
Robert Cosenza, Ph.D.

Clinical Professor of Marketing

**Department of Marketing
School of Business Administration
The University of Mississippi
University, MS 38677**

rcosenza@bus.olemiss.edu

Professional Interests

Research Interests

Interactive Marketing Strategy particularly the semantic web, Blogging as multi-channel and IMC, Internal Marketing and Employee retention, New technologies and delivery systems for distributed marketing education

Teaching Interests

Interactive Marketing, Professional Selling, Marketing Management/Strategy

Academic Background

Ph.D. University of Kentucky, Lexington, KY, Marketing Management /Statistics, 1980

M.B.A. Bernard Baruch College, CUNY, New York, NY, Marketing Management, 1970

B.S. St. Peters College, Jersey City, NJ, Marketing/Management, 1968

Dissertation

Dissertation

Analysis of Husband and Wife Decision Making and Decision Dominance, University of Kentucky, 1980

Work Experience

Academic Experience

Clinical Professor of Marketing, School of Business Administration, Department of Marketing, (2002 - Now). Continuing Education and Outreach, The University of Mississippi, Desoto Center.

Professor of Marketing, Department of Management and Marketing, Christian Brothers University, School of Business (1999 - 2002). Former Director of the Knowledge Institute (The Knowledge Institute houses The Global Center, The Corporate University, and The Executive Minority Management Center).

Adjunct Full Professor of Business, Georgia Military Community College (1998 - 1998). Taught Business Communications and Small Business. Also, filled the role of New Student High School Recruiter.

Adjunct Full Professor of Marketing, Graduate School of Management and Technology, University of Maryland University College (1998 - 1998). Taught Integrated Database/Direct Marketing in a Web Based, Distance Learning venue.

Adjunct Full Professor in the MBA for Experienced Professionals Program, Kennesaw State University (1996 - 1998). the Physician's MBA Program and the MBA program in the Michael J. Coles School of Business, .

Professor of Marketing and Chair of Department of Marketing and Real Estate, College of Business, State University of West Georgia (1994 - 1996).

Professor of Marketing, School of Business and Administration Sciences, California State University (1990 - 1994).

Associate Professor of Marketing and Coordinator of Special Business Programs, Seaver College, Pepperdine University (1986 - 1990).

Visiting Lecturer, Department of Marketing, San Diego State University (1985 - 1985).

Non-Academic Experience

National

Associate Professor of Marketing and Coordinator of the Marketing Major, McLaren College of Business, University of San Francisco (1982 - 1984).

Teaching

Courses Taught

Basic Management, Business Communication, Business Research, Buyer-Seller Communications, Consumer Behavior, E-Commerce, Entrepreneurship, Integrated Direct Marketing, Introduction to Retailing, Marketing Management, Marketing Policy and Strategy, Marketing Principles, Marketing Research, Marketing Research, Marketing/Management, Retailing, Sales Management, Services Marketing, Special Topics in Business

Teaching Skills

Distributed Education, Synchronous, Online: Course development and delivery

Other Teaching Activities

Distance Learning

2009 - Distance Learning. During 2008-2009 I have completely revamped my teaching website to engage my students interactively while providing them with incredible course/learning information access. In addition, I have revised all of my classes to a changing business environment-emphasizing Marketing in a recessionary period. I have been complimented by students who say that I have the best site for delivery of the DL classes at SOBA/Outreach.

2008 - Distance Learning. Due to an illness that left me homebound for most of the 2007-2008 evaluation period, I was afforded the opportunity to experiment with new DL delivery methods. Outreach was gracious enough to accommodate my illness and allow me to attempt to deliver course live/synchronously from my home. This was an incredible experience and allowed tech/outreach to test various delivery technology and delivery mechanisms over DSL/Cable lines. It also allowed me to test various technologies to improve my DL delivery, including graphics tablets in lieu of elmo, and live audio and video feeds from managerial level colleagues across the country-to compliment classroom delivery and enhance student learning. The experiments are currently being evaluated and a full report will be available in the Fall of 2008.

2006 - Distance Learning. Continue to refine distributed classes for delivery to Desoto, Tupelo, Booneville.

2005 - Distance Learning. Continue to refine distributed classes for delivery to Desoto, Tupelo, Booneville.

