Technology Center Texas Tech University
2001-2006	Associate Professor of Marketing Rawls College of Business Administration Texas Tech University
Summers 2001, 2005, 2014, 2017	Visiting Professor Hogskolen Buskerud College - Hønefoss, Norway
2000 Summer	Visiting Graduate Professor SEPCO - Jinan, China
1995-2001	Assistant Professor of Marketing Rawls College of Business Administration Texas Tech University
1989-1990	Marketing Instructor College of Business Administration Valparaiso University

PROFESSIONAL ACTIVITIES

Teaching and Learning Track Chair, American Marketing Association, 2016-2017

Sports Marketing Chair, American Marketing Association, 2012

Sports Marketing Chair Elect, American Marketing Association, 2011
Vice Chair 2009-2110

Track Chair, Marketing Education and Teaching Innovation American Marketing Association Summer Educator Conference, 2005 and 2011

Cluster Leader, Carnegie Academy for the Scholarship of Teaching and Learning
There were 12 clusters in the US. I lead the one cluster that includes TTU and four other institutions of higher education in the scholarship of teaching and learning.
The work of my cluster focuses on Scholarly Inquiry on Active Pedagogies, 2005- 2008

Editorial Review Board Member, *Marketing Education Review*, 2008 – present

Editorial Review Board member, *Journal of the Advancement of Marketing Education*, 2011-present.

Reviewer, *Journal of the Academy of Marketing Science*, 2020 - present

Reviewer, *Journal of Business Research*, 2020- present

Reviewer, *Journal of Business Ethics*, 2020- present

Reviewer, *Journal Interactive Marketing*, 2017 - present

Reviewer, *Journal of Research in Interactive Marketing*, 2016 - present

Reviewer, *Journal of Personal Selling and Sales Management*, 2016 – present.

Reviewer, *International Journal of Marketing*, 2011- present

Reviewer, *Journal of Marketing and Public Policy* 1998, 2001, 2004

Reviewer, *Marketing Education Review*, 2005 – present

Reviewer, *Journal of Marketing Education*, 2007 – present

Reviewer, *Journal of Marketing Management*, 2008 - present

Reviewer, *International Journal of Wine Business Research*, 2008 – present.

Reviewer, *Society for Consumer Psychology Dissertation Competition*, 2002-2016

Reviewer, *Leisure Sciences*, 1999 - 2004

Reviewer, *International Journal of Hospitality Management*, 2003 – 2010

Reviewer, *Journal of Macromarketing*, 2003- present

Reviewer, *Advancing Marketing Theory and Practice*, American Marketing Association, 1996 - present

BOOK PUBLICATIONS

Fostering Brand Community Through Social Media by William F. Humphrey, Debra A. Laverie and Shannon B. Rinaldo. New York: Business Expert Press, editor Victoria L. Crittenden, Digital and Social Media Marketing Collection, 2016, ISBN-13: 978-1-60649-940-5.

Exploring the Rise of Fandom in Contemporary Consumer Culture, chapter by William H. Humphrey, Debra A. Laverie and Alison B. Shields, “Building the Force: Enacting Fan Brand Community Through the Star Wars BB-8 Droid Builders Club,” editor Cheng Lu Wang, IGI Global, 126-146, release date October 2017, Copyright 2018. ISBN13: 9781522532200

RESEARCH PUBLICATIONS

Anderson, K. C., Hansen, H., & Laverie, D. (2024). Technology has Agency too! Disentangling Technology’s Causal and Structural Agency in a Service System. *Journal of Macromarketing*, 44(2), 510-533. <https://doi.org/10.1177/02761467241238184>

Pai, Chu-Yen, Debra Laverie, and Ashley Hass. (2022). Love Luxury, Love the Earth: An Empirical Investigation on How Sustainable Luxury Consumption Contributes to Social-Environmental Well-Being, *Journal of Macromarketing*

Anderson, K. C., & Laverie, D. A. (2022). In the Consumers’ Eye: A Mixed-Method Approach to Understanding How VR- Content Influences Unbranded Product Quality Perceptions. *Journal of Retailing and Consumer Services*, 67, 102977.

Laverie, Debra, Ashley Hass & Corky Mitchell (2022). Experiential Learning: A Study of Simulations as a Pedagogical Tool. *Marketing Education Review*, 32:1, 3-17, DOI: [10.1080/10528008.2020.1843360](https://doi.org/10.1080/10528008.2020.1843360)

Mitchell, Corky, Kelley Anderson, Debra Laverie & Ashley Hass (2021). Distance Be Damned: Creating Social Presence in a Pandemic Constrained Environment. *Marketing Education Review*, 31:4, 294-310, DOI: [10.1080/10528008.2021.1936561](https://doi.org/10.1080/10528008.2021.1936561).

