A Message from the Marketing Chair
by David A. Griffith, Ph.D., Iacocca Chair and Professor of Marketing

Dear Lehigh University Marketing Students, Alumni and Friends:

It is with tremendous pride that I present to you the Department of Marketing annual newsletter. The 2015-2016 academic year on South Mountain has so many points of pride, as you will read about throughout the newsletter.

The passion of our students, coupled with the support and dedication of our marketing faculty, alumni and friends, continues to garner accolades to the marketing program. For example, for the third year in a row (2014-2016) the marketing program at Lehigh University has been ranked by College Factual as a top 10 marketing program in the nation. We receive such accolades because we attract the best and the brightest students, put them through a rigorous, state-of-the-art curriculum, while providing them with unmatched co-curricular experiences. Faculty and alumni engagement with students both in and outside of the classroom prepares our students to graduate with an exceptional learning experience that prepares them to be extremely competitive on the job market.

Two major curricular changes transpired this year that are worthy of note. First, this academic year saw the initial roll-out of a new curriculum, complete with tracks in Marketing Analytics, Marketing Communications, Sales Management, Retail Management and Brand and Innovation Management. These track, vetted with industry leaders, provide Lehigh students the opportunity to gain deeper knowledge in their area of interest so as to springboard them to success upon graduation. Second, we developed a new Marketing Minor for non-CBE students. This minor will not only provide the opportunity for Lehigh students in the College of Engineering and College of Arts and Sciences to gain significant knowledge in marketing, better preparing them for their careers, but will also help to diversity the perspectives within our marketing classes, an added value to our marketing majors.

We also continue to strengthen the Department’s emphasis on data analytics, one of the largest growing sectors of marketing. Not only are we centrally involved with Lehigh’s Data X initiative, but we also secured one of the first Data X hires, jointly with the Department of Computer Science and Engineering. We are very proud to announce that this coming fall Dr. Rebecca Wang will be joining our faculty. Dr. Wang, whose specialty is mobile marketing analytics, joins us from Northwestern University, where she completed her Ph.D. in Marketing. Dr. Wang, whose undergraduate degree was in electrical engineering at Dartmouth College, brings multiple years of work experience in analytics, inclusive of data visualization, web dashboard, etc. Her expertise in mobile marketing analytics, customer relationship management and social media complements our existing faculty expertise and will serve as an excellent resource for our students.

Please enjoy the rest of the newsletter as you read about the many accomplishments of our students and faculty. If you would like to speak with me in detail about any of the activities mentioned in this newsletter, or how you could help support the next generation of Lehigh marketing students, please do not hesitate to contact me at 610-758-6530 or david.a.griffith@lehigh.edu.

Best wishes for great success from your Department of Marketing!

Get Connected and Stay Involved

There are so many activities in the Department of Marketing that sometimes it is hard to keep up with them. Don’t miss the opportunity to connect with us and stay involved by liking us at www.facebook.com/DepartmentofMarketingatLehigh.
Honors Convocation Student Awards

Congratulations to our marketing majors for their achievements!

Honors Convocation was held this year on April 8th. Marketing faculty joined our students in celebrating outstanding achievement in the College of Business and Economics.

Marketing major Jessica Marriott was presented with the Marketing Achievement award by Professor David Griffith. This award is presented to a student who made a strong commitment to and has demonstrated leadership toward improving the Marketing program outside of the classroom.

In addition, the Marketing Commendation Awards for Class Project/Paper was presented to Megan Chang, Mallory Joseph, Leah Liu, Lauren Maida, Lacey Quinn, and Eric Yuen. These students were recognized for their outstanding performance on their class project titled “edUN” under the supervision of Professor Maskulka and Professor Savino.

Department of Marketing
Lambda Mu Sigma is a marketing honorary society, founded at Lehigh University on November 5, 1940. Membership in Lambda Mu Sigma is open to marketing majors who have achieved academic excellence and have made significant contributions to the marketing program at Lehigh, marketing education or the marketing profession. We are extremely proud of Lambda Mu Sigma, its history and our members. The following marketing majors were recognized with membership in the Spring of 2016.