Course (New) - Creation/Delivery: Conventional

2008 - Course (New) - Creation/Delivery: Conventional. Development to compensate for lack of Managerial Accounting class for the major, and to bulk up the skill sets of our Outreach students -in applying learned math, stat, MR, financial concepts to marketing problems. The second course will be developed during the Spring of 2008 and offered in the testing phase during the August 2008-2009 intersession, Bus 400, Marketing Analytics. Hopefully, continued testing and feedback from our students will help me propose the new course to the faculty by 2010-2011 AY for continued implementation.

2008 - Course (New) - Creation/Delivery: Conventional. This new course has been in the testing phase 2007-2008 as an intersession class- Interactive Marketing (Bus 400). I intend to formalize the course during the 2008-2009 AY to be offered officially in May intersession 2009 and then continuously during the subsequent AYs. Basic Syllabus available on my website.

Innovations in Course Content / Presentation

2011 - Innovations in Course Content / Presentation. Continue to improve delivery and presentation of content in Internet format. Developed a new course to be offered as an elective in Marketing and Management which stresses the use of the Internet, New Media, and Databases for Marketing/Management. Course will include SAP, Oracle, Sas, etc as management/decision making tools. Will be offered continuously in winter session and summer session. The course will be tool bases as well as decision based and taught in a DL format.

2010 - Innovations in Course Content / Presentation. Developed a new course to be offered as an elective in Marketing and Management which stresses the use of the Internet, New Media, and Databases for Marketing/Management. Course will include SAP, Oracle, Sas, etc as management/decision making tools. Will be offered in Fall 2009-2010 and Summer. The course will be tool bases as well as decision based and taught in a DL format.

2008 - Innovations in Course Content / Presentation. During 2007-2008, I have completely revamped my teaching website to engage my students interactively while providing them with incredible course/learning information access. I have been complimented by students who say that I have the best site for delivery of the DL classes at SOBA/Outreach.

2008 - Innovations in Course Content / Presentation. My goal for 2007-2008 AY was to create better methods to engage SH (and Other Outreach) marketing students in the DL environment to make the class setting appear without bounds, spatial separation, and highly interactive - as if they were in a traditional setting. This will require experimentation with new techniques and equipment that I will request from SH/Outreach. The first experiment was conducted in the Spring of 2007-2008 using a web based interactive webcam system so that teams can be formed between sites instead of within sites. Students have been asking for this capability so they will feel more interactive after hours with the other site students.

Research/Intellectual Contributions:

Refereed Articles

- Cosenza, R. & Rickman, T. (in press, 2007). The Feasibility of the Weblog - Text Mining Approach for Fast Fashion Trending. *Journal of Fashion Marketing and Management*, 11 (4), 604-641.
- Cosenza, R. (2004). Investigating the Curricula Effects of Business Ethics for the Net-Generation College Student Regarding Music Piracy Behavior. *Journal of the Academy of Business Education*, 5.
- Cosenza, R. (2002). Designing Interactive Websites That Sell: A Marketing Perspective. *Journal of Business Disciplines*.
- Cosenza, R. (2002). Profiling Later Aged Female Teens: Mall Shopping Behavior and Clothing Choice. *Journal of Consumer Marketing*, 19 (5).
- Cosenza, R. (2000). The Impact of Ecommerce on the Merchandising of Women's Clothing In Traditional Shopping Centers/Malls. *Journal of Shopping Center Research*, 7 (2).
- Cosenza, R. (1999). A Conceptual Choice Model for Hospital Services. *Journal of Marketing Theory & Practice*, 7 (4).
- Cosenza, R. (1998). Reducing Truck Driver Turnover: An Internal Marketing Perspective. *Journal of Transportation Management*.
- Cosenza, R. (1998). Reducing Turnover In Public Accounting Firms: An Internal Marketing Strategy. *Journal of Professional Services Marketing*, 17 (2).
- Cosenza, R. (1998). Service/Good Analysis: A New Theory with Application Methodology . *Journal of Marketing Theory & Practice*.
- Cosenza, R. (1997). Internal Marketing Can Reduce Employee Turnover. *Supervision*.
- Cosenza, R. (1997). Limitless Versus Sustained Growth Strategies: What's The Answer To The Corporate Growth Dilemma? . *Business Forum*.
- Cosenza, R. (1997). Ten Thoughts On Employee Retention. *HR Focus*.
- Cosenza, R. (1988). Segmenting Local Residents By Their Attitudes, Interests, and Opinions Toward Tourism. *Journal of Travel Research*.
- Cosenza, R. (1987). Redress Response and Its Effects on Company Impression. *Public Relations Review*, XIII (3).
- Cosenza, R. (1985). Family Decision-Making: Decision Dominance Structure Analysis--An Extension. *Journal of the Academy of Marketing Science*, 13 (1, 2).
- Cosenza, R. (1982). Managing Consumer Dissatisfaction: The Effective Use of the Corporate Written Response to Complaints. *Public Relations Quarterly*, 27 (1).
- Cosenza, R. (1982). The Estimation of Single Copy Newspaper Sales: A Tertiary Market Demand Model. *Interfaces*, 27 (1).
- Cosenza, R. (1981). A New Method for Handling Consumer Complaints. *Public Relations Journal*, 37 (12).
- Cosenza, R. (1981). Assessing the Value of Accounting Instruction. *Business Education Forum*, 35 (7).
- Cosenza, R. (1981). Family Vacation Decision-Making Over the Family Life Cycle: A Decision and Influence Structure Analysis . *Journal of Travel Research*, 20 (2).
- Cosenza, R. (1980). The Effect of the Wife's Working Status on Familial Dominance Structure. *Journal of the Academy of Marketing Science*, 8 (2).
- Cosenza, R. (1977). Responding to the Consumer Complaint Letter. *Public Relations Journal*.
- Cosenza, R. (1975). Computer-Assisted Instruction and the Police Administration Curriculum--An Experiment. *The Police Chief Journal*.
- Cosenza, R. (1975). Corporate Grievance Communication. *Journal of Business Communication*.
- Cosenza, R. (1975). RE: Statistics, A Comment. *Journal of Sex Research*.

