

C U R R I C U L U M V I T A**KATHLEEN A. KRENTLER****Office:**

Department of Marketing
School of Business Administration
San Diego State University
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(619) 594-3272 (FAX)
Kathleen.Krentler@SDSU.edu (E-Mail)

Primary Employment

- 1-1-06 to present **Director of Assessment**
College of Business Administration
San Diego State University
Responsible for:
On-going development and implementation of assessment program covering all
College of Business programs.
- 1-1-00 to present **Director of Undergraduate Programs**
College of Business Administration
San Diego State University
Responsible for:
Strategic development and administration of programs for approximately 5,000
undergraduate students.
- 1-1-00 to 8-1-00 **Acting Chair**
Department of Marketing
College of Business Administration
San Diego State University
- 8-89 to present **Professor of Marketing**
Department of Marketing
College of Business Administration
San Diego State University
Courses taught:
Advanced Marketing Strategy
Social Sector Marketing
Marketing Internship
Others as listed below
- 8-84 to 8-89 **Associate Professor of Marketing**
Department of Marketing
San Diego State University
Courses taught: As listed below

- 1-81 to 8-84 **Assistant Professor of Marketing**
Department of Marketing
San Diego State University
Courses taught:
Nonprofit Marketing
Marketing Management
Principles of Marketing (graduate and undergraduate)
Consumer Behavior
- 8-79 to 12-80 **Instructor of Business Administration**
Department of Business Administration
University of Kentucky
Courses taught:
Nonprofit Marketing
Marketing Management
- 8-77 to 8-79 **Teaching Assistant**
Department of Business Administration
University of Kentucky
Courses Taught:
Nonprofit Marketing
Marketing Management
- 8-77 to 8-79 **Research Assistant**
Department of Business Administration
University of Kentucky
- 9-76 to 8-77 **Teaching Assistant**
Department of Marketing
Wayne State University

Other Teaching

- 2003, 2005, 2007 University of Malta
Graduate Courses taught:
Business to Business Marketing
Introduction of Integrated Marketing Communications
Advanced Integrated Marketing Communications
- 2-83 to 5-83 Alabama A & M University (Inter-University Extension)
Graduate Course taught:
Marketing Planning and Analysis

Education

Doctor of Business Administration (1981)

University of Kentucky
Lexington, KY
Major Area: Marketing
Minor Area: Applied Statistics
Dissertation: An Empirical Investigation of the Use of Tangible Cues in the Marketing of Consumer Services

Co-Chairmen: Dr. Joseph P. Gultinan & Dr. James H. Donnelly

Master of Business Administration (1977)

Wayne State University
Detroit, MI
Concentration: Marketing

Bachelor of Science, with Distinction (1976)

Wayne State University
Detroit, MI
Major: Marketing

Journal Articles

“Measuring Student Expectations and their Effects on Satisfaction: The Importance of Managing Student Expectations,” *Journal of Marketing Education*, Vol. 28, No.3, December 2006, PP.254-264, with Sara L. Appleton-Knapp.

“Corporate Reputation and Shareholders’ Intentions: An Attitudinal Perspective,” *The Journal of Brand Management*, Vol.13, No.6, July 2006, PP.429-440, with Albert Caruana and Charlene Cohen.

“Does Technology Enhance Actual Student Learning? The Case of On-Line Discussion Boards,” *Journal of Education for Business*, Vol.80, No. 6, July/August 2005, PP.316-321, with Laura A. Willis-Flurry.

“Teen Internet Mavens: Influence in Family Decision-Making,” *Journal of Business Research*, Vol. 58/5, May 2005, PP. 569-575, with Michael A. Belch and Laura A. Willis-Flurry.

“An Approach to Student Assessment of Learning,” *California Journal of Operations Management*, Vol. 3, No. 1, February 2005, PP. 52-58, with Fred Raafat.

“Moving Beyond Satisfaction: Perceived Learning as an Assessment Measure,” *Journal of College Teaching & Learning*, Vol. 1/10, October 2004, PP. 7-16, with Gary M. Grudnitski..

"Building Critical Thinking Skills: Can Standardized Testing Accomplish It?, *Marketing Education Review*, Spring 1994, with D.R. Hampton and A.B. Martin.

"The Use of Management and Marketing Textbook Multiple-Choice Questions: A Case Study," *Journal of Education for Business*, September/October 1993, with D.R. Hampton and A.B. Martin.

"Causal Modeling Techniques in Health Care Marketing: A Case Study in Blood Donation," *Journal of Ambulatory Care Management*, May 1990, with M. L. Joyce and J. W. Allen.