Hass, Ashley, Debra Laverie & Kelley Anderson. (2021) “Let’s be Independent Together” Enabling Student Autonomy with Team Based Active learning Activities in a Flipped Classroom. *Marketing Education Review*, 31:2, 147-153, DOI: [10.1080/10528008.2020.1853572](https://doi.org/10.1080/10528008.2020.1853572)

McDonald, R., Debra Laverie & Kerry Manis (2020). The Interplay Between Advertising and Society: An Historical Analysis. *Journal of Macromarketing*, 1-25. <https://doi.org/10.1177/0276146720964324>

Shah, Purvi, Debra Laverie & Sreedhar Madhavaram (2020). Summative and Formative

Evaluation of Marketing Teaching Portfolios: A Pedagogical Competence Based Rubric. *Marketing Education Review*, 1-17. DOI: [10.1080/10528008.2020.1823235](https://doi.org/10.1080/10528008.2020.1823235)

Humphrey, William, Debra Laverie & Caroline Munoz (2020). The Use and Value of Badges: Leveraging Salesforce Trailhead Badges for Marketing Technology Education. *Journal of Marketing Education*, 42:2, 1-18. <https://doi.org/10.1177/0273475320912319>

Publications continued

Laverie, Debra, William Humphrey, KT Manis & Karen Freberg (2020). The Digital Era Has Changed Marketing: A Guide to Using Industry Certifications and Exploration of Student Perceptions of Effectiveness. *Marketing Education Review*, 30:1, 1-24. [10.1080/10528008.2020.1716806](https://doi.org/10.1080/10528008.2020.1716806)

Shah, Purvi, Sreedhar Madhavaram & Debra A. Laverie (2019). Developing and Demonstrating Effective Pedagogy in Marketing Education: Pedagogical Competence as an Organizing Framework for Teaching Portfolios, *Marketing Education Review*, 29:4, 283-304, DOI: [10.1080/10528008.2019.1657775](https://doi.org/10.1080/10528008.2019.1657775)

Humphrey, William and Debra Laverie (2019). Exploring the Effects of Encouraging Student Performance with Text Assignment Reminders. *Journal of Marketing Education*. DOI:10.1177/0273475319836271

Scott, Kristin, William Gardner, Seth Li, Claudia Cogliser and Debra Laverie (2018). Social Network Ties and Organisational Citizenship Behaviour: Evidence of a Curvilinear Relationship. *European Journal of Work and Organizational Psychology*, 27(6), 752-763. <https://doi.org/10.1080/1359432X.2018.1517115>

Humphrey, William, Debra Laverie and Shannon Rinaldo (2017). Brand choice via incidental social media exposure, *Journal of Research in Interactive Marketing*, 11(2), 110-130.

Shah, Purvi, Debra Laverie and Donna Davis (2016). Brand deletion, *Journal of Brand Strategy*, 5(4), 434-452

Rinaldo, S., D. A. Laverie and S. Tapp and W. Humphrey (2013), "The Benefits of Social Media in Marketing Education: Evaluating Twitter as a Form of Cognitive Flexibility Hypertext," *Journal for Advancement of Marketing Education* ,21,16-26.

Badrinarayanan, Vishag and Debra A. Laverie (2013), "The Role of Manufacturers' Salespeople in Inducing Brand Advocacy by Retail Sales Associates," *The Journal of Marketing Theory and Practice*, 21(1), 57-70.

Levin, Michael, Jared Hansen and Debra A. Laverie (2012), "Toward Understanding New Sales Employees Participation in Marketing Related Technology: Motivation, Voluntariness, and Past Performance," *Journal of Personal Selling and Sales Management*, 32 (3), 379-393.

Humphrey, William Jr. and Debra A. Laverie (2011), Driving Frequency with Mobile Social Networks (MSN) and the Mediating Effects of Price and Quota Promotions, *International Journal of Mobile Marketing* 6(2).

Rinaldo, Shannon, Debra A. Laverie and Suzanne Tapp (2011), "Learning by Tweeting: Using Twitter as a Pedagogical Tool," *Journal of Marketing Education*, 33(2), 193-203.

Publications continued

Badrinarayanan, Vishag and Debra A. Laverie (2011), "Brand Advocacy and Sales Effort by Retail Salespeople: Antecedents and Influence of Identification with Manufacturers Brands," *Journal of Personal Selling and Sales Management*, 31 (2), 121-138.

Madhavaram, Sreedhar and Debra A. Laverie, (2010), "Developing Pedagogical Competence: Issues and Implications for Marketing Education," *Journal of Marketing Education*, 32 (2), 197-213.

Duhan, D.F., Wilcox, J.B., Kolyesnikova, Natalia., Laverie, Debra A, and Dodd, Tim.H. (2010), "The Effect of Product Knowledge of Purchase Venues: Does Knowing More Lead from Brick to Click?" *Supply Chain Forum: An International Journal*, 11 (1), 28-40.

Dennis B. Arnett, Debra Laverie, James B. Wilcox, (2010), "A Longitudinal Examination of the Effects of Retailer-Manufacturer Brand Alliances: The Role of Perceived Fit," *Journal of Marketing Management*, 26 (1&2), 5-27.

Bicen, Pelin and Debra Laverie (2009), "Groups Based Assessment as a Dynamic Approach to Marketing Education," *Journal of Marketing Education*, 31:96-108.

Laverie, Debra A., Sreedhar Madhavaram, and Robert E. McDonald (2008), "Developing a Learning Orientation: The Role of Team-Based Active Learning," *Marketing Education Review*, 18 (3), 37-51.

Wilcox, James B., Debra Laverie, Natalia Kolyesnikova, Dale F. Duhan and Tim H. Dodd (2008), "Facets of Brand Equity and Brand Survival: A Longitudinal Examination," *International Journal of Wine Business Research*, 20 (3), 202, - 231. *Named Best Paper of 2008.

