



Dr. Mark S. Rosenbaum

Fulbrighter

Professor of Marketing & Captain, The Citadel

ADDRESS: 307 MIMS AVENUE| CHARLESTON, SC, 29203 (RESIDENTIAL, SC)
2035 ALTA VISTA COURT, NAPERVILLE, IL 60563 (RESIDENTIAL, IL)
TOMMY AND VICTORIA BAKER SCHOOL OF BUSINESS
BASTIN HALL #324, CHARLESTON, SC 29204

EMAIL: MROSENBA@CITADEL.EDU (UNIVERSITY RELATED BUSINESS)
DR.MARKROSENBAUM@GMAIL.COM (ALL NON-UNIVERSITY RELATED BUSINESS)

PHONE: 630.414.6989 (MOBILE)|843.953.7468 (OFFICE)

Summer, 2024

EDUCATION

Ph.D. Arizona State University, W. P. Carey School of Business, 2003; Major Field: Marketing. Emphasis in Services Marketing

M.S. San Diego State University, 1999; Major Field: Total Quality Management
Thesis: A Review of Total Quality Management in Service Industries

M.A. New York University, 1996; Major Field: International Business/Interdisciplinary Studies.

MBA University of Illinois at Chicago, 1991, Major Field: Marketing

B.S. Indiana University, 1988, Major Field: Finance

ACADEMIC EXPERIENCE

2024 – (August) The Citadel, Military College of South Carolina
Professor Marketing & Captain
The Citadel, with its iconic campus located in Charleston, South Carolina, offers a classic military college education for young men and women focused on leadership excellence and academic distinction. The approximately 2,300 members of the South Carolina Corps of Cadets are not required to serve in the military, but about one-third of each class earn commissions to become officers in every branch of U.S. military service. Citadel alumni have served the nation, their states and their communities as principled leaders since 1842

- Teach Strategic Marketing (MBA) and Marketing Research & Analytics (UG)

2022 – 2024 (July 2024) Hawaii Pacific University, Dean, College of Business
Hawai'i Pacific University (HPU) is a private university in Honolulu, Hawai'i. HPU is the largest private university in the central Pacific, most noted for its diverse student body of nearly 5,000 students, representing nearly 65 countries. The school's top academic programs are in Business Administration, Nursing, Biology, Diplomacy and Military Studies, and Social Work. HPU is also present on military installations on the island of O'ahu. HPU was ranked the most diverse school in the U.S, according to a recent ranking analysis conducted by Universities.com.



The College of Business (COB) enrolls about 475 students in its Bachelor of Science in Business Administration, Master of Business Administration, and Master of Business Analytics programs. In addition, the COB welcomes 100 – 200 visiting students throughout the year. The COB is committed to maximizing its location in downtown

Honolulu through local partnerships, real-world projects, faculty with strong professional and academic backgrounds, and a student population that is one of the most diverse in any university, representing a myriad of countries and cultures. Hawai'i Pacific University is accredited by the WASC Senior College and University Commission.

The COB currently employs 15 full-time employees (career track, long-term contracts, and instructors) and 5 – 10 adjuncts (depending on need). The COB operates in-person, online, and hybrid courses in the Honolulu campus and on key military bases. Popular undergraduate concentrations include hospitality management, international business, and marketing. The COB is preparing to launch a Master of Science in Product Management in January 2024 in partnership with Pearson Online Learning Services. College revenues are approximately \$17M (2023).

Key Accomplishments:

Entrepreneurial Mindset

- First university in North America to partner with Coursera's Career Academy to offer 28+ skill-focused, industry micro-credentials to COB and all HPU students. As of April 2023, HPU students had completed over 18,000 lessons, which represented more than 6,000 hours of learning on the Career Academy platform
- Presented HPU's Coursera Academy strategy at the 2023 AACSB Dean's Conference along with Jesus Rosario (Coursera, Account Executive) and Yunzeng Wang (Dean, School of Business Administration, University of California Riverside. Session Title: "How Industry Partnerships Propel Business Students into Desired Career Paths"
- Worked with faculty to incorporate Coursera's Career Academy certificates into undergraduate and graduate business curriculum, including internships and special topics courses. HPU's work with Coursera featured in *Inside Higher Ed*, 5/5/22, "3 Questions for Coursera's Scott Shireman and Hawaii Pacific University's Mark Rosenbaum"
 - <https://www.insidehighered.com/blogs/learning-innovation/3-questions-coursera%E2%80%99s-scott-shireman-and-hawaii-pacific-university%E2%80%99s-mark>

Recipient of Coursera's Campus Transformation Award Winner, presented by Andrew Ng, Co-Founder and Chairman, at the Future of Learning and Work Conference

Revamped the MBA program to require the completion of two Coursera Academy Certificates, coverage provided by Jeff

Maggioncalda, Coursera's CEO, at <https://youtu.be/X0jtSthsPU0>

Led an initiative create a new Master of Business Analytics program to link every course to Coursera's Career Academy

- Panel session member, Future of Higher Education Summit 2023, Coursera , see https://www.coursera.org/campus/resources/webcast/webinar-evolution-of-higher-education/?utm_medium=social&utm_source=linkedin&utm_campaign=hpu-webinar&utm_content=c2b-organic-social&utm_term=aug-31-post



Organizational and Community Partnerships

Partner with Podium to implement a year-round Global Technology program (see <https://www.podiumeducation.com/>)

Partner with Minedge to create and launch a “Lifelong Learning” Continuing Education program (see <https://catalog.minedge.com/hpu>)

Partner with Wix to enhance marketing/communications curriculum

Partner with CareerSpring to assist at-risk students with job opportunities

Revamped BSBA undergraduate from 75 to 60 credit hours to encourage transfers

Developing the first Master of Science in Construction Management program in Hawaii (in partnership with the General Contractors Association of Hawaii)

Worked with the Veteran’s Administration to expand hybrid military programs

Financial Acuity and Ethical Focus

- Uncovered and reported to university leadership/Board of Trustees serious data misrepresentation by previous administrator(s) which put the institution at risk
- Maintain AACSB Educational Membership and served as Co-Chair of the New Dean’s Affinity Group (term ended 6/15/23)
- Refocused the COB back to the university’s mission of offering learners applied, innovative, and experiential curriculum in a teaching-intensive institution
- Enrollment gains in undergraduate and MBA programming since joining HPU

Communication Skills Across All Modalities

- Represent the COB in various formats (press, social media, development/donor meetings, BOT meetings, and in university public relations event)
- Responsible for the administration and content of COB’s Instagram and LinkedIn social media pages
- Meet with prospective students and family members at all “Shark Day” events

2019 - 2021 Saint Xavier University (SXU), Dean and Professor of Marketing (Tenured), Graham School of Management (GSM).



SXU was founded in Chicago by the Sisters of Mercy in 1846, holding the distinctions of being Chicago's first Catholic university as well as the first Mercy institution of higher learning in the world. SXU is accredited by the Higher Learning Commission (HLC) and Conference for Mercy Higher Education (CMHE)The GSM was accredited by the Association to Advance Collegiate Schools of Business (AACSB) in 2014.

The Graham School of Management currently employs 17 full-time employees (tenured, tenure-track and instructors) and 5 – 10 adjunct faculty (depending on need). The operating budget for the GSM was approximately \$3.5M in 2020; College revenues were approximately \$4.2M. SXU student enrollment = 3,500; GSM undergraduate enrollment = 481, and GSM graduate (MBA) enrollment = 159.

Key Accomplishments:

Financial Acuity and Crisis Management

- Received a \$1.8M grant from the US Department of Education’s Institutional Resilience and Expanded Postsecondary Opportunity (IREPO) program to expand dual enrollment programs with community/Southside high schools that prepare Southside

- students for hospitality, culinary, and food safety career pathways
- Led the Graham School of Management through the COVID-19 crisis despite a significant decrease in revenues due to enrollment downturns, health care/pandemic costs, and significantly lower room and board/auxiliary income
- Maintained full employment in the Graham School of Management by implementing administrative cost saving opportunities, by using full-time instructor time efficiently, strategically deploying faculty resources and by analyzing course fill rates using EAB/APS technologies and methodologies
- Attended EAB/APS Course Planning Optimization Training and implemented the tool for course scheduling (Course Planning, Analysis, and Registration Status)
- Instrumental in sunsetting low demand/low yield MBA specializations
 - Implemented Academic Prioritization Program and RPK curriculum portfolio analysis. Prioritized areas of continued investment and redistributed budgets
- Implemented GAAP financial checks on all GSM accounts, including City of Chicago employer reimbursement program, reducing vulnerability and increasing accountability for the City of Chicago program
- Sourced new revenue by allocating under-utilized internal physical space to a local credit union, which was also a key Graham School of Management donor