- Samantha Brooks
- Hanna Charron
- Alison Cohen
- Carol Fornaciari
- Elise Fredericks
- John Larson
- Lauren Maida
- Alexa Mitzner
- Esther Pak
- Brianna Riggs
- Vanessa Ruggiero
- Xiaowen (Amber) Tang

Lehigh in Belgium: Students Gain International Experience

The Department of Marketing is delighted to celebrate Professor Maskulka’s 26th year of involvement with the Lehigh in Belgium Program. The 2016 Belgium program included 9 students who took elective Marketing courses. This year’s highlights included 10 field trips to various businesses, cultural and historic sites including a visit to a diamond factory in Antwerp; the historic WW I battlefields at Leper and attendance at the “Last Post” ceremony at the Menin gate in Leper; and two presentations at the Bio Science Incubator at KUL.
Hands-on Experience with The Bach Choir of Bethlehem

The Bach Choir of Bethlehem offers ‘real’ experience to Marketing majors at Lehigh

On Monday, November 30th Professor Ju-Yeon Lee’s MKT 325 Consumer Insights through Data Analysis class presented their strategic marketing plans along with quantitative marketing analysis to Bridget George (Executive Director, The Bach Choir of Bethlehem), Karen Glose (Deputy Executive Director, The Bach Choir of Bethlehem), Kimberly Infante (Manager of Audience Analytics, Lehigh Valley Arts Council).

The primary objective of the Bethlehem Bach Choir project was to identify key internal issues facing the Bach Choir of Bethlehem. The key issues include: remaining relevant today; gaining market share in the Lehigh Valley arts community; and acquiring younger audiences. To provide actionable recommendations intended to address these challenges, students utilized the course materials and conducted a series of quantitative analysis, such as conjoint analysis and logit regression, on multisource data sets.
Hands-on Experience with Bloomsburg Carpet Industries

Bloomsburg Carpet Industries offers ‘real’ experience to Marketing majors at Lehigh

On May 4th, students in Professor Puzakova’s MKT 314 Digital and Social Media class presented their strategic social media plans to Bloomsburg Carpet Industries’ Chief Financial Officer, Adam Bowman, VP of Sales, Jim Cody, Sales Manager, Tom Habib, Jr., and Director of Design, Dave Boyd. The primary objective of the Bloomsburg Carpet Industries’ social media project was to improve brand recognition and reputation, establish the brand as an expert though leader in the carpet industry, and increase sales to end users. More tactical questions included: What are best practices for using social media to promote business? How can search engine positions? How can Houzz and Pinterest be better utilized to display and promote Silver Creek products, as well as increase customer engagement?

Students utilized course materials, conducted competitor and benchmark analysis, and use online social media tools to identify industry influencers so as to provide actionable recommendations.
Marketing Internship Experiences

Tommy Hilfiger

Marketing major Victoria Yu wrapped up her summer of 2015 as an intern at Tommy Hilfiger, as part of the PVH Corporation Program in New York City.

“This summer, I’m a planning and allocation intern at Tommy Hilfiger, as part of the PVH Corp. summer internship program in Manhattan. In my role, I am responsible for updating planning reports to analyze our business, entering markdowns and promotions and any ad-hoc tasks to support my amazing team. I have gained so much valuable experience in merchandise planning and the dynamics of the retail business so far. For the PVH program, I am part of an intern team and we are creating an in-depth marketing campaign for the launch of a future collection for Tommy Hilfiger and it involves many aspects of marketing.”  

-Victoria Yu

Marketing Internships Build Experience

Marketing Major Amber Cardona interned this past summer at Mack Defense in Allentown, PA. Mack Defense develops evolves, and maintains high performance and tactical vehicles for government agencies and militaries all throughout the world. Amber is working directly with company executives and sales staff on preparing marketing strategies, print ads, publications, along with many other marketing responsibilities.

“Mack Defense will allow me the opportunity to intern for a reputable company with a start-up feel, encouraging me to learn from and grown with them. I am looking to help differentiate the Mack Defense brand thus increasing their sales and brand recognition while enhancing my marketing skills.”  