Kolyesnikova, Natalia, Tim Dodd and Debra A. Laverie (2007), "Gratuity Purchasing at Wineries: An Investigation of the Determining Factors," *International Journal of Wine Business Research*, 19 (4), 239-256.

Laverie, Debra A, and Robert McDonald (2007), "Devoted Volunteer Identity: Encouraging the Positive Acts of Businesspeople," *Journal of Macromarketing*, 27(3), 274-287

Wilkes, Robert E. and Debra A. Laverie (2007), "Purchasing Decisions of Non-Traditional Households," *Journal of Consumer Behavior*, 6 (1), 60-73.

Laverie, Debra A. (2006), "In Class Active Cooperative Learning: A Way to Build Knowledge and Skills in Marketing Courses," *Marketing Education Review*, 16, 59-76.

Hunt, Shelby D. and Debra A. Laverie (2005), "Experiential Learning and the Hunt-Vitell Theory of Ethics: Teaching Marketing Ethics by Integrating Theory and Practice," *Marketing Education Review*, Vol. 14 (3), 1-14.

Dodd, Tim, Debra A. Laverie, James B. Wilcox and Dale F. Duhan (2005), "Differential Effects of Experience, Subjective Knowledge, and Objective Knowledge on Sources of Information Used in Consumer Wine Purchasing", *International Journal of Hospitality Management*, Vol. 29 (1), 3-19.

Publications continued

Kleine, Susan Schultz, Robert E. Kleine, III, and Debra A. Laverie (2005), "Exploring How Role-Identity Development Stage Moderates Person-Possession Relations," *Research in Consumer Behavior*, Vol. 10, 66-78.

Arnett, Dennis B., Debra A. Laverie, and Amanda Meiers (2003), "Developing Parsimonious Retailer Equity Indexes Using Partial Least Squares Analysis: A Method and Application," *Journal of Retailing*, 79(3), 161-170.

Madhavaram, Sreedhar and Debra A. Laverie (2003), "Exploring Impulse Purchasing on the Internet," *Advances in Consumer Research*, 31, 59-66.

Laverie, Debra A., Robert E. Kleine, III, and Susan Schultz Kleine (2002), "A Re-examination and Extension of Kleine, Kleine, and Kernan's Social Identity Model of Mundane Consumption: The Mediating Role of the Appraisal Process," *Journal of Consumer Research*, 28 (4 March), 659-699.

Arnett, Dennis B., Debra A. Laverie, and Charlie McLane (2002), "Using Job Satisfaction and Pride as Internal Marketing Tools," *Cornell Hotel and Restaurant Administration Quarterly*, 43(2), 87-96.

Wilkes, Robert E. and Debra Laverie (2002), "Toward Understanding the Dynamics of Non-Traditional Consumers," *Advances in Consumer Research*, 29, 421-427.

Laverie, Debra A. (2001), "Improving Teaching through Improving Evaluation: A Guide to Course Portfolios," *Journal of Marketing Education*, 24 (2), 104-113.

Laverie, Debra A. and Dennis Arnett (2000), "Factors Affecting Fan Attendance: The Influence of Identity Salience and Satisfaction," *Journal of Leisure Research*, 32 (2), 225-246.

Arnett, Dennis and Debra Laverie (2000), "Fan Characteristics and Sporting Event Attendance: Examining Variance in Attendance," *International Journal of Sports Marketing and Sponsorship*, September 20, 219-238.

Laverie, Debra A. (1998), "Motivations for Ongoing Participation in a Fitness Activity," *Leisure Sciences*, 20 (4), 277-302.

Laverie, Debra A. and Patrick E. Murphy (1993), "The Marketing and Public Policy Literature: A Look at the Past Ten Years", *Journal of Public Policy and Marketing*, 12(3), 258-267.

Laverie, Debra A., Robert E. Kleine III, and Susan Schultz Kleine (1993), "Linking Emotions and Values in Consumption Experiences: An Exploratory Study," *Advances in Consumer Research*, 20, 70-75.

PROCEEDINGS

Anderson, K.C., Hansen, H. and Laverie, D.A. (2019). The Path from Innovative Marketing Medium to Value-Creation: An Experience in Virtual Reality, Association of Consumer Research Proceedings.

Anderson, K.C., Laverie, D.A. (2019). Does Marketing Medium Innovativeness Act as a Signal for Product Quality to Drive Consideration?, American Marketing Association.

Laverie, D, Humphrey, W. Bolton, D (2018). Incorporating Customer Journey Mapping and Integrated Marketing Communications for Omnichannel and Digital Marketing, Academy of Marketing Science.

Debra Laverie, Miles Condon, William Humphrey, Corky Mitchell (2017). Creating value in an introduction to marketing course using a simulation, Academy of Marketing Science.

KL Scott, TJ Zagenczyk, WL Gardner, S Li, C Cogliser and Laverie, D (2017), "Social Network Ties and Organizational Citizenship Behavior: Evidence of a Curvilinear Relationship," Academy of Management Proceedings. (1), 12120.

*One of the best paper award winners.

Humphrey W.F., Laverie D.A., Rinaldo S.B. (2015) Fostering Brand Community Through Social Media: A New Relational Framework for Targeting Connected Consumers. In: Kubacki K. (ed) *Ideas in Marketing: Finding the New and Polishing the Old. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer.

