

BLAISE J. BERGIEL

Richards College of Business
University of West Georgia
Carrollton, GA 30118-3000
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Education:

<u>Degree</u>	<u>Institution</u>	<u>Year</u>	<u>Major/Minor</u>
D.B.A.	Mississippi State University Starkville, MS	1980	Marketing/Psychology & Finance
M.B.A.	Clarion State University Clarion, PA	1976	
B.S.	Clarion State University Clarion, PA	1974	Marketing & Management

Academic Appointments

2010-	University of West Georgia, Carrollton, Georgia,	Associate Dean
1989-2010	Nicholls State University, Thibodaux, Louisiana.	Professor of Marketing.
1984-1989	Nicholls State University, Thibodaux, Louisiana. Marketing.	Associate Professor of
1984-1985	Nicholls State University, Thibodaux, Louisiana. Business Center.	Director of the Small
1980-1983	Southern Illinois University, Carbondale, Illinois. Marketing.	Assistant Professor of
1979-1980	Mississippi State University, Starkville, Mississippi.	Instructor.
1976-1979	Mississippi State University, Starkville, Mississippi	Graduate Teaching Assistant.
1975-1976	Clarion State University, Clarion, Pennsylvania.	Instructor.

Relevant Non Academic Experience:

- Marketing Consultant: B & J Business Consultants, Thibodaux, LA 70301. (1986-Present).
- U.S. Army, Honorable, Highest rank: Captain. Duties: Flight Instructor, Special Forces, and Company commander. (1965-1973).

Primary Course Responsibilities for Academic Years 2002 through 2008:

Undergraduate	
Principles of Marketing	Customer Behavior
Professional Selling	Sales Management
Global Marketing	Retailing
Marketing Internship	Marketing Strategy
MBA and EMBA	
Marketing Theory and Practice	Advanced Seminar in Marketing

Faculty Development 2002 – Pres.

- The International Academy of Business and Public Administration Disciplines Fall Conference (Memphis, TN) October , 2008
- Academic Business World International Conference (Nashville, TN), May 2008
- The Association of Collegiate Marketing Educators (Houston, TX), March 2008
- The American Society For Competitiveness Conference (Tulsa, OK), November 2007
- International Academy of Business and Public Administration Disciplines Conference (New Orleans, LA), October 2007
- Association of Collegiate Marketing Educators Conference (San Diego, CA), March 2007
- Southwest Academy of Management, 49th Annual Meeting (San Diego, CA), March 2007
- 19th Annual Conference of the International Academy of Business Disciplines (Orlando, FL), March 2007
- The International Academy of Business and Public Administration Disciplines (Dallas, TX), May 2007
- The American Society For Competitiveness Conference (Fairfax, Virginia), November 2006
- 18th Annual Conference of the International Academy of Business Disciplines (San Diego, CA), April 2006
- Conference on Emerging Issues in Business & Technology (Myrtle Beach, SC), October 2005
- 17th Annual Conference of the International Academy of Business Disciplines Conference (Pittsburgh, PA), April 2005
- The International Academy of Business and Public Administration Disciplines (New Orleans, LA), January 2005
- Conference on Emerging Issues in Business & Technology (Myrtle Beach, SC), October 2004
- 16th Annual Conference of the International Academy of Business Disciplines (San Antonio, TX), March 2004
- 18th Annual U.S. Association for Small Business & Entrepreneurship Conference (Dallas, TX), January 2004

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- Conference on Emerging Issues in Business & Technology (Myrtle Beach, SC), October 2003
- 15th Annual Conference of the Academy of Business Disciplines (Orlando, FL), April 2003
- The American Society for Competitiveness (Alexandria, VA), October, 2002
- Annual Conference of The Society of Business, Industry and Economics (Gulf Shores, AL), April 2002
- 14th Annual Conference of the International Academy of Business Disciplines (Los Angeles, CA), April 2002

Honors and Recognitions:

- Best Paper in Track: Association of Collegiate Marketing Educators Conference, Houston, TX, March 2008
- Research Award, International Academy of Business and Public Administration Disciplines, October 2007
- Service Award, International Academy of Business and Public Administration Disciplines, May, 2007
- Letter of recognition for personal support by students as acknowledged by Vice President for Student Affairs, Dr. Eugene A. Dial, Jr.: Spring 2008; Spring and Fall, 2007, 2006, 2005, 2004, 2003, 2002
- Presidential Award for Teaching Excellence, NSU Faculty Institute, August 2005
- Service Award: International Academy of Business & Public Administration Disciplines: January 2005
- Research Award: International Academy of Business & Public Administration Disciplines: January 2005
- Coleman Scholarship: USASBE 2004 National Conference: January 2004
- Student Affairs recognition: February 2003

Intellectual Contributions:

Peer Reviewed Journal Articles:

“Rate My Professors.com A Global Rating Service: Students Utilization and Perceptions of Accuracy of Evaluations,” V16, N1, (2009), pp. 337-342. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, Centenary College of LA

“Counterfeit Products: Can Consumers Identify the Fakes?” *Competition Forum*, V6, N2, (2008), pp. 280-286. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, Centenary College of LA

“An Exploratory Study of Student Use and Perceived Accuracy of Faculty Evaluations on RateMyProfessor.Com,” *Competition Forum*, V6, N2, (2008), pp. 378-383. authors: J. Robert Field, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU

Bergiel, B.J.

“Internet Cross Border Crime: A Growing Problem,” *Journal of Website Promotion*, V3, N3/4, (2008), pp 133-142. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG, and Phillip W. Balsmeier, Centenary College of LA

“Counterfeit Products: Back to Basics,” *Business Research Yearbook*, V15, (2008), pp. 461-466. authors: J Robert Field, NSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, Centenary College of LA

“Nature of Virtual Teams: A Summary of Their Advantages and Disadvantages,” *Management Research News*, V32, N2, (2008), pp. 99-110. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“I Have A Deal For You: Cross Border Crime,” *Competition Forum*, V5, (2007), pp. 112-117. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“A Global Market Entry Strategy Model for Vietnam,” *Business Research Yearbook*, V14, N1, (2007), pp. 493-499. authors: Vinh Q. Nguyen, MSU; Blaise J. Bergiel, NSU; and Erich B. Bergiel, UWG

“The Reality of Virtual Teams,” *Competition Forum*, V4, N2, (2006), pp. 427-432. authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Phillip W. Balsmeier, NSU

“What Are The Benefits, Challenges, and Motivational Issues of Academic Teams?” *Business Research Yearbook*, V13, (2006), pp. 362-367. authors: Blaise J. Bergiel, NSU and Erich B. Bergiel, MSU

“Country Equity: South Africa, A Case in Point,” *Journal of Promotion Management*, V12, N1, (2005), pp. 85-95. authors: R. Charles Viosca, Jr., NSU; Blaise J. Bergiel NSU and Phillip W. Balsmeier, NSU

“Multicultural Teams: A Conceptual Model of Effectiveness,” *Journal of Contemporary Business Issues*, Vol. 12, N2 (College of Business and Technology, Western Illinois University, 2004), pp. 90-96. authors: Erich B. Bergiel, MSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr. NSU

“The Socioemotional Linkages Between Cohesion and Perceived Organizational Support,” *Business Research Yearbook*, V12, N1, (April 2005), pp. 382-386, authors: Erich B. Bergiel, MSU; G. S. Taylor, MSU; and Blaise J. Bergiel, NSU

“Global Growth and Implications of Electronic Bill Presentment and Payment,” *Journal of Website Promotion*, V1, I1, (Fall 2004 – Winter 2005), pp. 77-92. authors: Michelle R. Bednarz, MSU; Blaise J. Bergiel, NSU; and Phillip W. Balsmeier, NSU

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“Internet Fraud: A Global Perspective,” *Journal of E-Business*, V4, I1, ISBN 1542-0846 (June 2004), pp. 28-39. authors: Phillip W. Balsmeier, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca Jr., NSU.