-Amber Cardona

Marketing major Ryan Kautz has interned the past two summers at Boeing Defense and Securities in New Jersey and Seattle. Ryan was given the opportunity to work on a Global Marketing and Sales project where he had to understand the product, and try and locate a new target customer. His group not only presented in front of senior executives but also was asked to present to the Vice President of the aircraft that they worked on. “It was an incredible experience working with real products, where I was able to gain hands on experience.”  

-Ryan Kautz
Internship experience at NBC Sports

Marketing major Ollie Auerbach worked as a Strategic Marketing Intern at NBC Sports in Stamford, CT during a 10-week summer internship. “Interning at NBC Sports was a unbelievable experience. As someone who is a diehard sports fan, working everyday within the world of sports was amazing. Specifically, I worked within the Strategic Marketing Team. At times, I also reported to the Social and Digital Marketing Teams. Within the Strategic Marketing group, I coordinated and worked to implement long term experimental marketing projects on NBC Sports properties such as Sunday Night Football, NASCAR on NBC, NHL on NBC, and the 2016 Rio De Janeiro Olympics. Lastly, I worked with the Digital Marketing group. I presented weekly reports detailing the presence and effectiveness of the NBC Sports digital marketing on their various websites and platforms. All in all, there was never a dull moment during the internship. The information I learned and the people I met at NBC sports have been invaluable and it was truly an amazing experience.”

- Ollie Auerbach
YMA FSF Scholarships

Congratulations to Melissa Feeney!

Marketing major Melissa Feeney, working under the guidance of Professor Ju-Yeon Lee, was the recipient of the 2015 YMA Retail and Fashion Scholarship. Founded in 1937, The YMA Fashion Scholarship Fund (FSF) is a national non-profit association made up of influential members of the fashion community dedicated to promoting education of the fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships and career programs.
Lorraine Barber-Miller, Vice President, Global Business Services and Industry Marketing, North America at IBM spoke to Marketing majors on Thursday, October 22nd, 2015. Lorraine is leading an end-to-end marketing redesign and digital transformation for the world’s largest professional services consultancy. Lorraine is also responsible for driving a new growth agenda centered on consulting partnerships with Apple, Twitter, Salesforce.com, Adobe, SAP, Oracle, Microsoft and Workday.
Gaining Real World International Experience - Florence, Italy

Marketing major Lauren Maida studied abroad in beautiful Florence, Italy for the spring 2016 semester. In Florence, Lauren lived with an Italian family and studied Art History, Psychology and Italian! Her favorite aspect of studying abroad was having the opportunity to travel and explore many different cities across Europe, with unique cultures and people.
Marketing Club Update 2015-2016

The Lehigh University Marketing Club is an educational organization especially focused on the growth and professional development of its student members. The mission of the Marketing Club is to assist its student members by providing opportunities that challenge their skillsets, encourage professional growth, and foster a passion for the marketing field and its many facets. The Marketing Club offers its student members opportunities to broaden their marketing networks, advance their marketing experiences, and provide career-building activities. Career planning, student competitions, out-of-classroom experiential experiences and field trips are all designed to advance the students’ interests in marketing.

As a collegiate chapter of the American Marketing Association (AMA), the Lehigh University Marketing Club was recognized this past academic year at the 38th Annual International Collegiate Conference for Outstanding Chapter Planning. Other highlights from this past year’s club activities included field trips to L’Oreal in New York City where students met at the company headquarters with brand marketing executives overseeing the Maybelline® New York brand; The Lumina-tions Group annual winter consumer-packaged goods networking event and trade show where students met with marketing executive across a wide range of consumer companies, including Johnson & Johnson, Valeant and Pfizer; Philadelphia Phillies for their Marketing Communications Theme Night.

The Marketing Club tries to further enhance its members’ academic and social experiences through the introduction of beneficial guest speakers, including ones from Crayola, Ross Stores and BASF; externships and internship opportunities and marketing-related events, all aimed at supporting student education and professional networking.