Papers Under Review

- Rickman, T., Solomon, M., Kwon, W., & Cosenza, R. (2011). "Credibility in the Blogosphere: A Study of Measurement and Influence of Wine Blogs as an Information Source," Initial submission to Journal of Consumer Research.
- Cosenza, R. (2010). "Textbook choice, length, content delivery and price as a determinant of student grade outcomes," Initial submission to Journal of Marketing Education.
- Cosenza, R. & She, S. (2010). "Organization Retention Quality as a Predictor of Employee Turnover in Malaysian Accounting Firms," Initial submission to Asian Journal of Accounting and Governance.
- Cosenza, R. (2010). "CRA and Brand analysis using social media," Initial submission to Journal of Marketing Theory & Practice.
- Cosenza, R. (2005). "Alumni Giving: A Preliminary Investigation of the Role of Service Quality Performance as a Predictor of Giving Behavior," Revised and resubmitted to Research in Higher Education.
- Cosenza, R. (2005). "The Five Customer Contact Points Model for Effective E-Business Integration," Initial submission to Quarterly Journal Of Electronic Commerce.

Book

- Cosenza, R. (1996). Business Research for Decision-Making, Fourth Edition, Pacific Grove, CA: ITP/Duxbury.
- Cosenza, R. (1993). Business Research for Decision-Making, First, Second, Third Edition (1985-1993), Belmont, CA: Wadsworth Publishing Co.
- Cosenza, R. (1993). Instructor's manual, Business Research for Decision-Making, First, Second, Third Edition (1985-1993), Belmont, CA: Wadsworth Publishing Co..
- Cosenza, R. (1993). Marketing: Principles and Strategy, Second Edition by Henry Assael (Test Bank), Forth Worth, TX: Dryden Press.
- Cosenza, R. (1993). Guidebook for Business Analysis Methods, College Park, MD: University of Maryland University College.
- Cosenza, R. (1988). COMPUPROBS: A New Approach to Marketing Education, Plano, TX: Burr Ridge Publishers, Richard D. Irwin, Inc..

Book Chapters

Refereed

- Cosenza, R. (2007). "Authored 1300+ question test bank ", Marketing Research: An Aid to Decision Making, 3e by Alan T. Shao and Kevin Zheng Zhou Mason, Ohio: Thomson Custom Publishing.
- Cosenza, R. (2006). "Distribution", In Michael Solomon and Elnora Stuart (Eds.) Marketing: Real People Real Choice, Fourth Edition. Prentice Hall.
- Cosenza, R. (2006). "Authored Power Point Quiz Questions:", In Michael Solomon, Greg W. Marshall, and Elnora Stuart, (Eds.) Marketing: Real People Real Choices, Fourth Edition. Prentice Hall,.
- Cosenza, R. (2004). "Retailing and E-Commerce", In Michael Solomon and Elnora Stuart (Eds.) Marketing: Real People Real Choices, Third Edition. Prentice Hall.