“Effects of the Electronic Nigeria Money Fraud on the Brand Equity of Nigeria and Africa,” *Management Research News*, V27, N6 (2004), pp. 11-20, authors: R. Charles Viosca, Jr., NSU; Blaise J. Bergiel, NSU; & Phillip W. Balsmeier, NSU

“A Conceptual Model of Team Cohesion,” *Business Research Yearbook: Global Business Perspectives*, V9, N1, (2004), pp. 379-383. authors: Erich B. Bergiel, MSU; C. William Roe, Arkansas State University; and Blaise J. Bergiel, NSU

“AACSB institutions Competing in an On-line Environment,” *Journal of Contemporary Business Issues*, Vol. 11, N2 (College of Business and Technology, Western Illinois University, 2003), pp. 79-84, authors: Blaise J. Bergiel, NSU and R. Charles Viosca, Jr.

“Internet Fraud Goes International,” *Competition Forum*, V1, N1 (American Society for Competitiveness, October 2003), pp. 159-166, authors: Sherry Rodrigue, NSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU

“Family Business Successions: A Radically Different View,” *Business Research Yearbook: V10*, (2003), pp. 360-364, authors: Erich B. Bergiel, MSU and Blaise J. Bergiel, NSU

"Target Market + Business Environment = Marketing Target," *Journal of Global Competitiveness*, (International Society of Competitiveness, 2002), pp. 181-189, authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, CSU-Bakersfield; and Michelle R. Bednarz, NSU

“Coupon Clippers Clicking,” *Journal of Global Competitiveness*, V9(1), (International Society of Competitiveness, 2001), pp. 408-418, authors: Michelle R. Bednarz, NSU and Blaise J. Bergiel, NSU

“Global Marketing Strategy: Is Current Marketing Philosophy Enough?” *International Business Trends: Contemporary Readings*, (Academy of Business Administration, 2001), pp. 291-297, author: Blaise J. Bergiel, NSU

“Marketing Strategy: Looking At A Neglected Environment,” *National Business and Economic Society Journal*, V1, (The National Business and Economics Society, March 2000), pp. 202-209, authors: Blaise J. Bergiel, NSU and Capt. Erich B. Bergiel, USMC

“Portrayal of Women in Advertisements: An Evaluation of the Perceptions of French and U.S. Women,” *The Journal of Global Competitiveness*, V8(1), (Enron Corporation, International Society for Competitiveness, 2000), pp. 309-317, authors: Blaise J. Bergiel, NSU and Erich B. Bergiel, CSU-Bakersfield

Bergiel, B.J.

"Country-Of-Origin as a Surrogate Indicator: Implications/Strategies," *Journal of Global Competitiveness*, V7(1) (International Society for Competitiveness, 1999), pp. 187-195, authors: Blaise J. Bergiel, NSU and Capt. Erich B. Bergiel, USMC

"Attitudes toward the Portrayal of Women in Advertising: A French Study," *Emerging Trends in Business Disciplines*, (Orlando, FL: International Academy of Business Disciplines, April, 1997), pp 110-115, author: Blaise J. Bergiel, NSU

"Female College Student's Verses Contemporary Women's Evaluation of Female Role Portrayals in Advertising," *Trends In Modern Business*, (Maryland: Academy of Business Administration, 1995), pp. 289-296, authors: Blaise J. Bergiel, MSU; C. William Roe, NSU; and William M. Cooley, JSU

"Can We Talk? Multi-Cultural Negotiations," *Business Trends For The 21st Century*, V1, (Maryland: Academy of Business Administration, 1994), pp. 336-341, authors: Blaise J. Bergiel, NSU; C. William Roe, NSU; and Bridget J. Bergiel, MSU