AACSB Accreditation and Regional/Mission Assessment

- Responsible for Association to Advance Collegiate Schools of Business (AACSB), Higher Learning Commission (HLC Mission Integration, familiar with all five areas), and Conference for Mercy Higher Education assessments
- Successfully completed an AACSB CIR-2 report (1/2020, AACSB Board Approval 6/20). This report extended SXU's accreditation by 5 years
- Developed a brand identity and strategic plan that was approved by the AACSB Board as part of the CIR-2 report (2020)—“Developing Business Leaders with Personal, Professional, and Service Excellence.”
- Updated Assurance of Learning to reflect new skills-based focus (AACSB-2020) Trained by AACSB on: Assurance of Learning (Parts 1 and 2), Continuous Improvement Review, Faculty Standards and Tables, and Business Accreditation Participate in AACSB Communities, AACSB Exchange, and myAccreditation
- Responsible for AACSB DataDirect and for all required data, including Business School Questionnaire (BSQ), Staff Compensation & Demographics Survey (SCDS), and other required questionnaires
- Serve on AACSB New Deans Steering Committee, presented at AACSB ICAM, 2021 regarding “Emerging Competition in MBA Programming”
- Co-presented session on “Adapting to the 2020 Standards” at the AACSB Global Accreditation Conference, September 2021, Virtual Conference, with Rachel Dixon and Suzanne Mintz from AACSB (Accreditation)
- Co-presented session on “Evaluating Faculty Contributions and AACSB-2020,” at the AACSB Europe, Middle East, and Africa Annual Conference, November 2021, Virtual Conference. Co-presenting with Stephanie Bryant from AACSB. Co-Chair, AACSB New Deans Affinity Group
Peer Review Team Volunteer

Cultural Competency and Curriculum Enhancement

- Integrated Chicago Mercantile Exchange programming into undergraduate finance courses, covered by the *Financial Times*, <https://www.ft.com/content/44d2227a-4852-43ef-b123-94ef138ab843>
- Enhanced Project Management, Supply Chain, and IT Management MBA programming by developing a partnership with Axelos. Introduced PRINCE2® and ITIL® certifications. Global coverage at <https://bit.ly/axelossxu>
- Enhanced undergraduate curriculum programming by developing a partnership with Minedge (<https://www.mindedge.com/>). Expansion of Microsoft Excel course and introduction of Practical Business Math
- Require all undergraduate business students to enroll in a Digital Commerce course developed by Wix and to offer all students one-year of complimentary services to operate an online business. Result is that all students have equal entrepreneurship opportunities and digital commerce skills
- All business courses are required to implement an ethical, corporate social responsibility, or citizenship component (AACSB-2020 Standard #9)
- Enhanced curriculum effectiveness by encouraging faculty to list skills, innovation/technology, ethics, and GSM Advisory Board Member approval on each course syllabus; in-line with AACSB-2020 focus on core competencies
- Redesigned Introduction to Business course to align with Mercy Critical Concerns
- Work with JobsEQ data to understand Chicago Region job market and identify skill gaps—led to a curriculum enhancement regarding Excel and Tableau

Communication and Stakeholder Engagement

- Engage in regular communication with the GSM Business Advisory Board, GSM Alumni Board, and GSM Undergraduate Student Advisory Board
- Review GSM Strategic Plan on a regular basis with all stakeholder groups
- Work with Website design team regarding GSM landing pages
- Worked on updating faculty handbook and tenure procedures
- Reach out in personal communication with prospective and enrolled students as well as with at-risk students. Serve on Student Care Committee

Campus Leadership and Commitment to Diversity and Inclusion

- Serve as GSM Internship Coordinator and Course Instructor
- Promote internship opportunities to GSM students and work closely with CareerSpring to encourage first generation and Pell Grant recipients to use the site for internships, job positions, and career mentoring
- Promoted first African American male in the GSM to a tenure-track position
- Oversaw the GSM receiving a \$10,000 grant from PricewaterhouseCoopers to educate and promote Accounting as a major/career at local high schools that cater to financially at-risk, minority students
- Represent the GSM on Executive Leadership Council, Undergraduate Enrollment, Graduate Enrollment, Graduate Council, Operations Continuity, Physical Space, Deans' Council, Emergency Communications, HLC Comprehensive Visit 2021, Mission Integration, and Summer Enrollment Committees

Societal Impact with Research



- Real Impact Awards 2019 Finalist from Emerald Publishing
- Nominated by USC faculty and was 1 of 20 scholars selected by Emerald as engaging in impactful research. “Research Making a Difference”
<https://bit.ly/EmeraldImpact>

“Work on projects that you believe are meaningful, even if you are not sure of a future publication outlet. Meaningful research will get published. Follow your heart.”



Dr. Mark Rosenbaum, Dean, Graham School of Management, Saint Xavier University, United States

2017 - 2019



University of South Carolina, Professor and Chair, Department of Retailing (Tenured)
The University of South Carolina is a public research university in Columbia, South Carolina. Founded in 1801, Columbia is the flagship institution of the University of South Carolina System. Founded in 1962, the College of Hospitality, Retail and Sport Management is one of 14 degree-granting colleges and schools at USC. The College prides itself as being a learning arena where students, teaching excellence and industry leaders come together to advance the world’s customer experience industries.

As the Department of Retailing Chair, I was responsible for 7 full-time tenure and tenure-track employees, 7 full-time instructors, and 1 – 5 adjuncts. The Retailing Department had 450 – 460 undergraduate students. The Department budget was \$90,000 (2019). I developed a luxury retailing program with Polimoda University in Florence, Italy.

Key Accomplishments:

Curriculum Design and Program Enhancement

- Enhanced the retailing curriculum by developing relationships with key organizations: JDA, Wix, Salesforce, Keyhole
Implemented required Global Supply Chain and Services Marketing courses
Reconfigured the undergraduate curriculum to focus on skills-based programming
Hired first African American (female) Director, Dr. Harrison (see reference list) in the Department of Retailing

Fund Raising

- Obtained \$12M gift-in-kind grant from JDA to enhance retailing management, supply chain, and merchandising programs
- Engaged in “Friend Raising” activities with major donors to the College of Retailing, Hospitality, and Sports Management
Worked with the George Rogers Foundation on scholarship development

Assessment and Accreditation

- Led successful Southern Association of Colleges and Schools Commission initial accreditation of the Department of Retailing

Political Acumen and International Skills

- Completed a Fulbright Specialist in Services and Digital Marketing (Uzbekistan); launched the Center for Service Excellence: Focus on Silk Road at Tashkent State University of Economics
Represented the University of South Carolina College of Hospitality, Retailing, and Sport Management at the American Councils for International Education to build relationships with Central Asian universities
Invited by the U.S. Embassy in Tajikistan to discuss curriculum design, services marketing, and digital commerce with Tajik State University of Commerce
Hosted Ambassador Javlon Vakhobov’s delegation tour to the College of Retailing, Hospitality, and Sports Management to discuss university exchanges. This resulted in my visiting Tashkent State University and obtaining a Fulbright Specialist for work in Uzbekistan.
 - Developed a relationship with Alibi Baiturin, Representative Office of Kazakhstan
 - Developed a working relationship with Huseyn Baghirov, Rector, Western Caspian University, Baku, Azerbaijan
 - Created working relationships with the American-Uzbekistan Chamber of Commerce; US-Kyrgyzstan Business Council; US-Tajikistan Business Council, and the US-Afghanistan Business Initiative (Washington, DC based)
 - Represented the College in Macau (Institute for Tourism) and in China (Tianjin University of Science and Technology)
 - Created an MOU with Polimoda University (fashion school), Florence, Italy

2006 - 2017



Northern Illinois University, Kohl’s Corporation Professor of Retail Marketing (Tenured)
Northern Illinois University is a public research university in DeKalb, Illinois. NIU was founded on May 22, 1895. The university is composed of seven degree-granting colleges and has a student body of 25,000 with over 240,000 alumni. Many of NIU's programs are nationally accredited for meeting high standards of academic quality, including business, engineering, nursing, visual and performing arts, and all teacher certification programs.

Key Accomplishments:

Research, Teaching Recognition, and Dedication to Learner Success

Earned tenure to Associate Professor and Promoted to Professor
Named Kohl’s Professor of Retail Marketing in 2012
Recipient Marketing Department Faculty Teaching Excellence Award, 2013
Recipient Marketing Department Faculty Teaching Excellence Award, 2012

International Skills and Political Savviness

- Fulbright Scholar (National University of Management, Cambodia 2009). Taught Services Marketing and Marketing Research.
- Senior Fulbright Scholar (Kathmandu University School of Management, Nepal 2015). Focus on Services Marketing and Research Methodology. Survived 4/2015 earthquake and remained serving in the country to the end of my term.
- Recipient of \$200,000 National Science Foundation Award, along with Engineering, Chemistry, and Physics to design four marketing courses for a Nanotechnology Certificate Program at NIU

Rosenbaum Curriculum Vitae

- Taught Services Marketing and represented the NIU College of Business in Bosnia-Herzegovina, Myanmar, and Colombia

Experiential Learning and Diversity Training

- Taught undergraduate, graduate, and Executive MBA Services Marketing courses at DeKalb, Naperville, Rockford, and Hoffman Estates, IL campuses
- Worked closely with Experiential Learning Center on consulting projects with Chicago and Illinois corporations including Caterpillar, Calamos, McDonald's, Abbott Nutritional Labs, Jewel-Osco, LivingWell Cancer Resource Center, and Turning Point Domestic Violence Center. Research led to several published articles
- Represented the College of Business on university diversity committee. Provided instructors with guidance and thoughts about teaching LGBTIQ students
- Became an "NIU Ally" for Lesbian, Gay, Bisexual, Transgender, and Questioning Students. Completed training, February 2009.
- Recipient of the "Ally Award," by Lesbian, Gay, Bisexual, Transgender Studies Program at Northern Illinois University, April 1, 2008.