Donna F. Davis, Laverie, D.A., Humphrey, W.F., Velikova, N., Dodd, T.H., & Wilcox, J.B. (2011). Building wine brand communities with the use of social media: A conceptual model. Academy of Wine Business Research.

Dodd, T.H., Velikova, N., Laverie, D.A., Duhan, D.F., & Wilcox, J.B. (2011). Sustaining research on wine related topics: A wine marketing manuscript about writing wine marketing manuscripts. Academy of Wine Business Research.

Kolyesnikova, N., Wilcox, J.B., Dodd, T.H., Laverie. D. A., & Duhan, D.F. (2010). Development of an objective knowledge scale: Preliminary results. Academy of Wine Business Research.

Laverie, D. A., Kolyesnikova, N., Dodd, T.H., & Wilcox, J.B. (2010). Building wine brand communities: A conceptual model. Academy of Wine Business Research.

Dodd, T.H., Kolyesnikova, N., & Wilcox, J.B. (2010). A matter of taste: Consumer preferences of sweet and dry wines. Academy of Wine Business Research.

Kolyesnikova, N., Wilcox, J.B., Dodd, T.H., Laverie. D. A., & Duhan, D.F. (2010). Development of an objective knowledge scale: Preliminary results. Academy of Wine Business Research.

Laverie, D. A., Kolyesnikova, N., Dodd, T.H., & Wilcox, J.B. (2010). Building wine brand communities: A conceptual model. Academy of Wine Business Research.

Laverie, Debra A., Susan Schultz Kleine, and Robert E. Kleine, III (2001), "How Identity-Related Social Structural Commitments, Appraisals, and Emotions Vary Across Identity Life Cycle Stage: A Preliminary Investigation," *Society for Consumer Psychology*, 1, 80.1-6

INSTRUCTIONAL PUBLICATIONS

Laverie, Debra A. "Teaching Philosophy." *Creating and Delivering Value in Marketing*. Springer International Publishing, New York, NY, 2015. 168-169.

Laverie, Debra A., Donna F. Davis and Robert McDonald (2012), *MKTG*, (a customized text, 3rd edition), Thomson Learning, Kansas City, MO, ISBN978-1-111-47115-6.

Laverie, Debra A., Donna F. Davis and Robert McDonald (2011), *MKTG*, (a customized text, 2nd edition), Thomson Learning, Kansas City, MO, ISBN978-1-111-47115-6.

Laverie, Debra A. and Jeffrey Harper (2011), *Promotions and Integrated Brand Management*, Cengage Learning, Mason, OH (a customized text 1st edition), ISBN 978—1-111-72450-4.

Lambe, Charles, Joseph F. Hair, Carl McDaniel and Debra A. Laverie (2006), *Marketing Principles*, (a customized text, 3rd edition), Thomson Learning, Kansas City, MO.

Laverie, Debra A. (2003), *Instructor's Manual for Marketing Best Practices*, Southwestern Publishing, Mason, OH.

Laverie, Debra A. (2003), "Teaching Philosophy", *Developments in Marketing Science*, ed. Harlan E. Spotts, 26, 169.

Laverie, Debra A. (2003), *Instructor's Manual for Advertising and Integrated Brand Promotions*, Southwestern Publishing, Mason, OH.

Semenik, Richard and Debra A. Laverie (2002), *Promotion and Integrated Marketing Communications*, (a customized text), Thomson Learning, Kansas City, MO.

Terpstra, Vern, Ravi Sarathy, and Debra A. Laverie (2000), *International Marketing*, (a customized text), Harcourt Brace, Fort Worth, TX.

PAPERS PRESENTED

Anderson, K.C., Laverie, D.A. (2020). "Signaling Product Quality with Virtual Reality? An Interpretation with Consumer Perceived Marketing Media Innovativeness" will be presented in December at the 2020 Association of Marketing Science (AMS) in Coral Gables, FL. (AMA) in San Francisco, CA.

Anderson, K.C., Laverie, D.A. (2020). "Consumer-Perceived Marketing Media Innovativeness: Signaling Product Quality with Virtual Reality?" will be presented in August at the 2020 Summer Conference of the American Marketing Association (AMA) in San Francisco, CA. Anderson, K.C.,

Hansen, H. and Laverie, D.A. (2020). "Following Virtual Reality Tours: A Model of Technology-Actor Value Creation and Destabilization" was invited to present in April at the 2020 American Real Estate Society (ARES) Fort Meyers, FL

Laverie, D, Humphrey, W. Bolton, D (2018). Incorporating Customer Journey Mapping and Integrated Marketing Communications for Omnichannel and Digital Marketing, Academy of Marketing Science.

Laverie, Debra, Condon, M, Humphrey, L and Mitchel, C. (2017) Creating Value in an Introduction to Marketing course using a Simulation, Academy of Marketing Science.

Cann, A, Condon, M. and Laverie, D. (2017) Exploring the Relationship Between Mixed Emotions and Consumer Well-Being Through Emotion Regulation Motives. American Marketing Association Conference.

William Humphrey, Debra Laverie, Shannon Rinaldo (2013), Fostering brand community through social media: a new relational framework for targeting connected consumers, Academy of Marketing Science Conference.

Shannon B. Rinaldo, William F. Humphrey, Jr., Debra A. Laverie, and Donna Davis (2013). Encouraging Multiculturalism in a Marketing Education Context, Paper presented at the Marketing Educators Association Conference.

