

**JACQUELYN WARWICK**  
**Curriculum Vitae**  
(January, 2015)

**PHILOSOPHY**

Learning should be a fun and interesting experience in which students are encouraged to evaluate diverse, complex issues and make ethical decisions based on the business tactics they have mastered in the classroom.

**Office:** Professor (continuous appointment) Dept. Management/Marketing/InfoSystems  
Andrews University Telephone: (269) 471-3116  
School of Business Fax: (269) 471-6158  
Berrien Springs, MI 49104 E-mail: warwick@andrews.edu

**EDUCATION**

Ph.D.	Texas A&M University, 1993 College Station, Texas	Major: Marketing Minors: Statistics and Sociology
M.B.A.	Texas A&M University, 1987 College Station, Texas	Majors: Marketing and Finance
B.A.	University of Puget Sound, 1984 Tacoma, Washington	Major: Marketing Minor: Women's Issues

**CLASSES TAUGHT** (not prioritized)

Principles of Marketing	International Marketing	Promotion Strategy
Retailing	Consumer Behavior	Direct Marketing
Marketing Management	Marketing Strategy (MBA)	Marketing Strategy (MBA online)

**RESEARCH INTERESTS** (not prioritized) \* currently working

Marketing	International Marketing
* social media	-cross cultural differences in marketing
- cause-related marketing	Advertising/Sales Promotion
- marketing cases	- Retail/Service Management
-small business	- university/college marketing
- environment marketing	

## ACADEMIC EXPERIENCE

**Professor:** Andrews University  
Berrien Springs, MI  
Fall 1997- present

- Courses: Principles of Marketing (introductory course)  
Class activities: Local retail store marketing plan (group project), paper, and oral presentation (3-4 community businesses per class), study tour-China 2009, Australia 2012
- International Marketing (advanced elective)  
Class activities: International research to determine feasibility of introducing a new product in foreign country for businesses in the community (group project), paper, and oral presentation, cases
- Direct Marketing (advanced elective)  
Class activities: Design a direct mail piece (group project), design a web page for business/school in community (6-8 businesses/schools per class)
- Retailing (advanced elective)  
Class activities: Write and send a complaint letter, critique retailer's response to the letter, respond to others complaint letters, paper comparing/contrasting/assessing values of six major retailers, cases
- Promotional Strategy (advanced elective)  
Class activities: Local service promotional plan (group project), (2-3 service organizations, retail/not-for-profit, in community per class)
- Consumer Behavior (advanced elective)  
Class activities: Students talk to different community groups and retail establishments and assess a specific sub-culture in the community (group project), paper, and oral presentation
- Marketing Strategy (senior capstone marketing)  
Class activities: Cases, marketing simulation game, marketing plan
- MBA: Marketing Management: Online (2012-Present), Campus and Extension program: Taiwan (2000), Trinidad (2003) (2005)(2007), Oregon, (2006), Cases, marketing simulation game, strategic marketing analysis (group project)

## **ACADEMIC EXPERIENCE** (continued)

**Assistant Professor:** University of Puget Sound  
Tacoma, Washington  
Fall 1991 - Spring 1997

Courses: International Marketing (advanced elective)  
Theories of Organizations and Markets (introductory course)  
Strategic Planning in Marketing (intermediate elective)  
Principles of Marketing (introductory course)  
Promotional Strategy (advanced elective)  
Consumer Behavior (advanced elective)

**Lecturer:** University of Washington/Tacoma  
Security Building  
917 Pacific Avenue, XT-10  
Tacoma, WA 98402

Courses: Principles of Marketing [Spring, 1994] (introductory course)  
Promotional Strategy [Summer, 1995] (advanced elective)

**Instructor:** Texas A&M University  
College Station, Texas  
Summer 1988 - Spring 1991

Courses: Promotion Strategy (advanced elective)  
Physical Distribution (advanced elective)

