

CAROL KAUFMAN-SCARBOROUGH, PH.D.
PROFESSOR OF MARKETING
ASSOCIATE DEAN OF UNDERGRADUATE PROGRAM, SCHOOL OF BUSINESS
CURRICULUM VITA - May 2009

Rutgers University
School Of Business
227 Penn Street
Camden, New Jersey 08102-1656
Office: 856.225.6592 / Fax: 856.225.6231
Email: ckaufman@camden.rutgers.edu
Web Page: <http://camden-sbc.rutgers.edu/FacultyStaff/Directory/kaufman.htm>

EDUCATION

Temple University, Philadelphia, Pennsylvania: Doctor of Philosophy, May, 1986.
Rensselaer Polytechnic Institute, Troy, New York; M.B.A., May, 1978.
Duquesne University, Pittsburgh, PA; B.S. (Mathematics), August, 1974, magna cum laude.

ACADEMIC POSITIONS - Rutgers University School of Business, Camden, NJ

Professor of Marketing: July 1, 2005 to present
Associate Professor of Marketing: July 1992 to June 30, 2005
Assistant Professor of Marketing: July, 1986 - June 1992
Adjunct Instructor of Marketing: January, 1983 - June, 1986:

ADMINISTRATIVE POSITIONS - Rutgers University School of Business – Camden, NJ

Associate Dean of Undergraduate Studies, January 1, 2009 to present

Undergraduate Program Director, September 2005 to present

- Development of Undergraduate Academic Services Office
- New undergraduate course development and curriculum revision
- Responsible for initiation and University approval of first freshman business class, Fall 08
- Promotion: Development of first undergraduate business brochure and web site
- <http://camden-sbc.rutgers.edu/flash2/orientation/Default.htm>
- <http://camden-sbc.rutgers.edu/ProspectiveStudent/ugrad/default.htm>

PUBLICATIONS – REFEREED ACADEMIC JOURNALS

Kaufman-Scarborough, Carol and Terry L. Childers (2009), "Understanding Markets as Online Public Places: Insights from Consumers with Visual Impairments," *Journal of Public Policy & Marketing*, Volume 28 (1), special issue on consumption constraints, 16-28.

Kaufman-Scarborough, Carol and Sandra Forsythe (2009), "Current Issues in Retailing: Relationships and Emerging Opportunities: Introduction to the Special Issue from the American Collegiate Retailing Association 2005 and 2006 Conferences," *Journal of Business Research*, Volume 62, Number 5 (May), 517-520.

- Childers, Terry and Carol Kaufman-Scarborough (2009), "Expanding Opportunities For Online Shoppers With Disabilities," *Journal of Business Research*, Volume 62, Number 5 (May), 572-578.
- Parker, Richard, Carol Kaufman-Scarborough, and Jon C. Parker (2007), "Libraries in Transition to a Marketing Orientation: Are Librarians' Attitudes a Barrier?" *International Journal of Nonprofit and Voluntary Sector Marketing* 12: 1-17.
- Jay D. Lindquist and Carol Kaufman-Scarborough (2007), "The Polychronic-Monochronic Tendency Model: Scale Development and Validation," *Time & Society*. Vol. 16 No. 2/3, pp. 269-301.
- Baker, Stacey Menzel, Jonna Holland, and Carol Kaufman-Scarborough (2007) "How Consumers with Disabilities Perceive 'Welcome' in Retail Servicescapes: A Critical Incident Study," *Journal of Services Marketing*, Volume 21, Issue 3, pp. 160-173.
- Kaufman-Scarborough, Carol (2006), "Time Use and the Impact of Technology: Examining Workspaces in the Home," *Time & Society*, Volume 15 No. 1, pp. 57-80.
- Kaufman-Scarborough, Carol and Stacey Menzel Baker (2005), "Do People with Disabilities Believe the ADA Has Served Their Consumer Interests?" *Journal of Consumer Affairs*, 39:1 (Summer): 1-26.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2004), "Polychronic Tendency Analysis: A New Approach to Understanding Women's Shopping Behaviors", *Journal of Consumer Marketing*, 21:5 (May): 332-342.
- Kaufman-Scarborough, Carol and Judy Cohen (2004), "Unfolding Consumption Impulsivity: An Existential-Phenomenological Study of Consumers with Attention Deficit Disorder", *Psychology & Marketing*, Vol. 21(8), 637-669.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (2003), ""Understanding Perceptions of Time Scarcity: Linking Consumer Time Personality and Marketplace Behavior", *Time & Society*, Volume 12, Number 2/3 (September), 349-370.
- Kaufman-Scarborough, Carol (2003), "Two Perspectives on The Tyranny of Time: Polychronicity and Monochronicity as Depicted in *Cast Away*," *Journal of American Culture*, Volume 26 (1) , 87-95.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (2002), "E-shopping in a Multiple Channel Environment," *Journal of Consumer Marketing*, Vol. 19, No. 4, 333-350.
- Baker, Stacey Menzel and Carol Kaufman-Scarborough (2001), "Marketing And Public Accommodation: A Retrospective On Title III Of The Americans With Disabilities Act," *Journal of Public Policy and Marketing*, Volume 20, No. 2 (Fall), 297-304.
- Kaufman-Scarborough, Carol (2001), "Accessible Advertising for Visually-Disabled Persons: The Case of Color Deficient Consumers," *Journal of Consumer Marketing*, Volume 18 (Summer), Number 4, 303-316.
- Kaufman-Scarborough, Carol (2001), "Sharing The Experience Of Mobility Disabled Consumers: Building Understanding Through The Use Of Ethnographic Research Methods," Special Issue of the *Journal of Contemporary Ethnography* focusing on Marketing, Consumer Behavior, and Ethnography, edited by Eric J. Arnould, Vol. 30 No. 4 (August), 430-464.
- Kaufman-Scarborough, Carol (2000), "Seeing Through the Eyes of the Color-Deficient Shopper: Consumer Issues for Public Policy," *Journal of Consumer Policy*, 23 (4):461-492.
- Kaufman-Scarborough, Carol (2000), "Asian American Consumers as a Unique Market Segment: Fact or Fallacy?" *Journal of Consumer Marketing*, Volume 17, No. 3 (Summer), 249-262. Also reprinted in *Annual Editions: Marketing (04/05, 03/03, 02/03, 01/02)*, Dushkin/McGraw-Hill, 26th through 23rd edition, edited by John E. Richardson, 104-113.