"Recruiting Blood Donors: What Ambulatory Care Facilities Need to Understand," *Journal of Ambulatory Care Management*, August 1989, with M. L. Joyce and N. Dietrich.

"Maintaining Quality Control during the 'Crunch' in Service Firms," *Journal of Services Marketing*, Winter 1988.

"Organizational Redress Response Effectiveness and Its Effect on Overall Company Impression," *Public Relations Review*, Fall 1987, with R. M. Cosenza.

"The Value of User Image in Quelling Aberrant Consumer Behavior," *Journal of the Academy of Marketing Science*, Spring 1986, with M. Jeffery Kallis and Dinoo J. Vanier.

"Strategies for Tangibilizing Retail Services: An Assessment," *Journal of the Academy of Marketing Science*, Fall 1984, with Joseph P. Guiltinan.

"Improving the Distribution of Health Care Services by Understanding Nurse Job Choice Decisions," *Journal of Health Care Marketing*, Spring 1983, with M. Jeffery Kallis.

"Critical Path Method for Introducing Industrial Products," *Industrial Marketing Management*, April 1982, with Glenn R. Dundas.

Nonprofit Marketing as a College Course: Potential Problems but Probable Opportunities," *Journal of Marketing Education*, Fall 1981, with Mary L. Joyce.

Refereed Proceedings & Conference Papers

"The Influence of Our World on Student Ethics: Does Time Matter?" with Sara L. Appleton-Knapp. *Proceedings*, 2007 Academy of Marketing Science World Marketing Congress, Verona, Italy, July 2007. *Forthcoming*.

"IMC: Time to Move Forward," with Albert Caruana and Michael A. Belch. *Proceedings*, 2006 European Marketing Academy Conference, Athens, Greece, May 2006.

"Teen Influence in Family Decision Making," with Michael A. Belch and Laura A. Willis. *Proceedings*, 2006 European Marketing Academy Conference, Athens, Greece, May 2006.

"Assessment Compliance and Performance: A Test of Student Incentive Systems," with Patricia N. Dintrone. *Proceedings*, Marketing Educator's Conference, San Francisco, CA, April 2006.

"Corporate Reputation: An Attitudinal Conceptualization," with Albert Caruana and Charlene Cohen. *Proceedings*, 2005 AMS World Marketing Congress, *Muenster*, Germany, July 2005.

"Internet Mavens, Market Mavens, & Opinion Leaders: A Preliminary Examination," with Laura A. Flurry and Michael A. Belch. *Proceedings* 2005 AMS World Marketing Congress, *July 2005, Muenster, Germany*.

"Corporate Reputation, Customer Satisfaction, & Customer Loyalty: What is the Relationship?" with Albert Caruana and B. Ramasashan, *Proceedings*, Academy of Marketing Science Conference, Vancouver, British Columbia, Canada, May 2004.

"The Multiplying Literature: Moore's Law at Work in Marketing," with Mary L. Joyce and David Lambert. *Proceedings*, Academy of Marketing Science Conference, Vancouver, British Columbia, Canada, May 2004.

"Student Satisfaction With Cohort Groups: Expectations Vs. Reality," with Sara L. Appleton-Knapp, *Proceedings*, Marketing Educator's Conference, Las Vegas, Nevada, April 2004.

"Emphasizing Practice in the Business Classroom: A Step Too Far?," with Gary Grudnitski, (*Abstract ONLY published*), Teaching and Learning Conference, Orlando, Florida, January 2004.

"Profiling the Teen Internet Maven," with Laura A. Flurry and Michael A. Belch. *Proceedings*, Academy of Marketing Science Eleventh Bi-ennial World Marketing Congress, Perth, Australia, June 2003.

"Does Playfulness Make for a Better Negotiator?" with Albert Caruana. *Proceedings*, Academy of Marketing Science Eleventh Bi-ennial World Marketing Congress, Perth, Australia, June 2003.

"Rebels in the Land of Curriculum Assessment." *Proceedings*, 2003 Marketing Educators Association Conference, Scottsdale, AZ, April 2003, PP.43-46.

"Grocery Loyalty Programs: A Manager's Perspective," with Laura A. Williams and Kimberly A. Rossi. *Proceedings*, Academy of Marketing Science Tenth Bi-ennial World Marketing Congress, Cardiff, Wales, June 2001.

