

Dr. Elizabeth L. R. Elam
Professor
Marketing Department
Date of Hire: 1998

Faculty Qualification Status: SA
Participating or Supporting Faculty Status: Participating

EDUCATION:

Ph.D. University of Wisconsin, Madison, WI, Business Administration, Marketing, 1997

M.B.A. University of Colorado, Boulder, CO, Marketing and Organizational Behavior, 1988

B.S. University of Massachusetts, Amherst, MA, Microbiology, 1986

B.S. University of Massachusetts, Amherst, MA, Biochemistry, 1986, minor in Chemistry.

FACULTY ENGAGEMENT ACTIVITIES TO SUSTAIN QUALIFICATION STATUS
(July 2013-June 2018):

REFEREED JOURNAL ARTICLES

Elam, Elizabeth L. R. (2018). "Management and marketing: What do the Girl Scouts and Boy Scouts teach?", *Journal of Management and Marketing Research*, 21, March, pp. 132-171.

Elam, Elizabeth L. R. and Curt L. Hamakawa (2017). "Victory in Vancouver: Marketing the 2010 Olympic Winter Games," *Journal of Business Cases and Applications*, 17, July, pp. 133-143.

ADDITIONAL ACADEMIC ENGAGEMENT ACTIVITIES

Elam, Elizabeth L. R. (2017). "Motivating an Underage Salesforce: Fundraising in the Girl Scouts and Boy Scouts," in *Proceedings of the Association of Marketing Educators: 55th Annual Conference*, Tom Pilewski ed., 55, pp. 20-27.

Elam, Elizabeth L. R. and Jonathan M. Beagle (2017). "Expanding Marketing Curriculum Beyond the Business School: An Experimental Course Integration," in *Northeast Decision Sciences Institute Conference Proceedings*, Minoo Tehrani ed., p. 330. Abstract only published.

Elam, Elizabeth L. R. (2016). "Popcorn and Cookies: Comparing the Boy Scouts of America and the Girl Scouts of the United States of America," in *Proceedings of the Association of Marketing Educators: 54th Annual Conference*, Steve Walsh, pp. 9-14.

Elam, Elizabeth L. R. (2015). "Does Mode Matter? The Effect of Teaching Evaluation Delivery Mode," in *Proceedings of the Association of Marketing Educators: 53rd Annual Conference*, Tom Pilewsik ed., 53, pp. 11-19.

Elam, Elizabeth L. R. (2014). "What Would You Do? Crisis Management in the College Classroom," in *Proceedings of the Association of Marketing Educators: 52nd Annual Conference*, Tom Pilewsik ed., 52, pp. 7-11.

Elam, Elizabeth L. R. (2013). "Improving the Marketing Plan in Principles Classes: Impact of Increased Use of University Resources," in *Proceedings of the Association of Marketing Educators: 51st Annual Conference*, Phyllis Tucker, ed., 51, pp. 1-14.