- Kaufman-Scarborough, Carol (1999), "Reasonable Access for Mobility-Disabled Persons is More Than Widening the Door," *Journal of Retailing*, Volume 75, No. 4, 479-508.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), "Time Management and Polychronicity: Comparisons, Contrasts, and Insights for the Workplace," *Journal of Managerial Psychology*, special issue on Polychronicity, Vol. 14, Numbers 3 /4, 288-312.
- Kaufman-Scarborough, Carol (1998), "Retailers' Perceptions of the ADA: Suggestions for Low-Cost, High-Impact Accommodations for Disabled Shoppers," *Journal of Consumer Marketing*, 15(2/3), 94-110.
- Kaufman, Carol Felker and Paul M. Lane (1997), "Understanding Consumer Information Needs: The Impact of Polychronic Time Use," *Telematics and Informatics*, special issue ed. Ruby Roy Dholakia, Vol. 14, No. 2, 173-184.
- Kaufman, Carol Felker and Paul M. Lane (1996), "A New Look at One-stop Shopping: A TIMES Model Approach to Matching Store Hours and Shopper Schedules," *Journal of Consumer Marketing*, Vol. 13, n 1, 5-24.
- Kaufman, Carol Felker (1995), "Shop 'Til You Drop: Tales from a Physically Challenged Shopper," *The Journal of Consumer Marketing*, Vol. 12, No. 3, 51-67.
- Kaufman, Carol Felker and Paul M. Lane (1994), "Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy?" *Journal of Shopping Center Research*, New York City: International Council of Shopping Centers Educational Foundation, 81-159.
- Kaufman, Carol Felker and Paul M. Lane (1994), "In Pursuit of the Nomadic Viewer," *Journal of Consumer Marketing*, Vol. 11, No. 4, 5-18.
- Bluedorn, Allen C., Carol J. Kaufman, and Paul M. Lane (1992), "How Many Things Do You Like to Do at Once? An Introduction to Monochronic and Polychronic Time," *The Academy of Management Executive*, Volume 14, Number 3/4, 17-26. Also reprinted in Francesco, Anne Marie and Barry Allen Gold (1998), *International Organizational Behavior: Text, Readings, Cases, and Skills*, Prentice-Hall Business Publishing.
- Lane, Paul. M. and Carol Felker Kaufman (1992), "Time in Joint Ventures," in *Journal of Strategic Change*, volume 1, 259-272.
- Kaufman, Carol J. and Sigfredo A. Hernandez (1991), "The Role of the Bodega in a U.S. Puerto Rican Community," *Journal of Retailing*, Volume 67, Number 4 (Winter), 375-396.
- Kaufman, Carol J., Paul M. Lane, and Jay D. Lindquist (1991), "Exploring More than Twenty-Four Hours a Day: A Preliminary Investigation of Polychronic Time Use," *Journal of Consumer Research*, 18 (December), 392-401.
- Kaufman, Carol J., Paul M. Lane, and Jay D. Lindquist (1991), "Time Congruity in the Organization: A Proposed Quality of Life Framework," *Journal of Business and Psychology*, in Special Issue on Quality-of-Life Studies in Marketing and Management, Ed. M. Joseph Sirgy, Vol. 6 No. 1 (Fall), 79-106.
- Kaufman, Carol J. (1990), "Coupon Use in Ethnic Markets: Implications from a Retail Perspective," *The Journal of Consumer Marketing*, Vol. 8, No. 1 (Winter), 41-51.
- Kaufman, Carol J. and Sigfredo A. Hernandez (1990), "Barriers to Coupon Use: A View from the Bodega," *Journal of Advertising Research*, Vol. 30, No. 5 (October/November), 18-25.
- Hernandez, Sigfredo A. and Carol J. Kaufman (1990) "Marketing Research in Hispanic Barrios: A Guide to Survey Research," *Marketing Research*, (March)11-27.

Kaufman, Carol J. (1990) "Usage Versus Ownership: Suggestions for Refining Studies of Time-Savings and Wives' Employment," *The Journal of Consumer Marketing*, Vol. 7, No.1 (Winter), 23-30.

Kaufman, Carol J. (October 1988), "The Application of Logical Imputation to Household Measurement," *Journal of the Market Research Society*, Vol. 30, No. 4, 453-466.

Kaufman, Carol J. (1987), "The Evaluation of Marketing in a Society: The Han Dynasty of Ancient China," *Journal of Macromarketing*, 7 (Fall), 52-64.

ARTICLES IN EDUCATION PUBLICATION

Kaufman-Scarborough, Carol (2004), "Location, Location, Location: Site Selection using Census Data and Online GIS Resources," *Retail Education Today*, Fall 2004.

CHAPTERS IN BOOKS

Kaufman-Scarborough, Carol (2003), "Toward the Development of a Measure of Retail Quality of Life for Color-deficient Consumers," in *Advances In Quality-Of-Life Theory And Research*, edited by M. Joseph Sirgy, Don Rahtz, and A.C. Samli, (Dordrecht, The Netherlands, Kluwer Academic Publishers, 2003), pp. 165-178.

Kaufman-Scarborough, Carol (2003), "Integrating Consumer Disabilities into Models of Information Processing: Color-vision Deficiencies and Their Effects on Women's Marketplace Choices", *Gendering Disability*, ed. Bonnie G. Smith and Beth Hutchison, Institute for Research on Women. Rutgers, The State University of New Jersey: Rutgers University Press pp. 272-285.

Kaufman, Carol Felker and Paul M. Lane (1996), "Time and Technology: The Growing Nexus," in *New Infotainment Technologies in the Home: Demand-Side Perspectives*, edited by Ruby Roy Dholakia, Norbert Mundorf, and Nikhilesh Dholakia, Lawrence Erlbaum Associates, 173-184

Lane, Paul M. and Carol Felker Kaufman (1994), "Time Processing Matrix: A Tool for Strategic Managers," in *The International Review of Strategic Management*, Vol. 5, edited by David Hussey, Chapter 12, 285-308.

Kaufman, Carol Felker and Paul M. Lane (1994), Time, Potency, and Exchange: Making the Most of the Time Resource," in *Marketing Exchange Relationships, Transactions, and Their Media*, edited by Franklin S. Houston, New York: Quorum Books, 77-98.

Lane, Paul M. and Carol Felker Kaufman (1993), "Using Time in Strategic Marketing," in *Perspectives on Marketing Management - Volume III*, John Wiley Publishing Company, 333-357.

Cohen, Judy and Carol J. Kaufman (1991), "The Impact of Subculture on Black Spousal Decision Making," in *Research in Consumer Behavior*, Vol. 5, edited by Elizabeth C. Hirschman, Greenwich, CT: JAI Press, 1-31.

Hernandez, Sigfredo A. and Carol J. Kaufman (1991), "Measuring Consumer Acculturation: Coupon Usage among 'Barrio' Hispanics," in *Research in Consumer Behavior*, Vol. 5, edited by Elizabeth C. Hirschman, Greenwich, CT: JAI Press, Inc., 61-82.