To become a member of the Lehigh Marketing Club, contact Club President Vanessa Ruggiero at vmr214@lehigh.edu.
We are pleased to announce the Marketing Club Executive Board for the 2016-2017 Academic Year:

President: Vanessa Ruggiero
VP AMA, Community Outreach: Amber Cardona
VP Finance: Matt Sheffield
VP Communications: Kathleen Debellis
VP Creative Development: Mallory Joseph
VP Social Media: Megan Chang
Flex Officer (AMA): Alex Castellano
Flex Officer (Creative Development): Alexis Mims
Flex Officer (Communications): Sarah Spring

Department of Marketing
Marketing Club Trip: Philadelphia Phillies

The Lehigh University Marketing Club traveled with Professor David Griffith to Philadelphia, PA on Tuesday, April 20th for the College Series Marketing Night followed by a Philadelphia Phillies vs. NY Mets MLB game. The club was met by Phillies Chairman David Montgomery, Dave Buck, Sr., VP of Marketing & Advertising Sales, Michael Harris, Director, Marketing & Advertising Sales, Scott Nickle, Director, Corporate Sales, The Phillies, and Andy Shenk, Manager, Marketing Production, MLB Advanced Media.

The Philadelphia Phillies marketing and sales team presented to the 20+ Marketing Club members in attendance about sports marketing and the challenges that they entail on a regular day basis.

Later that evening, The Marketing Club members were treated to a major league baseball game as the Philadelphia Phillies defeated the NY Mets 5-4.
Marketing Career Day

November 13th, 2015

The Department of Marketing held its Annual Career Day events this past Fall Semester on November 13th. This year’s Marketing Career Day was designed to enable students to fully engage in our 5 career tracks – Brand Management, Marketing Analytics, Marketing Communications, Sales Management and Retail Management.

Our theme was “Marketing . . . Go Way Beyond!” How Students can go way beyond to take hold of a career in Marketing. Whether the student’s interest was in Retail, Big Data, Branding, Sales or Advertising and New Media the day’s events helped shaped the students’ thinking and opened their eyes to a wide range of marketing career possibilities. Industry guest speakers included an exceptional mix of both Lehigh Alums and friends to the University.

Students rotated through separate breakout meetings where they were exposed to career panels consisting of industry professionals covering marketing careers in brand management, advertising/new media, sales and marketing research/analytics. Guest panelists possessed outstanding experiences and shared their insights with students in a very interactive and lively forum. Covered were a range of topics including product development and branding, the buyer-merchandizer retail relationship, sales and customer service, and transforming research insights into action.

The day started with a general session where our special keynote guest speaker and Lehigh Alum – Susan Yee, CEO of Active Data, Inc. talked about Building Strategic Partnerships. Ms. Yee talked about how marketing needs to be persuasive throughout the entire organization in order for ideas to come to fruition and new markets to be identified and effectively served.

This year’s Industry panel discussion participants included: Brand Management – Karl Brisseaux, Senior Associate - Brand, Marketing & Communications with Ernst & young; Carolyn Klimas, Director of Marketing with Olympus, Rami Khouri, Development Product Manager with Olympus, Lucy Xia, Associate Product Manager with Olympus; Advertising/New Media – Molly Dulin, Print Analyst with GroupM, Lindsay Mayrose, Program Coordinator of ExecMBA Student Services with NYU Stern, Mary Catherine Taglang, Account Manager with RadiumOne Media Planning, Katherine Vargas, Associate Manager for Corporate Social Responsibility & Strategic Marketing with Olympus, Jill Frankenfield, Buyer with Ross Stores; Sales and Marketing Research/Insights/Analytics – Stacey Fabricant, Assistant Vice President of Marketing Research with Penn Mutual, Brett Saunders, Sales & Business Development Manager with IMS Health, Kellie Catalano, Marketing Analytics & Consumer Insights with Procter & Gamble.

Marketing Career Day was a great success. Students took away a number of valuable insights that will help guide their careers in the right direction and students made a number of great networking contacts who offered mentoring advice. The Lehigh Department of Marketing would like to thank our industry guests, both alums and friends of Lehigh University, for the valuable time they afforded us and we’d like to thank our Marketing Students for their active engagement in the day’s events.

