

**Cheryl O. Brown, Senior Lecturer of Marketing**

Department of Marketing and Real Estate

University of West Georgia

Carrollton, Georgia 30118

cbrown@westga.edu

**EDUCATION**

University of West Georgia

**Master of Business Administration**, August 2002

Concentration: Marketing

**Bachelor of Science**, May 1999

Major: Biology, Minor: Statistics

**ACADEMIC EXPERIENCE**

6/2012-Present                      Senior Lecturer of Marketing  
University of West Georgia  
Carrollton, GA

1/2004-5/2012                      Lecturer of Marketing  
University of West Georgia  
Carrollton, GA

**Courses Taught**

Principles of Marketing (in class and online)  
Business Research (in class and online)  
Services Marketing (online)  
Advertising Practices (online)  
Business Communication (online)  
Retail Management (in class and online)  
Fashion Marketing & Merchandising (online)

**Research**

“Investigating Value, Loyalty, and Trust as Determinants of Purchase Intention on the Pinterest Social Media Network”: 2019 *International Journal of Electronic Marketing and Retailing*, with B.N. Sethna and S. Hazari.

“Gender Differences in Pinterest Usership”: 2019 *International Journal of Electronic Marketing and Retailing*, with B.N. Sethna and S. Hazari.

“Reverse Logistics as a Sustainable Business Model: A Multi-Industry Qualitative Study”: 2018 CBIM International Conference in Madrid, Spain.

“Determinants of Pinterest Affinity for Marketers Using Antecedents of User-Platform Fit, Design, Technology, and Media Content”: 2017 *International Journal of Technology Marketing*, with S. Hazari and B.N. Sethna.

“A Comparison of Three Psychometric Values Measures for Modeling Ecologically Conscious Consumption Behavior”: 2017 *Theoretical Economics Letters*, with J. Murphy and D. Webb.

“An Empirical Investigation of Privacy Awareness and Concerns on Social Networking Sites”: 2014 *Journal of Information Privacy and Security*, with Sunil Hazari.

“Investigating Marketing Students: Perceptions of Active Learning and Social Collaboration in Blogs”: 2012 *Journal of Education for Business*, with Sunil Hazari and Rachel Rutledge.

“The Effects of Consumer Weight Level and Types of Ad Claims on Attitude Towards Food and Advertisements”: 2011 *Academy of Marketing Science World Marketing Congress*, with Jack Wei, Mary Kay Rickard.

“From the Inside-Out: Internal Marketing and the Global Firm”: 2011 International Academy of Business Disciplines Conference, with Blaise J. Bergiel, J. Robert Field.

“Does Salesperson Turnover Always Harm the Buyer-Seller Relationship?”: 2010 Society of Marketing Advances Conference, with Brian Rutherford, James S. Boles.

“The Effects of Service Failure and Service Recovery on Repeat Purchase Intentions: A Study within a Consumer Setting”: 2005 International Academy of Business and Public Administration Disciplines Conference, with Brian N. Rutherford, Mary Kay Rickard.

“Service Failure and Recovery”: 2005 INFORMS Marketing Science Conference. With Brian N. Rutherford.

## **Consulting**

Tanner Medical Center: database updates prior to new website launch, March 2019.

Tanner Medical Center: secret shopping calls to primary care facilities in west Georgia and east Alabama, data collection and reporting, April 2019.

Ascension Growth and Innovation Strategies: research proposal presentation to local (Atlanta) firm, July 2019.

Ascension Growth and Innovation Strategies: data collection for LexisNexis Risk Solutions, August-November, 2019.

Print Plus (via UWG Marketing Club): focus group creation, moderating, survey creation, Fall 2019.

UWG College of Education: online survey creation, April 2018.

Bremen Academy: creation of marketing materials for chorus and drama students, July 2018.

UWG College of Education: entry and exit surveys for UWG's Wolf Wellness Lab, October 2018.