Bonfield, E. H., Carol Kaufman, and Sigfredo Hernandez, (1984) "Household Decision Making: Units of Analysis and Decision Processes," in *The Changing Household*, ed. Mary Lou Roberts and Lawrence Wortzel, Cambridge, Massachusetts: Ballinger Co., 231-263.

WORK IN PROGRESS

Work in Progress (submissions and submitted revisions):

- “Empowering the Online Shopping Experience of Consumers with Disabilities: The Case of Consumers with Visual Impairments,” with Terry Childers and William Jones, in preparation for submission to *Journal of Marketing*, data collected, analysis in progress.
- “Improving the Crystal Ball: Harnessing Consumer Input to Create Retail Prediction Markets”, with Maureen Morrin, Eric Bradlow, and Greg Petro, data collected, in revision for submission to *Journal of Retailing*.
- “The Times, They Are A’changin’: Does The Acceptability Of Today’s Technologies Vary By Consumer Age Group?,” with Joslann Gray, in preparation for submission to *Journal of Consumer Policy* special issue in March 2009.

ARTICLES IN REFEREED PROCEEDINGS

- Lindquist, Jay D. and Carol Kaufman-Scarborough (2003), “Situation-Specific Polychronic Time Use among Female Shoppers,” *Proceedings of the 2003 AMS/ACRA Conference*, ed. Barry Berman and Chuck McMellon, November, Columbus, Ohio, 135-141.
- Kaufman-Scarborough, Carol (2002), "Disabilities Access in Cross-cultural Settings: The Case of the Republic of Korea," *Marketing Theory and Applications: Proceedings of the 2002 AMA Winter Marketing Educators' Conference*, ed. By Kenneth R. Evans and Lisa K. Scheer, 390-396.
- Lindquist, Jay D., Jodi Kneiling, and Carol Kaufman-Scarborough (2001), "Polychronicity and Consumer Behavior Outcomes Among Japanese and U.S. Students: A Study of Response to Culture in a U S. University Setting," *Proceedings of the Tenth Biennial World Marketing Congress*, Vol. 10, Session 4.4, ed. by Harlan E. Spotts, H. Lee Meadow and Scott M. Smith (Coral Gables, FL: Academy of Marketing Science), 4 pages, CD-ROM.
- Kaufman-Scarborough, Carol (2001), “Understanding Disabled Consumers: A Framework for Study,” *Proceedings of the 2001 Winter AMA Conference, Marketing Theory and Applications Vol. 12*, edited by Ram Krishnan and Madhu Viswanathan, 388-394.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2000), “Browsing and Purchasing in Selected Non-store Settings: A Contrast of Female and Male Shoppers,” *Proceedings of the AMS/ACRA Retailing Conference*, Vol. IX, *Retailing 2000: Launching the New Millennium*, edited by Joel R. Evans and Barry Berman, 139-143.
- Lindquist, Jay D. and Carol Kaufman-Scarborough (2000), "Modeling the Television Viewer: Contributions from an Examination of Time Use," *Developments in Marketing Science*, Vol. 23. ed. by Harlan E. Spotts and H. Lee Meadow (Coral Gables, FL: Academy of Marketing Science), 204-208.
- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), “The Polychronic Attitude Index: Refinement and Preliminary Consumer Marketplace Behavior Applications,” 1999 American Marketing Association Winter Educators’ Conference Proceedings, *Marketing Theory and Applications*, Volume 10, edited by Anil Menon and Arun Sharma, 151-157.
- Kaufman, Carol Felker and Paul M. Lane (1997), “Too Much and Too Little Time: A Proposed Time Supply Scale,” in *Proceedings of the 1997 AMA Winter Educators’ Conference: Marketing Theory and Applications*, edited by Debbie Thorne LeClair and Michael Hartline, 284 - 290.

- Kaufman, Carol Felker, Paul M. Lane, and Eric Yorkston (1997), "Emerging Issues in Television Advertising Research: Some Preliminary Answers and Questions," *Proceedings of the 1997 Northeast Decision Sciences Conference*, edited by M. Javad Paknejad, 195-198.
- Lane, Paul M., Carol Felker Kaufman, and Gary M. Goscenski (1995), "The TIMES Model: A Resource Planning Tool for Entrepreneurial Growth," in H. Lee Meadow, M. Joseph Sirgy, and Don Rahtz, Editors, *Developments in Quality-of-Life Studies in Marketing*, Volume V (Dekalb, IL: Academy of Marketing Science), 26-31.
- Kaufman, Carol Felker (1995), "Challenges for Quality of Life Studies: The Impact of the ADA," in H. Lee Meadow, M. Joseph Sirgy, and Don Rahtz, Editors, *Developments in Quality-of-Life Studies in Marketing*, Volume V (Dekalb, IL: Academy of Marketing Science), 39-45.
- Lindquist, Jay D., Tiffany Lindquist, Carol Felker Kaufman, and Paul M. Lane (1995), "Time Pressure Impact on Quality of Life: A Gender Comparison," in H. Lee Meadow, M. Joseph Sirgy, and Don Rahtz, Eds, *Developments in Quality-of-Life Studies in Marketing*, Volume V (Dekalb, IL: Academy of Marketing Science), 53-57.
- Kaufman, Carol Felker and Paul M. Lane (1995), "Who's Afraid of the Dark: Shoppers and Their Safety Concerns," in *Marketing: Foundations for a Changing World*, Brian Engellard and Denise T. Smart, eds., Southern Marketing Association, Evansville, Indiana, 207-211.
- Kaufman, Carol Felker and Paul M. Lane (1995), "Zipping, Zapping, and Juggling: Communicating with the Television Viewer in a Technological, Polychronic Environment", in Ruby Roy Dholakia and David R. Fortin, Editors, *Cotim-95: Living and Working in Cyberspace: New Information Technologies at Home and Work - Opportunities, Strategies, and Policy Issues*, 205-212.
- Lane, Paul M. and Carol Felker Kaufman (1994), "Tracking TIMES in Household Technologies," *Developments in Marketing Science*, Volume XVII, edited by Elizabeth J. Wilson and William C. Black, Coral Gables, Florida: Academy of Marketing Science, 129-132.
- Kaufman, Carol Felker and Paul M. Lane (1994), "Learning to Undertake Marketing Research in New Global Markets: Pre-Researching the Hungarian Case," *Marketing: Its Dynamics and Challenges*, Proceedings of the 1994 European Marketing Academy Conference, edited by Josee Bloemer, Jos Lemmink, and Hans Kasper, 519-536.
- Lane, Paul M. and Carol Felker Kaufman (1994), "Retail Processing Time: Anthropology in the Shopping Center," *Proceedings of the American Marketing Association Winter Educators' Conference*, 281-287.
- Kaufman, Carol Felker and Paul M. Lane (1993), "Role Overload and the Perception of Time Pressure," *Marketing and Education: Partners in Progress*, Proceedings of the Atlantic Marketing Association Conference," ed. Donald Thompson, 25-30.
- Kaufman, Carol Felker and Paul M. Lane (1993), "Time and Technology: Acquisition and Use of Household Innovation," *Marketing for the New Europe: Dealing with Complexity*, ed. Josep Chais and Joan Sureda, Vol. 1, 631-648.
- Lane, Paul M. and Carol Felker Kaufman (1993), "The Time Processing Matrix: A Tool for Strategic Managers," *Marketing for the New Europe: Dealing with Complexity*, ed. Josep Chais and Joan Sureda, Vol. 1, 753-772.
- Kelly, J. Patrick, William R. George, and Carol J. Kaufman (1993), "Price Cues and Perceptions of Quality, Value and Willingness to Buy," *Proceedings of the Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge III*.
- Lindquist, Jay D., Paul M. Lane, and Carol F. Kaufman (1993), "Psychological Time Perspective Differences: A Look at Young Malaysians and Americans Using the FAST Scale," *Proceedings of*

