
ERIN STEFFES, PH. D.

Towson University

Professor and Department Chair, Department of Marketing

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EDUCATION

Ph. D., University of Texas at Dallas, 2005

Major: Management Science with a concentration in Marketing

M.B.A., University of Texas at Dallas, 1999

B.B.A., College of William and Mary, 1993

Major: Marketing

ACADEMIC AND PROFESSIONAL POSITIONS

Experienced professional with leadership experience in both academic and private sector environments. Demonstrated success in organizing and motivating groups towards goal achievement

Academic

Department Chair, Marketing, Towson University (August 20, 2016 - Present)

Professor, Towson University (August 1, 2016 - Present)

Associate Professor, Towson University (August 2010 - July 2016)

Assistant Professor, Towson University (August 2005 - July 2010)

Professional

Assistant Vice President, MBNA America Bank (September 1994-August 1999) Dallas, TX

Direct Mail Manager, Southwest Region

Project Manager, New Product Development for ClubCorp Membership/Credit Card

Account Executive, Business Development in the Sports, Transportation, and Commercial sectors

Management Trainee/Assistant Store Manager, Walmart Stores (June 1993-August 1994), Martinsburg, WV and Lynchburg, VA

TEACHING EXPERIENCE

Inspirational, dynamic, innovative, award-winning teacher with graduate, undergraduate, domestic, and international experience. Overall career student evaluation average of 4.64/5.0

Towson University

MKTG 411, Interactive Marketing, undergraduate
MKTG 341, Principles of Marketing, undergraduate
MKTG 425, Consumer Behavior, undergraduate
MKTG 504, Marketing Management, graduate

University of Lodz, Poland (through Towson University partnership program)
MKTG 504, Marketing Management, graduate

Quality Leadership Institute (through Towson University partnership program)
MKTG 341, Principles of Marketing

Towson University Outstanding Teaching Award, May 2011

University of Texas at Dallas Outstanding PhD Student Teaching Award, 2002-2003

RESEARCH

Active researcher with focus on customer loyalty, customer acquisition, customer lifetime value, and marketing pedagogy. Recognized impact in development of online WOM research stream

PEER REVIEWED JOURNALS

Vinuales, G., Magnotta, S., Steffes, E., Kulkarni, G. (in press). Description and Evaluation of an Innovative Segmentation, Targeting, and Positioning Activity Using Student Perceived Learning and Actual Student Learning. *Marketing Education Review*.

Thomas, V., Chang, H., Magnotta, S., Steffes, E. (2018). Role-Playing in a Consumption Context: An Experiential Learning Activity Focused on the Consumer Decision Making Process. *Marketing Education Review*, 28(2).

Bakhtiari, A., Murthi, B., Steffes, E. (2013). Evaluating the Effect of Affinity Card Programs on Customer Profitability Using Propensity Score Matching. *Journal of Interactive Marketing*, 27(2), 83-97.

Singh, S., Murthi, B., Steffes, E. (2013). Developing a Measure of Risk Adjusted Revenue (RAR) in Credit Cards Market: Implications for Customer Relationship Management. *European Journal of Operations Research/Elsevier B.V.*, 24(2), 425-434.

Duverger, P., Steffes, E. (2012). Using YouTube as a Primer to Affect Student Retention. *Metropolitan Universities Journal*, 23(2), 51-66.

Duverger, P., Steffes, E. (2012). The reliability of Crowdsourcing Grading in Creative Marketing Project Context. *Journal for Advancement of Marketing Education*, 20(2), 39-49.

Steffes, E., Duverger, P. (2012). Edutainment with Videos and its Positive Effect on Long Term Memory Content Retention. *Journal for Advancement of Marketing Education*, 20(1), 1-10.

Steffes, E., Murthi, B., Rao, R. C. (2011). Why are some Modes of Acquisition more Profitable? *Journal of Financial Services Marketing*, 16(2), 90-100.

Steffes, E., Murthi, B., Rasheed, A. (2011). What Price Loyalty? A Fresh Look at Loyalty Programs in the Credit Card Industry. *Journal of Financial Services Marketing*, 16(1), 5-13.

Steffes, E., Burgee, L. (2009). Social Ties and Online Word of Mouth: Do the Rules Hold. *Internet Research*, 19(1), 42-59. (489 citations)

Steffes, E., Murthi, B., Rao, R. C. (2008). Acquisition, Affinity, and Rewards – Do They Stay or Do They Go. *Journal of Financial Services Marketing*, 13(3), 221-233.

Prasad, A., Steffes, E. (2002). Internal Marketing at Continental Airlines: Convincing Employees that Management Know Best. *Marketing Letters*, 13 (2), 75-89.

CONFERENCE PROCEEDINGS

Kulkarni, G., Vinuales, G., Magnotta, S., Steffes, E., (2018) Marketing Educators' Association Annual Conference 2018, "A Comparison of Technology-Based Pedagogies: Smartphone Photography vs. Publisher-Developed Online Assignments," Marketing Educators' Association, Sante Fe, NM.

Steffes, E. M., Thomas, L. (2015). *Making Marketing Strategy Stick: Using Experiential Assignments to Teach Segmentation and Targeting* (Fall 2015 ed.). Chicago, IL: Marketing Management Association.

Steffes, E., Murthi, B., Strijnev, A. (2010). *The Value of Affinity Programs in the Credit Card Market*. Marketing Science.

Rosecky, R., Steffes, E. (2009). In Keating, Robert (Ed.), *Walmart China Price Change: 2006-2008* (vol. 20). Arlington, VA: Annual Meeting of the Association for Global Business.