Monograph

- Cosenza, R. (2002). Marketing Management: An Interactive Case Approach Planicom: Marketing/Training.
- Cosenza, R. (1993). Rewriting, Starting and Managing the Small Business, (Kuriloff, Hemphill, Cloud), to give it an entrepreneurial focus emphasizing creativity, technology.: McGraw Hill.
- Cosenza, R. (1982). A General Paradigm of Dominance in Family Purchase Decision Making, Working Paper Series No. 1, University of San Francisco: McLaren College of Business,.
- Cosenza, R. (1981). MARKSIM: A Database University of Central Florida.
- Cosenza, R. (1977). Contemporary Solution Techniques to the Warehouse Location Problem, Working Paper Series No. 4, DeKalb, IL: School of Business, Northern Illinois State University,.

Refereed Proceedings

Full Paper

- Cosenza, R. (2006). The Changing Digital Dynamics of Multichannel Marketing: The Feasibility of the Weblog - Text Mining Approach for Fast Fashion Trending. Direct Marketing Educator's Conference.
- Cosenza, R. (2006). Marketing Men's Basketball at Asouth University: A Case and Teaching Note. Hawaii International Conference on Business.
- Cosenza, R. (2006). A Methodology for Determining and Implementing a Campaign to Increase Student Attendance at Men's Basketball Games. Association of Marketing Theory and Practice Conference.
- Cosenza, R. (2004). A Conceptual Look at the Me Role in Clothing Purchase Decisions: Implications for Targeting and Retailing. Applied Business Research Conference.
- Cosenza, R. (2002). Validating Web Research Using Related Media Surveys and Alternative Survey Entry Links/Banners. Educator's

Conference of the Direct Marketing Educational Foundation.

Cosenza, R. (2002). Factors Affecting The Marketing Of Child-Care Services To Inner-City African American Families. Association of Marketing Theory and Practice Conference.

Cosenza, R. (2001). Determinant Skills For Developing Effective Marketing Curriculum. Academy of Marketing Science Conference.

Cosenza, R. (2001). Factors Affecting Advising Quality In Private Universities: A Preliminary Investigation. Allied Business Academies, Annual Meeting.

Cosenza, R. (2000). Surviving The Click versus Brick Wars by Managing Five Customer Contact Points. Direct Marketing Educator's Conference.

unknown, u. & Cosenza, R. (2000). Psychographic Profile Differences of Rural Out-shoppers for Healthcare: Preliminary Findings. Association of Marketing Theory and Practice Conference.

Cosenza, R. (2000). Shopnow.com. Annual SECRA Meeting.

Cosenza, R. (1996). An Example of Service/Good Analysis of a Traditional Pure-Service Product: The Personal Automobile Policy (PAP). Association of Marketing Theory and Practice Conference.

Cosenza, R. (1996). Mexico's Roller Coaster Economic Ride As A Predictor of Consumer Attitudes. Association of Marketing Theory and Practice Conference.

Cosenza, R. (1995). Implementing a Two-way Interactive Distance Education Program: Some Suggestions. Association of Marketing Theory and Practice Conference.

Cosenza, R. (1995). Senior Services Network, Inc. (Seat Lift Technology). Decision Sciences Institute Annual Meeting.

Cosenza, R. (1995). Consumers' Attitudes Towards Marketing and Business Practices Pre and Post The December 1994 Peso Devaluation in Mexico. Academy of Business Administration, Global Business Trends Conference.

Cosenza, R. (1993). A New Approach to Teaching the Bayesian Model of Decision Analysis. International Academy of Business Disciplines Conference.

Cosenza, R. (1992). Put Yourself in their Shoes: Are Marketing Educators Image-Makers or Breakers--Some Marketing Students' Views, . Southern Marketing Association.

Cosenza, R. (1991). The Role of Perceived Safety in Airline Passengers' Decision-Making Processes, . Atlantic Marketing Association.

Cosenza, R. (1990). The Effects of Videotape and Interactive Videos on Learning Marketing Principles: An Exploratory Study,. Western Educators in Marketing.