2003 - 2006 University of Hawaii at Manoa, Assistant Professor, Department of Marketing



The University of Hawai'i at Mānoa is a public land-grant research university in Mānoa, a neighborhood in Honolulu, Hawaii. It is the flagship campus of the University of Hawai'i system and houses the main offices of the system. The University of Hawai'i at Mānoa Shidler College of Business is in the U.S. state of Hawai'i and is the state's only public business school with graduate, executive and PhD level programs.

Key Accomplishments:

Community Outreach and Entrepreneurial Mindset

- Launched the Center for Retail Excellence with financial support/seed money provided by the Hawaii Retailers Association
- Worked with local retailers and hospitality organizations on research projects: focus on travel and tourism, retailing, and souvenir consumption

Research and Cultural Competency

- Worked with the Center for International Business Education program at UH and led a delegation of business faculty to Japan, China, and Vietnam
Represented UH-Manoa in a University of Denver delegation throughout China, including Hong Kong, Macau, and Shanghai
- Taught Executive MBA courses in Vietnam, as part of a UH Vietnam MBA; taught graduate MBA courses in the Japan-focused/China-focused MBA program; and taught undergraduate, graduate, and executive MBA, and doctoral courses at UH Manoa

2000 – 2003 Doctoral Student/Lecturer, Arizona State University



Arizona State University is a public research university in the Phoenix metropolitan area. Founded in 1885 by the 13th Arizona Territorial Legislature, ASU is one of the largest public universities by enrollment in the U.S. The W. P. Carey School of Business is the

business school of Arizona State University and is one of the largest business schools in the United States, with over 300 faculty, and more than 1,582 graduate and 15,077 undergraduate students.

Research, Curriculum Development and Deployment, and Concentration in the Services Marketing Discipline

Completed my Ph.D. in Marketing (Focus area: Services Marketing)

Taught undergraduate Marketing Research and Marketing Strategy courses

Represented Arizona State University Dept. of Marketing at the Sheth Doctoral Consortium (University of Houston, 2000)

Teaching Awards and Recognition

AMA-Sheth Foundation Doctoral Consortium Fellow, Emory University, 2002

Sun Devil Advocate Teaching Award, 2002

ASU Center for Services Leadership Research Award, 2001

ASU Graduate Student Research Award, 1999

1998 - 1999

Lecturer, San Diego State University & California State University San Marcos

San Diego State University is a public research university in San Diego, California.

California State University San Marcos is a public university in San Marcos, California.

It was founded in 1989 and part of the 23-campus California State University system



SAN DIEGO STATE
UNIVERSITY

Key Accomplishments:

Business Curriculum Development, Deployment, and Teaching Agility

- Completed Master of Science degree in Operations Management at SDSU
- Taught undergraduate SPSS statistics courses at San Diego State University
- Taught undergraduate Operations Management course at Cal State San Marcos



FULBRIGHT SCHOLARSHIPS & FULBRIGHT SPECIALIST DESIGNATION

May, 2019

Tashkent State University of Economics, Uzbekistan, Fulbright Specialist

Tashkent State University of Economics is one of the largest higher education establishments in the sphere of economics in Uzbekistan and in Central Asia. It is the former Tashkent Institute of Economics.

- Taught undergraduate Services Marketing and Digital Marketing courses at TSUE
- Launched the Center for Service Excellence at TSUE
- Provided lectures at Silk Road University, Samarkand University, and at Bukhara State University, Bukhara Uzbekistan
- Represented the State Department in Uzbekistan and on a tour of Tajikistan



January, 2015

Kathmandu University School of Management, Senior Fulbright Scholar

Established in August 1993, KUSOM was the first school to launch a graduate program in Kathmandu University and also the first one to initiate a Master of Business Administration (MBA) program Nepal based on internationally-followed design principles and structure. KUSOM continues to hold the prestigious position of being the leader business school in the country, rated as the best business school in all the business school ratings in Nepal.

- Taught undergraduate Services Marketing and Research Methods courses
- Research projects focused on street harassment and Nepali men in Gulf countries; published in the *Journal of Retailing and Consumer Services* and *Journal of Poverty*



Summer, 2009 National University of Management, Cambodia, Fulbright Scholar



The National University of Management (NUM) is a business school in Phnom Penh, Cambodia. The university provides training programs to all people in the areas of management, economics, commerce, IT, business law, tourism, and foreign languages, accompanied by research and development in response to the needs of the job market.

- Taught undergraduate Services Marketing and Marketing Research courses
- Provided Services Marketing lectures throughout the country
- Research focused on understanding Women's health challenges in Cambodia

OTHER DESIGNATIONS

W.P. Carey School of Business (Arizona State University) Research Faculty Fellow

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of service strategy in the business world.

<https://research.wpcarey.asu.edu/services-leadership/research/faculty-network/usa-faculty/>

Visiting Professor of Services Marketing, Externado University (Bogota, Colombia)

The Universidad Externado de Colombia (Externado University of Colombia) is a private university in Bogotá, Colombia. It has produced graduates including lawyers, academics, judges, financiers, journalists, as well as senior government officials and politicians. The institution grants 4- and 5-year professional degrees, as well as advanced Master and Doctoral degrees.

- Work closely with the Centro de Mercado Department on research and consulting projects, work closely with Centro Mayor Mall in Bogota as consultants
- Teach Services Marketing graduate 3-day intensive course once a year
- https://www.youtube.com/watch?v=Ye6q3PE_Kkw

GUEST LECTURER OF SERVICES MARKETING

- American Hotel Academy, Brasov, Romania
- Externado University, Bogota, Colombia
- Queensland University of Technology, Brisbane, Australia
- University of Queensland, Brisbane, Australia
- Fordham University, New York, USA
- University of Cali, Cali, Colombia
- PS Business School, Yangon, Myanmar
- Slobomir University, Bosnia-Herzegovina
- Royal Institute of Management, Paro, Bhutan
- Institute for Tourism, Macao (China)
- University del Norte, Barranquilla, Colombia

ONLINE TEACHING EXPERIENCE

Northern Illinois University, Department of Marketing

Consumer Behavior (undergraduate); course designer and instructor
Services Marketing (MBA); course designer and instructor

Southern New Hampshire University, Department of Marketing

Rosenbaum Curriculum Vitae

Southern New Hampshire University is a private, non-profit university located between Manchester and Hooksett, New Hampshire. The university is accredited by the New England Commission of Higher Education

Marketing Management (MBA, course consultant and instructor)
Services Marketing (MBA)
Marketing Internship (MBA)
Marketing Capstone (MBA)

Arizona State University, Department of Marketing, W. P. Carey School of Business, Executive Education
Taught Services Marketing online course for the Honeywell-ASU Executive Program
Award recipient for outstanding online faculty for the Honeywell Executive Program

PEER REVIEWED PUBLICATIONS: INTELLECTUAL CONTRIBUTIONS TO SERVICES

Camilleri, M.A., Zhong, L. Rosenbaum, M.S. & Wirtz, J. (2024). Business Ethics Theories (Appendix 1 in "Ethical considerations of service organizations in the information age"), *Service Industries Journal*, Forthcoming.

Mende, Martin and Mark S. Rosenbaum (forthcoming), "Novel TSR Perspectives at Micro Level: Consumers, Co-Workers, and Citizens," *Journal of Service Management Research*, special issue

Rosenbaum, Mark S., and Mahesh Subramony (2024), "SDG Commentary: Economic Services for Work and Growth for all Human," *Journal of Services Marketing* 38 (2), pp. 190-216.

Rosenbaum, Mark S., and Germán Contreras Ramirez (2022), "Reconsidering Services Marketing as a Discipline," *Journal of Global Hospitality and Tourism*, 1 (1), 85-87.

Rosenbaum, Mark S., Volker G. Kuppelwieser, Germán Contreras Ramirez, and Augusto Rodríguez Orejuela (2022), "Understanding health center–client relationships in the context of a developing Latin America country," *International Journal of Hospitality Management*, Special Issue, 112 (July), available at: <https://doi.org/10.1016/j.ijhm.2022.103419>.

Rosenbaum, Mark S., Volker Kuppelwieser, Germán Contreras Ramírez, and Aikaterini Manthiou (2022), "People and Place Attachment: Exploring Compliance in Neighborhood Health Centers," *Health Marketing Quarterly*, 40 (4), 375-395.

Rosenbaum, Mark S., Gabby Walters, Karen L. Edwards, and Claudia Gonzalez-Arcos (2021), "Commentary: The Unintended Consequences of Digital Service Technologies," *Journal of Services Marketing*, 36 (2), 97-109.