the Sixth Bi-Annual World Marketing Congress, Vol. VI, ed. by Sirgy, M. Joseph, Kenneth D. Bahn, and Tunc Erem, Blacksburg, VA: Academy of Marketing Science, 412-416.

- Kaufman, Carol Felker, Paul M. Lane, and Jay D. Lindquist (1993), "Tracing the Multiple Simultaneous Use of Time," *Proceedings of the 1993 NEDSI Conference*, ed. Avijit Banerjee, 272-276.
- Lane, Paul M. and Carol Felker Kaufman (1992), "The United States Chases Time; Europeans Enjoy Life," *Proceedings of the Odense Conference on Culture and Marketing*, ed. Dominique Bouchet, 10-29.
- Kaufman, Carol Felker and Paul M. Lane (1992), "Crisscrossing the Cultural Time Gap," *Proceedings of the Odense Conference on Culture and Marketing*, ed. Dominique Bouchet, 30-50.
- Lane, Paul M. and Carol Felker Kaufman (1992), "The Role of Time in Strategic Marketing, in the *Proceedings of the European Marketing Academy Conference*, 765 - 784.
- Kaufman, Carol and Paul M. Lane (1992), "Biological Rhythms Between Spouses: Potential Contributions of Household Time Congruity in Marketing," *Proceedings of the Northeast Decision Sciences Institute Conference*, 247-252.
- Kaufman, Carol J. and Paul M. Lane (1991) "Bridging the Time Use Measurement Gap: Insights, Issues, and Problems from Five Major Time Use Studies," *Proceedings of the 1991 Southern Marketing Association Conference*, 88-93.
- Cohen, Judy and Carol J. Kaufman (1991), "The Cultural Variant Perspective in Black Family Research," in the *Proceedings of the 1991 Association for Consumer Research Conference*, 338-345.
- Kaufman, Carol J. and Paul M. Lane (1991), "The Language of Time in the Global Marketplace," *Enhancing Knowledge Development in Marketing: Proceedings of the 1991 AMA Summer Educators' Conference*, Vol. 2, edited by Mary Gilly, et. al., 229-237.
- Lane, Paul M. and Carol J. Kaufman (1991), "Hungary 1990: Macro System Changes," *Enhancing Knowledge Development in Marketing: Proceedings of the 1991 AMA Summer Educators' Conference*, Vol. 2, edited by Mary Gilly, et. al., 659-666.
- Lane, Paul M. and Carol J. Kaufman (1991), "Time Waves: Mental and Physical Intensity over Clock Time," *Marketing Thought Around the World*, Vol. 2, ed. Frank Bradley, University College, Dublin: Michael Smurfit Graduate School of Business, 319-350.
- Kaufman, Carol J. and Paul M. Lane (1991), "The Experience of Time Pressure," *Marketing Thought Around the World*, Vol. 2, ed. Frank Bradley, University College, Dublin: Michael Smurfit Graduate School of Business, 276-289.
- Kaufman, Carol J. (1991), "Defining the Concept of Convenience: Problems in Consumer Research," *Proceeding of the 1991 Northeast Decision Sciences Conference*, ed. Paul Mangiameli, 229-233.
- Jay D. Lindquist, Paul M. Lane, and Carol J. Kaufman (1991), "Polychronic Behavior: Conceptually Where Are We, and What Are the Marketing and Consumer Behavior Implications?" *Developments in Marketing Science*, Vol. XIV, ed. Robert L. King, Richmond, Virginia: Academy of Marketing Science, 27-31.
- Kaufman, Carol J. and Paul M. Lane (1990), "Standard Clocks, Non-Standard People: Research Limitations of the Fixed-Resource Approach to Time," *Proceedings of the 1990 Southern Marketing Association Conference*, 80-86.
- Kaufman, Carol J. and Paul M. Lane (1990), "Product Development, Promotion, and Time: Problems and Prospects in East/West Consumer Markets," in *Facing East/Facing West: North America and the Asia/Pacific Region in the 1990s*, 86-94.

