

CV Minna Rollins

Contact information

University of West Georgia
Richards College of Business/Department of Marketing & Real Estate
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Education

Doctor of Science in Economics and Business Administration, Turku School of Economics, 2008

- Major: Marketing, focus on Business-to-business Marketing
- Dissertation: *“Customer Information Usage and Its Effect on Seller Company’s Customer Performance in Business-to-business markets: An Empirical Study.”*
- Dissertation supervisors: Prof. Aino Halinen-Kaila (TSE) and Prof. Wesley Johnston (Georgia State University)

Master of Science in Economics and Business Administration, Turku School of Economics, 2002

- Major: Marketing
- Minors: Information Systems Science and Business Economics

Academic working experience

University of West Georgia: Assistant Professor in Marketing, 8/2008 –

University of West Georgia: Visiting Assistant Professor in Marketing, spring 2007 & 2008

Georgia State University, Atlanta GA: Part-time Instructor in Marketing, fall semester 2006

Center for Business and Industrial Marketing/Georgia State University: Visiting Researcher, 2005 – 2006

Turku School of Economics (Finland): Researcher/PhD Candidate, 2004 – 2007

Research interests

Information Utilization, Customer Knowledge Management, Customer Relationship Management, International Marketing, Supply Chain Management

Teaching experience

Principles of Marketing
Business-to-business Marketing (online and offline)
International Marketing/Business (under-grad & grad.)
Sales Management
Marketing Intelligence

Research Papers and Books

Pekkarinen, Saara, Mehtala, Mari, Rollins, Minna (2009) Managing Customer Knowledge between a Buyer and Logistic Service Provider: An Empirical Study. *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Jan 16–18, 2008, Atlanta, USA

Rollins, Minna & Johnston, Wesley (2008) How Does Customer Relationship Management Affects Customer Information Utilization. *Proceedings of Society of Marketing Advantages*, Nov 6–9, 2008, St. Petersburg, FL.

Rollins, Minna (2008) *Customer Information Usage and Its Effect on Seller Company's Customer Performance in Business-to-business Markets: An Empirical Study*. Turku School of Economics. Dissertation research. ISBN 978-951-564-605-7, 978-951-564-606-4 (PDF)

Rollins, Minna & Johnston, Wesley J. (2006). Customer Information Use in Business-to-business markets: An Individual Perspective. *Proceedings of the Center for Business and Industrial Marketing Academic Workshop*. Feb 2–5, 2005, Atlanta, USA

Rollins, Minna & Johnston, Wesley J (2005). A Conceptual Framework for the Use of Customer Knowledge in Business-to-business Markets. *Proceedings The 6th European Conference on Knowledge Management*, Sep, 8– 9, 2005, Limerick, Ireland, ISBN 1-905305-06-0

Rollins, Minna (2005). The Factors Affecting the Use of Customer Knowledge in Business-to-business Markets. *Proceedings The 5th American Marketing Association/Academy of Marketing Joint Biennial Conference*, Jul, 5–8, 2005, Dublin, Ireland

Rollins, Minna & Halinen, Aino (2005). Customer Knowledge Management Competence: Towards a Theoretical Framework. *Proceedings 38th Hawaii International Conference on Systems Science*, Jan, 4–6, 2005, Waikoloa, HI, ISBN 0-7695-2268-8

Halonon, Minna (2001). "*Building an eBrand: Case WOW!*". Turku School of Economics. Master thesis.

Academic memberships

American Marketing Association

Industrial Marketing and Purchasing Group

Academic service

A member of Faculty Senate at University of West Georgia (2008–)

A member of Committee of University Matters at University of West Georgia (2008–)

Reviewer for "The Handbook of Technology Management" (2008)

Reviewer Academy of Marketing conference 2006 – 2008

Reviewer Relationship Marketing Colloquium 2007

Grants/Project funding

2008-2011

International research project: "ModSeC: How modularity enables the development of new B2B services?", funded by TEKES

2004 - 2007

Personal grants from:

Academy of Finland

Foundation for economics education (Finland)

Marcus Wallenbergin Liiketaloudellinen Tutkimussäätiö

Languages

Finnish (mother tongue), English (fluent), Swedish, German, Spanish