Rosenbaum, Mark S., Jill Jensen, and Germán Contreras Ramirez (2021), "Forever young: Gay men and cosmetic medical treatments," *Journal of Services Marketing*, 36 (1), 9-13.

Rosenbaum, Mark S., Germán Contreras Ramirez, Dahlia El-Manstrly, and Jason Sit (2021), "Shoppers Neural Responses to the Mere Social Presence of Others: Insights from an Enclosed Mall," *International Review of Retail, Distribution, and Consumer Research*, 31 (3), 281-298.

Rosenbaum, Mark S., Germán Contreras Ramirez, and Kathy Kawon (2021), "From Overt to Covert: Exploring Discrimination Against Homosexual Consumers in Retail Stores," *Journal of Retailing and Consumer Services* 59, <https://doi.org/10.1016/j.jretconser.2020.102426>

Rosenbaum, Mark S., Karen L. Edwards, and Germán Contreras Ramirez (2021), "The Benefits and Pitfalls of Pop-Up Shops," *Business Horizons*, 64 (1), 93-106.

Rosenbaum Curriculum Vitae

- Russell, Eric M., Hannah Bradshaw, Mark S. Rosenbaum, Sarah Hill, and Rebekah Russell-Bennett, R. (2021), "Intra-sexual female competition and female preference for gay male sales associates," *Psychology and Marketing*, 38 (2), 249-265.
- Russell-Bennett, Rebekah, Mark S. Rosenbaum, and Ryan McAndrew (2020), "Commentary: Exposing a Research Bias or a Relic of Research Practice", *Journal of Services Marketing*, 34 (1), 24-29.
- Rosenbaum, Mark S., Karen L. Edwards, Binayak Malla, Jyoti Regmi Adhikary, and Germán Contreras Ramírez (2020), "Street Harassment is Marketplace Discrimination: The Impact of Street Harassment on Young Female Consumers' Marketplace Experiences," *Journal of Retailing and Consumer Services*, 57 (November). Available at <https://doi.org/10.1016/j.jretconser.2020.102220>
- Rosenbaum, Mark S., Margareta Friman, German Contreras Ramirez, and Tobias Otterbring (2020), "Therapeutic Servicescapes: Restorative and Relational Resources in Service Settings," *Journal of Retailing and Consumer Services*, 55. Available at <https://doi.org/10.1016/j.jretconser.2020.102078>
- Clarke, C. M. A., Buoye, A., Keiningham, T., Kandampully, J., Rosenbaum, M. S., and Juraidini, A. (2019), "Some Foundational Factors for Promoting Human Flourishing," *Humanistic Management Journal*, 4, 219-233.
- Friman, Margareta, Mark S. Rosenbaum, and Tobias Otterbring (2019), "The Relationship between Exchanged Resources and Loyalty Intentions," *Service Industries Journal*, 40 (11/12), 846-865
- Rosenbaum, Mark S. Rosenbaum, Kathy (Kawon) Kim, Germán Contreras Ramirez, Augusto Rodríguez Orejuela, and Joohyung Park (2019), "Improving Well-Being via Adaptive Reuse: Transformative Repurposed Service Organizations," *Service Industries Journal*. 41 (3-4), pp. 223-247.
- Russell-Bennett, R., Raymond P. Fisk, Mark S. Rosenbaum, and Nadia Zainuddin (2019), "Commentary: Transformative Service Research and Social Marketing – Converging Pathways to Social Change," *Journal of Services Marketing*, 33 (6), 633-642.
- Rosenbaum, Mark S. and Germán Contreras Ramirez (2019), "A Neuroscientific Perspective of a Mixed-Use Lifestyle Center," *International Journal of Contemporary Hospitality Management*, 32 (4), 1487-1502.
- Rosenbaum, Mark S. and German Contreras Ramirez (2019), "Viewpoint: The Role of Cancer Resource Center Services on Men's Health," *Journal of Services Marketing*, 33 (6), 643-651.
- Rosenbaum, Mark S., German Contreras Ramirez, Jeffrey Campbell, and Philipp Klaus (2019), "The Product is me: Hyper-Personalized Consumer Goods as Unconventional Luxury," *Journal of Business Research*, 129, 446-454.
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Rosenbaum, Mark S., Rebekah Russell-Bennett, and German Contreras Ramirez (2021), "Editorial: Business Education in Profound Disruption," *Journal of Services Marketing*, 35 (5), 553-558

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Rosenbaum, Mark S. and Rebekah Russell-Bennett (2019), “Developing Substantive Theories into Formal Theories via Disruption,” *Journal of Services Marketing*, 33(5), 572-575.

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PEER-REVIEWED BOOK CHAPTERS—INTELECTUAL CONTRIBUTIONS TO SERVICES

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Rosenbaum, Mark S., Karen L. Edwards, German Contreras Ramirez, and John Grady (2020), “Transformative Service Research: Thoughts, Perspectives, and Research Directions,” in *The Routledge Handbook of Service Research Insights and Ideas*, Eileen Bridges and Kendraw Fowler, eds. Routledge.

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Rosenbaum, Mark S. and Ipkim Anthony Wong (2008), “When Tourists Desire an Artificial Culture: The Bali Syndrome in Hawaii,” in *Tourism Management: Analysis, Behaviour, and Strategy*, ed. Arch Woodside and Drew Martin, Oxfordshire, UK: CABI, 174-184.

INVITED THINK-TANK CONFERENCES/WORKSHOPS: PLANNING A FUTURE AGENDA

“Interdisciplinary Service Research in Action.” Presented at the Let’s Talk about Service Conference, hosted by Fordham University, New York, NY, December 4-6, 2019.

Social Innovation Thought Leadership Conference, hosted by Fordham University, Tarrytown, NY, November 1-3, 2018. Measurement and Outcomes: Assessing the Economic and Social Impact of Sustainability Efforts.

“Theorizing beyond the horizon: Service Research in 2050,” November 3-5, 2017 hosted by The University of Queensland and the Australian National University, Brisbane, Australia. All invited tracks will be published in the *Journal of Service Management*.

Transformative Consumer Research Conference, Cornell University, June 18-20, 2017 Healing Multiculturalism: Challenges, Tensions and Opportunities Track. In conjunction with Association of Consumer Research and *Journal of Business Research*.

REFEREED CONFERENCE PROCEEDINGS: INTELLECTUAL CONTRIBUTIONS TO SERVICES

Seeger-Guttmann, Tali and Mark S. Rosenbaum (2020), "Using the Experience Circles Model in Forming Transformative Journey Experience—the Pilgrims Case," in SERVSIG 11th Conference, Queensland University of Technology, pp. 374-378.

Rosenbaum, Mark S. and Karen Edwards (2020), "Pop-Up Shops: The New Marketing Mavens," in SERVSIG 11th Conference, Queensland University of Technology, pp. 351-353.

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REFEREED CONFERENCES—DISSEMINATING SERVICES KNOWLEDGE TO OTHERS

Rosenbaum, Mark S., Aric Zion, Amanda Johnson, Arne De Keyser, and Thomas Hollmann (2024), "Back to the Future? Services Science Myopia? How We Get Back to Working with Industry to Advance the Services Field." In SERVSIG 13th Conference, Kedge Business School, June 5 – 8, Bordeaux, France.

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Rosenbaum, Mark, S. Karen Edwards, and Germán Contreras Ramírez (2022), “Touch the Real, Touch the Fake, and Let the Brain Decide,” Recent Advances in Retailing and Consumer Science Conference, July 23-26, Baveno, Italy.

Rosenbaum, Mark S., Karen Edwards, and Germán Contreras Ramírez (2022), “The Benefits and Pitfalls of Contemporary Pop-Up Shops: Strategically Understanding Temporary Retailing,” QUIS 17, January 12-15, Polytechnic University of Valencia, Valencia, Spain.

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Rosenbaum, Mark S., German Contreras Ramirez, and Dahlia El-Manstrly (2019), “A Neuroscientific Perspective of a Shopper’s Response to the Presence of Others in Enclosed Shopping Malls: Exposing the Terror Genie,” Frontiers in Services Conference, July 18-21, National University of Singapore, Singapore.

Rosenbaum, Mark S., Philip Klaus, and Volker G. Kuppelweiser (2019), “Thinking for Service Inclusion: Reimagining our Understanding of Consumers in Marketplaces,” 26th Recent Advances in Retailing and Consumer Services Conference, July 8-11, Tallinn, Estonia

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Raymond P. Fisk, Alison Dean, Linda Alkire, Alison M. Joubert, Josephine Previte, Nichola Robertson, and Mark S. Rosenbaum (2018), “Service in 2050,” presented at SERVSIG Opportunities for Services in a Challenging World, IÉSEG School of Management, Paris-La Défense Campus, France, June 14 – 16, 2018.

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Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2016), “The Dark Side of Experience-Seeking Mall Shoppers,” presented at the 2016 Recent Advances in Retailing and Conference Science Conference, July 11 – 14, 2016, Edinburgh, Scotland.