- Lane, Paul M. and Carol J. Kaufman (1990), "Dimensions of Time and Money," *Advanced Research in Marketing*, Vol. I, ed. Hans Muhlbacher and Christoph Jochum, 99-117.
- Page-Wood, Esther S., Paul M. Lane, and Carol J. Kaufman (1990), "The Art of Time," *Proceedings of the 1990 Academy of Marketing Science Conference*, ed. B.J. Dunlap, Vol. XIII, Cullowhee, NC: Academy of Marketing Science, 56-61.
- Kaufman, Carol J. and Sigfredo A. Hernandez (1990) "Studying the Bodega in Hispanic Barrios: Research Realities from a Field Study," *Proceedings of the 1990 Academy of Marketing Science Conference*, ed. B.J. Dunlap, Vol. XIII, Cullowhee, NC: Academy of Marketing Science, 437-440.
- Kaufman, Carol J. and Paul M. Lane (1990), "Quality of Life in the Rat Race: Household Management and Time Use as Viewed from the Fourth Dimension," *Proceedings of the Quality of Life Conference*, 412-423.
- Kaufman, Carol J. and Paul M. Lane (1990) "The Intensions and Extensions of the Time Concept: Contributions from Sociology," *Advances in Consumer Research*, Vol. XVII, ed. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, 895-901.
- Kaufman, Carol J. (1990) "Wives' Attitude Toward Employment and Perceived Role Overload: An Empirical Investigation," *Proceedings of the 1990 Northeast Decision Sciences Institute Conference*, edited by Paul Mangiameli, 191-197.
- Lane, Paul M. and Carol J. Kaufman (1989) "The Standardization of Time," *Marketing: Positioning for the 1990s*, Proceedings of the 1989 Southern Marketing Association, Edited by Robert L. King, 1-5.
- Hernandez, Sigfredo A. and Carol J. Kaufman (1989) "Coupon Use Differences Between Hispanics and Anglos: Barrio and Anglo Neighborhood Samples," in *Enhancing Knowledge Development in Marketing*, Proceedings of AMA Summer Educators' Conference, edited by Paul Bloom et al, 233-238.
- Kaufman, Carol J. and Paul M. Lane (1989) "Time in History: A Conceptual Overview and Application to Wives' Employment," in *Marketing History: The Emerging Discipline*, Proceedings of the Fourth Conference on Historical Research in Marketing, 183-198.
- Kaufman, Carol J. (1989), "Food Consumption Patterns and Spouses' Employment: Factors Affecting Time Spent in Cooking and Purchasing Meals," *Northeast DSI 1989 Proceedings*, Adolph I. Katz, editor, 172-176.
- Lane, Paul, Carol J. Kaufman, and Jay Lindquist (1989), "More Than 24 Hours a Day," in *Marketing Theory and Practice*, Proceedings of the American Marketing Association 1989 Winter Educators' Conference, edited by Terry Childers et al, 123-130.
- Kaufman, Carol J. (1988), "Broadening the Study of Households: The Contributions of Systems Theory, Historical Research, and Comparative Marketing Thought," in *Marketing: A Return to the Broader Dimensions*, eds. Stanley Shapiro and A. H. Walle, 92-97.
- Kaufman, Carol J. (1987), "Working Wives and Time-Saving Durables: Usage Patterns for the Microwave Oven," in Jon M. Hawes (ed.), *Developments in Marketing Science*, Volume X, 64-68.
- Kaufman, Carol J. (1987), "The Usefulness of General Systems Theory in Organizing the Study of Household Consumer Behavior," *Systems Research and Management*, edited by M. Joseph Sirgy, 80-95.
- Kaufman, Carol J. (1986), "The Concept of Convenience in Marketing: A Definition and Suggested Approach in the Study of Household Time-Savings," in Naresh K. Malhotra and Jon M. Hawes (eds.), *Developments in Marketing Science*, IX (May), 11-15.

Kaufman, Carol J. (1985), "Occupational Status *Within the Household: An Approach to Segmentation*," in Naresh K. Malhotra (ed.), *Developments in Marketing Science*, VIII (May), 51-56.

ABSTRACTS – RESEARCH PRESENTED AT ACADEMIC CONFERENCES

Ruxandra Niculescu, Mark O'Leary, Ryan Schiffino, and Carol Kaufman-Scarborough (2009), "Online Banking and Identity Theft: Update and Call for Action," accepted for working paper session, 2009 Marketing & Public Policy Conference.

Kaufman-Scarborough, Carol and Joslann Gray (2008), "Working Around the Clock: Public Policy Agenda and Concerns," Proceedings of 2008 Marketing & Public Policy Conference, Philadelphia.

Kaufman-Scarborough, Carol and Terry L. Childers (2006), "Expanding Retail Spaces: Website Accessibility for Consumers with Visual Impairments" presented as part of the Special Session: Consumer Adaptation, Resistance And Redefinition of Spatial Limitation In The MarketSpace, 2006 Association for Consumer Research Conference, Orlando, FL: September 2006.

William J. Jones, Terry L. Childers, and Carol Kaufman-Scarborough (2006), "Hedonic and Utilitarian Dimensions of Online Retail Shopping: Does Disability Matter?" Proceedings of the American Marketing Association Winter Educators' Conference.

Kaufman-Scarborough, Carol (2005), Getting There: How Does Transportation Affect Marketplace Participation By Consumers With Disabilities?" Proceedings of the 2005 Marketing & Public Policy Conference, May 2005, Washington, DC.

Kaufman-Scarborough, Carol (2004), Web Design Issues For Retailers: Understanding The Fear Factor" 2004 ACRA/NRF Conference, New York City, January, 2004.

Lindquist, Jay D. and Carol Kaufman-Scarborough (2003), "Female Polychronic Tendency Model: Extension to Shopping Behavior," 2003 AMS/ACRA Conference, Columbus, Ohio, November 2003.

Kaufman-Scarborough, Carol and Stacey Baker (2003), "Marketing's Contribution to the Perceptions of the Effectiveness of the Americans With Disabilities Act," 2003 Public Policy and Marketing Conference, with Stacey Baker, May 2003.

Lindquist, Jay D. and Carol Kaufman_Scarborough (2003), "Polychronic Tendency Models: A Gender Contrast Study," 2003 Academy of Marketing Science World Marketing Congress.

Baker, Stacey Menzel, Carol Kaufman-Scarborough, Jonna Holland (2002), "Perceptions of 'Welcome' in Retail Environments for Consumers with Disabilities: A Critical Incident Study," presented at the 2002 American Marketing Association Marketing and Public Policy Conference, Atlanta, Georgia, May 2002.

Kaufman-Scarborough, Carol and Jay D. Lindquist (2001), "A Closer Look at E-Shopping: Segmenting by Browsing and Purchasing Patterns," *Developments in Marketing Science*, Vol. 24, ed. by Mellissa Moore and Robert Moore (San Diego, CA: Academy of Marketing Science), 144.

Kaufman-Scarborough, Carol (2001), "Examining Time in a Time of Great Change: Blurring the Lines between Work and Leisure in the E-Commerce Age," *Proceedings of the 2001 Winter AMA Conference, Marketing Theory and Applications Vol. 12*, edited by Ram Krishnan and Madhu Viswanathan, 214-215.

Kaufman-Scarborough, Carol (2001), "The Matter of Time," presented at the 2001 Popular Culture Conference, Philadelphia, PA.

