

Kathleen H. Gruben, Ph.D.

Associate Professor of Marketing
(912) 681-0348 – office

Georgia Southern University

kgruben@GeorgiaSouthern.edu

Education

University of North Texas

Ph.D.

Major: Marketing

Denton, Texas

1998

Emphasis: Research Methods

Stephen F. Austin State University

M.B.A.

Major: General Business

Nacogdoches, Texas

1994

Stephen F. Austin State University

B.B.A.

Major: Marketing

Nacogdoches, Texas

1992

Dissertation:

The Role and Contributions of Independent Sales Representatives in the Relationship Between Merchandise Suppliers and Small Retailers: Dynamic Interactions in the Channel

Academic Work Experience

Georgia Southern University

Associate Professor of Marketing

Director, Center for Retail Studies

Statesboro, Georgia

2004 – Present

2014 – Present

2004 – 2013

Assistant Professor of Marketing

1998 – 2004

Stephen F. Austin State University

Visiting Assistant Professor of Marketing

Lecturer

Nacogdoches, Texas

1997 – 1998

1996 – 1997

Our Lady of the Lake University

Adjunct Faculty

Houston, Texas

1997 – 1998

University of North Texas

Teaching Fellow

Denton, Texas

1994 – 1996

Stephen F. Austin State University

Graduate Assistant – Teaching

Graduate Assistant – Research

Nacogdoches, Texas

1993 - 1994

1992 - 1993

Editorial Positions

Atlantic Marketing Association Journal Editorial Review Board

2011 - Present

Books (Research Reports Published as Books)

- Gruben, K. H. (2006). *2005 End Buyer Study: A Barometer of Current conditions in the Promotional Products Industry*. 181 pages: PPAI.
- Gruben, K. H. (2005). *Promotional Products Impact on Brand/Company Image: An Experimental Study*. PPAI
- Gruben, K. H. (2003). *The Effectiveness of Promotional Products in Trade Show Settings: Recipient Perceptions of Recall, Usefulness and company Image*. 45 pages: PPAI.
- Gruben, K. H. (2003). *Creating End-User Loyalty: An Examination of Loyalty Between Distributors and End-Buyers*. 196 pages: PPAI.
- Gruben, K. H. (2002). *Developing Customer Loyalty in The Promotional Products Industry: An Examination of Supplier and Distributors*. 202 pages: PPAI.

Journal Articles

- Gruben, K. H., Fletcher, L.B. (2016) "Sweet Peas Stitchery: A Case of a Startup Merchandiser – Part B," *Journal of the International Academy of Case Studies*, 22(1), 1-11 .
- Gruben, K. H., Fletcher, L.B. (2014) "Sweet Peas Stitchery: A Case of a Startup Merchandiser – Part A," *Journal of the International Academy of Case Studies*, 20(1), 1-8.
- Moss, S.E, Gruben, K.H., Moss, J. (2014) "International Tourism and the Olympics: The Legacy Effect," *Journal of International Business Research*, 13(1), 71-90.
- Gruben, K. H, Moss, S.E. Moss, J. (2012), "Do the Olympics Create Sustained Increases in International Tourism?" *Journal of International Business Research*, 11(1). 135-148.
- Barilla, A. G., Gruben, K. H., Levernier, W. B. (2008). The Effect of Promotions on Attendance at Major League Baseball Games. *Journal of Applied Business Research*, 24(3). 1-14.
- Gruben, K. (2008). ACRA Charrette: The Ultimate Learning Experience. *Retail Education Today*, 28(4), 6 - 7.
- Burns, D. J., Ioncar, M., Wells, C., Fawcett, J., Gruben, K. H. (2005). The Journal of Volunteer Administration. *The Journal of Volunteer Administration*, 23(4), 31-39.
- Gruben, K. H. (2003). Small Retailing Abroad: A Snapshot of Lessons from Our Neighbors to the South. *Retail Education Today*, 22(3), 12-15.
- Gruben, K. H., Higgins, L. N. (2003). Space Center Souvenirs: Ethical Decision Making in the Aftermath of a National Disaster. *Journal of the International Academy for Case Studies*, 9(3), 79-84.
- Gruben, K. H., Coe, B. J. (2003). The Independent Rep as a Source of Competitive Advantage: An Actionable Scale for Rep Selection. *Journal of Applied Business Research*, 19(1), 1-15.