Rosenbaum, Mark S., Mauricio L. Otalora, and German C. Ramirez (2016), “The Dark Side of Experience-Seeking Mall Shoppers,” presented at Frontiers in Services Conference, July 11 – 14, 2016, Edinburgh, Scotland. June 23 – 26, Bergen, Norway.

Rosenbaum, Mark S., Rebekah Russell-Bennett, Judy Drennan (2016), “Commercial Friendships between Gay Sales Associates and Straight Female Customers,” presented at SERVSIG 2016, Maastricht University, June 17 – 19, Maastricht, Netherlands.

Rosenbaum, Mark S., Tali Seger-Guttman, and Iris Vilani-Yavetz (2016), “Disparate Satisfaction Scores? Consider a Customer's Country-of-Origin: A Case Study,” presented at SERVSIG 2016, Maastricht University, June 17 – 19, Maastricht, Netherlands.

Rosenbaum, Mark S. (2016), “Disabled Front-Line Employees and Service Quality,” presented at the Colloquium on European Research in Retailing, June 2 - 4, 2016, Toulouse Business School, Toulouse France.

Rosenbaum, Mark S., Russell-Bennett, R., and Drennan, J. (2015), “Of Course You May Help Me! Commercial Friendships between Gay Male Sales Associates and Straight Female Customers in Retail Stores,” presented at 22nd International Conference on Recent Advances in Retailing and Consumer Services Science, July 27-30, 2015, Montreal, Canada.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S. (2015). "Losing Leaders or Front-Line Employees? Exploring the Entrepreneurial Level in Migrant Workers to the Persian Gulf," presented at the South and Central Asia Fulbright Conference, March 1 – 5, Hyderabad, India.

Defries A., Russell-Bennett, R., Johnston, K., and Rosenbaum, Mark S. (2015), "Silver Surfers: Proposing an E-Servicescape Framework for Active Ageing," presented at the 2015 World Social Marketing Conference, April 19-21, Sydney, Australia.

Rosenbaum, Mark S., Rebekah Russell-Bennett, Ray Fisk, and colleagues (2014), "Special Session: Transforming Consumer's Lives through Marketing," presented at the 2014 International Social Marketing (2014 ISM) conference at Monash University, Peninsula Campus (Frankston), July 17 – 18, 2014.

Rosenbaum, Mark S. (2014), "Classroom Rescue! Introducing Reality Television to Retailing and Services Marketing Course Curricula," presented at 21st International Conference on Recent Advances in Retailing and Consumer Services Science, July 7-10, Bucharest, Romania.

Rosenbaum, Mark S., Rebekah Russell-Bennett, Judy Drennan, and Carolyn Massiah (2014), "Commercial Friendships between Gay Salesmen and Straight Female Customers," presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.

Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2014), "The Effects of Reiki, Yoga, and Massage Services on a Cancer Resource Center Member's Well-Being," as part of a special session, "Social Marketing and Transformative Service Research: Exploring the Similarities and Differences of Two Research Approaches." presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.

Rosenbaum, Mark S. (2014), "Commercial Friendships between Gay Sales Associates and Straight Female Customers in Luxury Settings," presented at the American Marketing Association Services Marketing Special Interest Group, June 13-15, 2014, Thessaloniki, Greece.

Rosenbaum, Mark S. (2014), "Commercial Friendships between Gay Sales Associates and Straight Female Customers in Luxury Settings," presented at the Monaco Symposium on Luxury, INSEEC and the University of Monaco, Monte Carlo, Monaco, April 10 – 11, 2014.

Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2014), "The Transformative Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members' Well-Being," presented at the American Marketing Association, Winter Marketing Educators Conference, February 21-23, Orlando, FL. This is part of a special session on Transformative Service Research.

Mulder Mark, Sven Tuzovic, Justine M. Rapp, and Mark S. Rosenbaum (2013), "Paradox of New Textbook Adoption: When Do 'Newest' Editions Matter to Students?" Presented at the Marketing Educators Association Conference, April 18-20, Portland, OR.

Rosenbaum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2013), "The Transformative Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members' Well-Being," presented at the Frontiers in Services Conference, July 4-7, National Taiwan University, Taipei, Taiwan.

Rosenbaum Curriculum Vitae

Rosenaum, Mark S. and Jillian Sweeney (2013), “Restorative Senior Center Servicescapes & Senior Health,” American Marketing Association Marketing & Public Policy Conference, May 30 – June 1, Washington, D.C.

Rosenbaum, Mark S. and Anthony Ipkin Wong (2013), “Is Green Red or Black? Understanding how Luxury Hospitality Customers Value Green Initiatives,” World Social Marketing Conference, April 21-23, Toronto, Canada.

Rosenaum, Mark S. and Ioana Moraru (2013), “Retail Rescue! Introducing Reality Television to Service-Oriented Course Curricula,” Marketing Educators Association Conference, April 18-20, Portland, OR.

Rosenaum, Mark S. and Ioana Moraru (2013), “Retail Rescue! Introducing Reality Television to Retailing Course Curriculum,” American Collegiate Retailing Association Conference, March 20-23, Nashville, TN.

Rosenbum, Mark S., Marianne Cirone, Jill Smallwood, and Jane Van De Velde (2013), “The Effect of Reiki, Yoga, and Massage Services on Cancer Resource Center Members’ Well-Being” presented at the American Psychological Oncology Society 10th Annual Conference, February 14-16, Huntington Beach, CA.

Rosenbum, Mark S., Richard Wozniak, and Carolyn Massiah (2012), “Social Commonalities and Subjective Discounting,” presented at the American Marketing Association Summer Educator’s Conference, August 17-19, 2012, Chicago, IL.

Rosenbum, Mark S. (2012), “From Service Blueprint to the Service Plan,” presented at the American Marketing Association Summer Educator’s Conference, August 17-19, 2012, Chicago, IL. Part of a special session hosted by the Services Marketing Special Interest Group on Service Blueprinting.

Rosenbaum, Mark S. and Ipkin Anthony Wong (2012), “If You Install It, Will They Use It? Understanding Why Hospitality Customers Take “Technological Pauses,” presented at the Global Marketing Conference, July 19-22, Seoul, South Korea.

Massiah, Carolyn, Mark S. Rosenbaum, and Richard Wozniak (2012), “Why Social Commonalities Encourage Discounting in Retail Stores,” presented at the Academy of Marketing Conference, July 2-5, Southampton Management School, Southampton, United Kingdom.

Rosenbaum, Mark S. and Anthony Ipkin Wong (2012), “Conceptualizing and Measuring Return on Green Equity,” presented at Frontiers in Services Conference, June 14-17, University of Maryland, Bethesda, MD.

Rosenbaum, Mark S. and Jillian Sweeney (2012), “The Impact of Restorative Senior Centers on Members’ Health,” presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.

Rosenbaum, Mark S. and Carolyn Massiah (2012), “It’s More Than Physical...It’s Social, Natural, Symbolic, and Virtual Servicescape Stimuli,” presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.

Rosenbaum, Mark S. and Anthony Ipkin Wong (2012), “Green, Red, and Black: Return on Green Equity,” presented at SERVSIG International Service Research Conference, June 7-9, Hanken School of Economics. Helsinki, Finland.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S., Lauren I. Labrecque, and Ioana Moraru (2012), "Bringing Cultural Diversity to Service Marketing Courses: A SERVQUAL Exercise," presented at Academy of Marketing Science Conference, May 16-19, New Orleans.

Rosenbaum, Mark S. and Ioana Moraru (2012), "Bringing Cultural Diversity into a Service Marketing Course: A SERVQUAL Exercise," presented at the Marketing Educators' Association Conference, April 19-21, Long Beach, CA. Awarded Best Paper.

Rosenbaum, Mark S., Richard Wozniak, and Carolyn Massiah (2012), "Social Commonalities and Subjective Discounting," presented at the American Marketing Association/American Collegiate Retailing Association Triennial Conference, April 18-21, Seattle, WA.

Rosenbaum, Mark S. and Canan Corus (2012), "A Call for Transformative Service," presented at the American Marketing Association Winter Educator's Conference, Feb 17-19, St. Petersburg, FL.

Corus, Canan, Bige Saatcioglu, and Mark S. Rosenbaum (2012), "Health Services are Transformative Services: Vietnam Application," presented at the American Marketing Association Winter Educator's Conference, Feb 17-19, St. Petersburg, FL.

Rosenbaum, Mark S. (2011), "Forecasting the Use of Emerging Social Media and Technological Innovations at McDonald's Corporation," presented at the American Marketing Association Summer Educator's Conference, Aug 5-7, San Francisco, CA.

Rosenbaum, Mark S. and Drew Martin (2011), "The Relationship between Integration in a Fitness Based Service Community and "Wearing" Community," presented at the American Marketing Association Summer Educator's Conference, Aug 5-7, San Francisco, CA. Awarded a best paper in track award.

Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2011), "Understanding Unethical Retail Disposition Practice and Restraint from the Consumer Perspective," presented at the Academy of Marketing Science World Marketing Congress, Reims, Champagne, France, July 19-23, 2011.