### **Interdisciplinary Service:**

New Faculty Orientation Seminar: Tips from Award Winning Teachers, (2011, 2012)  
Guest Lecturer, Communications Dept, (2012)  
Guest Lecturer, Behavioral Science Department (1999), (2001)  
Guest Lecturer, Behavioral Science Department (1999), (2001), (2003), (2005), (2007)  
Professor in Residence Program (girl's dorm) (1999), (2003), (2006), (2014)  
Guest Lecturer, Communications Dept, (resumes and mock interviews) (1999)

## REFEREED PUBLICATIONS AND BOOK CONTENT

“Scriptural Foundations for Marketing”, Scriptural Foundations for Business Series with Bruce Wrenn and Harwood Hoover, Andrews University Press, pages 1-21[monograph] (2012)

“To Buy or Not to Buy? That is the Question” *Journal of Biblical Integration in Business: Business Cases With a Christian Viewpoint*, Christian Business Faculty Association, Fall, p. 102-114, (2005).

“Student and Parent Evaluative Criteria: Does Gender Make a Difference When Choosing a College?” *Journal of Marketing for Higher Education*, 15, 2, p. 47-79 with Phylis Mansfield (2005).

“Lakewood Players” in *Essentials of Marketing Management: Text and Cases*, Robert Stevens, David Loudon, and Bruce Wrenn: Haworth Press, p. 333-341, (2004). [case textbook]

“Lakewood Players” in *Teaching Notes for Essentials of Marketing Management: Text and Cases*, Robert Stevens, David Loudon, and Bruce Wrenn: Haworth Press, 2004 [teaching notes textbook]

“Jill’s House of Cakes” in *Essentials of Marketing Management: Text and Cases*, Robert Stevens, David Loudon, and Bruce Wrenn: Haworth Press, p. 311-318, with Phylis Mansfield, (2004) [case textbook]

“Jill’s House of Cakes” in *Teaching Notes for Essentials of Marketing Management: Text and Cases*, Robert Stevens, David Loudon and Bruce Wrenn: Haworth Press, with Phylis Mansfield, 2004, [teaching notes textbook]

“Differences in the Evaluative Criteria Used by Parents and Students When Selecting a College,” *Journal of Marketing for Higher Education*, 13, 1/2, p. 101-125 with Phylis Mansfield (2003).

“The Impact of Post-Complaint Satisfaction with the Salespersons, Retailer, and Manufacturer on Relationship Commitment,” *Journal of Marketing Management*, with Phylis Mansfield (2002), 12, 2 p.10-22.

“Credit Card Consumers: College Student Knowledge and Attitude,” *Journal of Consumer Marketing*, with Phylis Mansfield, (2000) 17, 7, p. 617-624.

“Pacific Northwest Forest Products Industry: Accountability for the Environment,” *Northwest Journal of Business and Economics*, with Mary Ann Reynolds, (2000), p. 27-43.

“McDonaldization Revisited: Critical Essays on Consumer Culture” by M. Alfino, J. Caputo, R. Wynyard, *Journal of the Academy of Marketing Science*, (1999) 27/283 [book review]

“Emerging Environmental Accountability,” *American Business Review*, (1997), January.

## **REFEREED PUBLICATIONS AND BOOK CONTENT (continued)**

“A Living Case Study for the Introductory Marketing Course,” in *Great Ideas for Teaching Marketing*, 4th edition, Joseph Hair, Charles Lamb, and Carl McDaniel eds, 1997 [book chapter]

## **REFEREED PROCEEDINGS**

“Jill’s House of Cakes II”, 2009, Western Decision Sciences Institute Conference [case]

“Are College Students An Emerging Market for Hybrid Vehicles?” with Allison Hurlow, Andrews University Honors Student, 2008, European Applied Business Research Conference.

“Is Retail Imagery A Marketing Universal? A Comparison of Singapore, Trinidad, and the United States” with Phylis Mansfield, 2007, Association Marketing Theory and Practice, Association of Marketing Theory and Practice Conference, [abstract]

“Is Retail Service Quality a Marketing Universal? A Comparison of Singapore, Trinidad and the United States” (Best Paper Award) with Phylis Mansfield, Summer 2006, European Applied Business Research.

