Dear Lehigh University Marketing Students, Alumni and Friends:

Greetings from South Mountain. It is with great pride that I bring to you the Department of Marketing annual newsletter. It has been another exciting academic year. Please enjoy reading about the many accomplishments of our students and faculty.

Briefly, we had many student and faculty recognitions. For example, Jaehee Gil and Grace Rountry were both named 2018 Fashion Scholarship Award Recipients. Professor Steven Savino was awarded the Flex-MBA Excellence in Teaching Award - Core Course, Dr. Marina Puzakova was the recipient of the Robert & Christine Staub Faculty Excellence Award in Business & Economics and Dr. Keith Botner was awarded the Lehigh Early Career Award for Distinguished Teaching.

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 the fifth year in a row (2014-2018), the marketing program at Lehigh University has been ranked by College Factual as a top 20 marketing program in the nation (ranked 16th in 2018). In addition, we have made a substantial commitment to maintaining a sustainable office. The Department of Marketing is proud to have achieved Gold Certification from the LU Sustainable Office Program.

We also are proud to announce that this year we recruited two new faculty members at the rank of assistant professor. Dr. Ludovica Cesareo joins after spending two years at the Wharton School of Business. Prior to joining Wharton, she received her Ph.D. from the University of Rome. Dr. Cesareo studies luxury and luxury counterfeit goods (emotional and cognitive antecedents, attitudes and marketing implications), moral and ethical decision-making and emotions. Dr. Yoonju Han will be joining us from Indiana University, where she was awarded her Ph.D.

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 @lehighmarketing
The Honors Convocation was held this year on April 13th, 2018. Marketing faculty joined our students in celebrating outstanding achievement in the College of Business and Economics.

Marketing major Grace Rountry was presented with the Marketing Achievement award by Dr. David A. 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 were presented to Fanny Chen, Andrea Delgado, Andy Freedman, Michelle Iskandar, Gregory Joseph, Melina Martinez, Nicole McCarthy, An Phung, Megan Rankin, Rob Smith and Yung Ching. These students were recognized for their outstanding performance on their class project titled “Tri-County Scholarship Fund” in MKT 332 Sales Management.
The Department of Marketing is delighted to celebrate Professor Maskulka’s 28th year of involvement with the Lehigh in Belgium Program. The 2018 Belgium program included 20 students who took elective Marketing courses. This year’s highlights included 6 field trips to various destinations including cultural and historic sites and music concerts, the historic WW I battlefields at Yper and attendance at the “Last Post” ceremony at the Menin gate in Yper and two presentations at AmCham EU and European Parliament.
Hands-on Experience with Nostalgic Labs, LLC

Professor Malacrea’s Marketing 314 Digital & Social Media Marketing class did a project for Jordan Inacio, Lehigh ‘11, ‘12G, ‘17G and current Ph.D. student in Mechanical Engineering. As part of his technical entrepreneurship coursework, he developed a prototype of the iconic Lehigh doorknob featured on doors in Packard Lab and several other buildings on campus. Jordan since was given permission from Lehigh University to produce and sell the replica doorknobs through his small business, Nostalgic Labs, LLC. His product won the Baker Institute’s iPrize in 2017. Students in Marketing 314 performed a situation analysis and developed recommendations on how Nostalgic Labs can evolve its social media presence to increase awareness among Lehigh alumni and enthusiasts to lead greater sales. Teams from the marketing class presented their plans to Jordan Inacio on May 3rd, 2018 during class. To follow Jordan’s progress and learn more about his product, visit @Lehighdoorknob on Instagram.
Marketing Internships Build Experience

Marketing major Diana Nicholas will be spending her summer of 2018 in Silicon Valley, California which is based in Mountain View. She will be interning for vAmour, which is a data center and cloud security program. This program delivers agentless integrated security services to auto-discover application communications, optimize policy modeling and protect critical applications and workloads across multi-clouds. Diana will be placed in the Business Operations Department and will also be rotating through Marketing, Sales Operations and Insides Sales. She is also hoping to be able to work on a few ad-hoc projects!
YMA FSF Scholarships

Congratulations to Jaehee and Grace!