- Kaufman-Scarborough, Carol and Jay D. Lindquist (1999), "There's Never Enough Time: Exploring Time Scarcity," *Proceedings of the 1999 Association for Consumer Research Conference*, Columbus, Ohio.
- Kaufman-Scarborough, Carol (1998), "Integrating Consumer Disabilities into Models of Information Processing: Color-Visions Capacity Limitations and Their Effects on Consumer Choice," *Proceedings of the 1998 Association for Consumer Research Conference*, Montreal, Canada.
- Kaufman-Scarborough, Carol (1998), "Seeing Through the Eyes of the Color-Blind Shopper: Consumer Issues for Public Policy", *Proceedings of the 1998 Public Policy and Marketing Conference*, Arlington VA.
- Kaufman, Carol Felker (1997), "Investigating the Challenge of the Americans with Disabilities Act: Lessons from Ethnography," *Proceedings of the 1997 Public Policy and Marketing Conference*, Boston, 72-73.
- Lane, Paul M. and Carol Felker Kaufman (1995), "Tools of the Future in Strategic Planning," in *Proceedings of the Strategic Management Society 15th Annual International Conference*, Mexico City.
- Kaufman, Carol Felker and Paul M. Lane (1993), "Time Congruity: A Tool for Strategic Change," in *Proceedings of the Strategic Management Society 13th Annual International Conference, Integrating Strategy: The Power of Synthesis*, Chicago, Illinois..
- Kaufman, Carol Felker and Paul M. Lane (1993), "Fine-Tuning Perceptions of Past, Present, and Future: The Orientation/Horizon Matrix as a Buyer Behavior Tool," in *Proceedings of the 1993 American Marketing Association Winter Educators' Conference*, p.306-308.
- Kaufman, Carol Felker and Susan Holak (1993), "Time Orientation: Its Meaning, Its Measurement, and Its Role in Buyer Behavior," in *Proceedings of the 1993 American Marketing Association Winter Educators' Conference*, p. 305.
- Lindquist, Jay D., Carol Felker Kaufman, and Paul M. Lane (1992), "A Scenario Development Methodology in the Use of Time," *Proceedings of the 1992 American Marketing Association*.
- Lane, Paul. M. and Carol Felker Kaufman (1990), "Time in Joint Ventures," in *Proceedings: Strategies for Business Ventures in Central and Eastern Europe: Building Strategic Alliances*, edited by Magdolna Csath and Robert J. Litschert, Budapest, Hungary, November 12-15, 1990, 24-25.
- Lane, Paul M. and Carol Felker Kaufman (1990), "The Importance of Developing Individual Time," in *Proceedings: Strategies for Business Ventures in Central and Eastern Europe: Building Strategic Alliances*, edited by Magdolna Csath and Robert J. Litschert, Budapest, Hungary, November 12-15, 1990, 69-70.
- Kaufman, Carol J. and Paul M. Lane (1990), "Spanning Time in the East/West Interface: Similarities and Differences in Temporal Perspectives," in *Facing East/Facing West: North America and the Asia/Pacific Region in the 1990s*, September 13-15, 1990, 94.
- Hernandez, Sigfredo A. and Carol J. Kaufman (1990), "A Comparative Analysis of the Small Grocery Store in Puerto Rican Communities: Puerto Rico and the United States," in the *Journal of Macromarketing*, Volume 10, Number 2, Fall 1990, 102.
- Lane, Paul. M. and Carol Kaufman (1990), "Time Discrepancies: A Macro Analysis," in the *Journal of Macromarketing*, Volume 10, Number 2, Fall 1990, 104.
- Kaufman, Carol J. (1990), "Investigating Ethnic Identity and Consumption Symbolism: A Historical Approach," *Marketing History: The Emerging Discipline*, edited by Terence Nevett, Kathleen R. Whitney, and Stanley C. Hollander, April 29- May 1, 1989, 394-395

INVITED CASES IN ACADEMIC BOOKS

"Forman Mills: From Flea Markets to Millions," in Berman, Barry and Joel Evans, *Great Ideas in Retailing*, Prentice Hall, 2007.

"Targeting the Plus-Size Woman: Lane Bryant's Strategy for Success," in Berman, Barry and Joel Evans, *Great Ideas in Retailing*, Prentice Hall, 2007.

"Shopping in Historic Haddonfield: Planning within the Central Business District," in Berman, Barry and Joel Evans, *Retail Management: A Strategic Approach, 7th edition (1998)*, 337-338, with Andrew Cullen.

PANEL PRESENTATIONS

Kaufman, Carol Kaufman-Scarborough, Jay D. Lindquist, Anusorn Singhapakdi, Paul D. Larson, Carol W. DeMoranville, and Erika Matulich (2005), Special Session: The Jane K. Fenyo Student Paper Award: History, Alumni, and Pathways to the Future, presented at the 2005 Academy of Marketing Science Conference

Baker, Stacey Menzel, Carol Kaufman-Scarborough, and Stephen Gould (1998), "Dialogues with Visually-Impaired Consumers," presented at the 1998 Association for Consumer Research Conference, Montreal, October.

Carsky, Mary, Carol Kaufman-Scarborough, Mary F. Smith, and Sudhir K. Chawla (1998), Special Session, "Client-Based and Research-Based Course Projects: Issues and Concerns," presented at the 1998 AMA Summer Educators' Conference, Boston, MA, August.

Berman, Barry, Joel Evans, Carol Felker Kaufman, Michael Levy, and A. Coskun Samli (1997), Special Session, "Retail Education in a New Millennium: Preparing for the 21st Century," Fifth Triennial Retailing Conference, sponsored by the Academy of Marketing Science and The American Collegiate Retailing Association, St. Louis, Missouri, November.

Lindquist, Jay, Carol Felker Kaufman, and Paul M. Lane (1995), "Applications of Time Theory by Advertising Agency Professionals," presentation at the 1995 Academy of Marketing Science Conference, Orlando, Florida.

Lane, Paul M. and Carol Felker Kaufman (1993), "The Internationalization of Costa Rican Business: Issues Facing A Developing Economy," presented at the Fourth International Conference on Marketing and Development, January 7-10, San Jose, Costa Rica.

Lane, Paul M. and Carol Felker Kaufman (1992), How Technology Relates to the Quality of Life: Time Surpluses, Time Shortages, Product, and Advertising," presented at the Fourth Quality of Life Conference, November, Washington, D.C.

Kaufman, Carol Felker and Paul M. Lane (1992), "The Future of Time," 1992 Academy of Marketing Science Conference, San Diego, California.

Lane, Paul M. and Carol J. Kaufman (1991), panel participant, "Current Thinking in Time Use and Commitment," 1991 Academy of Marketing Science Conference, Ft. Lauderdale, Fla.

Kaufman, Carol J., session chairperson, "Marketing to Racial and Ethnic Minorities: New Perspectives," 1991 Academy of Marketing Science Conference, Ft. Lauderdale, Fla.

Session Co-Chair and Panel Participant: "The Time/Quality of Life Interface," a symposium at the Third Quality of Life/Marketing Conference, November 1989, Blacksburg, VA.