Donna F. Davis, Laverie, D.A., Humphrey, W.F., Velikova, N., Dodd, T.H., & Wilcox, J.B. (2011, June 9-11). Building wine brand communities with the use of social media: A conceptual model. Paper presented at the 6th International Conference of the Academy of Wine Business Research, Bordeaux, France.

Dodd, T.H., Velikova, N., Laverie, D.A., Duhan, D.F., & Wilcox, J.B. (2011, June 9-11). Sustaining research on wine related topics: A wine marketing manuscript about writing wine marketing manuscripts. Paper presented at the 6th International Conference of the Academy of Wine Business Research, Bordeaux, France.

Laverie, D. A. (2010). The Scholarship of Teaching and Learning: Engaging Faculty and Students in the Learning Process. Paper presented at the Johan Arndt National Marketing Conference, Hønefoss, Norway.

Kolyesnikova, N., Wilcox, J.B., Dodd, T.H., Laverie, D. A., & Duhan, D.F. (2010). Development of an objective knowledge scale: Preliminary results. Paper presented at the 5th International Conference of the Academy of Wine Business Research, Auckland, New Zealand

Laverie, D. A., Kolyesnikova, N., Dodd, T.H., & Wilcox, J.B. (2010). Building wine brand communities: a conceptual model. Paper presented at the 5th International Conference of the Academy of Wine Business Research, Auckland, New Zealand.

Laverie, Debra A. (2009). Motivations as Predictors of Value Generated from Marketing-Related Technology Use: Orientations, Moderators, and Outcomes, American Marketing Association, 2009.

Arnett, Dennis B., James B. Wilcox, Debra A. Laverie (2008). An Experimental Study of Cross-Level Brand Alliances,” 2008 Thought Leaders International Conference on Brand Management Proceedings, K. Duffy (ed), Birmingham, UK.

Bicen, Pelin and Debra A. Laverie (2008). Group Based Assessment in Marketing Courses,” American Marketing Association, 2008.

Laverie, Debra A. (2008). Service Learning: A Way to Build a Sense of Corporate Social Responsibility in Business Courses, Academy of Marketing Science.

Kolyesnikova, N., Dodd, T.H. and D. A. Laverie (2006). Importance of Visitor Group Size on Feelings of Gratitude and Obligation by Winery Visitors, International Wine Business and Marketing Conference, 2006.

Duhan, D.F., Laverie, D.A., Wilcox, J.B., Kolyesnikova, N., Dodd, T.H. (2006). Brand Equity and Brand Survival: Evidence from an Emerging Region, International Wine Business and Marketing Conference.

Laverie, Debra A. (2006). A New Faculty Member, A Large Class, and A Lot of Disengaged Students: A Faculty Developer's Case Study,” Professional and Organizational Network in Higher Education.

Laverie, Debra A. (2006). Teaching Ethics Using the Hunt-Vitell Model and Active Learning,” Association to Advance Collegiate Schools of Business Conference.

Laverie, Debra A. (2005). Models for Encouraging Scholarly Approaches to Teaching on Campus,” Carnegie Summer Academy.

Laverie, Debra A. (2005). In Good Company: Ethics and Active Learning. University of Notre Dame and American Marketing Association Conference on Marketing Ethics.

Laverie, Debra A. (2005). Fostering the Scholarship of Teaching and Learning. International Assembly for Collegiate Business Education.

Laverie, Debra A. (2003). Teaching Philosophy, Academy of Marketing Science Conference.

Wilkes, Robert and Debra Laverie. “Toward Understanding the Dynamics of Non-Traditional Consumers,” Association for Consumer Research Conference, 2001.

Laverie, Debra A. (2002). Engaging Students in Active Learning in Large Sections,” Wakonse South Conference.

Laverie, Debra A. (2001) An Examination of Evaluating Teaching Effectiveness at a Texas Tech University,” American Association of Higher Education Conference.

Laverie, Debra A. Robert Kleine, Susan Kleine. (2001). How Identity-Related Social Structural Commitments, Appraisals, and Emotions Vary Across Identity Life Cycle Stage,” Conference of the Society for Consumer Psychology.

Laverie, Debra A. (2000). Faculty Course Portfolios: Reflection and Critical Analysis,” Campus Conversation - The Scholarship of Teaching and Learning Conference, Spring.

Laverie, Debra A. (2000) Teaching with Technology in Large Sections,” Wakonse South Conference, Spring.

Laverie, Debra A. (1999) Engaging Students in Group Work in Large Sections,” Wakonse South Conference.

Laverie, Debra A. (1999) An Examination of Resource-Advantage Theory in Marketing and Public Policy Research,” The Public Policy and Marketing Conference

Laverie, Debra A. (1997). Appraisals and Emotions in Consumption, American Marketing Association Conference, 1997

PRESENTATIONS

Effective use of Service Learning, Texas Tech University, 2019, 2020.

Teaching Digital Marketing with Certifications, Marketing Management Association, 2018

Service Learning and the Scholarship of Teaching and Learning, Texas Tech University, 2017.

Engage Students with Active Learning, Texas Tech University, 2009.

Service Learning: A Nature Fit with the Scholarship of Teaching and Learning, Texas Tech University, 2009.

Service Learning Designation: How to Navigate the Process, Texas Tech University, 2009.