Cosenza, R. (1988). Matching Response to Expectations: The Search for Efficiency and Effectiveness in Dealing With Complaint Behavior, . Southern Marketing Association.

Cosenza, R. (1988). The Dull Accountant, Can We Change the Image. Annual Western Region Meeting of the American Accounting Association.

Cosenza, R. (1988). Production Planning in a Dualistic Newspaper Market, . Decision Sciences Institute, Western .

Cosenza, R. (in press, 1987). Strategies to Enhance Family Financial Decisions,. International Conference on Family Strengths.

Cosenza, R. (1986). Age Segments in the Senior Markets: Do They Exist,. Southern Marketing Association.

Cosenza, R. (1985). Business Research and Decision-Making: The Time Has Come,. Southern Management Association.

Cosenza, R. (1985). Integrating Microcomputers in the Marketing Curriculum through the Use of Marketing COMPUPROBS,. ABSEL, Developments in Business Simulation and Experiential Exercises, 12.

Cosenza, R. (1983). Acceptance of Biofeedback as a Basis for Promotive Health Care: An Exploratory Analysis,. Association for Consumer Research, Annual Health Conference.

Cosenza, R. (1983). Family Decision-Making in the Later Stages of the Family Life Cycle, . Association for Consumer Research, Annual Health Conference.

Cosenza, R. (1983). Can Complaint Knowledge and Experience Affect Perceived Consumer Satisfaction? . Southwest Marketing Meeting.

Cosenza, R. (1982). Identifying Search Prone Segments in the Service Sector: A Test of Taxonomic Approach,. Academy of Marketing Science Conference.

Cosenza, R. (1981). A Tertiary Market Demand Estimation Problem: An Integrated Mode Approach . American Institute of Decision Sciences, National .

Cosenza, R. (1981). Consumer Complaint Experiences as a Determinant of Perceived Satisfaction with Company Response to Written Communications. American Institute of Decision Sciences, National .

Cosenza, R. (1980). The Vacation Purchase Decision: A Family Life Cycle Analysis. Southern Marketing Association.

Cosenza, R. (1980). Predictive Sociographic Modeling and Rural Food Stamp Participation. Southern Marketing Association.

Cosenza, R. (1979). Profiling Rural Food Stamp Participation: A Marketing Management Perspective. American Institute of Decision

Sciences, National .

Cosenza, R. (1979). Small Group Product Set and Interaction Constructs in Family Decision Research, . Southern Marketing Association.

Cosenza, R. (1978). Differential Search Propensities and the Use of Market Offerings in a Service Context. Southern Marketing Association.

Cosenza, R. (1978). The Academy of Management Journal: A Review of the Various Organization Settings Used in Research. Southwest American Management Association.

Cosenza, R. (1978). Teacher Evaluations Revisited: The Effects of Timing of Evaluation and Course Work Load on Teacher Ratings Relative to a Principles of Marketing Course. Southern Marketing Association.

Cosenza, R. (1977). Multivariate Analysis of the Components of Consumer Satisfaction with Respect to Consumer Grievance Letters. American Institute of Decision Sciences, Southeast .

Cosenza, R. (1976). An Examination of the Influence of Method Variance on Student Ratings of Instruction . American Institute of Decision Sciences.

Cosenza, R. (1975). A Quantitative Evaluation of Corporate Grievance Communication with Respect to Recipient Satisfaction. Academy of Management Meeting.

Cosenza, R. (1975). Computer-Assisted Instruction in a Police Administration Curriculum,. American Institute of Decision Sciences.

Cosenza, R. (1975). A Classification, Contingency Table Approach to Teaching an Introductory Course in Statistics with BASIC Computer Instruction Capabilities,. American Institute of Decision Sciences, Midwest Region.

Abstract Only

Cosenza, R. & Rickman, T. (2009). Every Word Tells a Story: Finding the Characteristics of a Direct Marketing Offer Through Graphical Textual Analysis. Direct Marketing Education Foundation Conference.

Working Papers

Cosenza, R. (2010). "The moderating role of risk in trust development using social media" targeted for Journal of Applied Business Research.

Cosenza, R. (2009). "Predicting with Words, Modelling Brand Impact using CRA" targeted for Journal of Advertising.

Cosenza, R. (2008). "Antecedents of weblog WOM" targeted for Journal of Interactive Marketing.