“Hard Choices In Hardware: Which to Buy and How to Market” Spring 2006, Western Decision Sciences Institute Conference, [case]

“Students’ Evaluative Criteria: Does Gender Make a Difference When Selecting a College?” with Phylis Mansfield, Spring 2004, Western Decision Sciences Institute Conference.

“Gender Differences In Parents’ Evaluative Criteria When Selecting a College,” with Phylis Mansfield, Summer 2003, Academy of Business Administration Global Trends Conference.

“ ‘Egz-Actor’ Because It Acts Like An Egg But It Isn’t! A Product Born of Necessity,” Spring 2003 Western Decision Sciences Institute Conference, [case]

“American Red Cross I,” 2001 Western Decision Sciences Institute Conference, with John Dickson [case]

“American Red Cross II,” 2001 Western Decision Sciences Institute Conference [case]

“The Impact of Post-Complaint Satisfaction with the Salesperson, Retailer, and Manufacturer on Relationship Commitment,” with Phylis Mansfield, 2000 American Marketing Association Summers Educators Conference.

“Sustainable Environmental Business Strategy,” 1999 Western Decision Sciences Institute Conference.

## **REFEREED PROCEEDINGS (continued)**

“Is An Owner's Social Responsibility or Self-Interest Behind a Small Business' Involvement in Societal Causes?”, 1997 Western Decision Sciences Institute Conference.

“Communicating Environmental Accountability Through Corporate Reporting,” 1995 SMA.

“Evolving Policy and Communication for the Environment,” (best paper “Public Policy” track) with Mary Ann Reynolds, 1995 Western Decision Sciences Institute Conference.

“The Influence of Elaborative Encoding on Ad Recall: What Role Does Ad Congruity Play?” with Sheila Jones, 1995 Association of Marketing Theory and Practice Conference

“Advertisement Encoding: The Influence of Interactive Picture, Name, and Copy on Ad Recognition,” with Sheila Jones, 1994 Association of Marketing Theory and Practice

“Advertising and Community Responsibility: The Decision Process of Small Business,” 1993 Association of Marketing Theory and Practice Conference

## **BOOK CHAPTER**

“Scriptural Foundations of Business: Marketing”, (2012) with Bruce Wrenn and Harwood Hoover, Jr. (currently on monograph, book forthcoming)

## **CASE STUDY**

“ ‘Egz-Actor’ Because It Acts Like An Egg But It Isn’t! A Product Born of Necessity,” American Marketing Association, Michiana Chapter, used for Student Scholarship Award, (2004)

## **WORKSHOPS**

“Web Development Roundtable” American Marketing Association Winter Educators, (2000), [panelist]

“Rethinking the Undergraduate Business Degree: Using Linkages to Strengthen the Program” with Alva Butcher, 1997 Western Decision Sciences Institute Conference.

## **JOURNAL REVIEWER (ad hoc)**

The Journal of Retailing and Consumer Services (2000 to current)

## **TRACK CHAIR**

Western Decision Sciences (2006 to present), “Marketing” Track  
Association of Marketing Theory and Practice (2002-2006), “Service Marketing/Nonprofit Marketing/Ethics” Track

## **SESSION CHAIR**

Marketing Management Association Fall Educators Conference (2014)  
European Applied Business Research (2006), (2008)  
Western Decision Sciences (2001), (2002), (2005-2015)  
Society for Marketing Advances (1995), (2000), (2001)  
Association of Marketing Theory and Practice Conference (1994), (1995), (1997), (2001),  
(2004), (2005), (2006)  
American Marketing Winters Educators Conference, “Brand Marketing and Communication”,  
“Global Marketing” and “Marketing Strategy” tracks (2005)