Marketing majors Jaehee Gil and Grace Rountry, working under the guidance of Dr. Nevena Koukova, were the recipients of the 2018 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.
The Lehigh University Marketing Club is a collegiate chapter of the American Marketing Association (AMA) and as such 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, internships and externships and field trips are all designed to advance the students’ interests in marketing.

Highlights from this past year’s club activities included Marketing Career Week which was a week-long series of events designed to facilitate career interest in marketing. This took place October 23rd to October 27th. The club hosted events daily to help students develop professionally. Events throughout the week included Career Services, faculty and staff from Lehigh’s Marketing Department and students.

The Club successfully hosted six different events that provided students insight into potential future careers, obtaining an internship, working with computer programming and general professional tips.

In addition, the Marketing Club took a field trip to The Luminations Group Annual Holiday Consumer-Packaged Goods networking event and trade show. Student were able to meet with marketing executives across a wide range of consumer companies, including Johnson & Johnson, Pfizer and Church & Dwight.

The Marketing Club tries to further enhance its members’ academic and social experiences through the introduction of beneficial guest speakers. This year’s guest speaker highlights included executives from BASF and Olympus.

To become a member of the Lehigh University Marketing Club, please contact Club President Kendall Coughlin at krc219@lehigh.edu.
We are pleased to announce the Marketing Club Executive Board for the 2018-2019 Academic Year:

President: Kendall Coughlin
VP AMA Activities and Events & Community Outreach/Fundraising: Vicky Tahos
VP Communications, Social Media & Creative Development: Nikki Chellaswami

Flex Officer (AMA): Megan Rankin
Flex Officer (Fundraising): Taryn Dunlavey
Faculty Advisor: Steve Savino

Department of Marketing
Two student teams from the Marketing Club competed in a LIVE case competition in support of Lehigh inter-disciplinary students who are in the process of launching a new product initiative, branded Soterra, designed to send an alert to family, friends and emergency services. In support of this project initiative, Lehigh Marketing Club students Shanice Marrow, Hayden Hosto, Vita Vovk and Kristin Kidd formed two teams that presented marketing plans for how to position Soterra for sales to parents of incoming freshmen college students. The LIVE case competition was centered on target marketing, positioning strategy, integrated marketing communications and creating a brand call-to-action or tag line. The Marketing Club team efforts helped the Soterra Development Team sharpen the brand’s message to its intended target audience.

Soterra is a product concept that utilizes a dynamic mesh network that allows the device to communicate with others within a geographic area. The product is designed as a tool that enables people in distress to alert others of their situation. Competing in the XPRIZE competition, the Lehigh Development Team learned they are one of the 21 teams out of the original 85 that continued into the semi-final round, held in Mumbai, India. The team eventually made it to the final round of the competition where the winning team will receive $1 million for product development, launch and distribution.
In January, 2018, the National Retail Federation held its Annual Big Show Conference in New York City and Lehigh representatives took part for the first time as a University Member. Two marketing faculty members, Professors of Practice Deirdre Malacrea and Steve Savino, along with student Marketing majors, attended the event. In total, more than 35K attendees representing the retail industry, vendors, press and students took part in the learning sessions, exhibit halls and career fair.

Key themes emerged over the course of the sessions from talks by retail and technology luminaries such as NRF’s keynote speaker and President and CEO of Walmart Doug McMillon, President of Global Brands Levi’s JC Curleigh, COO of Instagram Marne Levine, Vice President of Apple Pay Jennifer Bailey and the President and CEO of Panera Bread Blaine Hurst, etc.

Students who attended the educator and student track had the opportunity to benefit from a keynote address by the founder of FUBU Apparel, Daymond Jones, and well-known Shark Tank judge. He highlighted his research on the qualities of entrepreneurs and other successful people by starting each day with focus, working hard and listening to customers. They also participated in the Career Fair featuring more than 30 national retailers, which resulted in follow-up interviews and internship opportunities.
In the fall 2017 semester, the Department of Marketing had the pleasure of welcoming back onto campus, Andy Goldberg, a Lehigh alum (marketing major, class of 1997). He is currently serving as Chief Creative Officer and Chief Brand Officer at GE. Through his involvement on the board of the Advertising Educational Foundation’s Campus Speakers Program, Andy generously dedicated a full day to engage with students. He visited Professor Keith Botner’s Principles of Marketing class as well as two sections of Professor Botner’s Advertising and Sales Promotion classes. For each of the 75 minute sessions, Andy’s “fireside chat” format allowed for students to engage one on one with Andy. This allowed students to take in valuable insights pertaining to the field of marketing and advertising, the realities of corporate and agency dynamics, navigating one’s academic career and overall career preparation and professional development. Students concluded the sessions with tremendous insights and energy, helping to supplement their hard work in the classroom.
The Department of Marketing held its Annual Career Day Event this past Fall Semester on November 3rd, 2017. This year’s Marketing Career Day was designed to engage students in the career tracks available to Marketing Majors while providing guidance in the selection of a marketing career path.