"Organizational Discipline: Does the Punishment Fit the Crime?" *The Mid-Atlantic Journal of Business*, V26(1), (Fall, 1989), pp. 41-52, authors: Elaine Fry, NSU; Blaise J. Bergiel, NSU; and Nicholas Fry, NSU

"A Neglected Environment: Problems Faced by Small Business," *Small Business America's Growth Industry*, 1989, (New Orleans: Southwestern Small Business Institute, March 1989), pp. 41-52, author: Blaise J. Bergiel, NSU

"Chain Store Executives' Ratings of Critical Site Selection Factors," *The Journal of Midwest Marketing*, V3(2), (Fall 1988), pp. 37-48, author: Blaise J. Bergiel, NSU

"Progressive Discipline: Do Employers Use It?" *Small Business America's Growth Industry*, 1988, (San Antonio: Southwestern Small Business Institute, March 1988), pp. 8-15, author: Blaise J. Bergiel, NSU

"Research: What are Not-For-Profit Organization's Expectations," *Small Business: America's Growth Industry*, (Houston: South-Western Small Business Institute, March 12, 1987), pp. 105-108, author: Blaise J. Bergiel, NSU

"Who's Flying, how Often and For What Reasons: Implications for Strategic Planning," *Marketing In An Environment of Change*, Robert L. King, Editor, (Charleston: Southern Marketing Association, Fall 1986), pp. 307-310, author: Blaise J. Bergiel, NSU

*"The Impact of Personalized Cover Letters on Item Omission and Response Rates to a Mail Survey," (1986) *Journal of Midwest Marketing*, V1(1), (Spring 1986), pp. 175-181, author: Blaise J. Bergiel, NSU

* Received the outstanding paper award.

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"Instrumental Learning: Its Application To Consumer Satisfaction," *Journal of Consumer Marketing*, V2, (Fall 85), pp. 23-28, author: Blaise J. Bergiel, NSU

"Attitudes Toward Advertising by Accountants: Past and Present," *Marketing: The Next Decade*, (Orlando: Southern Marketing Association, 1985), pp. 244-246, author: Blaise J. Bergiel, NSU

"Retail Site Selection: A Study of Methods Used by Retailing Executives," *Mississippi Business Review*, Vol. XLVL, N10, (April, 1985), pp. 3-10, author: Blaise J. Bergiel, NSU

"A Case for the Regular Overstating of Lease Payments," *Journal of Business Education*, V60(6), (May 1985), pp. 333-335, author: Blaise J. Bergiel, NSU

"Single vs. Multi-Financial Institution Users: A Pilot Study," *Evolving Marketing Horizon: 1985 Focus*, (Chicago, Midwest Marketing Association, March 1985), author: Blaise J. Bergiel, NSU

"Marketing Professional Services," *Terre Bonne Magazine*, (March 1984), p. 5, author: Blaise J. Bergiel, NSU

"Financial Services: Implications for Market Segmentation," *Mississippi Business Review*, (Nov. 1984), pp. 3-7, author: Blaise J. Bergiel, SIU-Carbondale

"Health Care Advertising: A Comparative Analysis," *Journal of Health Care Marketing*, V3(1), (Winter, 1983), pp. 21-28, author: Blaise J. Bergiel, SIU-Carbondale

"Effective Use of Follow-up Procedures To Decrease Lapse Rates," *Journal of Insurance: Issues & Practices*, V6(1), (Jan. 1983), pp. 13-21, author: Blaise J. Bergiel, SIU-Carbondale

"Advertising of Legal Services and Fees: Comparative Issues and Perspective," *Texas Bar Journal*, V45(9), (October 1982), pp. 1228-1235, author: Blaise J. Bergiel, SIU-Carbondale

"A Longitudinal Analysis of Attitudes of Dentists Toward The Advertising of Their Fees and Services," *Journal of Dental Education*, V46(12), (Dec. 1982), pp. 703-708, author: Blaise J. Bergiel, SIU-Carbondale

"One Way to Improve Lapsation Ratio," *The National Underwriter*, (June, 1980), authors: Blaise J. Bergiel, MSU and L.E. Pease., MSU

Published Proceedings:

"Adding Guerrilla Marketing to The Promotional Mix", The IABPAD Spring Conference Proceedings, (Dallas, TX), 2009, V6, N2, pp. 837-843, authors: Blaise J. Bergiel, NSU; J Robert Field, NSU; and Walter Jones, NSU

Bergiel, B.J.