The Marketing Career Day Events were organized by Prof. Steven Savino & Prof. Mike Catalano with the support of his fellow marketing faculty colleagues, as well as the Lehigh University Marketing Club.
Marketing Career Fair

Wednesday, February 17th, 2016

The Department of Marketing teamed-up with the Lehigh University Center for Career & Professional Development to host a Spring Marketing Career Fair. The event featured a wide-range of companies interested in recruiting our Marketing Majors for summer Internships and Full-time employment. The Marketing Career Fair took place in the Rauch Business Center on February 17th.

Participating companies seeking to network with our Marketing Majors were presented with an intimate setting for formal student meetings, casual meet & greet conversation and on-the-spot recruitment. Several students were selected for follow-up interviews in pursuit of internships and full-time employment.

The theme of this year’s marketing career fair was, “Are You In It To Win It”? Participating companies who were in it to win over our Marketing Majors included Olympus, Lutron and Mack Defense, all headquartered here in the Lehigh Valley; Bed Bath and Beyond, Ross Stores and GroupM Media located in Northern New Jersey and New York City.

The Lehigh University Department of Marketing thanks our industry company guests for their interest in hiring our Marketing Majors. We’d like to also thank the Lehigh University Center for Career & Professional Development for their great support and help in making this a successful recruitment affair.

The Marketing Career Fair has again proven to be an excellent opportunity for matching student career interests with company needs. The Marketing Career Fair was organized by Professor Steven Savino of the Department of Marketing with the help of Karen Kuczynski, Associate Director, Career & Professional Development and CBE College Liaison, Morgan Nelson, Department of Marketing Coordinator and the Lehigh University Marketing Club.
Lehigh University’s Data X Initiative

Data X Symposium

Lehigh hosted its first Data X Symposium on Thursday, March 31 and Friday, April 1. Panels consisted of industry leaders and Lehigh faculty across the fields of marketing computer science and journalism. Beth-Ann Eason, President, Innovid, and Nevena Koukova, Associate Professor of Marketing, among others spoke on the ways that data is transforming discovery in today’s economy and society. The Symposium focused on aspects of Data X that lie at the convergence of “...digital media, consumer analytics, and computing and mobility.” Symposium organizers included Professors Dan Lopresti, Director of the Data X Initiative and Department Chair of Computer Science and Engineering, Jack Lule, Department Chair of Journalism and Communication, David Griffith, Department Chair of Marketing, and Alan Snyder, Vice President and Associate Provost for Research and Graduate Studies.

Dual Hires

The Department of Marketing and the Department of Computer Science and Engineering worked in concert to hire two faculty focused on consumer analytics as part of the Data X Initiative. Two separate search committees were formed, both consisting of faculty from the Department of Marketing and the Department of Computer Science and Engineering. Search Committee co-chairs were Nevena Koukova, Associate Professor of Marketing, and Brian Davison, Associate Professor of Computer Science and Engineering. Joining the Department of Marketing in the Fall of 2016 will be Professor Rebecca Wang (Ph.D., Northwestern University). Joining the Department of Computer Science and Engineering in the Fall of 2016 will be Professor Sihong Xie (University of Illinois-Chicago).

Business Analytics Certificate

Program Directors Nevena Koukova, Associate Professor of Marketing, and Catherine Ridings, Associate Professor of Management, are leading the new Business Analytics Certificate. This is a 12 credit program that includes a mix of courses related to business analytics designed to give students exposure to computer programming, business intelligence, computer models, and data management in order to foster decision making in the modern enterprise.
NYC Corporate Visits March 4th, 2016

