

MILLER COLLEGE OF BUSINESS
VITA – AACSB
September 1, 2019 – August 31, 2024

PROFESSIONAL BACKGROUND

Name: Dr. Russell G. Wahlers

Rank: Department Chair

Involvement: Participating

Qualification: Instructional Practitioner

Brief Description for Basis of Qualification: IP because of at least 6 professional engagement activities in last 5 years.

Office Address: WB-309

Area of Academic Discipline Specialization: Marketing

Degrees

DBA Degree:

Name of Degree: DBA

Year Conferred: 1981

Degree-Granting Institution: Kent State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study: Decision Sciences

Dissertation Title: Number of Choice Alternatives and Product Attributes as Determinants of Consumer Choice of a Multiattribute Attitude Model

MBA Degree:

Name of Degree: MBA

Year Conferred: 1973

Degree-Granting Institution: Kent State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study: Marketing

Dissertation Title:

SCHOLARLY ACTIVITIES

Refereed Journal Articles

1. Chapman, J., Zeiss, J.G., Wahlers, R.G. (2020). Preparing Performance Reports for Upper Management: A Skills Building Project for Sales Management Students. *American Journal of Management, Tier 4, 20(5)*. **Tier 4/Teaching and Learning Scholarship, Goal 4 - Quality Education**

Conference Proceedings in Scholarly Meetings

1. Borna, S., Hajjar, S., Wahlers, R.G. (in press). *Investigating Consumer Choice Criteria for Free Services*. Association of Marketing Theory and Practice. **Tier 2/Basic or Discovery Scholarship**
2. Chapman, J., Wahlers, R.G. (2020). Teaching Sales Management Students How To Prepare Reports for Upper Management. *Association of Marketing Theory and Practice Proceedings* (pp. 23). Association of Marketing Theory and Practice. **Tier 4/Teaching and Learning Scholarship**

Work-in-Progress

Working Paper

1. Wahlers, R.G., Vann, J.W. *Development of Attitude Change Strategy and Multiattribute Models* (pp. -).

Other Publications

1. Wilkey, C.A., Hostetter, A.B., Wahlers, R.G. (2024). *Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education* (pp. 3). Association of Marketing Theory and Practice Proceedings. https://digitalcommons.georgiasouthern.edu/amp-proceedings_2024/26/ /Teaching and Learning Scholarship, Not Sure

Presentations at Conferences

1. Wilkey, C. A. (Presenter), Hostetter, A. B. (Presenter), Wahlers, R. G. (Presenter), Association of Marketing Theory & Practice, "Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education," Association of Marketing Theory & Practice, Hilton Head, SC. (March 13, 2024). Teaching and Learning Scholarship
2. Chapman, J. (Presenter), Wahlers, R. G. (Author), Association of Marketing Theory & Practice Annual Meeting, "Teaching Sales Management Students How To Prepare Reports for Upper Management," Association of Marketing Theory & Practice, Sandestin, FL. (March 19, 2020). Teaching and Learning Scholarship

Conferences and Meetings Attended

1. Economic Club of Indianapolis Seminar, Economic Club of Indianapolis. (March 2024 - March 2024). / Applied or Integration/Application Scholarship
2. Association of Marketing Theory & Practice, Association of Marketing Theory & Practice. (March 2024 - March 2024). / Teaching and Learning Scholarship
3. AMA Digital Marketing Virtual Conference, American Marketing Association.

(October 2019 - October 2019).

Business and Other Professional Experience

1. Professional, Issues in Innovation Journal, Editorial Board Member. (July 2009 - Present).
2. Professional, Academy of Business Disciplines. (November 2008 - Present).

Professional Development and Participation

1. Attended Seminar/Training, Teaching, AMA Digital Marketing Virtual Conference - Sessions provided training to incorporate digital marketing principles into my Marketing courses. (October 2019 - October 2019)

SERVICE ACTIVITIES

University, College, Departmental Committees

1. Department/program, Department of Marketing, Committee Member. (August 2016 - Present).
2. University, University Academic Technology Committee, Committee Member. (August 2013 - Present).
3. Department/program, Department of Marketing. (August 2008 - Present).
4. Department/program, Dept of Marketing / Curriculum Committee, Committee Member. (August 2008 - Present).
5. Department/program, Dept of Marketing / Faculty Selection Committee, Committee Member. (August 2008 - Present).
6. Department/program, Dept. of Marketing Faculty Selection Committee, Committee Member. (August 2005 - Present).
7. University, University Academic Technology Committee, Committee Chair. (August 2016 - August 2022).
8. University, Whitinger Scholar Committee, Committee Member. (August 2019 - May 2022).
9. University, University Web Advisory Committee, Committee Member. (August 2017 - May 2021).

International Experience

1. Professional, Academy of Business Disciplines. (November 2008 - Present).

Other Professional and/or Academic Organization Activities

1. Public/community, Soup Kitchen of Muncie, Board of Directors. (August 2019 - Present).
2. Public/community, Muncie Sailing Club. (September 2014 - Present).
3. Public/community, Muncie Sailing Club, Inc. (November 2009 - Present).

Consulting

1. For Profit Organization, Pearson Custom Learning Systems, Indianapolis, IN. (April 1, 2005 - Present).

Summary of Intellectual Contributions – AACSB Report

<u>Contribution Type</u>	<u>BDS</u>	<u>AIS</u>	<u>TLS</u>	<u>Total</u>
<i>Refereed Journal Articles (PRJ)</i>	0	0	1	1
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	1	0	1	2
<i>Presentations at Conferences</i>	0	0	2	2
<i>Professional Presentations (Pres)</i>	0	0	0	0
<i>Grants</i>	0	0	0	0
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	0	1	1	2
<i>Professional Development and Participation</i>	0	0	0	0
<i>Consulting</i>	0	0	0	0