Steffes, E., Murthi, B., Rao, R. C., Strijnev, A. (2008). *The Effect of Modes of Acquisition and Retention Strategies on Customer Profitability: A Bayesian Approach*. Washington, DC: INFORMS Annual Meeting and Conference.

Singh, S., Murthi, B.P.S., Steffes, E. (2007). *Developing a Measure of Risk Adjusted Revenue (RAR) for Credit Cards* (vol. 2007). Hanover, MD: Institute for Operations Research and the Management Sciences.

Burgee, L., Steffes, E. (in press). *Lurkers and Participation Inequality in Service Electronic Word of Mouth (SeWOM)*. Wilkes-Barre, PA: Northeastern Association of Business, Economics and Technology.

Steffes, E., Burgee, L. (in press). *The Effects of Service Electronic Word of Mouth in Academia*. Wilkes-Barre, PA: Northeastern Association of Business, Economics and Technology.

Steffes, E., Murthi, B.P.S., Rao, R. C. (2006). *The Effects of Modes of Acquisition and in Retention Strategies on Customer Profitability*. Hanover, Maryland: Institute for Operations Research and Management Sciences.

BOOK CHAPTER

Steffes, E. (2014). What is Internet Marketing and Why Should I Care? *Internet Marketing for the Curious: Why Study Internet Marketing*. Canberra: The University of Canberra.

INSTRUCTIONAL SOFTWARE

Steffes, E. (2018). *Marketing Analytics Cases/Activities for Marketing 14e*. Kerin *Marketing 14e*. Chicago IL: McGraw-Hill Higher Education.

Steffes, E. (in press). Kerin & Hartley Video Cases, Interactive Activities 7e. *Marketing: The Core 7e* (vol. 7e). Chicago, IL: McGraw-Hill.

Steffes, E. *Marketing Simulation Software*. New York, NY: Pearson Publication.

Steffes, E. M. (2016). Kerin & Hartley Video Cases, Interactive Activities 13e. *Kerin & Hartley: Marketing* (vol. 6e). Chicago, IL: McGraw-Hill Education.

Steffes, E. (2015). *Kerin & Hartley: The Core 6e video cases*, Interactive Activities Chicago, IL: McGraw-Hill.

Steffes, E. (2014). In Sean Pankuch (Ed.), *Kerin, Harley & Rudelius Marketing 12e video cases*. Chicago, IL: McGraw-Hill Higher Education.

Steffes, E. (2013). *Marketing: The Core 5e digital coauthor. Marketing: The Core 5e, Kerin, Hartley, Rudelius, Steffes* (vol. 5e). Chicago, IL: McGraw-Hill.

Steffes, E. (2012). *Marketing 11e, digital coauthor. Marketing 11e, Kerin, Hartley, Rudelius, Steffes*. Chicago, IL: McGraw-Hill.

PEDAGOGY PRESENTATIONS

Steffes, E., Towson Spark #4, "The Power of Edutainment," Center for Instructional Advancement and Technology, Towson University. (March 29, 2012).

GRANTS

Thomas, Veronica (Co-Principal), Steffes, Erin (Co-Principal), "Course Redesign Grant," Sponsored by Towson University- Office of Academic Innovation, Towson University, \$9,000.00, Funded. (July 31, 2014 - June 30, 2015).

AWARDS

2018 Competitive Paper Honorable Mention, *Marketing Educator's Association*, "A Comparison of Technology-Based Pedagogies: Smartphone Photography vs. Publisher-Developed Online Assignments"

2010 Highly Commended Paper *Internet Marketing*, "Social Ties and Online Word of Mouth: Do the Rules Hold"

SERVICE

Dedicated colleague with record of departmental, college, and university service and service leadership.

EDITORIAL

Invited Manuscript Reviewer, "Antecedents of Attitudes toward eWOM communication: Differences Across Channels," *Internet Research*, 2 reviews (December 2014 - April 2015)

Internet Research, ad hoc reviewer 2015-present

TOWSON UNIVERSITY

UNIVERSITY

Committee Member, Online Work Group Committee. (February 2013 - May 2014)

Attendee, Convocation, TU Convocation. (August 2009 - August 2013)

Freshman advisor, FYE advisor. (August 1, 2009 - May 31, 2013)

Committee Member, January Conference Planning Committee. (October 1, 2011 - January 12, 2012)

COLLEGE

Committee Member, Council of Chairs, Member. (September 2016 - Present)

Committee Member, Chairs and Directors, Member. (September 2011 – Present)

Committee Member, Administrative Council. (June 1, 2011 - Present)

Committee Chair, Learning Excellence Committee. (June 1, 2011 - Present)

Attendee, Graduation, College of Business and Economics Graduation. (January 2006 - Present)

Committee Member, TU 150 Celebration CBE Committee. (January 2015 - October 2015)

Chairperson, CBE Council. (June 1, 2011 - May 31, 2015)

Committee Member, Curriculum Committee. (August 1, 2005 - May 31, 2014)

Guest Speaker, Beta Gamma Sigma. (May 2012 - May 2013)

AACSB Reaccreditation Team (2018, 2013)

DEPARTMENT

Program Coordinator, Marketing Department Scholarship Program Director. (September 1, 2017 - Present)

Program Coordinator, Dunbar Scholarship Program Director. (August 25, 2014 - Present)

Course coordinator, Marketing 341 Course Coordinator. (August 25, 2014 - Present)

Committee Member, Promotion and Tenure Committee. (June 1, 2011 - Present)

Committee Member, Faculty Recruiting. (August 1, 2005 - Present)

Student Org Advisor (Professional Org), American Marketing Association. (June 1, 2010 - May 31, 2012)

Committee Chair, KSA Assessment Committee. (August 1, 2005 - May 31, 2009)