"Electronic Message Boards To Enhance Student Participation and Learning," with Laura A. Williams. *Proceedings*, 2001 Marketing Educator's Association, Waikoloa, Hawaii, April 2001, PP.51-56.

"Is Pulling Mom & Dad's Strings a Global Phenomenon? A Study of Children's Purchase Influence in the United States and Malta", with Laura A. Williams and Albert Caruana. *Proceedings*, Academy of Marketing Science Ninth Bi-ennial World Marketing Congress, Malta, June 1999.

"Corporate Reputation, Service Quality and Attitude Toward Price: The Case of an Energy Utility," with Albert Caruana, Emanuel Said, and Laura Williams. *Proceedings*, 1999 Academy of Marketing Science Annual Conference, Coral Gables, Florida, May, 1999.

"Alternatives in Principles: A Case Study", *Proceedings*, 1997 Western Marketing Educators Association, Scottsdale, Arizona, April, 1997.

"Remembering Vs. Thinking: Can Marketing Professors Identify the Difference?", *Proceedings*, 7th Bi-Annual World Marketing Congress, vols. VII-II, Melbourne, Australia, July 1995, with D.R. Hampton.

"Bad Blood Between Countries: A Call for International Regulation of the Blood Industry," *Proceedings*, 7th Bi-Annual World Marketing Congress, vols. VII-II, Melbourne, Australia, July 1995, with D.R. Lambert and M.L. Joyce.

"Recruitment Without Responsibility: The Problem of Sojourner Adaptation," *Proceedings*, 1994 Academy of Marketing Sciences, Nashville, TN, June 1994, with Mary L. Joyce and David R. Lambert.

"Exploring the Use of Incentives in Fundraising by Not-for-Profit Organizations," *Proceedings*, Academy of Marketing Sciences, San Diego, CA, April 1992, with Linda Rochford.

"The Client Side of Internships: How Valuable Are They?" *Proceedings*, Western Marketing Educators Association, Sparks, NV, April 1992.

"Should Safety-Consciousness Be an Issue in the Segmentation of Air Travelers," *Proceedings*, Atlantic Marketing Association, Savannah, GA, October 1991, with T. Becker and R. M. Cosenza.

"Belief in Subliminal Advertising's Influence and Locus of Control," *Proceedings*, Southern Marketing Association Conference, New Orleans, LA, November 1989, with D. B. Jones and T. Varvoglis.

"Causal Modeling Techniques in Health Care Marketing: A Case Study in Blood Donation," *Proceedings*, Association for Advances in Health Care Research, Snowbird, UT, April 1989, with J. W. Allen and M. L. Joyce.

"Marketing Communications: Motivating People to Donate Blood," paper presented at the Winter American Marketing Association Conference, St. Petersburg Beach, FL, February 1989, with M. L. Joyce.

"The Search for Efficiency and Effectiveness in Responding to Consumer Complaints," *Proceedings*, Southern Marketing Association, Atlanta, GA, November 1988, with R. M. Cosenza.

"The Determinants of Blood Donation Behavior in a Changing Environment," *Proceedings*, Association for Advances in Health Care Research, Snowbird, UT, April 1988, with M. L. Joyce and N. Dietrich.

"Cause-Related Marketing: Here to Stay or a Passing Fad?" *Proceedings*, Independent Sector, Spring Research Forum, San Francisco, CA March 1988.

"The Interface between Macromarketing and Social Marketing: The Case of Cause-Related Marketing," *Proceedings*, AMA Winter Educator's Conference, San Diego, CA October 1987.

"Keeping the Girl Scouts Viable in the 80s and 90s," *Proceedings*, AMA Services Conference, San Diego, Ca, September 1987, with L. L. Cid.

"Product Disposition: A Conceptual Approach," *Proceedings*, Academy of Marketing Science, Miami, FL, May 1987, with D. J. Vanier and J. B. McFall.

"Age Segments in the Senior Market: Do They Exist?" *Proceedings*, Southern Marketing Association, Atlanta, GA, November 1986, with R.M. Cosenza and E.G. Keesling.

"Individual-, Product-, and Situation-Specific Factors: Is Risk Affected by Their Interaction?" *Proceedings*, Academy of Marketing Science Conference, Anaheim, CA, April 1986, with M. Angelina Villarreal.

"Marketing Research Directions in the 80s and 90s" *Proceedings*, Academy of Marketing Science Conference, Niagara Falls, NY, May 1984

"Product Design Issues and Hospital Staffing." *Proceedings*, Academy of Marketing Science Conference, Miami, Florida, May 1983, with M. Jeffery Kallis.