“Crowdsourcing: Business Version of An Open Call”, The IABPAD Conference Proceedings, (Memphis, TN), October, 2008, pp. 765-771, authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; J Robert Field, NSU; and Ashley Inness, NSU

“Internal Marketing for External Results,” Proceedings of the 4th Annual Academic Business World International Conference, (Nashville, TN), May, 2008, pp. 300-307, authors: Blaise J. Bergiel, NSU; J Robert Field, NSU; R. Charles Viosca, Jr., NSU; and Keli Bonvillain, NSU

“Sales Teams: A Conceptual Model of Effectiveness,” Proceedings of the Association of Collegiate Marketing Educators, (Houston, TX), March 2008, pp. 341-351, authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and J Robert Field, NSU

“Market Demand and Offshore Trends In the United States Health Care Industry,” Proceedings of the International Academy of Business and Public Administration Disciplines, (Dallas, TX), May 2007, pp. 802-808, authors: Blaise J. Bergiel, NSU; Erich B. Bergiel, UWG; and Jada B. Songy, NSU

“E-Teams: A Qualitative Study of Virtual Team Development,” International Academy of Business and Public Administration Disciplines Proceedings, (New Orleans, LA), Oct. 2007, pp. 170-176, authors: Blaise J. Bergiel, NSU; Beth Clenney, UWG; and Erich B. Bergiel, UWG

“Classroom Team Projects: What Marketing Can Learn From Management,” Advances in Marketing, 2007, Association of Collegiate Marketing Educators Conference, (San Diego, CA), March 2007, pp. 191-198, authors: Blaise J. Bergiel, NSU and Erich B. Bergiel, UWG

“Perceptions of Justice: The Influence of Shared Mental Models on Organizational Justice and Perceived Organizational Support,” Proceedings of the Southwest Academy of Management, (San Diego, CA), March, 2007, pp. 204-218, authors: Erich B. Bergiel, UWG; G. Stephen Taylor, MSU; and Blaise J. Bergiel, NSU

“Direct-To-Consumer Advertising of Pharmaceuticals: Empowering or Endangering? Emerging Issues in Business & Technology, 2005 Conference on Emerging Issues in Business and Technology, (Myrtle Beach, SC), November 2005, pp. 188-194, authors: Chanci Chauff, NSU, R. Chalres Viosca, Jr., NSU and Blaise J. Bergiel, NSU.

“Do Work Teams Plus Technology Equal Virtual Teams?” Conference Proceedings of the International Academy of Business and Public Administration Disciplines, V2, N1 2005; ISBN 1547-4836, (New Orleans, LA), January, 2005; authors: Ali Tabor, NSU; Blaise J. Bergiel, NSU; and Erich B. Bergiel, MSU

“Multicultural Teams: A Conceptual Model of Effectiveness,” Emerging Issues In Business & Technology: Conference Proceedings, 2004 Conference on Emerging Issues in Business and Technology, (Myrtle Beach, SC), October 2004, pp. 48-54. authors: Erich B. Bergiel, MSU; Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU

Bergiel, B.J.

“AACSB Institution Competing in an On-Line Environment,” Emerging Issues In Business & Technology: Conference Proceedings, 2003 Conference on Emerging Issues in Business and Technology, (Myrtle Beach, SC), October 2003, pp. 362-367, authors: Blaise J. Bergiel, NSU; and R. Charles Viosca, Jr., NSU.