## **PANELIST**

Marketing Management Association Fall Educators Conference (2014), Panel Coordinator,  
“Advances In Online Marketing Education”

## **REVIEWER**

*Management Marketing Journal*, (2014)  
*Journal Of Consumer Behavior*, (2013)  
*EBES Conference, Journal of Business Economics and Management*, (2010)  
*American Marketing Association Case Judge*, Intl Collegiate Case Competition (2008), (2010)  
*Association of Marketing Theory and Practice Conference*, “Marketing” track, (2002-2006,  
2009-2010, 2012, 2013, 2014)  
*Western Decision Science Institute Conference*, “Marketing Education” track (2000, 2005-2012),  
Conference “International Business” and “Marketing Education” track (2001),  
“Innovation Education” track (2002), “Service Marketing” track (2004), “Innovation  
Education I” (2005), “Innovation Education I” (2006), (2007)  
*Association of Collegiate Marketing Educators* (2003)  
*Society for Marketing Advances*, “Marketing Education” track (1999), “Marketing Education”  
(2000, 2001), “Consumer Behavior” track (2002) “Technology in the Classroom” track (2005)  
*American Marketing Association Summer Educators Conference*, “Marketing Education” track  
(1997), “Marketing Education” track (1998), “Marketing Education” track (1999)  
*Southwestern Marketing Association*, “Retailing and Service Marketing” track (1996)

## **DISCUSSANT**

*American Marketing Winters Educators Conference*, (1998), (2000), “Brand Marketing and  
Communication” and “Marketing Strategy” tracks (2005)  
*Midwestern Business Administration Association* (2000)  
*Western Decision Sciences* (1999)  
*Society for Marketing Advances* (1998), (2005)  
*Southern Marketing Association*, “Channels, Retail and Services Marketing” track (1995),  
“Consumer Behavior” track (1997)

## **PROFESSIONAL GROWTH ACTIVITIES AND MEETINGS ATTENDED**

American Marketing Association Chapter Meetings with speakers (2000-present)  
Technology Showcases: Presenter (2013) (2014), attendee (2011-present)  
Google+ Business Page Seminar (2013)  
WebEx for Practice Marketing (marketing simulation game) (2012)  
Critical Thinking Through Online Collaboration (2012)  
Magna Online Teaching Course (2010)  
American Marketing Association Webinars (2010)  
Andrews Teaching for Excellence Seminars, 2-3 per year (2008)  
Andrews Teaching Seminars, 2-3 year (2000-2006)  
American Marketing Association Teaching Virtual Seminars, 3-4 per year (2007-2009)  
Community Education Forum, Berrien County Intermediate School District, “Cyber-Safety: How to Protect our Children” (2007)  
E-Bay Seminar (2007)  
Point of Purchase Expo (2000-2007)  
Promo Expo (2000-2005) (2007) (2010)  
Postal Customer Council (2004)  
Motivation Show (2004)  
Midwestern Business Administration Association (2001)  
Mail Advertising Service Association (MASA) Educational Foundation Ed. Seminar, (2000)  
Midwestern Business Administration Association (2000)  
International World Trade Seminar (2000)

## **TEACHING/SERVICE AWARDS**

Michigan Campus Compact Service Learning Award, (2014)  
Daniel A. Augsburger Excellence in Teaching Award (2010)

## **FELLOWSHIPS**

Donald and Geraldine Hedberg Foundation 1999 Fellowship (conducted by the Direct Marketing Educational Foundation) attended seminar Direct Marketing Institute for Professors, (\$1,500)

## **GRANTS**

Enactus- Sam’s Step Up for Small Business Grant, (\$1,500)  
Enactus – Campbell’s Soup “Let’s Can Hunger” Grant, (\$300)  
Enactus - Walmart Empowerment for Women Grant, (\$1,500)  
Andrews University Research Grant, (2012) (\$1726)  
SIFE – Sam’s Club Environmental Sustainability Challenge (\$2,000)  
Andrews University Research Grant, (\$1,240)  
Dissertation: “The Contributions of Small Businesses to Community Service: Business Social Responsibility and Business Self-Interest Perspectives” funded by U.S. Office of SBA (\$17,500)