The Quality Matters Project: Systematically Reviewing Your Online Course, Texas Tech University, 2009.

Assessing Student Learning, Texas Christian University, 2009

Service Learning and the Scholarship of Teaching and Learning, Texas Tech University, 2009.

Using Clickers for Classroom Interaction and Assessment, Texas Tech University, 2008.

Service Learning and the Scholarship of Teaching and Learning: A Case Study, Texas Tech University, 2007.

Using Technology to Engage Students in Large Sections, Texas Tech University, 2008.

Active Learning in Large Sections, Texas Tech University, 2005.

Classroom Management: Real Problems and Practical Suggestions, Texas Tech University, 2005

Ethics in a MBA Program, Rawls College of Business, Texas Tech University, January 2004

Reality Teaching: Case Studies, TEACH Workshop, Texas Tech University, November 2003.

Tips on Being a Student Organization Advisor, Leadership Tech Training Conference, Texas Tech University, 1998.

DISSERTATIONS SUPERVISED, PH.D.

Kelley Anderson, *Creating Value and Markets: An Exploration with Virtual Reality Technology*, current, chair.

Corky Mitchell, *Understanding Stigma associated with Consumption*, current, chair.

John Statzer, *Understanding Volunteer Motivation*, current, committee member.

Adam Cann, *Mixed Emotions and Consumer Well-being*, current, chair.

Michael Zahn, *Media Mutli-tasking and the Impact on Advertising, 2018-2019*, committee member.

Miles Condon, *Incorporating Attitudes into a New Framework for Impulse Buying Behavior*, 2018, chair.

Britt Goral, *Longitudinal Analysis of Engagement and Institutional Commitment of Military Association Students Post-Secondary Education*, 2018, committee member.

Steven Holiday, *I can see what's happening here: The influence of parental advertising mediation in children's development of persuasion knowledge*, 2018, committee member.

William Humphrey. *Two Essays on Social Media Usage: The Impact Social Media and Mere Exposure on Brand*, 2015, chair.

Zijian Gong. *Quantitative Analysis of Processing Capacity in Visual Search: Examining the Impact of Visual Saliency, Involvement, and Prior Knowledge on Selective Attention to Printed Advertisements and Memory Formation*, 2015, committee member.

Purvi Shah, *The Brand Deletion Strategy in Brand Portfolio Management*, 2013, chair.

Ravi Jillapalli, *Professional Brand Advocacy: An Examination of the Roles of Brand Identification, Attachment Strength, and Relationship Factors* *Understanding Human Brands*, 2007, chair.

Vishag Badrinarayanan, *Relationship Building at the Retail Store Level: An Examination on the Influence of Vendor Initiatives on Brand Advocacy among Retail Sales Associates*, 2006, chair.

Natalia Kolyesnikova, *The Role of Gratitude in Wine Purchases*, 2006, committee member.

Gun Indrakoses, *The Influence of an Exporter on Foreign Distributors' Marketing Program Creativity: A Study of Thai Importing Distributors*, 2005, chair.

James Walton, *Commitment and Trust in Cross-Cultural Relationships*, 2001, committee member.

Nancy Middlebrook, *Privacy on the Internet: Consumer Problem for the Interactive Age?* 1998, committee member.

Steven D. German, *Nonprofit Relationship Marketing: The Role of Identification*, 1997, committee member.

THESES SUPERVISED, UNDERGRADUATE

Alex Harris, *Empathy Based Marketing Promotions*, 2017, co-chair.

Leslie Schermerhorn, *Body Image Portrayed in Advertising and Promotion: The Impact on Young Women*, 2004, chair.

Katie Merritt, *Marketing Strategy Formulation for a Bed and Breakfast*, 2002, committee member.

Suzanne Kimbrough, *Marketing and Health Information*, 2001, committee member.

Megan Sasso, *Exploring Marketing Aimed at Children*, 2001, committee member.

Carrie Spinar, *Consumer Reactions to Promotions: Generational Differences*, 2000, committee member.

Marissa Mainord, *Marketing Ethics and Tobacco Advertising Aimed at Children*, 2000, committee member.

Andy Sparks, *The Role of Marketing in Fan Behavior*, 1999, committee member. Katlin

Woodbin, *The Psychology Behind Advertising*, 1999, committee member.

Matthew Dillingham, *Psychological Impact of Body Image portrayed by Marketers*, 1998, committee member.

Michael Dubount, *Retailing Strategy: The Case of Abercrombie and Fitch*, 1998, committee member.

PRIMARY LEADERSHIP CONTRIBUTIONS

PhD Advisor Marketing -2017 – current

- **Oversee the doctoral program**
 - Advise students
 - Recruit students
 - Manage degree plans
 - Assess doctoral student progress
 - Organize comprehensive exams

Area of Marketing and Supply Chain – 2020- current

- **Chair of the Executive Committee**

Senior Associate Dean, Rawls College – 2010 - 2015

- **Advance the school's efforts to create distinctive excellence in both teaching and research**
 - Oversee total redesign of webpage
 - Initiate social media efforts
 - Encourage award nominations
 - Oversee marketing efforts
 - Supervise the director of the college career center and IT support

- **Responsible for academic programs and policies**
 - Develop policy and procedure manual
 - Worked on strategies for growing PhD programs
 - PhD Director position created
 - Build relations with the Graduate school
 - Obtain faculty feedback through regular meetings