Marketing majors traveled to New York City on a spring day with Professor David Griffith and Professor Steve Savino to learn about the challenges of marketing today from executives at GroupM and Cisco. At GroupM students interacted with Scott Kruse, Managing Partner, Print Director, Molly Dulin, Print Analyst, and Courtney Press, Print Manager. At Cisco, students were treated to a wonderful presentations and open discussion with Patrice D’Eramo, Vice President, Cisco Americas Marketing, Jim Burke, Major Accounts Manager and Patrice D’Eramo, Vice President, Cisco Americas Marketing and Matthew Schaner, CNG Product Sales Specialist. The NYC corporate visits experience, funded by a generous alum, allowed students to gain a respect for a variety of marketing positions in industry.
CBE End of the Year Celebration

All College of Business and Economic students were invited to the CBE End of the Year Celebration. This year’s celebration allowed students to meet and interact with their respective departments and professors, as well as meet the different clubs and organizations of the College of Business and Economics in a relaxed atmosphere on the Rauch lawn. Even Clutch was in attendance!

Saying Goodbye to the Class of 2016

Congratulations to the Class of 2016. Commencements are always a joyous, yet sad, day for the faculty and staff of the Department of Marketing. Joyous at the achievements of our students. Sadness knowing that they will be moving on from South Mountain. We, at the Department of Marketing, wish you great success in your future endeavors, thank you for your time with us here at Lehigh University, and very much hope that you will continue your connection to Lehigh University and the Department of Marketing.
Department of Marketing Research Symposium

The mission of the Department of Marketing at Lehigh University is to enhance the prestige and academic reputation of the CBE and Lehigh University by building an outstanding department that excels in thought leadership through cutting-edge knowledge, creation, innovative knowledge disseminations and strong external visibility. In support of our mission, in April of 2016 the Department hosted its third annual, two day Department of Marketing Research Symposium, co-chaired by Professors Keith Botner and Marina Puzakova.

Distinguished presenters at this year’s event included Professor Sandy Jap (Emory University), Professor Michel Pham (Columbia University), and Professor Natalie Mizik (University of Washington). The Department of Marketing Research Symposium allowed stimulating discussion between our distinguished speakers, Lehigh University marketing and psychology faculty as well as marketing faculty and doctoral students from surrounding universities. This year’s event was attended by faculty and students from universities including Penn State University, Drexel University, Temple University, Emory University, Columbia University, the University of Delaware, Temple University, etc.
Once again the Department of Marketing has received numerous recognitions for outstanding teaching, research and service. In addition to passionately supporting our students, our faculty continue to contribute at the highest level to thought leadership in their respective fields and our staff is setting new standards in university leadership. The following are a few of the recognitions received this year by our faculty and staff.

Professor Keith Botner  
Lehigh University College of Business and Economics Teaching Excellence Award 2016

Professor Beibei Dong  
Best Services Article of 2014, American Marketing Association’s Services Special Interest Group  
2015 Best Reviewer Award of the Journal of Service Research  
National Natural Science Foundation of China Research Grant

Professor David A. Griffith  
Appointed to the Hong Kong Research Grants Council, Business Studies Panel  
Keynote Speaker, Research Theory Forum, Academy of Marketing Science Conference

Professor Ju-Yeon Lee  
Appointed to the Editorial Review Board of the Journal of the Academy of Marketing Science  
Appointed the Alison and Norman H. Axelrod ’74 Summer Research Fellowship

Professor K. Sivakumar  
Best Services Article of 2014, American Marketing Association’s Services Special Interest Group  
Runner-up to Best Competitive Paper Award, Research Forum, Product Development and Management Association  
Best Paper Award, Retailing and Pricing Track, American Marketing Association Summer Educators’ Conference  
Appointed as Associate Editor (Marketing) for Journal of Business Research
2015-2016 Faculty Activities and Research

Keith Botner, Ph.D. (University of Utah), Assistant Professor of Marketing. Keith’s research examines how marketers’ decisions affect consumer behavior. In 2015, “What's in a Message? The Longitudinal Influence of a Supportive Versus Combative Orientation on the Performance of Non-profits” was published in Journal of Marketing Research. In 2016, academic conference presentations include “How Discounted Price Displays Affect Information Search Behavior” (Theory + Practice in Marketing, Houston) and “The Sound of a Word and Its Subjective Influence on Risk Assessment” (ISMS Marketing Science, Shanghai). Also during 2015-2016, Keith received a CBE Teaching Excellence Award.