"Wives' Employment and Retail Shopping Behavior: An Overview," as part of the Special Session, " Back to the Future: Time In Retailing +/- 20 Years", presented at Retailing: Its Present and Future, sponsored by the Academy of Marketing Science and the American Collegiate Retailing Association, Charleston, South Carolina, October 6-8, 1988.

WORKSHOP PRESENTATIONS

Kaufman-Scarborough, Carol (1998), "Seeing Through the Eyes of the Color-Blind Shopper: Consumer Issues for Public Policy", presented at the June, 1998 Public Policy and Marketing Conference, Arlington VA.

"Knowing the Customer: A Key to Shopping Center Success," presented at the National Retail Federation's 85th Annual Convention and EXPO, January 15, 1996, New York City, with Paul M. Lane.

"Facing the Challenge of the Americans with Disabilities Act: A Research Agenda," presented at the 1996 ACRA Spring Conference (January), New York City, with Paul M. Lane..

"It's Time for One-Stop Shopping," presented at the 1995 Annual American Collegiate Retailing Association Winter Conference (January), New York City, with Paul M. Lane.

"Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy", presentation at the ICSC Research Conference, Phoenix, Arizona (November 1994), with Paul M. Lane.

Kaufman, Carol Felker and Paul M. Lane (1994), Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy?" presented at the Fourth Triennial AMS/ACRA National Retailing Conference, October 22-24, Richmond, VA.

"Spanning the Distance: Time Measurement and Market Development," presented at the Historical Research Conference, with Esther S. Page-Wood and Paul M. Lane, April 1991.

Kaufman, Carol J., Paul M. Lane, and Jay D. Lindquist (1991), "Patterns of Time Use in the Household Setting," presented at the Conference on Family/Household Behavior - Consumption and Production Perspective, March 28-30, 1991, University of California, Irvine.

Kaufman, Carol J. and Paul M. Lane (1991), "Time Congruity in the Household: A Matching Process," presented at the Conference on Family/Household Behavior - Consumption and Production Perspective, March 28-30, 1991, University of California, Irvine.

Cohen, Judy and Carol J. Kaufman (1991), "The Cultural Variant Perspective in Black Family Research," presented at the Conference on Family/Household Behavior - Consumption and Production Perspective, March 28-30, 1991, University of California, Irvine.

Cohen, Judy and Carol J. Kaufman (1991), "Family Decision Making for Family Planning in Developing Countries," presented at the Conference on Family/Household Behavior - Consumption and Production Perspective, March 28-30, 1991, University of California, Irvine.

Lane, Paul M. and Carol J. Kaufman (1991), "Opportunity Time," presented at the Budapest Conference on Strategies for Business Ventures in Eastern Europe, November.

Lane, Paul M. and Carol J. Kaufman (1991), "Time in Joint Ventures," presented at the Budapest Conference on Strategies for Business Ventures in Eastern Europe, November.

Lane, Paul M. and Carol J. Kaufman (1990), "Spanning the Cultural Time Gap," 1990 Strategic Management Society Conference, Stockholm, September, 1990.

- Kaufman, Carol J. and Paul M. Lane (1990), "Spanning Time in the East/West Interface: Similarities and Differences in Temporal Perspectives," Facing East/Facing West Conference, Western Michigan University, September, 1990.
- Kaufman, Carol J. and Paul M. Lane (1990), "Product Development, Promotion, and Time: Problems and Prospects in East/West Consumer Markets," Facing East/Facing West Conference, Western Michigan University, September, 1990.
- Hernandez, Sigfredo A. and Carol J. Kaufman (1990), "A Functional Analysis of the Small Grocery Store in Puerto Rican Communities: Puerto Rico and the U.S.," 1990 Macromarketing Conference, Pennsylvania State University and Rutgers University, Malvern, PA, August, 1990.
- Lane, Paul M. and Carol J. Kaufman (1990), "Time Discrepancies: A Macro Analysis," 1990 Macromarketing Conference, Pennsylvania State University and Rutgers University, Malvern, PA, August, 1990.
- Kaufman, Carol J. (1990), "Investigating Ethnic Identity and Consumption Symbolism: An Historical Framework for Ethnic Food Traditions," presented at the Association for the Study of Food and Society Conference, Drexel University, Philadelphia, PA, June 1990.
- Kaufman, Carol J. (1987), "Coupon Use in Ethnic Markets: Retailers' Perceptions within the Marketing Channel," AMA Workshop on Culture and Subculture, DePaul University, December 1987.
- _____ (1986), "The Maintenance of Cultural Identity: A Comparative Marketing Approach," AMA Workshop on Culture and Subculture, DePaul University, December 1986.

ACADEMIC AWARDS

- "Polychronic Tendency Analysis: A New Approach to Understanding Women's Shopping Behaviors", published in *Journal of Consumer Marketing* with Jay D. Lindquist (2004), selected to receive the "Bright Idea Award" sponsored by the Stillman School of Business at Seton Hall University and the NJPRO Foundation. An abstract will be published in the *Fourth Annual Volume of the Published Research Works* of business faculty within New Jersey from 2004.
- "Toward the Development of a Measure of Retail Quality of Life for Color-deficient Consumers," selected as one of the best papers of the 2001 ISQOLS Conference.
- 1997, Community Certificate of Recognition, Camden County Office of Disabled Consumer Services, presented October 28, 1997, Pennsauken, NJ.
- 1997 Award for Excellence: Highly Commended, given by the Literati Club, for "A New Look at One-Stop Shopping: A TIMES Model Approach to Matching Store Hours and Shopper Schedules," *Journal of Consumer Marketing*, Vol. 13, Issue 1, 1996, with Paul M. Lane.
- 1993, Best Paper Award, Consumer Behavior Track, for "Role Overload and the Perception of Time Pressure," Atlantic Marketing Association Conference, with Paul M. Lane.
- 1993, Faculty Academic Study Program, Rutgers University, awarded for Spring 1994.
- 1990, Runner-up, Best Paper Award, Academy of Marketing Science Conference, for "The Art of Time," with Esther S. Page-Wood and Paul M. Lane.
- 1989, Best Paper Award, Consumer Behavior Track, American Marketing Association Educators' Conference, for "Coupon Use Differences Between Hispanics and Anglos: Barrio and Anglo Neighborhood Samples," with Sigfredo A. Hernandez.

1985, Winner, Jane K. Fenyo Student Paper Competition, Academy of Marketing Science.

1983, AMA Doctoral Consortium, University of Michigan.

1982-1983, University Fellowship, Temple University. .

1979-1982, Graduate and Professional Opportunities Program Fellowship, Temple University.

TEACHING AWARDS

2005, Outstanding Retailing Educator Award, sponsored by the Center for Retailing Studies, Texas A&M University; JCPenney; and the National Retail Federation.