Our theme this year was “Marketing . . . Today, Tomorrow, the Future!” How Students can meet the unique marketing career challenges of today — whether that be job choices upon graduation or how to develop one’s networking capabilities for long-term career management. Students discovered the opportunities that await them in Brand Marketing, Social Media and Digital Space, Analytics and Sales. Students also learned the value of networking for boundary spanning in career growth, as well as the importance of seeking a mentor within each company they work for over the span of their career. Students rotated through separate breakout meetings where they were exposed to career panels consisting of industry professionals covering marketing careers in Brand Management, Advertising and Digital Marketing, Marketing Analytics and Sales Management, as well as how to choose the right career path that matches one’s interests to their strengths. Guest panelists possessed outstanding experiences and shared their insights with students in a very interactive and lively forum. Topics included product development and branding and the integration of new media (digital and social media) in driving the brand’s strategy. This was culminated with a networking reception designed for one-on-one discussions.

Career Day started with a general session with our special keynote guest speaker, Peter Morales ’82, a distinguished professional in the beverage industry. Peter is the founder and chairman of Black Hawk Beverage Group, a New York based global food and beverage trading company. Peter is also a current Trustee here at Lehigh. Mr. Morales talked about Exploratory Module in Global Entrepreneurship & Trade. Mr. Morales emphasized the importance of taking a global perspective when developing your company’s marketing strategies, while giving back to the local communities your business serves and sound advice for marketing majors looking to make their mark in a highly competitive world.

Sanofi, a global healthcare leader and a company looking to hire Juniors for Summer 2018 and Seniors for post-graduation 2018, hosted a recruitment luncheon outlining the Sanofi Marketing & Sales Rotational Development Program. Numerous Lehigh students have benefited from their experience during the Sanofi Program.

This year’s industry panel discussion participants included: RJ McNamara (Senior Product Marketing Manager, Grubhub), Lauren Plodwick (Assistant Brand Manager, Tiffany & Co.), Lindsay Brown (Associate Director, Spark Foundry), Kevin Strunk (Account Executive, FlipBoard), Jessica Marriott (Assistant Associate, Stern Strategy Group), Shubha Havaldar (Market Intelligence Analyst, Olympus Rotational Development Program), Nitant Pandey (Business Intelligence Analyst, Olympus Rotational Development Program), Shane Justis (District Sales Manager, Pearson Publishing), Patrick Costa (Manager, Marketing & Sales Training & Development, Sanofi Pasteur), Regina Ambrosino (Senior Director of Strategic Partnerships, TWG Plus), Jennifer Bennett (Assistant Director & CBE Liaison, Center for Career & Professional Development), and Chiquita Griffin (Associate Director of Professional Development, CBE Undergraduate Programs).

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 sound 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 would like to thank our Marketing Students for their active engagement in the day’s events.
Marketing Career Fair Pictures

Department of Marketing
Marketing Career Fair

Thursday, February 15th, 2018

The Department of Marketing teamed up with the Lehigh University Center for Career and Professional Development to host their annual Spring Marketing Career Fair Luncheon. The event featured a wide range of companies interested in recruiting the undergrad marketing majors for summer internships and the seniors for full-time employment upon graduation in May, 2018. The Marketing Career Fair took place in the Rauch Business Center on February 15th.

Participating companies seeking to network with the marketing majors were presented with an intimate setting for formal meetings with Students, casual meet and greet conversation and on-the-spot interviews for recruitment. Several students were selected for follow-up interviews in pursuit of either internships or full-time employment.