"Should Doctoral Programs Produce Teachers?" *Proceedings*. Academy of Marketing Science Conference, Miami, Florida, May 1983, with Mary J. Molenaar.

"Multidimensional Scaling as an Aid to Public Policy Evaluation," *Proceedings*, American Institute for Decision Sciences, National Conference, San Francisco, California, November 1982, with M. Jeffery Kallis and Mary L. Joyce.

"A Close Look at the Options in the Health Care Industry: The Marketing Audit," *Proceedings*, Academy of Marketing Science Conference, Las Vegas, Nevada, May 1982, with Mary L. Joyce.

"The Teaching of Nonprofit and Public Marketing," *Proceedings*, AMA Marketing of Services Conference, Orlando, Florida, February 1981, with Mary L. Joyce.

"A Model for Evaluating Sales Promotion," *Proceedings*, Southern Marketing Association, New Orleans, Louisiana, October 1980, with Earnestine C. Hargrove.

"Educating Marketers to Market Education," *Proceedings*, Academy of Marketing Science Conference, Dallas, Texas, May 1980, with Mary L. Joyce.

"Analysis of Subjective Data in a New Product Choice Situation: A Mathematical Programming Approach," *Proceedings*, American Institute for Decision Sciences, Southeast Conference, Nashville, Tennessee, February 1979, with Sridhar G. Kadaba.

"The Proposed Saccharin Ban: Implications for Marketers," *Proceedings*, Academy of Marketing Science Conference, Chicago, Illinois, May 1978.

Other Publications

Principles of Marketing, 4th Ed. with Thomas C. Kinnear and Kenneth L. Bernhardt, Harper-Collins Publishers, 1995.

Instructors Resource Guide and Annotations, for annotated instructor's version of Keegan, Moriarty, and Duncan, *Marketing*, Prentice-Hall, 1992, with Mary L. Joyce.

"Cause-Related Marketing: Advantages and Pitfalls for Nonprofits," chapter in *The Future of the Nonprofit Sector*, edited by V. Hodgkinson and R. Lyman, Jossey-Bass, San Francisco, 1989.

"Notes on the Enterprise Videotape Series" to accompany Shoell's *Principles of Marketing*. Second edition, 1985. Allyn and Bacon, Inc.

Funded Research and Other Grants

"Integrated Marketing Communications at San Diego State University and the University of Malta." Travel grant to explore international program opportunities, funded by the SDSU Office of International Programs -- \$4,000, May 2002, with Michael A. Belch

"Electronic Technology as a Pedagogical Tool: The Case of Internet Discussion Boards." SDSU College of Business Administration Competitive Research Grant -- \$800.

"The Changing Role of Child Influence on Family Decision Making: Impact of the Internet." SDSU College of Business Administration Competitive Summer Research Grant -- \$9,000, Summer 2000, with Michael A. Belch.

"Nonprofit Organization Internship Program." Grants awarded by SDSU Undergraduate Studies and funded by California State lottery funds; \$3,100, 1988; \$1,500, 1989. (Internship program development and implementation.)

"The Determinants of Blood Donation Behavior in a Changing Environment." \$5,000 grant awarded by the Institute for Nonprofit Management and funded by the Ford Foundation, 1987.

Work in Progress

"To Go or Not Go: The online Decision for MBA Programs" with Beth Chung-Herrera. Under review with *Academy of Management Learning & Education*, submitted 5-15-07.

"Internet Mavens, Market Mavens, & Opinion Leaders – Are They Distinct?" with Michael A. Belch and Laura Flurry. Data Collection complete. To be submitted to *Journal of Marketing*.

"A Scale for Measuring IMC." With Albert Caruana and Michael A. Belch. Data collection complete.

Awards

Named "Most Influential Faculty Member" by Kathleen Finlayson, Most Outstanding Graduate in the College of Business Administration for 2006.

SDSU College of Business Administration – Faculty Recognition Award, 1999.

Distinguished Fellow of the Academy of Marketing Science, awarded 1996.

Professional Service

Academy of Marketing Science

Immediate Past President & Board of Governors Member, 2000-2002 term.

President, 1998 – 2000 term.

President Elect, 1996-1998 term.
 Vice President for Programs, 1994-1996 term.
 Executive Secretary, 1990-1992 term, 1992-1994 term.
 Local Arrangements Chair, 1992 conference.
 Vice President for Academic Affairs, 1984-1986 term.
 Director of Doctoral Dissertation Competition for 1985.
 Director of Student Paper Competition for 1984.