Cosenza, R. (2006). "So You Want To Sell A Forklift On The Internet" targeted for Annual Direct Marketing Educator's Conference.

Cosenza, R. (2005). "Developing two long cases for Decision Science Case Writers, + teaching notes: Apollo Group & Jet Blue ".

Cosenza, R. (2005). "Pacific Dairy" targeted for American Case Research Journal.

Cosenza, R. (2005). "Ethical Internet Behavior of Future Music Managers: To Download/Copy Copyrighted Materials or Not".

Book Supplement

Cosenza, R. (2006). "TEST BANK: Marketing Research: An Aid to Decision Making, 3e, Alan T. Shao, Kevin Zheng Zhou", TEST BANK: Marketing Research: An Aid to Decision Making, 3e, Alan T. Shao, Kevin Zheng Zhou, (pp. 250 Pages). STAMFORD, CT: Thomson Higher Education.

Presentation of Refereed Papers

International

Cosenza, R. (2006, May). Marketing Men's Basketball at Asouth University: A Case and Teaching Note. Hawaii International Conference on Business, Honolulu, Hawaii.

Cosenza, R. (2004, March). A Conceptual Look at the Me Role in Clothing Purchase Decisions: Implications for Targeting and Retailing. Applied Business Research Conference, San Juan, Puerto Rico.

Cosenza, R. (1995, December). Consumers' Attitudes Towards Marketing and Business Practices Pre and Post The December 1994 Peso Devaluation in Mexico. Academy of Business Administration, Global Business Trends Conference, Unknown, Unknown.

Cosenza, R. (1994, December). Chaos Theory: Is it Useful for International Marketers . International Meeting of AIESEC, Marketing and MBA Congress, Thessaloniki, Greece.

Cosenza, R. (1993, April). A New Approach to Teaching the Bayesian Model of Decision Analysis . International Academy of Business Disciplines Conference, New Orleans, Louisiana.

Cosenza, R. (1992, November). International Versus American Students' Perceptions of an Accountant's Image . Asian-Pacific on International Accounting Issues, Annual Conference, Dunedin, New Zealand.

Cosenza, R. (1984, July). Production/Inventory Modeling: An Application to Daily Publications. TIMS International XXVI, Copenhagen, Denmark.

National

- Cosenza, R. & Rickman, T. (2009). Every Word Tells a Story: Finding the Characteristics of a Direct Marketing Offer Through Graphical Textual Analysis. Direct Marketing Educator's Conference, San Diego, California.
- Cosenza, R. (2006, November). The Changing Digital Dynamics of Multichannel Marketing: The Feasibility of the Weblog - Text Mining Approach for Fast Fashion Trending. Direct Marketing Educator's Conference, San Francisco, California.
- Cosenza, R. & Langford, B. (2006, March). A Methodology for Determining and Implementing a Campaign to Increase Student Attendance at Men's Basketball Games. Association of Marketing Theory and Practice Conference, Jekyll Island, Georgia.
- Cosenza, R. (2002, November). Consider Web Research When Immediacy and Sample Size are Paramount. Academy of Business Disciplines, Ft. Myers Beach, Florida.
- Cosenza, R. (2002, October). Validating Web Research Using Related Media Surveys and Alternative Survey Entry Links/Banners. Educator's Conference of The Direct Marketing Educational Foundation, San Francisco, California.
- Cosenza, R. (2002, March). A Market Approach To Designing Websites That Sell. Association of Marketing Theory and Practice Conference, Savannah, Georgia.
- Cosenza, R. (2002, March). Factors Affecting The Marketing Of Child-Care Services To Inner-City African American Families. Association of Marketing Theory and Practice Conference, Savannah, Georgia.
- Cosenza, R. (2001, May). Determinant Skills For Developing Effective Marketing Curriculum. Academy of Marketing Science Conference, San Diego, California.
- Cosenza, R. (2001, April). Factors Affecting Advising Quality In Private Universities: A Preliminary Investigation. Allied Business Academies, Annual Meeting, Nashville, Tennessee.
- Cosenza, R. (2000, November). Surviving The Click versus Brick Wars by Managing Five Customer Contact Points. Direct Marketing Educator's Conference, New Orleans, Louisiana.
- Cosenza, R. (2000, March). Psychographic Profile Differences of Rural Out-shoppers for Healthcare: Preliminary Findings. Association of Marketing Theory and Practice Conference, Hilton Head, South Carolina.
- Cosenza, R. (2000, February). Shopnow.com. Annual SECRA Meeting, Myrtle Beach, North Carolina.
- Cosenza, R. (1996, April). An Example of Service/Good Analysis of a Traditional Pure-Service Product: The Personal Automobile Policy (PAP). Association of Marketing Theory and Practice Conference, Hilton Head, South Carolina.
- Cosenza, R. (1996, April). Mexico's Roller Coaster Economic Ride As A Predictor of Consumer Attitudes . Association of Marketing Theory and Practice Conference, Hilton Head, South Carolina.
- Cosenza, R. (1995, November). Senior Services Network Inc (Seat Lift Technology) . Decision Sciences Institute Annual Meeting, Boston, Massachusetts.
- Cosenza, R. (1995, April). The Business School in Transition . Association of Marketing Theory and Practice Conference, Savannah, Georgia.
- Cosenza, R. (1995, March). Implementing a Two-way Interactive Distance Education Program: Some Suggestions . Association of Marketing Theory and Practice Conference, Unknown, Unknown.
- Cosenza, R. (1987, November). Compu-playtronics . Decision Science Association, Annual Meeting of the Case Writers, Boston, Massachusetts.
- Cosenza, R. (1984, April). Physiological and Psychological Union as a Necessary Step Toward the Understanding of Consumer Information Processing . American Academy of Advertising, Denver, Colorado.
- Cosenza, R. (1983, November). Production Planning in the Newspaper Rack Market. ORSA, TIMS, Orlando, Florida.
- Cosenza, R. (1975, February). Business Statistics. AACSB, Facilitation of Learning Workshop, Memphis, Tennessee.