Participating companies who were interested in engaging with the marketing majors included TE Connectivity, GEICO, Ross Stores, Lutron, Urban Outfitters, Martin Sprocket & Gear, Indus Valley Partners, St. Luke’s and Werner Enterprises.

The Lehigh University Department of Marketing thanks our industry company guests for their interest in hiring Lehigh marketing majors. We would like to also thank the Lehigh University Center for Career and 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 Professors Steven Savino and Deirdre Malacrea of the Department of Marketing in partnership with Jennifer Bennett, Associate Director and Liaison to the College of Business and Economics and the Student Executive Board overseeing the Lehigh University Marketing Club.
Department of Marketing Datathon

The Department of Marketing presented its first Marketing Datathon administered by Professor Rebecca Wang in the Rauch Business Center. The Datathon gathered like-minded students that are interested in marketing and analytics in order for them to work in teams and learn from each other. It helped them receive hands-on experience with data visualization and social media analysis. During the four-hour session, they talked about career prospects in marketing analytics. The students learned about two software programs, Tableau and R, from scratch, and used them to visualize Twitter data and create Word Cloud. Lastly, they visited potential recommendations based on their findings and analyses.

Professor Rebecca Wang, Assistant Professor of Marketing at Lehigh University presented, “I hope the Datathon demonstrated just how important analytics are in today’s digitally connected and data-driven world. It is also a teaser to Marketing 326, a course titled, “Marketing Analytics in a Digital Space.” The course can be used to fulfill marketing major and minor requirements, or it can be used to count toward the data science minor listed in the computer and engineering department. From my past experience as a consultant, I saw first hand how hard it was to find talent who was strong in both quantitative and qualitative skills. My goal is to help students develop a data-driven mindset that can derive insights and make strategic recommendations by combining quantitative evidence with marketing theory.”

“Journalism, news, information, social media: the lines are now permanently blurred in ways that shake the foundation of our society,” stated Daniel Lopresti, professor and chair of computer science and engineering and director of the Data X Initiative, in his introduction. “Technology powerhouses like Facebook and Google are scrambling to find ways of advancing the artificial intelligence they deploy to cope with the massive amounts of information that flow through their systems, which is far too great of a task for humans to manage unaided.”
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 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 2018 the Department hosted its fifth 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 Rebecca Walker Reczek (Ohio State University Fisher College of Business), Professor Wayne Hoyer (University of Texas at Austin McCombs School of Business) and Professor Olivier Toubia (Columbia Business School in New York). 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 Drexel University, Temple University, Rutgers University and Townson University.
LEHIGH UNIVERSITY

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 the faculty of the College of Business and Economics and other students in the CBE in a relaxed atmosphere.

Saying Goodbye to the Class of 2018

Congratulations to the Class of 2018. 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.
Faculty and Staff Recognition

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 Steven Savino
Flex-MBA Excellence in Teaching Award-Core Course

Dr. David A. Griffith
In an article published in 2018, he was ranked 1st - publication output based, 2nd - total number of publications and 5th - citation impact in the international marketing literature (for the time period 1995-2015).

Dr. Marina Puzakova
Robert and Christine Staub Faculty Excellence Award in Business and Economics

Dr. Keith Botner
2018 Lehigh Early Career Teaching Award for Distinguished Teaching

Dr. Rebecca Wang
2017 Journal of Interactive Marketing Certificate of “Outstanding Contribution in Reviewing”
2017-2018 Faculty Activities and Research

**Keith Botner, Ph.D.** (University of Utah), Assistant Professor of Marketing. Keith’s research, including work published in *Journal of Marketing Research*, examines how marketers’ decisions affect consumer behavior. In the 2017-2018 academic year, conference presentations include “How does risk sound? The Fit Between Harsh (Soft) Names and Uncertainty (Certainty)” (Association for Consumer Research Conference, San Diego) and “Finding Anomalous Yet Profitable Customers” (ISMS Marketing Science Conference, Temple University). In addition to teaching Advertising as well as Principles of Marketing in 2017-2018, Keith’s activities in the classroom were recognized with his receipt of the 2018 Lehigh Early Career Teaching Award for Distinguished Teaching.