Rosenbaum, Mark S., Jillian Sweeney, and Jill Smallwood (2011), "Restorative Cancer Center Servicescapes," presented at Academy of Marketing Conference, July 5-7, University of Liverpool, Liverpool, UK. Finalist for best conference paper.

Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support and Mental Fatigue Reduction in Cancer Patients' Quality of Life," presented at Frontiers in Services Conference, June 30 – July 3, Ohio State University, Columbus, OH.

Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support and Mental Fatigue Reduction in Cancer Patients' Quality of Life," presented at the 3rd Transformative Service Research Conference, June 24- - June 26, Baylor University, Waco, TX.

Rosenbaum, Mark S. and Jill Smallwood (2011), "The Role of "Third Place" Social Support in Cancer Patients' Quality of Life," presented at QUIS 12th International Research Symposium on Service Excellence in Management, June 2-5, Cornell University, Ithaca, NY.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S., Gianfranco Walsh, and Richard Wozniak (2011), "Family Allowances as Reverse Retail Discrimination," presented at the Association Collegiate Retailing Association Spring Conference, March 3-5, Boston, MA. Recipient of a best paper award.

Rosenbaum, Mark S. and Kate Daunt (2011), "When Consumers Have No Option: A Cambodian Case Study Regarding Counterfeit Designer Merchandise," presented at the American Marketing Association Winter Educator's Conference as part of a special session, Customers Behaving Badly in Service Settings: Issues and Implications, February 18-20, Austin, TX.

Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2011), "Understanding Unethical Retail Disposition Practice and Restraint from the Consumer Perspective," presented at the American Marketing Association Winter Educator's Conference as part of a special session, Customers Behaving Badly in Service Settings: Issues and Implications, February 18-20, Austin, TX.

Sweeney, Jill and Mark S. Rosenbaum (2010), "The Role of Third Places in Reduction of Mental Fatigue," presented at the Australia New Zealand Marketing Academy ANZMAC Conference, Nov 29 – Dec 1, University of Canterbury, Christchurch, New Zealand.

Rosenbaum, Mark S (2010), "Changing Student's Lives: The Impact of the Fulbright on Our Student's Lives," presented at the 33rd Annual Fulbright Association Conference, Buenos Aires, Argentina.

Rosenbaum, Mark S. and Kate Daunt (2010), "People as Virtual Products: Analyzing Human Exchanges on Craigslist." presented at the American Marketing Association Summer Educators' Conference, Aug 13-16, Boston, MA.

Rosenbaum, Mark S. and Kate Daunt (2010), "People as Virtual Products: Analyzing Human Exchanges on Craigslist and Gumtree.com," presented at the Association for Consumer Research 10th Conference on Gender, Marketing and Consumer Behaviour, University of Cambria, Ambleside Campus, June 26 – 29, Ambleside, United Kingdom.

Rosenbaum, Mark S., Jillian Sweeney, and Carla Windhorst (2010), "Restoring Senior Health at a Third Place: Restoration, Social Support, and Place Attachment at Mather's - More-Than-aCafé," presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Service Research Conference, June 17-19, Porto, Portugal.

Rosenbaum, Mark S. and Carolyn Massiah (2010), "Servicescape Stimuli: The Interplay of Physical, Social, Symbolic, and Restorative Stimuli on Customer Behavior" presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Service Research Conference, June 17-19, Porto, Portugal.

Wong, Ipkin Anthony, Mark S. Rosenbaum, Liu, Matthew T. (2010), "Examining Value Equity in Event Services: The Moderating Role of Event Experience," Academy of Marketing Science (AMS), May 26-29, Portland, Oregon.

Wong, Ipkin Anthony, Mark S. Rosenbaum, and Ruth Mo Wah Yeung (2010, February 8-9), "Value Equity as a Customer Satisfaction Driver in Tourism Settings," Council for Australian University Tourism and Hospitality Education (CAUTHE), Hobart, Tasmania, Australia.

Rosenbaum Curriculum Vitae

Wong, Ipkin, Anthony and Mark S. Rosenbaum (2009), "Understanding How Consumer Ethnocentrism affects Customer Equity in a Transitional Economy," Academy of International Business, Dec 3-5, The Open University of Hong Kong, Hong Kong.

Rosenbaum, Mark S. (2009, July 22-24), "Unmasking Family Allowances: A Theory of Service Nepotism," presented at Institute of Service Excellence, Singapore Management University, Inaugural Global Conference on Service Excellence, Singapore.

Rosenbaum, Mark S., Debra Zahay, and Ipkin A. Wong (2009), "The Unintended Consequences of Obtaining Social Support from Virtual Third Places," presented at American Marketing Association Summer Educators' Conference, Chicago, IL. Part of a Special Session on, "Introducing Sustainable Services Marketing," Services Marketing Special Interest Group. Other presenters include: Eric Arnould, Ray Fisk, Steve Grove, and Eileen Bridges.

Wong, Ipkin Anthony and Mark S. Rosenbaum, (2009, May 28-31). "Exploring the Travel Motives of Mainland Chinese tourists in Macau," presented at the 7th Asia-Pacific CHRIE Conference, Singapore.

Rosenbaum, Mark S. and Ipkin Anthony Wong (2008, November 6-8), "The Janus Effect of Virtual Third Places: Exploring the (Un) Healthy Benefits and Consequences of Online Social Support," presented at the 22nd Service Conference and Workshop, University of Westminster, London.

Rosenbaum, Mark S. (2008, August 14-17), "Can Video Arcade Patronage Be a Solution for Teenage ADHD?" presented at the 2008 Summer Society of Consumer Psychology/American Psychological Association Conference, Boston, MA.

Rosenbaum, Mark S. (2008, August 8-11), "Introducing Restorative Commercial Servicescapes," presented as part of a chaired special session on new trends in services, presented at the 2008 AMA Summer Educators' Conference, San Diego, CA.

Rosenbaum, Mark S. (2008, June 5-7), "Introducing Restorative Commercial Servicescapes," presented at the American Marketing Association Services Marketing Special Interest Group (SERVSIG) International Research Conference, Liverpool, United Kingdom.

Rosenbaum, Mark S., Ronald Kuntze, and Barbara Ross-Wooldridge (2008, May 28-May 30), "A Theory of Unethical Retail Disposition Practice and Restraint," presented at the 2008 La Londe Service Management Conference, La Londe, France.

Rosenbaum, Mark S. and Deborah Brown-McCabe (2008, May 28-May 31), "Understanding How Consumers Rationalize Purchasing Illegal Designer Merchandise and Exploring Alternative Methods to Curtail the Behavior," presented at Academy of Marketing Science 2008 Annual Conference, Vancouver, Canada.

Rosenbaum, Mark S. (2007, December 6-7), "ROI on Third Place Communities," presented at Marketing Science Institute's Engaging Communities for the Company and the Brand, Boston University School of Management.

Rosenbaum, Mark S. (2007, August 17-August 30), "Transformative Service Research: Exploring How Teens, Jocks, and Middle-Aged Women Find Social Support in Video Arcades and Gyms," American Psychological Conference/Society for Consumer Psychology, San Francisco, CA.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S. (2007, June 14-17), "Transformative Service Research in Developing Countries: Creating a Modified Service Blueprint in Developing Countries," QUIS 10, the 10th International Research Symposium on Service Excellence in Management, Orlando, FL.

Mackie, Brian, Joan Petros, and Mark Rosenbaum (2007), "Building Ethical Leaders Using an Integrated Ethics Framework," presented at Midwest Decision Sciences Institute Annual Meeting, Chicago, IL.

Rosenbaum, Mark S. (2007, August 3-6), "Exploring the Bali Syndrome in Hawaii," presented at a TOURSIG Special Session on Tourism Shopping, presented at 2007 AMA Winter Marketing Educators' Conference, Washington, DC.

McCabe Brown, Deborah and Mark S. Rosenbaum (2006), "Exposing the Designer Paradox: Understanding How Consumers Rationalize Purchasing Counterfeit Designer Merchandise," presented at Association of Consumer Research Conference as a special session, Sept. 28 – Oct. 1, Orlando, FL.

Rosenbaum, Mark S. (2006), "Serving Coffee and Love: Understanding Exchanges between Commercial Friendships," presented at American Marketing Association Summer Educators' Conference, August 4 – 7, Chicago IL.

Rosenbaum, Mark S. (2006), "Understanding Cheers: Older Aged and Elderly Consumers in a Diner," American Psychological Association, Society of Consumer Psychology Division, Aug. 10 -13, New Orleans, LA.

Rosenbaum, Mark S. (2006), "Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places," *Frontiers in Services Marketing*, June 29 – July 2 Brisbane, Australia.

Rosenbaum, Mark S. (2006), "Cathartic Consumption: Understanding Why Consumers Seek Social Support in Third Places," presented on a special session of "Current Perspectives on Retailing & Shopping Research," Academy of Marketing Science, May 24-27, San Antonio, TX

Rosenbaum, Mark S., Deborah McCabe, and Jennifer Yurchisin (2006), "Changing Perceptions: Exploring the Dynamic Relationship Between Consumer Shopping Motivations and Perceived Service Quality," Association of Collegiate Retailers Association, April 6 – 8, Fayetteville, AR.