Gruben, K. H., Swift, C. O., Denton, L. T. (2001). Cheating via Online Paper Mills in Logistics Education. *Journal of Transportation Management*, 12(2), 35-48.

Swift, C. O., Gruben, K. H. (2000). Gender Differences in Weighting of Supplier Selection Criteria. *Journal of Managerial Issues*, 12(4), 502-512.

Other Publications

Thomas, M.L., Denton, L.T., Larson, L.R.L., & Gruben, K. (2016). Online and In-store Compulsive Buying in Metrosexuals and Other Male Consumers. Proceedings: Association of Marketing Theory and Practice.

Gruben, K. H. (2006). A Study of Contradictions, *PPB*, (August).

Gruben, K. H. (2004). Building Brand Equity One Brick at A Time, *PPB*, (July) 109-117.

Gruben, K. H. (2003). How Green is Your Garden. *PPB*, (August) 154-158, 160, 162.

Gruben, K. H. (2002). Choosing from the Smorgasbord of Promotional Products. *PPB*, (May)116-118, 123-125.

Gruben, K. H. (2002). Bridging the Gaps in Customer Loyalty. *PPB*, 104-108, 113-115.

Presentations or proceedings at Professional Meetings (for the past 5 years), indicate if you were the presenter

Thomas, M.L., Denton, L.T., Larson, L.R.L., & Gruben, K. (2016). Online and In-store Compulsive Buying in Metrosexuals and Other Male Consumers. Proceedings Association of Marketing Theory and Practice.

Gruben, K.H., Fletcher, L.B. (2013), International Academy for Case Studies. Proceedings

Gruben, K.H., Moss, S.E, and Moss, J. (2012) Do The Olympics Create Sustained Increases In International Tourism? Proceedings Academy of Studies in International Business, 12 (1) New Orleans, p. 9.

Allen, C. A., Gruben, K. H. (2011) *An Internet Subculture: Segmenting Bloggers* (pp. 1).

Work in Progress

Moss, S.E, Gruben, K.H., Moss, J. "Olympic legacy effect, Evidence from US and International Travel" Prepared for: *Tourism Analytics*. Note: this is an A* journal with a <5% acceptance rate but not on the Dean's list.

Honors, Awards, and Business Activities

Honors and Awards

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| NRF Student Challenge – Top Team Adviser | 2017 |
| Distinguished Research Award – Academy for Studies in International Business | 2013 |
| Dean's Citation for Student Engagement | 2008 |
| COBA Professor of the Year | 2007 |

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| Dean's Citation for Student Engagement | 2006 |
| Omicron Delta Kappa – faculty inductee | 2006 |
| Omicron Delta Kappa – mentor | 2005 |
| Omicron Delta Kappa – mentor | 2004 |
| Distinguished Research Award – Allied Academies | 2003 |
| Brown and Williamson Faculty Award | 1999 |
| Southern Marketing Association Dissertation Competition – Honorable Mention | 1997 |

Business Activities

Georgia Retail Association 2014 - Present
2004 – 2013

- Developed the Georgia Retail Index to benefit the industry
- Maintain the Index by collecting data and publishing the report on a quarterly basis
- Serve on Board of Directors
- Testified at Legislative Hearing about abolishing Ad Valorem Tax on Inventory
- Serve on Education Committee

2 Cutie Patooties, Savannah, Georgia 2012 – 2014

- Advise on social media
- Suggest new product development
- Assist in developing controls