“Family Business Successions: A Radically Different View,” Business Research Yearbook: Global Business Perspective V10, (2003), pp. 360-364, authors: Erich B. Bergiel, MSU and Blaise J. Bergiel, NSU

"Using Biometric Technology for Airport Identification and Customer Satisfaction", The Impact of Globalization on World Business in The New Millennium: Competition, Cooperation, Environment, and Development, International Management Development Association, (July 2002), pp. 248-252, authors: Blaise J. Bergiel, NSU and Phillip W. Balsmeier, NSU

“Global Marketing and Environmental Concerns: What’s in Store For Global Companies,” Business Research Yearbook: Global Business Perspectives, V8, International Academy of Business Disciplines, (2001), pp. 206-210, author: Blaise J. Bergiel, NSU

“Global Marketing Strategy: Improve, Adapt and Overcome,” Business Research Yearbook: Global Business Perspectives, V. VII, International Academy of Business Disciplines, (2000), pp. 305-309, authors: Blaise J. Bergiel, NSU and Capt. Erich B. Bergiel, USMC

“TQM Success: Do Quantitative Tools Really Matter,” Academy of Business Administration, 1996 Proceedings, Academy of Business Administration, (Miami, FL), author: Blaise J. Bergiel, NSU

“Implementing Total Quality Management: Problems and Threats Facing Organizations in The U.S., Academy of Business Administration, 1996 Proceedings, Academy of Business Administration, (Miami, FL), author: Blaise J. Bergiel, NSU

“Ethical Attitudes of MBA Students Toward Practices of College of Business Faculty,” (1995) Transforming Marketing: On-Line and Integrating, Vol. XI, Atlantic Marketing Association, (New Orleans, LA), pp. 62-67, authors: Blaise J. Bergiel, NSU and Marcy M. Matherne, NSU

"The Importance of Made-In...: Is There A Country-Of-Origin Effect," (1995) Midwest Marketing Association 1995 Proceedings, (Chicago, IL), pp. 183-188, authors: Blaise J. Bergiel, NSU, C. William Roe, ASU, and William M. Cooley, JSU

"Male Versus Female College Students' Evaluation of Female Role Portrayals In Advertising," (1994) Midwest Marketing Association 1994 Proceedings, (Chicago, IL), pp. 92-96, authors: Blaise J. Bergiel, NSU, C. William Roe, ASU, and Bridget J. Bergiel, MSU

"R.I.S.K., Is Not A Dirty Four Letter Work," (1991) Marketing At The Cross Roads: Theory and Practice, Atlantic Marketing Association Proceedings, pp. 246-248, author: Blaise J. Bergiel, NSU

Bergiel, B.J.

"Sexual Harassment: New Implications to an Old Problem," (1986) South-Western Small Business Institute Association Proceedings, pp. 92-97, author: Blaise J. Bergiel, NSU

"Analysis of Content of the Midwest Marketing Association Proceedings: 1976-1983," Evolving Marketing Horizon: 1984 Focus, (Chicago, IL), pp. 63-66, author: Blaise J. Bergiel, NSU

"Operant Conditioning: An Overview and Test of Its Application in a Marketing Situation," (1983) Evolving Marketing Horizons Midwest Marketing Association, (Chicago, IL), pp. 13-19, author: Blaise J. Bergiel, SIU-Carbondale

"Advertising by Physicians and Dentists: A Study of the Change in Attitudes," (1982) Federal Trade Commission, Chairman James Miller, authors: Blaise J. Bergiel, SIU-Carbondale and John R. Darling, SIU-Carbondale

"The Application of Nominal Grouping in Marketing for Decision- Making, Idea Generation, and the Evaluation of Alternatives," Midwest Marketing Association, 1982 Conference Proceedings, (Chicago, IL), pp. 63-68, authors: Blaise J. Bergiel, SIU-Carbondale and Cheryl Bousman, SIU-Carbondale