## **PROFESSIONAL MEMBERSHIP**

American Marketing Association (1989-91) (1998-present)  
Michigan Ad Council (2000-present)  
Direct Marketing Association (1993-present)  
Michiana World Trade member (2000-2006) [organization disbanded]

## **SERVICE TO THE UNIVERSITY**

Task Force on Undergraduate Research and Creative Scholarship (present)  
Faculty Policy Development (2008- present)  
Rank and Continuous Appointment (2004-2009)  
Scholarly Research Council (2005-2009)  
BBA/MBA Curriculum Committee (2005-present)  
School of Business Grievance Committee (2007-present)  
Enactus (Students in Free Enterprise) Co-Advisor (1999-present)  
Delta Mu Delta Advisor (2000-present)  
Honors Council (2000-2009)  
Andrews University Senate (1999-2008) (2010-11), (faculty vice-chair 2004, 2010), (chair, 2012), vice-Chair (2013)  
Collaboration Committee on Student Life (1999-2006)  
Student Services Council (2000-2005)  
Undergraduate Admissions Council (1999-2002)

## **SEMINARS CONDUCTED FOR BUSINESS AND INDUSTRY**

Washington Conference Teacher's In-Service Speaker [3 day customer service seminar] (2005)

## **COMMUNITY SERVICE**

Great Lakes Adventist Academy Marketing Committee, 2014  
Business Professionals of America (BPA) Regional Competition, Business Plan Judge (2014)  
Berrien Springs Historical Society, Fair Volunteer (2012-present)  
National Resource Day Educational Event (2010-2013)  
Cornerstone Alliance Chamber of Commerce (2012-present)  
Berrien Springs/Eau Claire Chamber of Commerce, member (1999-2011 moved to Cornerstone Alliance Chamber of Commerce)  
"Kindle Your Christmas Spirit" committee member, (2008-present), public relations director (1999-2003)  
Michiana Ad club member (2002-present)  
Young Entrepreneurs Day, Lake Michigan College, Judge (2006) (2008-2011)  
Michigan Garden Club Board of Directors, Arboriculture Chairperson, (2008-2010), Birds, Butterfly and Bees Chairperson, (2011-2013) Awards Chairperson, (2013-2015)

## **COMMUNITY SERVICE** (continued)

Berrien Springs Garden Forum, member (1999-present), program director, (2001-2007), planning committee (2000- present), "Go Native" \$500 Grant, Love Creek County Park and Nature Center (2008), President (2005-2009), Vice-President (2011-2015)  
Washington Conference Teacher's In-Service Speaker [3 day customer service seminar] (2005)  
Christmas Pickle Festival Commission, public relations director (2000- 2003)  
Edith B. Garrett Elementary School Treasurer (2000- 2001) fruit program (2000-2005)  
Pioneer Memorial Church Women's Ministry, board member (1999-2000)

## **BUSINESS/CONSULTING EXPERIENCE**

Owner, Spring Hill Foods- small one product food company (2001-present)  
Consultant, Nelson-Crane Adventist School, Puyallup, Washington (1998-2005) advise on marketing plan/school development  
Consultant, Education Dept., Washington Conference of Seventh-Day Adventists (1995-1997) developed an overall marketing plan  
Consultant, Auburn Adventist Academy (1995-2002), designed marketing plan (1995-1997)  
Consultant, American States Insurance Company, Tacoma, Washington (1996) developed, conducted, and evaluated survey concerning company name change  
Consultant, St. Joseph Hospital, coordinated 1985 "Heart Run"  
Office Manager, Cascade Company, Tacoma, Washington (1981-1982)  
Manager, Linden Fine Furnishings, Puyallup, Washington (1974-1977)

## **OTHER INTERESTS**

Children's education, reading, tent camping, hiking, fishing, international travel