Operation Kid Comfort, Fort Bragg, NC 2004 – 2006

- Enabled non-profit organization in its infancy to make appropriate decisions to successfully start the program
- Provided guidance for writing grants to secure funding for operations
- Guided students in developing advertising campaigns, with special emphasis creating events for fund raising and recruiting volunteers

Parker's Convenience Stores, 2006 (Fall semester)

Leadership Coca-Cola,
National Association of Convenience Stores (NACS)

- Directed special student group in conducting research and compiling a report about developing teen loyalty in the convenience store industry
- Results presented at NACS convention in Las Vegas

Wise Nursery, Statesboro, GA 2006 (Fall semester)

- Directed Retail Store Management students in developing an open-to-buy sheet, purchasing inventory, and designing the store's interior
- Bulloch County Senior Companion Program 2006 (Fall)
- Developed advertising, promotion, events, and publicity materials through advertising class
- Habitat for Humanity's ReStore, Statesboro, GA 2006 (Fall)
- Developed advertising, promotion, events, and publicity materials through advertising class
- Parker Real Estate 2006 (Summer)
- Created a new profile to Bulloch county to attract new tenants into a new local shopping center
 - Provided information about the county's retail climate that resulted in a national chain locating in the center
- Daylight Donuts, Statesboro, GA 2006 (Summer)
- Provided guidance and information about the feasibility of a second location in another county
- Atlanta Braves and Incentive Marketing 2005- 2006
(Donation made to Center for Retail Studies)
- Conducted study about promotional products' effect on attendance at baseball games
- Hull Storey 2004 (Spring 2006)
- Studied the retail environment of Bulloch County's trade area
- Georgia Association of Non Profit Organizations
- Researched the impact of non-profit organizations on the state's economy
- Edventure Partners 2000 and 2001
- Supervised student groups in developing and producing an on campus event for the General Motors Marketing Internship Program
 - Guided the 2001 students to second place in a national competition
- Habitat for Humanity 1999
- Guided students in developing advertising campaigns, with special emphasis creating events for fund raising and recruiting volunteers
- RJ's Steakery 1999
- Guided students in developing advertising campaigns, with special emphasis creating events for fund raising and recruiting volunteers
- Farmer's and Merchant's Bank 1999

- Guided students in developing advertising campaigns, with special emphasis creating events for fund raising and recruiting volunteers

Grants and Donations

Atlanta Braves and Incentive Marketing

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| Effectiveness of Promotional Products on Major League Baseball Attendance | 2005 | \$15,000 |
| Additional Pledge | | \$10,000 |

Belk

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| Scholarship Grant | 2013 | \$25,000 |
| Contribution | 2011 | \$5,000 |

City of Statesboro and BBRED (with Phyllis Isley)

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|----------------------------------|------|----------|
| Retail Climate of Bulloch County | 2003 | \$68,500 |
|----------------------------------|------|----------|

Clickin Research

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| Registration to Chaos 2006 | 2006 | \$250 |
|----------------------------|------|-------|

Coca-Cola Leadership Council and National Association of Convenience Stores (NACS)

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| Travel expenses to Las Vegas (5) | 2006 | \$3,200 |
| Registration to NACS convention | 2006 | \$2,500 |

ESRI

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| Software Donation | | \$3,500 |
| Business Analyst Training | | \$550 |

Georgia Retail Association

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|---|------|---------|
| Half the fee to become partner school with the National Retail Federation | 2006 | \$2,500 |
| Student Scholarships (3) | 2006 | \$1,500 |
| Student Scholarships (2) | 2005 | \$1,000 |
| Student Scholarships (2) | 2004 | \$1,000 |

National Retail Federation

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|-------------------------------------|------|----------|
| Student Challenge Scholarships | 2017 | \$20,000 |
| Travel Funds to NRF's BIG Show | 2017 | \$12,000 |
| Conference Registration, BIG Show | 2017 | \$500 |
| Conference Registration to Shop.org | 2016 | \$500 |