"Advertising and Competitive Interaction in Selected Professions," (1981) Special Report for House of Representatives, Congress of the United States, authors: Blaise J. Bergiel, SIU-Carbondale and John R. Darling, SIU-Carbondale

"A Comparative Study of the Attitudes of Foreign Consumers Toward U.S. Products and Selected Marketing Practices," (1981) Progress in Marketing Theory and Practice, Southern Marketing Association, (Atlanta, GA), authors: Blaise J. Bergiel SIU-Carbondale and John R. Darling, SIU-Carbondale

"Nominal Grouping as an Effective Marketing Tool," (1981) Proceedings of the Southeast AIDS, authors: Blaise J. Bergiel, SIU-Carbondale and Donald P. Robin, MSU

"Comparative Attitudes Toward the Advertising of Professional Fees and Services," (1981) Special report for the Bureau of Consumer Protection, Federal Trade Commission, authors: Blaise J. Bergiel, SIU-Carbondale and John R. Darling, SIU-Carbondale

"Mail Survey Research Since 1976: Another Call for Broadening Research Efforts," (1980) Evolving Marketing Thought for 1980, Southern Marketing Association, 1980, Co-authors: Ronald D. Taylor and J.H. Summey.

"Comments of the Usefulness of Marketing Information in Decision Making, (1980) Evolving Marketing Thought for 1980, Southern Marketing Association, author: Blaise J. Bergiel, MSU

"Need and Demand for an International Business Curriculum in Pennsylvania Colleges," (1975) Pennsylvania Department of Commerce, author: Blaise J. Bergiel, CSU

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Books and Ancillary Materials:

Marketing A Situational Approach, Dame Publications, Inc., Publication Date: Fall 1998, authors: C. Glenn Walters and Blaise J. Bergiel

Case Manual: *Marketing A Situational Approach*, Dame Publications, Inc., Publication Date: Fall 1998

Consumer Behavior: A Decision-Making Approach, (Cincinnati: South-Western Publishing Co.,) 1989, authors: C. Glenn Walters and Blaise J. Bergiel. Marketing text includes instructor's manual and objective examination test bank.

Index Of The Publications Of The Midwest Marketing Association, 1979-1994: Proceedings, The Journal of Marketing Management, And Journal of Midwest Marketing, (Chicago: Midwest Marketing Association, 1994), editors: Blaise J. Bergiel and Paul C. Thistlethwaite

Midwest Marketing Association Proceedings/Journals: Index 1985-1989, (Chicago: Midwest Marketing Association, 1989) editors: Blaise J. Bergiel, C. William Roe and Arline Waguespack.

The Journal of Midwest Marketing, V4(1), (Spring 1989), Editors. Jim L. Finlay, Paul C. Thistlethwaite, & Blaise J. Bergiel

Marketing Channels, 2nd. ed., (Glenview: Scott, Foresman and Co., 1982). authors: C. Glenn Walters and Blaise J. Bergiel, Marketing text includes instructor's manual & objective examination test bank.

Index, Midwest Marketing Proceedings: 1976-1984, (Chicago: Midwest Marketing Association, 1985), authors: Blaise J. Bergiel, C. William Roe and C. Glenn Walters

Evolving Marketing Horizons, (Midwest Marketing Association, 1983), editors: Carol H. Anderson, Blaise J. Bergiel, and R. Viswanathan

Midwest Marketing Association, 1982 Conference Proceedings, editors: Carol H. Anderson, Blaise J. Bergiel, N.W. Edwards and Clyde Jenkins

A Spectrum of Contemporary Marketing Ideas, (New Orleans: Southern Marketing Association, 1982), editors: John H. Summey, Carol H. Anderson, and Blaise J. Bergiel

Progress in Marketing Theory & Practice, (Atlanta: Southern Marketing Association, 1981), editors: Ronald D. Taylor, John H. Summer, and Blaise J. Bergiel

Grants:

Bergiel, B.J.