2004, Academy of Marketing Science Outstanding Teacher in Marketing Award.

2002, Lindback Distinguished Teaching Award, Christian R. and Mary F. Lindback Foundation, Philadelphia, PA.

2001, Rutgers University Camden School of Business Superior Award for Teaching.

1999, Rutgers University-Camden Alumni Association Outstanding Faculty Award.

1999, Rutgers University-Camden School of Business Teaching Award for excellence in teaching.

1995, Provost's Teaching Excellence Award, Camden Campus, Rutgers University.

1989-1990, Rutgers School of Business, Teaching Award for excellence in teaching.

COURSES TAUGHT

Undergraduate: Consumer Analysis, International Marketing, Retailing and E-Commerce

MBA Program: Consumer Behavior, Global Marketing Strategy

GRANTS

1994: International Council of Shopping Centers Educational Foundation travel grant for selected presentation of report, *Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy*, at the ICSC Research Conference, Phoenix, Arizona (Nov), with Paul M. Lane.

1993-1994: International Council of Shopping Centers Educational Foundation, project titled: *Shopping 24 Hours a Day: A Consumer Need or a Losing Strategy*, with Paul M. Lane.

1992-1993: Research grant in new product development through RITIM, The Research Institute for Telecommunications and Information Marketing - Project Titled "Understanding the Time Resources in Acquisition and Use of Technology."

1992-1993: Rutgers University Research Council Award.

1992-1993: funding from Kolon, Bittker, and Desmond Advertising Agency, Detroit, MI, for research on themes of time in advertising.

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

American Collegiate Retailing Association:
Secretary, July 2008 to June 2010
Clearinghouse Coordinator and Archives, 2005 to present.
Academy of Marketing Science: member
American Marketing Association: member, reviewer
Association for Consumer Research: member, reviewer

SERVICE TO ACADEMIA

Thesis Committee Participation:

Grant Adams (2008), Undergraduate Honors Thesis Second reader
Joslann Gray (2006), Undergraduate Honors Thesis Advisor.
Anna Long (2005), Ph. D., George Washington University.
Chelsea Aiken Cleary (2002), Undergraduate Honors Thesis Advisor.

Ad hoc reviewer for conferences: American Collegiate Retailing Association, Academy of Marketing Science, American Marketing Association, Association for Consumer Research, International Society for Quality of Life Studies, Macromarketing, Northeast Decision Sciences Institute, Society for Consumer Psychology.

JOURNALS:

Board Memberships:

Manuscript Review Board: *Journal of Macromarketing*, 2007-2010

Editorial Advisory Board: *Journal of Consumer Marketing*

Ad hoc reviewer for journals: *Academy of Management Journal*, *Academy of Management Review*, *International Journal of Hospitality Management*, *International Journal of Human-Computer Studies (IJHCS)*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Journal of Applied Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *Journal of Business and Psychology*, *Journal of Consumer Affairs*, *Journal of Consumer Psychology*, *Journal of Consumer Marketing*, *Journal of Macromarketing*, *Journal of Marketing*, *Journal of Managerial Psychology*, *Journal of Marketing Management*, *Journal of Retailing and Consumer Services*, *Marketing Theory*.

Offices held:

American Collegiate Retailing Association:
Clearinghouse Coordinator and Director of ACRA Hall of Fame and Archives, 2005 to present.
Secretary: July 2008 to June 2010

International Society for Quality of Life Studies: Board of Directors, 2 terms

Track Chair:

American Collegiate Retailing Association/Academy of Marketing Science Triennial Conferences: 2009, 2006, 2003, 2000.

Book Reviews:

Review of *The Maturing Marketplace: Buying Habits of Baby Boomers and Their Parents*, By George P. Moschis, Euehun Lee, Anil Mathur, and Jennifer Strautman Westport, CT: Quorum Books, 2000, In the *Journal of The Academy of Marketing Science*

Review for *Global Perspectives in Cross-Cultural and Cross-National Consumer Research*, edited by Lalita and Ajay Manrai, New York: The Haworth Press, Inc.

SERVICE TO RUTGERS UNIVERSITY

University Service:

University Middle States Accreditation Review Committee, 1996-February, 1997.

University Executive Advancement Committee, 1996 - present

Camden Campus Service:

Campus Communication Committee, 1997 to present

Committee for Students with Disabilities, 1997 to present

Council for Southern Africa, Board of Directors, 1996 to 1998

School of Business Service:

- *Advisor, Marketing Association, 1985 to present.* They received the "Best Organization" award from the School of Business Student Congress for the third year in a row. Fall 2003 affiliation with national American Marketing Association.
- Marketing Area Coordinator, July 2002 to June 2003; 1992 to June, 1997.
- Chairperson, Faculty Composition and Development Committee, Fall 2003 – ongoing: Duties included the development of an orientation program for new faculty, support for tenured associate faculty, orientations and support for adjunct faculty, an assessment of faculty service, and analysis of the previously-administered SBC faculty survey.
- *Chairperson, Students (Admissions Committee), 1997-Fall 2003.* Service includes clarification of SBC admissions criteria, proposal of policies for enrollment control, input to the development of a new undergraduate brochure.
- Member, FASIP Committee, Fall 2002; Fall 1999.
- Member, Scholastic Standing Committee, Fall 2002 – Spring 2003.
- Volunteer Judge, Rutgers Academic Challenge, 1999, 2000.
- Volunteer Faculty Speaker, Admissions Open House, Spring 2000.
- Chairperson, MBA Committee, 1997-Jun, 1998.
 - Designed and implemented marketing audit of Atlantic City MBA program
 - Developed and analyzed MBA survey for development of new brochure
 - Assisted with copy, layout, and design of MBA brochure
 - *Marketing Audit of Atlantic City MBA Program*, presented to the School of Business and the Rutgers University
 - Executive Advancement Committee
 - Assisted with planning, scripting, and photo shoot of School of Business Video project
- Chairperson, School of Business Undergraduate Student Affairs Committee, 1992-1997.
- Chairperson, Scholastic Standing Committee, 1992 – 1996

- Chairperson, School of Business Courses of Study Committee, 1990-1991, 1991-1992
- Chairperson, School of Business Scholarship Committee, 1989-1990
- School of Business, Committee on Long-Range Planning, 1988.
- Arts and Sciences, Admissions Committee, 1987-1988.
- Faculty of Business Studies Committee for Computer Evaluation, 1986-1987.
- Faculty of Business Studies Courses of Study Committee, 1983-86.
- Faculty of Business Studies Policy Committee, 1987-1988
- Faculty Senate, 1984 to 1988.
- Student-Faculty Relations Committee, Fall 1986-Spring 1987.