Regional

- Cosenza, R. (2000, August). Hot Potatoes: Web Based Courseware Development Suite That Is Shareware. Excellence in Teaching Conference-Christian Brothers University, Memphis, Tennessee.
- Cosenza, R. (2000, April). How will Etailing Affect Traditional Shopping: A Futurists View. International Council of Shopping Centers, Southeast Division Meeting, Unknown, Unknown.
- Cosenza, R. (2000, January). The Future of Business Education. Christian Brothers University, The Faculty Forum, School of Business, Memphis, Tennessee.

Research Grants

Funded

- 2005: Robert, C., Access to the WebSurveyor Academic Grant software through August 31, 2007., WebSurveyor Academic Grant Program.

1997: Cosenza, R., DOAS, Development grant, and incorporation of Lotus: Learning Space into EMBA for Physicians,(\$70,000.00), , Kennesaw State University.

1995: Robert, C., Distance Learning Grants for Program Development, and Learning Outcome Assessment, 1995. (\$5000, \$5000), GSAMS,.

1991: Robert, C., 1991-1992; 1992-1993. (\$3000, \$2500), CSUF, School of Business & Administrative Sciences, .

1991: Robert, C., University Research Grant, 1991-1992. (\$2000), CSUF.

1989: Robert, C., (\$2000), Pepperdine University Research Grant,.

Cases

Cosenza, R. (1995). "Senior Services Network, Inc. (Seat Lift Technology)", National Decision Science Case Writer's Institute.

Cosenza, R. (1993). "Pastalena and Edna and Doug's Travel", In Kuriloff, Hemphill, Cloud (Ed.) Starting and Managing the Small Business McGraw Hill.

Cosenza, R. (1992). "Gold's Gym: Agoura, California", National Decision Science Case Writer's Institute.

Cosenza, R. (1991). "MCA, Inc.", National Decision Science Case Writer's Institute.

Cosenza, R. (1990). "Pastalena: A Gourmet Takeout Restaurant", National Decision Science Case Writer's Institute.

Cosenza, R. (1989). "Playboy Enterprises", National Decision Science Case Writer's Institute.

Cosenza, R. (1988). "REMA Ltd.: The Case of an Industrial Machine Tool System", In Michael Morris (Ed.) Industrial Marketing. Merrill Publishing.

Cosenza, R. (1988). "REMA Ltd. and Comuplaytronics", National Decision Science Case Writer's Institute.

Research Honors and Awards

Honor

1977: American Marketing Association Consortium Fellow, University of Pennsylvania, Wharton School,.

Other Research Activities

1981: Special Projects or Assignments. "MARCASIM: Marketing Case Analysis Simulation,"developed from an Instructional Resource Center Grant, University of Central Florida, 1981; with software, instructor's and student manuals.