**Ravi Chitturi, Ph.D.** (University of Texas at Austin), Associate Professor of Marketing; Ravi currently serves as the inaugural Director of Executive Research. 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 areas of research are emotional designs, creativity, customer delight, process of innovation and brand strategy. His research received prestigious Emerald Management Reviews Citations of Excellence awards. Ravi has developed a new course titled, Creating Breakthrough Innovations for MBA students and Executives. He also teaches Strategic Brand Management and Design, Development and Marketing of New Products.

**Beibei Dong, Ph.D.** (University of Missouri), Associate Professor of Marketing; Bacy’s current research focuses on customer co-creation, service failure/recovery, service quality and other related topics in services marketing. In 2017, she published one article in the *Journal of the Academy of Marketing Science* and another article in *Marketing Letters*; in 2018, she published one article in *Marketing Science Institute Working Paper Series*. 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*, the *Journal of International Marketing* and *Marketing Letters*. He was recognized by the American Marketing Association (AMA) DocSIG for the 5th year in a row as top ‘50’ publisher in the leading AMA marketing journals. He was reappointed to a second term on the Hong Kong Research Grants Council, Business Studies Panel. He has been appointed to the Editorial Review Board of the *Journal of Marketing* and serves on other editorial boards.
Nevena Koukova, Ph.D. (University of Maryland, College Park), Associate Professor of Marketing; Nevena’s research focuses on pricing, digital products and consumer decision making. In 2017-2018, Nevena published her work titled “To Contribute or Not: A Goals-Based Perspective on the Effect of Industry Sales Trend and Solicitation Messages on Voluntary Contributions to a Generic Advertising Campaign”, in the Journal of Experimental Psychology. She presented her research on brand anthropomorphization at the Annual Conference of the European Marketing Academy in Glasgow, Scotland. Nevena is the recipient of the James T. Kane Faculty Fellowship (2015-2018).

Deirdre Trabert Malacrea, M.B.A (Harvard University). Professor of Practice. During Deirdre’s career, she has led marketing initiatives and teams in both the for-profit and non-profit realms. In her roles, she has contributed to organization-wide growth through new product development, promotions planning, lead generation, digital technology implementation and partnerships. Deeply committed to the non-profit sector, she serves on volunteer boards and provides pro bono consulting to organizations to develop mission-driven marketing outreach. She teaches Principles of Marketing, Retail Marketing, and Digital & Social Media Marketing. An undergraduate alumna of Lehigh University, Deirdre is enthusiastic about bringing her practical experience and insights to Lehigh students within the classroom and through mentoring.

James Maskulka, D.B.A. (Kent State University). Associate Professor of Marketing; Jim’s current teaching interests include Global Marketing, Principles of Marketing and the Lehigh in Belgium Study Abroad Program. He actively works with firms and non-profits organizations in the areas of strategy development, media planning and customer engagement strategies. His research has been published in journals such as Journal of Business Research, Business Horizons and the Journal of Product and Brand Management. His current research interests include: co-creation and the sharing economy, emerging markets and brand management.

Marina Puzakova, Ph.D. (Drexel University), Assistant Professor of Marketing; Marina’s research interests are in branding strategies, brand anthropomorphism and negative brand performance. Specifically, she examines consumers’ attributions and brand inferences, consumer-brand relationships and the impact of different brand positioning strategies on performance and consumer responses to marketing communications. Marina has published in journals such as the Journal of Marketing, Journal of Consumer Research, International Journal of Research in Marketing, Journal of Advertising, Journal of Business Research, International Journal of Advertising and Journal of Marketing Theory and Practice. Her dissertation was selected as a runner-up for the Mary Kay Dissertation Competition sponsored by the Academy of Marketing Science. She is an Editorial Board Member at Journal of Advertising and International Journal of Advertising. In 2017, Marina received the Lehigh University Early Career Reward for Distinguished Teaching and in 2018 she was named the recipient of the Robert and Christine Staub Faculty Excellence Award in Business & Economics.
Steven L. Savino, M.B.A. (Wake Forest University), Professor of Practice. In addition to recently being appointed Assistant Dean for the Lehigh CBE Graduate Programs, Steve was this past year’s winner of the Flex-MBA Excellence in Teaching Award - Core Course. Steve is a member of the MBA core curriculum team and teaches graduate level courses on Marketing Foundations, Managing Products & Services, Brand Management and Sales Management. Steve is also a member of the Undergraduate core curriculum committee and teaches undergraduate courses on Principles of Marketing, Sales Management and Marketing Strategy. Steve is the faculty advisor to both the Lehigh Marketing Club and Pi Kappa Alpha fraternity. He also 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: Siva’s research interests include globalization, innovation, pricing, services and supply chains. During his career, Siva has been recognized with awards for his research, teaching and service. Siva is an Associate Editor (Marketing) for the *Journal of Business Research* during 2016-2018 and serves on the editorial review boards of several scholarly journals. Siva currently functions as the Secretary of the Faculty at Lehigh University.