- **Oversee the day-to-day operations of the College, coordinating the work of the as associate/assistant deans, directors, area coordinators, various committees, and the faculty in general**
 - Manage the college budget
 - Advise area coordinators on a daily basis on academic and personnel issues
 - Develop team based atmosphere
 - Lead change in advising to majors rather than alphabet
 - Oversee International Business Education Resource Center and Career Management Center
 - Manage P & T process
 - Initiate Adobe portfolio dossier (now used across campus)
 - Supervise college human resources function

- **Ensure compliance with assessment and accreditation needs**
 - Encourage creativity and drive
 - Work to gain faculty appreciation of assessment
 - Manage two AACSB visits and preparations

- **Represent the College at Associate Deans' Council and Academic Council**
- **Coordinate special projects as assigned by the Dean**
- **Establish and participate in hiring a new financial manager**

- Lead owner representative in the construction of building and new wing
- Overview assessment and accreditation
 - Weekly assessment meetings

Area Coordinator of Marketing – 2006 - 2010, 2013 - 2014

- Coordinate activities of the faculty and staff
- Conduct Area meetings as needed
- Coordinate Recruiting efforts
- Led efforts in curriculum development
- Development of a Global Supply Chain Track
- Development of a Sales Track in Marketing
- Revision of Doctoral Curriculum in Marketing
- Encouraged development and obtained formal approval for new courses - Services undergraduate and graduate course
- Assist in the Development of a Global Supply Chain Program
- Develop an assessment plan for the Area of Marketing and have all syllabi reviewed by an Assessment specialist who provided feedback
- Coordinated efforts with nonprofits and firms for projects with marketing classes
- Redesign and launch the Area webpage
- Set teaching schedules
- Designed and developed a Teaching Assistant orientation session
- Help to manage the International Business Education Resource Center
- Coordinate strategic planning and study abroad programs
- Managed Administrative Assistant and masters level teaching assistants
- Oversee academic issues related to International Business
- Conduct strategic planning for International Business program

Director, Teaching, Learning, and Technology Center 2006 - 2010

- Manage a staff of 13 teaching and learning, technology and assessment specialists
- Conduct searches for and hire four full time staff members
- Manage a large budget
- Foster a culture of the Scholarship of Teaching and Learning
- Promote Service Learning
- Conduct annual assessment
- Assess and test latest technologies for ability to enhance teaching effectiveness
- Screened, interviewed and filled 3 positions including a new Associate Director
- Coordinated the ITV upgrade of a room in the center
- Attended most TLTC events - Center offers over 50 workshops and seminars on teaching and learning
- Assist with the conversion to a new room scheduling system – Event Management System
- Assist with Blackboard migration coordination (TLTC and IT)
- Oversee technology adoptions for faculty development and center activities
- Participate in Texas Faculty Development conferences
- Assess and test latest technologies for ability to enhance teaching effectiveness
- **Teaching Effectiveness And Career enHancement (TEACH) Program**
- Mentor TEACH two fellows
- Reviewed portfolios
- Assist in the organization two conferences annually
- Review proposals for special sessions

- Work to develop distance learning programs
- Offer teaching and learning consultations
- Implement and oversee the initial Service Learning Faculty Fellows program
- Six fellows and six mentors design service learning courses and conduct scholarly research related to their service learning course
- Redesign Center webpage
- Encourage staff to add content to webpage (videos and WebCT tutorials)
- Work to develop distance learning programs
- Participate in the Texas Faculty Development Network

TECH Marketing Association

- Faculty advisor 1995 - 2002, 2003 - 2004
- Advise the 13 officers and 600 members
- Develop by-laws and officer elections
- Grew organization from 60 to 600 members
- Primary contact for companies recruiting Texas Tech Marketing students
- Enhance the personal and professional development of our members and officers
- Organize Bi-monthly meetings with Fortune 500 company executives
- Speakers discuss career development, personal development, state of the art marketing techniques, and relationship marketing programs
- Develop relationships with companies to gain financial support for scholarships
- Enhance the placement of TMA members to 97% upon graduation
- Attend and supervise meetings weekly
- Coordinate the annual Marketing Scholarships banquet
- Advise members on career decisions

Teaching Academy

Chair 2000-2001 and 2001-2002

- Member of the Executive Council 1999- 2004, 2006 – 2010
- Chair, New Membership Committee, 2004 – 2006
- Direct the University's participation in the Carnegie Campus Conversations program
- Designed and implemented a New Faculty Mentoring Program
- Designed and implemented a program to stimulate campus conversation on teaching
- Proposed and executed two programs that were accepted and funded by the American Association for Higher Education Summer Academy program which will serve as a model for using active learning in large sections of courses to enhance engagement and student learning (Summer 2001 and 2002)
- Coordinated a campus wide teaching conference – John Burns Scholarship of Teaching and Learning Conference 2002
- Organized the conference including scholars from TTU and a nationally recognized expert on The Scholarship of Teaching and Learning 2003, 2004, 2005
- Departmental Teaching Excellence Award Committee 1998-2000
Designed selection process for the \$25,000 award
- New Member Criteria Subcommittee Chair 1999-2000
Refined the new member selection criteria

SERVICE

UNIVERSITY

Women Full Professors Network

Board Member, 2020 – present

Quality Enhancement Plan Committee 2016 - 17

Committee Member

Lawrence Schovanec Teaching Development Scholarship Selection Committee, 2017 -2020

Committee Member

TTU Gender Equity Committee, 2014- 2016

Committee member

Texas Tech Federal Credit Union, 2014 – 2017

Supervisory Committee Member

Supervisory Committee chair, 2015 - 2017

TTU Strategic Planning Committee for University Strategic Plan

Chair for the Engagement Goal, 2013-2014

Carnegie Engagement Classification Application Committee

Member, 2014.