Rosenbaum, Mark S. (2005), "The Impact of Intercustomer Social Support on Behavior." *Frontiers in Services Conference*, Tempe, AZ.

Arnould, Eric, Fleura Bardhi, and Mark S. Rosenbaum (2005). Special Session on "An Examination of the Concept of Postmodern Home and the Role of Consumption in Home-Making Practices." Association of Consumer Research, San Antonio, TX.

Rosenbaum, Mark S. and Daniel Spears (2005), "Who is Buying the Louis Vuitton Handbags and Macadamia Nuts? An Investigation of American and Japanese Tourist Consumption Patterns," presented at a special session, "Tourism Segmentation—Does it Really Work," American Marketing Association Summer Educator's Conference, San Francisco, CA.

Rosenbaum, Mark S. (2005), "The Hedonic Japanese Tourist," presented at the Fourth Consumer Psychology of Tourism, Hospitality, and Leisure Research Conference, Montreal, Canada. Recipient of Best Paper Award.

Rosenbaum, Mark S. and Daniel Spears (2005), "Who Buys That? Who Does What?," presented at the Fourth SERVSIG American Marketing Association Conference, National University of Management, June 2 -4, Singapore.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S. (2004), "Using the Literature in a Grounded Theory Study," presented at the Grounded Theory Seminar, Grounded Theory Institute, New York City, NY.

Rosenbaum, Mark S., Amy L. Ostrom, Beth Walker, and James Ward (2004), "Looking Beyond the Physical Realm: A Theory Regarding the Role of Places in Consumers' Lives," presented at Quis 9 Service Excellence in Management: Interdisciplinary Contributions, Karlstad, Sweden.

Rosenbaum, Mark S. (2003), "A Conceptual Theory Regarding How Consumers Sense They Are Unwelcome in the Marketplace," presented at the Grounded Theory Seminar, Grounded Theory Institute, New York City, NY.

Rosenbaum, Mark S., Carolyn Massiah and Donald W. Jackson, Jr. (2003), "An Investigation of the Role that Trust Plays between Customers and their Accountants," presented at the Summer Educator's Conference, American Marketing Association, Chicago, IL.

Rosenbaum, Mark S., Carolyn Massiah and Donald W. Jackson, Jr. (2002), "An Analysis of the Role of Trust in Professional Service Relationships," presented at the 10th International Colloquium in Relationship Marketing, University of Kaiserslautern, Germany.

Rosenbaum, Mark S., Amy Ostrom and Ronald Kuntze (2002), "An Analysis of the Relationship between Anomie and Retail Return Policy Abuse," presented at the Summer Educators' Conference, American Marketing Association, San Diego, CA.

Rosenbaum, Mark S. and Amy Ostrom (2001), "An Exploratory Investigation of the Relationship between Loyalty Programs and a Sense of Community," presented at the Summer Educators' Conference, American Marketing Association, Washington, D.C.

Rosenbaum, Mark S., Amy Ostrom and James Ward (2001), "What Consumers Seek in an Internet Site Design: The Influence of Goals and Expertise Level on Internet Browsing," presented at the Advertising and Consumer Psychology Conference: The Society for Consumer Psychology, Seattle WA.

Rosenbaum, Mark S. and Amy Ostrom (2001), "An Exploration into the Relationship between Loyalty Programs, Community, and Customer Loyalty," presented at the XIX Annual University of Houston Doctoral Symposium in Marketing, Houston, TX.

Jackson, Donald W. Jr. Mark S. Rosenbaum and Scott Widmier (2001), "An Examination of Selected Factors Related to Sales Force Automation Productivity," presented at the National Conference in Sales Management, Dallas, TX.

Rosenbaum, Mark S. and Amy Ostrom (2000), "A Comparison of Reward-Based and Discount-Based Reward Programs on Store Loyalty," presented at Frontiers in Services Conference, Nashville, TN.

Sherrard, William R., Mark S. Rosenbaum, and Fred Raafat (2000), "Reverse Logistics in Manufacturing: The Managing of Returned Merchandise," presented at the Production and Operations Management Society, San Antonio, TX.

Rosenbaum, Mark S., Fred Raafat, and William R. Sherrard (1999), "TQM and Retailing: The Customer as the Center of the Universe," presented at the Western Decision Sciences Conference, Puerto Vallarta, Mexico.

Rosenbaum, Mark S. and Lois Bitner-Olson (1999), "An Analysis of Merchandise Return Patterns in order to Determine Potential Consumer Abuses and Effects on Traditional Marketing Response Hierarchy Models," presented at the Western Decision Sciences Conference, Puerto Vallarta, Mexico.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S., Fred Raafat, William R. Sherrard, and Helio Yang (1999), "Reverse Logistics: The Managing of Returned Merchandise," presented at the Production and Operations Management Consortium, San Diego, CA.

BLOG POSTS & WHITE PAPERS: CONTRIBUTING TO PRACTITIONER KNOWLEDGE

Rosenbaum, Mark S. and Paul Bujak (2021), "PRINCE2 at Saint Xavier University, Chicago, USA," *Axelos Blog*, available at: <https://www.axelos.com/news/blogs/september-2021/prince2-at-saint-xavier-university-chicago-usa>

CONSULTING PROJECTS: A COMMITMENT TO EXPERIENTIAL LEARNING

Abbott Nutritional Products (Lake Forest, IL): Created a digital marketing plan for four Abbott products including Similar, PediaSure, Ensure, and Glucerna.

Abbott Nutritional Products (Lake Forest, IL): Created an international marketing plan for Asia and Latin America (1); (2) Create global strategies for BRIC-MTV countries; (3) Create new product ideas for the nutritional product division based upon emerging technologies.

Calamos Investments (Naperville, IL): Create an international social marketing plan for the organization.

Caterpillar (Peoria, IL). Designed solutions for training ethics to front-line employees in Caterpillar's Thailand facility.

General Motors Daewoo Division (Hanoi, Viet Nam): Implemented a service quality analysis, findings were also published in the *Journal of Services Management* (formerly known as the *International Journal of Service Management*).

Greenlee Tools (Rockford, IL): Created a digital marketing strategy for the U.S. based tool manufacturer.

Jewel-Osco (SuperValu, Itasca, IL): Created a marketing plan that focused on targeting millennial customers; Created a marketing plan for organic grocery products.

LivingWell Cancer Resource Center (Geneva, IL): Implemented a marketing research project to understand which activities (e.g., education, fitness, nutritional, special events/presentations) supported by the cancer resource center had the greatest health benefits for both cancer patients and survivors. Engaged in an in-depth study regarding how to bring men into cancer resource centers.

McDonald's (Oak Brook, IL): Created a technological forecasting for the company in which I predicted how the firm's in-store and drive-thru customers will employ technology during the exchange process. Created a strategy to reach younger aged consumers, including teenagers, by revamping brand image and marketing programs.

Northern Illinois University College of Business (DeKalb, IL): Implementing a marketing strategy to increase online education endeavors at the undergraduate and graduate level.

Turning Point Domestic Shelter (Woodstock, IL): Created a digital marketing strategy to help domestic abuse victims, their abusers, and family members understand available services.

WeCare Pregnancy Center (DeKalb, IL): Implemented a marketing research project to understand why college students (male and female) choose abortion and adoption options when confronted with unplanned pregnancies.

INVITED PRESENTATIONS: COMMITMENT TO IMPROVING HUMAN/SOCIETAL WELL-BEING

Rosenbaum, Mark S. (2020), "Nothing Lasts Forever...The Benefits and Pitfalls of Contemporary Pop-Up Shops," presented at Strategy of Actions of Uzbekistan: Macroeconomic Stability, Investment Activity, and Prospects of Innovative Development at: Tashkent State University of Economics, Tashkent, Uzbekistan.

Rosenbaum, Mark S. (2019), "Pop-Up Stores as Marketing Mavens," presented at the International Conference on Tourism and Retail Service Management 2019, Nankai University, Tianjin, China.

- Panel Discussant: How to Publish Journals in Top Journals
- Panel Discussant: Application of New Technology in Service Industry

Rosenbaum, Mark S. (2019), "Moving the Economy Forward: Focus on Services," presented at Actions Strategy of Uzbekistan: Macroeconomic Stability, Investment Activity, and Perspectives of Innovative Development," Tashkent State University of Economics, Tashkent, Uzbekistan, May 27-28, 2019.

Rosenbaum Curriculum Vitae

Rosenbaum, Mark S. (2019), “Case Study: Fulbright Fellowships to Catalyze Faculty Collaborations,” presented at the American Councils Central Asia University Partnerships Program, Tashkent, Uzbekistan, May 16-17, 2019.

Rosenbaum, Mark S. (2019), “Case Study: University of South Carolina Certificate Program,” presented at the American Councils Central Asia University Partnerships Program, Tashkent, Uzbekistan, May 16-17, 2019.