Rebecca Wang, Ph.D. (Northwestern University). Assistant Professor. Rebecca’s research interests are mobile marketing and omni-channel strategies, customer relationship management, social and new media, causal inference and econometric models and data analytics and machine learning. She has published in journals such as *Journal of Consumer Research, Journal of Retailing, Journal of Interactive Marketing, and Computers in Human Behavior*, and presented at conferences such as *Marketing Science, American Marketing Association, Interactive Marketing Research Conference, Marketing EDGE Summit, Academy of Marketing Science, International Communication Association, AdExchanger in Chicago* and *International Conference on Computational Social Science*. 
Faculty New Hires

LUDOVICA CESAREO

Dr. Ludovica Cesareo will be joining Lehigh University this fall as an Assistant Professor in the Department of Marketing within the College of Business and Economics. Ludovica received her Ph.D. from the University of Rome and joins us from the Wharton School of Business.

Ludovica’s research interests are in the areas of luxury and luxury counterfeit goods (emotional and cognitive antecedents, attitudes, and marketing implications), moral and ethical decision-making and emotions. Her work titled “I’m a Fashionista and I (Think) I know it: Fashion Knowledge and the Impact of Counterfeits on Luxury Brands” is in preparation for the Journal of Marketing Research. She has authored the monograph titled “Counterfeiting and Piracy: A Comprehensive Literature Review,” and has published in journals such as Business Horizons and Computers in Human Behavior. Her teaching interests include Principles of Marketing, Advertising Management, Luxury Branding, Integrated Marketing Communications and Marketing Research.

Please join us in welcoming Professor Cesareo to the Lehigh community.

YOONJU HAN

Dr. Yoonju Han will be joining Lehigh University this fall as an Assistant Professor in the Department of Marketing within the College of Business and Economics. Yoonju joins us from Indiana University where she received her Ph.D.

Yoonju’s research interests are in the areas of in-store shopper behavior, sales promotion, customer relationship management and Bayesian applications in marketing. Her work titled “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays” is invited for revision at the Journal of Marketing. In addition, her work titled “Exchange and Refund of Complementary Products” was published in Marketing Letters in 2017. Her teaching interests include Marketing Research, Marketing Analytics, Marketing Management and Marketing Strategy.

Please join us in welcoming Professor Han to the Lehigh community.
New Staff Hire

Nicole Carl has joined Lehigh University this past March, 2018 as the Academic Coordinator in the Department of Marketing within the College of Business and Economics. Nicole is joining us from Kutztown University of Pennsylvania where she has received her Bachelor of Science in Business Administration.

Morgan Nelson was previously the Academic Coordinator in the Department of Marketing but has recently transitioned to the Associate Director of Regional and Affinity Strategy in Alumni Relations here at Lehigh University. Everyone in the Department of Marketing is very proud and happy for her.

Please join us in welcoming Nicole to the Lehigh community.
Lehigh University’s Department of Marketing ranked in the Top 15 in the nation for majoring in marketing for the 5th 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:
- Johnson & Johnson
- IBM
- Ingersoll Rand
- Wayfair
- BASF
- INTL FCStone
- Ross Stores
- Acosta Sales & Marketing

“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, 2017
We Need Your Help!

Contributions to the Department of Marketing

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☐  Is this gift in honor of someone?  ☐  Honored Person ______________________

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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 _____________________________________________________________________

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_________________________________________________________________________________________________________

Any other comments you wish to share _________________________________________________________________________

_________________________________________________________________________________________________________

Please send your information via email or mail to:

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