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| Stipend for Retail's Academic Symposium | 2016 | \$3,000 |
| Travel Funds to NY, BIG Show | 2016 | \$6,000 |
| Conference Registration to BIG Show | 2016 | \$400 |
| Stipend for Retail's Academic Symposium | 2015 | \$1,500 |
| Conference Registration to Shop.org | 2015 | \$400 |
| Travel Funds to Philadelphia, Shop.org | 2015 | \$3,000 |
| Conference Registration to BIG Show | 2015 | \$400 |
| Travel Scholarship to NRF's BIG Show | 2015 | \$6,000 |
| Conference Registration to Shop.org | 2014 | \$400 |
| Travel Funds to Seattle, Shop.org | 2014 | \$10,000 |
| Conference Registration to BIG Show | 2014 | \$400 |
| Travel Funds to NY, BIG Show | 2014 | \$2,500 |
| Conference Registration to Shop.org | 2014 | \$400 |
| Travel Funds to Chicago, Shop.org | 2013 | \$5000 |
| Student Scholarship | 2013 | \$5000 |
| Travel Funds to NY | 2013 | \$2500 |
| Conference Registration to BIG Show | 2013 | \$200 |
| Aspire2Retail | 2012 | \$6,000 |
| Registration to BIG Show | 2012 | \$700 |
| Student Scholarship | 2012 | \$2500 |
| Student Scholarship | 2012 | \$5000 |
| Travel Funds | 2012 | \$2500 |
| Aspire2Retail | 2011 | \$6,000 |
| Registration to BIG Show | 2011 | \$300 |
| Student Scholarship | 2011 | \$2500 |
| Aspire2Retail | 2010 | \$6,000 |
| Registration to BIG Show | 2010 | \$300 |
| Student Scholarship | 2010 | \$2500 |
| Aspire2Retail | 2009 | \$6,000 |
| Registration to BIG Show (4) | 2007 | \$1,000 |
| Registration to BIG Show (4) | 2006 | \$1,000 |
| Registration to BIG Show (5) | 2005 | \$1,250 |

Promotional Products Association International

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| 2005 End Buyer Study | 2005–2006 | \$30,000 |
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| Promotional Product Effectiveness in Building Brand Awareness in Trade Show Settings | 2004-2005 | \$17,993 |
| Effect of Promotional Products on Brand Loyalty | 2003-2004 | \$4,500 |
| Effectiveness of Using Promotional Products to Attract Attendees to Trade Show Booths | 2003-2004 | \$12,994 |
| Developing Customer Loyalty between Clients and Distributors | 2002-2003 | \$32,478 |
| Developing Customer Loyalty between Distributors and Suppliers | 2001-2002 | \$22,000 |
| <u>Toys “R” Us</u> | | |
| Partnership | 2014 | \$8,000 |
| Partnership | 2013 | \$8,000 |
| Partnership | 2012 | \$8,000 |
| Scholarship | 2013 | \$2,500 |
| Partnership | 2011 | \$8,000 |
| Scholarship | 2011 | \$2,500 |
| Partnership | 2010 | \$8,000 |
| Scholarship | 2010 | \$2,500 |
| Partnership | 2009 | \$8,000 |
| Summer Research Grant | 2010 | \$12,450 |
| Catalyst Award – Renewal | 2006 – 2007 | \$17,000 |
| Catalyst Award | 2005 – 2006 | \$17,000 |
| Develop Georgia Retail Index | | |
| Additional Soft Money | 2006 | \$8,000 |
| Summer Research Grant | 2003 | \$12,500 |
| Faculty Development Grant | 2002 | \$450 |

Services, Professional Activities, and Associations related to discipline (for the past 5 years)

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| Editorial Review Board Atlantic Marketing Journal | 2011 – Present |
| Board of Directors, Atlantic Marketing Association | 2006 - Present |
| Board of Directors of the Georgia Retail Association | 2014 - Present |
| | 2004 – 2013 |
| Executive Director, Atlantic Marketing Association | 2008 – 2011 |