Michael Catalano, MBA. (Cornell University), Professor of Practice; Mike is a business executive with 20 years of industry experience including leadership positions at Fortune 100 companies, Merck and Procter & Gamble, and as a consultant with The Wilkerson Group, later part of IBM, where his responsibilities have spanned strategy, marketing, sales, and business development. His efforts have resulted in successful strategies for multi-million dollar brands, world-class marketing programs, identification of innovative growth opportunities, and game changing acquisitions and partnerships. Mike teaches Principles of Marketing, Professional Selling, and Retail Marketing. He also acts as an Advisor to Marketing majors.

Ravi Chitturi, Ph.D. (University of Texas at Austin), Associate Professor of Marketing; Ravi has published in premier scholarly journals such as Journal of Marketing, Journal of Marketing Research, International Journal of Design, Journal of Product Innovation Management and Journal of Personal Selling and Sales Management. Ravi's area of research is Design Innovation, Emotions, Brands, and Sustainability.

Beibe Dong, Ph.D. (University of Missouri), Assistant Professor of Marketing; Bacy’s current research focuses on service failure/recovery, customer co-creation, service quality and other related topics in services marketing. In 2015, she published three articles in the Journal of Service Research, Journal of Service Management and Journal of Services Marketing; in 2016, she has one article accepted for publication in the Journal of Service Research and another article accepted by Marketing Science Institute Working Paper Series. In 2015, she received the Best Services Marketing Article Award of 2014 by the AMA SERVSIG. She serves on the Editorial Review Board of Journal of Service Research.

David A. Griffith, Ph.D. (Kent State University), Department Chair, Iacocca Chair and Professor of Marketing; During this academic year David’s research was accepted (or published in) the Journal of Marketing, Journal of Marketing Research, Journal of Retailing and the Journal of International Marketing. He was recognized by the American Marketing Association (AMA) DocSIG for the 3rd year in a row as top ‘50’ publisher in the leading AMA marketing journals, was the recipient of the 2015 Hans B. Thorelli Award and was a keynote speaker at the 2016 Academy of Marketing Science Theory Forum. He serves on the Academic Council of the AMA, as well as on a number of editorial review boards.
**Taewan Kim, Ph.D.** (Syracuse University), Assistant Professor of Marketing; Taewan’s primary research expertise is in new product development, new product concept demonstration, inter-temporal pricing, product positioning strategy, and entertainment marketing. His research titled “Product Concept Demonstrations in Trade Shows on Firm Value” is forthcoming at the *Journal of Marketing.*

**Nevena Koukova, Ph.D.** (University of Maryland), Associate Professor of Marketing; Nevena’s research focuses on digital information products, negotiations and consumer decision making. In 2015-2016, Nevena published her work titled “Walking in My Shoes: How Expectations of Role Reversal in Future Negotiations Impact Present Behaviors,” in the *Journal of Marketing Research.* She presented her research about designer reusable bags at the *Marketing Science* Annual Conference in Shanghai, China. Nevena is the recipient of the James T. Kane Faculty Fellowship (2015-2018).

**Ju-Yeon Lee, Ph.D.** (University of Washington), Assistant Professor of Marketing; Ju-Yeon’s research focuses on the effects of a firm’s use of its organizational design elements affects marketing outcomes and financial performance. Her research has appeared in *Marketing Science, Harvard Business Review, Journal of the Academy of Marketing Science,* and *Marketing Science Institute Report.* She is also an Affiliated Researcher of *Center for Sales and Marketing Strategy* at the University of Washington. She teaches marketing analytics and principles of marketing in the undergraduate and MBA programs at Lehigh University.

**James Maskulka, D.B.A.** (Kent State University), Associate Professor of Marketing; Jim focuses his research efforts in the area of marketing strategy, brand strategy and customer engagement. He is highly engaged with University level administration and is strongly committed to undergraduate education. Jim supervised multiple student internships and practicums, allowing students to acquire first-hand business experience. In addition, his commitment to global education allowed students to once again participate in the Lehigh In Belgium program.

