

Norm A. Borin

California Polytechnic State University, San Luis Obispo
Marketing
(805)-756-1762
Email: nborin@calpoly.edu

Education

Ph D, University of Virginia - Darden Graduate School of Business, 1991.
Major: Marketing
Dissertation Title: A Shelf Space Model for Retail Optimization

MBA, California State Sacramento, 1987.

BS, University of California Davis, 1981.
Major: Wildlife and Fisheries Biology

Professional Positions

Academic

Department Chair, Orfalea College of Business. (January 2001 - Present).

Professional

Sam Walton Fellow, Students in Free Enterprise. (September 1, 2003 - Present).

Development Activities Attended

Attended Conference, "Coop-America's Green Business Conference," Coop America, San Francisco. (November 16, 2007 - November 18, 2007).

Continuing Education, "Building Marketing Dashboards for Better ROI," American Marketing Association, San Francisco CA. (October 27, 2005 - October 28, 2005).

Continuing Education, "Customer Satisfaction," Burke Marketing Research Institute, Chicago IL. (July 2004).

Awards and Honors

Outstanding Marketing Professor 2007-2008. (2008).

Outstanding Marketing Professor. (2007).

Certificate of Appreciation, Cal Poly. (2004).

TEACHING

Teaching Experience

California Polytechnic State University, San Luis Obispo

BUS 452, Production Management, 1 course.

BUS 454, 1 course.

BUS 455, Marketing Strategy, 7 courses.

BUS 464, 1 course.
GSB 512, Quantitative Analysis, 1 course.

Non-Credit Instruction

Awards and Honors

Outstanding Marketing Professor. (June 2006).

RESEARCH

Published Intellectual Contributions

Book Chapters

Borin, N. A. (2007). *A Collaborative Value Creation Model for Strategic Marketing*. ICFAI Press India: Value Creation in Organisations.

Refereed Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2008). Implementing Assessment in an Outcomes-Based Marketing Curriculum. *To appear in Journal of Marketing Education*.

Borin, N. A., Metcalf, L. E., Tietje, B. (2007). A Replicable, Zero-Based Model for Marketing Curriculum Innovation.. *Journal of Marketing Education, 29*, 164-174.

Borin, N. A., Xavier, M., Krishnan, R. (2006). A Collaborative Value Creation Model for Strategic Marketing,. *The ICFAI Journal of Marketing Management, 5*(4), 6-21.

Borin, N. A., Briggs, R., Krishnan, R. (2005). Integrated Multi-Channel Communication Strategies: Evaluating the Return on Marketing Objectives - The Case of the 2004 Ford F-150 Launch. *Journal of Interactive Marketing, 19*(3), 81-90.

Xavier, M.J., Krishnan, R., Borin, N. A. (2005). An Integrative Model of Collaborative Value Creation for Strategic Innovation: The Case of Retail Automation in India. *IIMB Management Review, June*, 29-40.

Borin, N. A. (2004). An Integrated Business Core: Hindsight Recommendations. *Journal of College Teaching and Learning, 1*(10), 1-5.

Barber, C., Borin, N. A., Cerf, D. C., Swartz, T. (2003). Measuring the Effectiveness of Innovative Business Programs. *Journal of Business Education, 41*-53.

Journal Articles

Borin, N. A., Metcalf, L. E., Tietje, B. (2006). Building a New Marketing Curriculum. *Marketing Insights, 3*(1).

Presentations Given

Borin, N. A., AMA Summer Educators' Conference, "Greenness in Products: Effects on Perceived Quality and Willingness to Pay," San Diego. (2008).

Borin, N. A. (Presenter & Author), Lindsey-Mullikin, J. (Presenter & Author), Krishnan, R. (Author Only), American Marketing Association Summer Conference 2008, "Measuring Green-ness: Its Effect on Perceived Quality, Value, and Willingness to Pay," American Marketing Association. (2008).

Borin, N. A., International Management and Research Conference, "An Integrated Business Program – Hindsight Recommendations." (June 2004).

Contracts, Grants and Sponsored Research

Other

Borin, Norm A., "Design and Assessment of a Learning Objective Based Marketing Curriculum," Sponsored by OCOB, \$5,000.00. (May 2006 - Present).

Borin, Norm A. (Co-Principal), "Experiential Learning in Business Sustainability - Marketing Examples," Sponsored by OCOB, \$5,000.00. (June 2007 - December 2007).

Borin, Norm A., "Graduate On-Line Quantitative Analysis," Sponsored by OCOB, \$7,000.00. (September 2006 - December 2006).

SERVICE

General Service

College

Attendee, Meeting, Accounting, IT Faculty Recruitment. (2007 - Present).

Committee Member, Faculty Affairs. (2007 - Present).

Area Chair, Marketing Area Chair. (January 2001 - 2007).

Committee Chair, Chair Professional Leave Committee. (September 2005 - June 2006).

Committee Chair, Chair IT RPT Committee. (November 2005 - December 2005).

Department

Curriculum Committee, Member. (June 2004 - Present).

University

Faculty Dispute Committee, Member. (September 2004 - 2007).

University Endowment Task Force, Member. (2005).

Consulting

Technical/Professional Work, Marketing Evolution, Rancho Cordova CA. (2005 - Present).