Rosenbaum, Mark S. (2019), “Working with the University of South Carolina: A Perspective,” presented at Identifying U.S. Companies Needs for Better Workforce in Uzbekistan and Central Asia, April 18, Washington, D.C. Sponsored by: The American-Uzbekistan Chamber of Commerce.

Rosenbaum, Mark S. (2013), “Services Marketing Planning,” executive education session in conjunction with PS Business School, January 5-6, Yangon, Myanmar.

Rosenbaum, Mark S. (2012), “What are Services and How to Plan for Them,” executive education session in conjunction with PS Business School, July 14-15, Yangon, Myanmar.

Rosenbaum, Mark S. (2012), “Some Reflective Thoughts regarding E-listening,” plenary speaker at Frontiers in Services Conference, June 14-17, University of Maryland, Bethesda, MD.

Rosenbaum, Mark S. (2011), “Integrating Ethics into Marketing Research and Services Marketing,” presented at Northern Illinois University, 2011 College of Business Faculty Development Workshop, February 23, 2011, DeKalb, IL.

Rosenbaum, Mark S. (2010), “Changing Student's Lives: The Impact of the Fulbright on Our Student's Lives,” presented at the Fulbright Association 33rd Annual Conference, Buenos Aires, Argentina.

Rosenbaum, Mark S. (2010), “Service Quality for Training the Trainers,” presented at Marie Stopes International Viet Nam, Sisterhood Social Franchising Project for the Thai Nguyen, Thua Thien-Hue, and Vinh Long Provinces, January 4-9, 2010, Hanoi and Ho Chi Minh City, Vietnam.

DISCIPLINE SERVICE—COMMITMENT TO THE CONTRIBUTION OF KNOWLEDGE

Co-Editor, *Journal of Services Marketing*

Associate Editor, *Service Industries Journal*

Senior Advisory Board Member, *Tourism Review*

Senior Advisory Board Member, *International Journal of Consumer Studies*

Editorial Board Member, *Journal of Service Theory and Practice*

Editorial Board Member, *Journal of Education for Business*

Editorial Board Member, *Journal of Global Academy of Marketing Science*

Editorial Board Member, *International Journal of Culture, Tourism, and Hospitality Research*

Editorial Board Member, *Psychology & Marketing*

Editorial Board Member, *FIIB Business Review*

Editorial Board Member, *Health Marketing Quarterly*

Fulbright Specialist, Peer Reviewer

Member At-Large: Marketing Educators' Association

Global Impact of Intellectual Contributions:

(Spring 2024)

Google Citations

Rosenbaum Curriculum Vitae

	All	Since 2019
Citations	9,451	5,893
h-index	45	36
i10-index	87	77

Contribution to the Services Discipline:

Academia: <https://hpu.academia.edu/MarkRosenbaum>

Web of Science ResearcherID: AAB-7656-2021

Research that matters

The idea that services can transform | Service researchers have traditionally focused on understanding | Beyond the textbook

Real Impact AWARDS 2019

Research making a difference

The Real Impact Showcase Book tells the stories of impact commitment

"Work on projects that you believe are meaningful, even if you are not sure of a future publication outlet. Meaningful research will get published. Follow your heart."

Dr Mark Rosenbaum, Dean, Graham School of Management, Saint Xavier University, United States

Ranked #1 researcher in the U.S. and world in

emerald PUBLISHING

Transformative Service Research (2022),
See <https://docs.google.com/spreadsheets/d/1h3z-5b5dmg2JYdiJnWiwNTJi2so7yuJBO0HFVIozzCg/edit?usp=sharing>

Ranked #1 business academic for LGBTQIA+ research in terms of output, and #7 for citations:

Source:

Montecchi, M., Micheli, M. R., Campana, M., & Schau, H. J. (2023). From Crisis to Advocacy: Tracing the Emergence and Evolution of the LGBTQIA+ Consumer Market. *Journal of Public Policy & Marketing*, forthcoming, available at <https://doi.org/10.1177/07439156231183645>

Table B5 – Impact of leading 9 authors in the sample by total number of articles published

Rank	Author	Affiliation	Total Articles
1	Mark S. Rosenbaum	Hawaii Pacific University	7
2=	Steven M. Kates	Simon Fraser University	5
2=	Gillian Oakenfull	Farmer School of Business, Miami University	5
4=	Eric Olson	Metropolitan State, University of Denver	4
4=	Heejung Ro	University of Central Florida	4
6=	Timothy Greenlee	Farmer School of Business, Miami University	3
6=	Rebekah Russell-Bennett	Queensland University of Technology	3
6=	Nam-Hyun Um	Hongik University	3
6=	Gianfranco Walsh	Leibniz University in Hannover	3

Table B6 – Impact of leading 16 authors in the sample by total number of articles published

Rank	Author	Affiliation	Total Citations
1	Steven M. Kates	Simon Fraser University	660
2	Anne M. Brumbaugh	Duke University	371
3	Sonya A. Grier	American University, Washington DC	371
3	Mark S. Rosenbaum	Hawaii Pacific University	226
5	Gillian Oakenfull	Farmer School of Business, Miami University	199
6	Jennifer Aaker	Stanford University	196
7	Timothy Greenlee	Farmer School of Business, Miami University	162
8	David A. Thomas	Harvard Business School	140
9	Yorgos Zotos	Cyprus University of Technology	127
9	Stacy Landreth Grau	Neeley School of Business	127
11=	Detra Montoya	Arizona State University	121
12=	Simon Forrest	Durham University	111
12=	Stephen Clift	Canterbury Christ Church University College	111
14=	Kerstin Steffens	Christian-Albrechts-Universität zu Kiel, Germany	110
14=	Bernd Simon	Christian-Albrechts-Universität zu Kiel, Germany	110
14=	Stefan Stürmer	FernUniversität in Hagen	110

REFERENCES

Dr. Tanuja Singh

President, University of Indianapolis
president@uindy.edu, 317-788-3211

Tanuja Singh was my Chair during my first three years at Northern Illinois University. She was instrumental on establishing my future involvement within the university.

Karen L. Edwards, J.D.

Interim Associate Dean of Academic Programs, University of South Carolina, College of Hospitality, Retail, and Sport Management
kedwards@hrsm.sc.edu, 803-777-5216

Karen was an instructor in the Retailing Department during my Chair. We have co-authored several publications and have presented at many conferences on the topics of diversity in retailing, pop-up shops, and digital retailing.

Dr. Drew Martin

Professor (former Department Chair, Hospitality), University of South Carolina
martin11@mailbox.sc.edu, 803-777-8010

Drew was my colleague as a Department Chair (Retailing). We worked closely together in promoting international relations. Drew and I have known each other for about twenty years. He was a former Associate Dean at the University of Hawaii at Hilo, while I was an Asst. Professor at UH-Manoa. Drew and I have also co-authored a manuscript on a sports marketing related topic that is published in the *Journal of Services Marketing*.

Dr. Robin Rylaarsdam

Provost, Bethel University
r-rylaarsdam@bethel.edu, 651-638-6370

Robin was a colleague at St. Xavier University as Dean of the College of Liberal Arts. We worked closely together during the COVID-19 pandemic and helped to successfully guide the university through challenging circumstances.

Dr. Reenea R. Harrison

Clinical Instructor and Internship Director, University of South Carolina, College of Hospitality, Retailing, and Sports Management
rharrison@hrsm.sc.edu, 803-777-1264

Under my leadership as Chair, Department of Retailing, USC, I recognized Reenea's talents and promoted her from advising to a Clinical Instructor and Internship Director. Reenea was the first woman of color in the Department of Retailing to hold the title of Director.

Stephen Paterson

Dean, National University of Management International College, Phnom Penh, Cambodia
s.g.paterson@gmail.com, [linkedin.com/in/stephen-paterson-6b4937b](https://www.linkedin.com/in/stephen-paterson-6b4937b)

Steve was instrumental in supporting my Fulbright to Cambodia in 2009. I taught Services Marketing and Marketing Research at a time when Cambodia was just opening to the U.S. I also gave lectures on services marketing to women's reproductive health care centers in Cambodia and spoke to other large corporations.

Dr. Lauren Labrecque

Associate Professor, College of Business, University of Rhode Island
lauren33@url.edu, 401.874.2664

Lauren Labrecque was a colleague at Northern Illinois University prior to her joining the Univ. of Rhode Island. Lauren and I have also co-authored an award-winning *Journal of Marketing Education* article .

Dr. Germán Contreras Ramírez

Marketing Center Director and Professor, Universidad Externado de Colombia
german.contreras@uexternado.edu.co, (57 1) 3420288 and 3419900, Ext. 1230

I have been a Visiting Scholar at Externado University for over 7 years. I have provided several intensive graduate lectures in Services Marketing to MBA students and have lectured throughout Colombia on behalf of Externado. German and I have co-authored several articles and have worked on consulting projects together.

Dr. Carolyn Massiah

Associate Chair, University of Central Florida, Department of Marketing
carolyn.massiah@ucf.edu, 4070823.6764

Carolyn and I were doctoral students together at Arizona State University. We have also co-authored several articles, including a leading article in the *Journal of Services Management*.