Revenue Centered Management Committee

Member 2010- 2012

Assessment Committee

Member 2009- 2015

Southern Association of College Accreditation Task Force

Member, 2007 – 2008

Distance Learning Executive Council

Member, 2008 –2010

Blackboard Migration Committee

Member, 2008- 2012

Service Learning Advisory Committee

- Member, Fall 2003 – 2008, 2009 - 2012
- Develop a plan for implementing service learning at TTU

SERVICE, University continued

Teaching Academy Department Excellence in Teaching Award Selection Committee

- Member, Fall 2009 – 2012

Southern Association of College Accreditation Quality Enhancement Plan (SACSQEP)

- Member, Fall 2003 – Spring 2004
- Develop a long term plan to improve a central aspect of undergraduate education at TTU

College of Human Science – Promotion and Tenure Committee

- Member, Fall 2003 – Spring 2012

College of Media and Communications - Promotion and Tenure Committee

Member, Fall 2008 – Spring 2012

College of Mass Communication – Promotion and Tenure Committee

Member, Fall 2008 – 2012

Department of Health and Exercise Science – Promotion and Tenure Committee

Member, Fall 2009 – 2011

Rawls Golf Course Texas Tech University,

- Marketing Development, 2002-2004
- Develop marketing plan
- Develop promotions and advertisements
- Assist in marketing the course
- Celebrity tournament planning committee member
- Plan annual fundraising event

Kellogg Grant of Teaching Effectiveness

- Member of the Steering Committee - Spring 2000 – Fall 2000
- Chair of Subcommittee Standard 3
- Direct a committee to investigate the University's policies and procedures related to using multiple methods to assess teaching effectiveness
- Design and conduct a survey of the faculty and student body
- Compile a report on the subcommittee's findings

TEACH Committee

- Member, 2000 - 2004
- Develop a program to assist Ph.D. students in becoming effective instructors
- Deliver workshops on teaching portfolios
- TEACH Program Final Review Committee

Faculty Incentive Grant Review Panel

Member, 2002 -2005

Provost Selection Committee

Member, 2001 - 2002

SERVICE, University continued

University Strategic Planning Steering Committee Member, 2000- 2001

- Formulated the strategic plan for the University
- Advised the committee on scholarship of teaching and learning issues

Faculty Senate

Senator 1999-2000

- Subcommittee C 1999-2000
- Survey faculty on term limits for Deans and Chairs and report to faculty
- Chair, Faculty Senate Elections Committee, 1996-1999 and 2000-2001
- Manage the election process for all faculty senate elections
- **Leadership Tech Committee**
Member, 1998- 2000
 - Meet to design and implement a recognition program for top student organizations and top student leaders on campus
- **Intellectual Property Rights Committee**
Member, 1998 - 2000
 - College representative

RAWLS COLLEGE

College Budget Committee 2020 – current
Committee Member

Sexual Harassment Task Force 2020- current

Online Learning Committee, 2017- 2020
Committee Member

Strategic Management Council
Member, 2010 – 2012

Dean’s Coordination Council
Member, 2006 – 2015

Rawls Alumni Speaker Series
2004 – 2007

- Design an event for students in the BA core courses to showcase Rawls College graduates
- First event featured a Proctor & Gamble International Brand Manager
 - Identify and schedule a successful graduate to show students what one can achieve with a B.B.A from the Rawls College

- Market the event to students and faculty

Merit Committee

Member, 2001-2003

RAWLS COLLEGE, continued

Dean Search Committee Member

Member, 2000 - 2001

MBA Scholarships Committee

Member, 1997- 2000

Library Liaison Committee

Member, 1998 - 2000

COBA Visioning Committee

Member, 1995 - 1998

Board of Directors -- The Lubbock Regional Council on Alcohol and Drug Abuse

Executive Board Member (*selected to represent college for marketing expertise*), 1996-1999

- Chair of the Strategic Planning Committee, set strategic course of action for the Council. Board meetings are held once a month
- Member of the Promotions Committee and the Development Committee
- Assisted the Director with all funding proposals
- Developed a new logo and brochures for the organization
- Member of the Development Committee, instituted an annual major fund raising event

MARKETING AREA

Executive Committee

Chair, 2020 - present

Marketing Assessment Plan

Chair, 2009

Marketing Internship Committee

Member, Spring 2000 - 2010

Scholarships Committee

Member, 1995 - present

PROFESSIONAL DEVELOPMENT ACTIVITIES

Faculty Development in International Business Program, University of South Carolina, Summer 1999

Faculty Development in International Business Program, Thunderbird, Summer 2000

American Association for Higher Education Program, Spring 2000, 2002, 2003

Carnegie Summer Academy, Summer 2001, 2002, 2003, 2004, 2005

PROFESSIONAL AFFILIATIONS

Member: Academy of Marketing Science
 American Marketing Association
 Society for Marketing Advancement