Track Chair

World Marketing Congress – 2001, 2003, 2005, 2007
 Multicultural Conference – 1996, 1998, 2002
 Academy of Marketing Science Annual Conference- 1984, 1985, 1986
 Association for Advances in Health Care Research - 1989.

Session Chair, Discussant, and/or Reviewer (Various years since 1982)

Academy of Marketing Science
 American Marketing Association
 Western Marketing Educators Association
 Southern Marketing Association
 Association for Advances in Health Care Research
 Decision Sciences Institute

Community Service

Marketing Advice and Consultation

Business Volunteers for the Arts, COMBO, October 1991 – 1997.
 San Diego Foundation for the Performing Arts
 Junior League of San Diego - Community Advisory Board, 1989-1991 term.
 All Souls Episcopal Church, Central Christian Church
 Jewish Federation of San Diego
 Senior Adult Services
 Big Brothers of San Diego
 Children's Hospital, El Cajon Valley Hospital, Mercy Hospital, Scripps Hospital, Sharp Hospital

Workshops and Speeches

National Library Association - national conference, October 1991.
 California School Nurses Organization – statewide conference, February 1983.
 The Support Center, Revlon Foundation - taught and directed workshops on
 Marketing for Nonprofit Organizations, semi-annually 1986 - present.

University Service

University Level

Student Learning Outcomes Committee – 2006 – present
 Undergraduate Council – 2005 – present
 Undergraduate Division Dean Search Committee – 2001
 Senate Elections Committee
 Student Outreach Services (marketing advice and consultation)
 Graduate Recruitment Committee

College of Business

College of Business Assessment Committee, Chair – 2007 – present.
 College of Business Executive Committee – 2000 – present.
 Undergraduate Committee – 2000 – present.

Distance Education Committee, 2006.
 Assistant Dean Search Committee, 2005.
 Associate Dean Search Committee, Chair -- 2004
 College of Business Reaccreditation Committee – 2000 – 2003
 Graduate Committee - 1996 - 1999, chair.
 CED Faculty Advisory Board, 1998 – present.
 Dean Search Committee – 1996- 1997
 MBA Review Committee - 1995/1996
 Undergraduate Curriculum Taskforce - 1995/1996
 Appointment & Promotion Committee - Graduate Studies Subcommittee.
 I served on this committee 1983 - 1993. Fall semester 1991
 through Fall semester 1992 I chaired the sub-committee on graduate
 studies. During this period the sub-committee developed a new MBA
 program.

Department of Marketing

Assessment Committee, Chair – 2006 – 2007
 American Marketing Association Student Chapter Faculty Adviser, 1987-2000.
 Adviser to all Marketing concentration MSBA students, 1984-1999.
 Scholarship Committee (Chairperson)
 Recruiting Committee
 Graduate Curriculum Committee

Professional Affiliations

Active:

Academy of Marketing Science
 Marketing Educators Association

Former:

American Marketing Association
 Association for the Advancement of Health Care Research
 Southern Marketing Association
 Decision Sciences Institute

Professional Activities

SDSU Post-Employment Training – Rehabilitation Administration (PETRA)

Developed and regularly teach two day seminar to participants in the PETRA program.

SDSU Community Economic Development Certificate Program

Developed and taught two day seminar to participants in CED program. Participants are primarily representatives of not-for-profit organizations with community ties.

Girl Scouts of San Diego and Imperial Counties; Girl Scouts of Central Maryland

Developed and taught full day training sessions for the organization's Marketing and Membership Specialists staff.

Junior League of San Diego

Worked extensively with the Junior League since Spring 1988, aiding them with marketing planning and conducting workshops on marketing and research. Served as volunteer on Community Advisory Board, 1988-1990.

Easter Seals Association, Western Regional Office

Presented workshop to executive directors, October 1987.

Allied Home Health Care Association, San Diego

Developed marketing plan, 1987.

Ft. Meyers Community Hospital, Ft. Meyers, FL

Investigated and made recommendations regarding employee satisfaction.

Vicorp Corp., San Diego, CA

Provided professional services in design and analysis of an employee morale and attitude study to all non-management employees.

Association for Retarded Citizens, San Diego, CA

Provided professional services through completion of a marketing audit as well as the research, design, and implementation of a marketing program for ARC.

Editorial Comment and Review

I have provided this service for numerous Principles texts as well as textbooks in Consumer Behavior, Marketing Management, and Nonprofit Marketing for a wide variety of publishers.

References on request

May 2007