Service:

Service to the University

Department Assignments

Faculty Advisor:

1994-1995 – 1995-1996: State University of West Georgia, Department of Marketing and Real Estate: Co-Faculty Advisor to PSE Chapter

College Assignments

Chair:

2000-2001 – 2004-2005: Curriculum Re-engineering, School of Business, Christian Brothers University

1999-2000: Curriculum Re-engineering, School of Business, Christian Brothers University

1999-2000 – 2004-2005: AACSB Curriculum Committee, School of Business, Christian Brothers University

1991-1992 – 1992-1993: School of Business and Administrative Sciences, Curriculum Committee: California State University-Fresno

Faculty Sponsor:

2002-2003: Student Direct Marketing Club: Affiliated with DMEF, DMA, and local chapter of DMA, Memphis

Member:

2000-2001: Colloquium 2000 Committee: A consortium committee of UM, Rhodes College, Christian Brothers University, LeMoyne-Own, and UT-Memphis to foster E-collaboration and information sharing in the Memphis, TN community

University Assignments

Faculty Advisor:

1986-1987: Pepperdine University: Faculty Advisor to the Pepperdine Entrepreneur Club (Best Club Award, 1987)

Member:

1990-1991 – 1992-1993: California State University-Fresno, Faculty Senate : Research Committee

1988-1989: Pepperdine University, Faculty Senate: Student Advising Committee

1987-1988: Pepperdine University: Student Life Committee

Service to the Profession**Academic Conference: Panelist**

2010: Direct Marketing Education Foundation Conference (National).

Board Member: PRJ Editorial Review Board

2010: Journal of Marketing Theory and Practice, Editorial Review Board (National).

2009: Journal of Marketing Theory and Practice, Editorial Review Board, Reviewed manuscripts (International).

2008: Editorial Review Board, International Journal of Electronic Business, and Journal of Internet Marketing and Advertising (International).

2008: Editorial Review Board, Editorial Review Board of The Journal of Marketing Theory (International).

2006: Journal of Marketing Theory and Practice, Editorial Review Board (International).

2004: International Journal of Electronic Business and Journal of Internet Marketing and Advertising, College of Informatics, Yuan Ze University, 135 Yuan-Tung Road, Chung-Li, Tao-Yuan 320, Taiwan, China (International).

2004: Journal of Marketing Theory and Practice, Colorado State University, Fort Collins, Colorado (National).

Editorial: Non-PRJ

2006: Journal of the Association of Marketing Theory and Practice, SMA Journal, Editorial Review Board (International).

Reviewer - Article / Manuscript

2010: Journal of Marketing Theory and Practice (National).

2009: AMA Winter Educators' Conference (International).

2006 – 2007: International Journal of Electronic Business and Journal of Internet Marketing and Advertising, Editorial Review Board (International).

2006: International Journal Of Ecommerce, Reviewer for Three Manuscripts (International).

2006: AMA, Winter Meeting , Reviewer for the Winter Educator's Meeting, AMA (International).

Reviewer - Book / Textbook

2009: Solomon Basic Mktg, Book Review (National).

2009: Spiller, Book Review, Interactive Marketing (National).

2006: Thomson Publishing, Shao: Marketing Research (National).

2006: Prentice Hall, Solomon: Principles of Marketing (National).

2006: Atomic Dog, Reviewed Shao Marketing Research Book (International).

2006: Prentice Hall, Reviewed Three Marketing Books (International).

Reviewer: Ad Hoc Reviewer for a Journal

2009: Editorial Review Board, International Journal of Electronic Business, and Journal of Internet Marketing and Advertising (International).

Reviewer: Book / Textbook

2004: Winer, Marketing Management, 2006 Edition (National).

2004: Peter/Donnelly, Marketing Management, 2006 Edition (National).

2004: Solomon, Basic Marketing, 2006 Edition (National).

Reviewer: Conference Paper

2006: Association of Marketing Theory and Practice, Paper Reviewer (National).

2005: AMA, Summer Meeting, World Congress (National).

2004: AMA, Summer Meeting (National).

Other

Memberships

Academy of Marketing Sciences

Association of Marketing Theory and Practice

Decision Sciences Institute

Direct Marketing Association

Society for Marketing Advances

Travel and Tourism Research Association

Last updated by member on 30-Mar-11 (10:32 AM)