Bremen City Schools: 2016-2017 Improvement Goals Assessment, online survey and detailed report, November 2017.

Solix via Ascension Growth and Innovation Strategies: 2017 Market sizing, industry research, database creation and filling.

ReturnCenter.com via Ascension Growth and Innovation Strategies: 2016 Market growth research and analysis.

Bremen City Schools: 2014-2015 Improvement Goals Assessment, online survey and detailed report, August-September 2015.

Ra-Lin Corporation, Carrollton, GA:  
Strategic business plan development for Ra-Lin's new Alabama territory. December 2015.

Bremen Middle School, Bremen, GA:  
Revitalization of promotional materials. July 2015.

Bremen Middle School, Bremen, GA: STEM rubric development. August 2015.

Bremen City Schools: 2013-2014 Improvement Goals Assessment, online survey and detailed report, August-September 2014.

Bremen City Schools: 2012-2013 Improvement Goals Assessment, online survey and detailed report, August-September 2013.

Bremen City Schools: 2011-2012 Improvement Goals Assessment, online survey and detailed report, August-September 2012.

Bremen City Schools: 2010-2011 Improvement Goals Assessment, online survey and detailed report, August-September 2011.

Bremen City Schools: 2009-10 Improvement Goals Assessment, online survey and detailed report, August-September 2010.

H.A. Jones Elementary, Bremen, Georgia: Paraprofessional Learning Survey, February 2009.

H.A. Jones Elementary: Strategic Objective Assessment, March-May 2009.

Tanner Health System, Carrollton, Georgia: Market Share Analysis for 2007, January-May 2009.

Tanner Medical Center Imaging Department: Customer Satisfaction Survey, May 2009.

Tanner Medical Center: Phlebotomy Lab Focus Group Moderator, May 2009.

Tanner Health System: Competitive Analysis, Cancer Treatment Centers of America, June 2009.

Willowbrooke Medical Center: Referral Source Survey, July

2009.

Tanner Health System: Market Share Analysis for 2008,  
September 2009-March 2010.

**Service**

Momentum Year Task Force Committee, 2018-present

RCOB Online Task Force Committee, 2013-present

Program Review Committee, 2014-present

Academic Policies Committee, 2014-2018

Study Abroad Fair (annually)

Strategic Planning Committee, 2011-2017

University Relations Committee, 2011-2015

Faculty Senate Member, 2008-2009

Academic Policies & Procedures Committee, 2008-2010

Excel Center Advising, 2005-2007

Graduation, at least once per year

Judge, RCOB Big Night (ongoing)

Executive Roundtable (ongoing)

CourseDen training for colleagues (ongoing)

Faculty Advisor to UWG Pi Kappa Alpha fraternity,  
2014-present

Faculty Advisor to UWG intramural sports teams, 2013-present

**Awards**

2018 RCOB Faculty Service Award

2015-2016 RCOB Teaching Award

2013-2014 Faculty Service Award

2011-2012 RCOB Faculty Development Award

2012-2013 RCOB Teaching Award

2009-2010 RCOB Teaching Award

2007-2008 RCOB Faculty Development Award

2006-2007 RCOB Teaching Award

8/2001 - 8/2002: Graduate Research Assistant  
Department of Marketing  
University of West Georgia  
Carrollton, GA

5/1998 - 5/1999: Research Assistant  
University of West Georgia  
Carrollton, GA

#### **NON-ACADEMIC EXPERIENCE**

1/2004 - present: Marketing Consultant & Researcher  
Brown Consulting

8/2002 - 9/2004: Marketing Research Associate  
Peachtree Consulting Group  
Peachtree City, GA

4/2000 - 4/2001: Contractor Liaison  
Cypress Communications  
Norcross, GA

12/1999 - 4/2000: Health Center Office Manager  
Emory Peachtree Regional Hospital  
Newnan, GA

5/1995 - 5/1999: Bar Manager  
Bennigan's Grill and Tavern  
Morrow, GA