Instructional Technology Support Grant, Amount: \$22,287; Requested: February 15, 2008, Approved April 2008: Authors: Blaise J. Bergiel; Morris Coats; Kevin Cruthirds; J Field; John Lagaunie; Shari Lawrence; En Mao; Bruce McManis; Otmar Varela; Chuck Viosca

University Service: 2002 to Present

- Presidential Award for Teaching Excellence Selection Committee, Spring 2009
- Annual Scholars' Day and luncheon
- Coordinator: College Scholars Day
- Senior Day Open House
- Faculty advisor for Margaret G. Clement - Psy 312 - Research project, "The Effects of Deceptive Language in Interviews", Fall 2003 – Spring 2004
- Univ. SACS Steering Committee (Member)
- Nicholls State Circle K International, (CKI), Advisor: 1994-2002
- Initiation Ceremony: Nicholls State University Circle of Omicron Delta Kappa Society, Inc
- Welcome Back Day
- Career Day
- Nicholls State University, Who's Who Reception
- Fall Orientation, Information Expo
- Fall Orientation Program
- Interviews with High School Scholarship Candidates
- Freshman Academic Advising

College Service: 2002 to Present

- Senior Thesis Review: Thomas Delassue: Sept. 11, 2007
- Faculty Evaluation Process: Ad Hoc Committee
- External Relations and communications Committee
- College of Business Strategic Planning Retreats
- Executive Committee of the Graduate Faculty
- Faculty Recruitment
- Graduate Program/Instruction Committee
- Peer Review Committee
- Scholarship Interviews
- Honors Banquet: Presenter
- Student Recruiting and Retention
- University Enrollment Planning Committee (Member)
- Orientation Committee (Member)
- NSU-MBA Association (Advisor): 2001-2007
- Recruiting: Office of Women's Intercollegiate Athletics
- High school visits for College Recruiting

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Department 2002 to Present

- Senior Day: College of Business
- Career Day
- Faculty Recruitment-Marketing Position (Chair)
- 5 year Marketing Annual Plan
- Participated in Professional Selling Role Plays for final grades
- Participated in Bayou Sales Challenge
- Faculty supervisor – College of Business Internship Program
- NSU Free Enterprise: department representative

Professional Organizations:

- Editorial Review Board: *Journal of Contemporary Business Issues*: 2006-Pres.
- Editorial Board: *The Journal of Consumer Marketing*: 1997-Pres.
- Editorial Board: *The Journal of Service Marketing*: 1997-Pres.
- Editorial Board: *Journal of Marketing Management*: 1997-Pres
- Editorial Board: *The Journal of Product & Brand Management*: 1997-Pres.
- Advisory Council: Midwest Marketing Association: 1990-Pres.
- Reviewer: American Society for Competitiveness: 1998-Pres.
- Reviewer: International Academy of Business Disciplines: 1998-Pres.
- Discussant: International Academy of Business and Public Administration Conference: Oct. 2007
- Discussant: The American Society for Competitiveness Conference: Nov. 2007
- International Academy of Business and Public Administration Disciplines: (Session Chair): January 2005
- NSU-Omicron Delta Kappa Society (Member): 2001-Pres.
- Reviewer: Midwest Marketing Association: 1990-Pres.

Professional Memberships:

- Association of Collegiate Marketing Educators
- Federation of Business Disciplines
- International Academy of Business & Public Administration Disciplines
- Midwest Marketing Association
- American Society for Competitiveness
- International Academy of Business Disciplines
- U.S. Association for Small Business & Entrepreneurship

Public:

Bergiel, B.J.

- Thibodaux High School business class presentation: Spring: 2002-Pres.
- NSU Freshman studies class: Presentation: Spring & Fall, 2002-Pres
- Member: Thibodaux Chamber of Commerce: 2002-Pres.
- Invited Speaker: Thibodaux Kiwanis, Fall: 2002-Pres.