**Marina Puzakova, Ph.D.** (Drexel University), Assistant Professor of Marketing; Marina’s research focuses on brand positioning strategies, brand anthropomorphization, and negative brand performance. In particular, she investigates how brand humanization and brand personality strategies influence different branding and marketplace outcomes, including negative brand performance and price fluctuations. Her work investigating strategic brand communications in instances of negative brand publicity has been published in the *Journal of Marketing* and the *Journal of Advertising.*
Steven Savino, MBA (Wake Forest University), Professor of Practice. Member of the MBA core curriculum team. Teaches graduate level courses on Managing Products & Services, Brand Management and Sales Management. Member of the Undergraduate core curriculum committee. Teaches undergraduate courses on Principles of Marketing, Sales Management and Marketing Strategy. Faculty advisor to the Lehigh Marketing Club and Pi Kappa Alpha fraternity. Champions the Lehigh Marketing Career Day and Career Fair, as well as the Lehigh Marketing Career Mentors Program.

K.Sivakumar, Ph.D. (Syracuse University), Arthur Tauck Chair and Professor of Marketing; Honors in 2015-16: Best Services Article in 2014 Award from the American Marketing Association (AMA); Best Paper Award-Retailing and Pricing Track at the AMA Summer Conference; Runner-up for the Best Competitive Paper Award at the Product Development and Management Association Annual Research Forum. Effective January 1, 2016, Siva is an Associate Editor (Marketing) for the Journal of Business Research. Siva currently functions as the Secretary of the Faculty at Lehigh University.

Faculty New Hire

REBECCA WANG

Dr. Rebecca Wang will be joining Lehigh University this fall as an Assistant Professor in the Department of Marketing within the College of Business and Economics. Rebecca joins us from Kellogg School of Management, Northwestern University, where she received her Ph.D. in (quantitative) marketing.

A combination of her interests in marketing, data analytics, and technologies, Rebecca’s research focuses on customer relationship management in the contexts of digital and mobile channels and social media. By collaborating with industry partners and analyzing large datasets, she uses casual inference and statistical methods to answer questions related to omni-channel strategies and direct marketing with new media. She has published in numerous outlets, including Journal of Retailing, Journal of Interactive Marketing, and Computers in Human Behavior, and presented at conferences such as Marketing Science, Academy of Marketing Science, International Communication Association, and AdExchanger in Chicago.

Prior to her doctoral studies, she worked as a consultant at Monitor Group in Cambridge, MA and later as a data engineer at a healthcare software-as-a-service company, Connance, Inc. in Waltham, MA. She has an AB in engineering sciences and a Master of Engineering Management from Dartmouth College.

Please join us in welcoming Professor Wang to the Lehigh community.
Lehigh University’s Department of Marketing
ranked in the Top 10 in the nation for majoring in marketing for the third year in a row!

Gain specialized knowledge in the areas of:
Marketing Analytics       Sales Management
Retail Management         Brand Management/Innovation
Marketing Communications

Recent Placements include:
Phillips-Van Heusen       GroupM
L’Oreal                   Neiman Marcus
BASF                     Ogilvy PR Worldwide
Bloomingdale’s            Bed Bath & Beyond

“The marketing major teaches students the most effective tactics for targeting and engaging an audience. Classes in market strategy and consumer behavior introduce skills that will help Lehigh graduates find leadership roles within the marketing field.”

Quote and Rankings by College Factual, 2014, 2015, 2016
We Need Your Help!

Contributions to the Department of Marketing

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Lehigh Class Year__________________________ Email Address___________________________________
Gift Amount _______________  Check Enclosed? ______  If not, expected date of payment ____________
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Signature ________________________________________________

Department of Marketing
We Would Love to Hear from You:

Please take the time to inform us on your latest endeavors.

Name ___________________________________________________________________________________________________

Email ___________________________________________________________________________________________________

News about you and your professional work ____________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

Any other comments you wish to share _________________________________________________________________________
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Please send your information via email or mail to:

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