

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name:	Lynn M. Murray	Rank:	Associate Professor
Department:	Management and Marketing	Office:	KC: 110 K
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EDUCATION AND PROFESSIONAL CREDENTIALS

Ph D	University of Missouri, 2007, Marketing
MBA	Pittsburg State University, 2001
BBA	Pittsburg State University, 1988, Marketing

EMPLOYMENT HISTORY

2012 - 2013	Pittsburg State University Associate Professor
2007 - 2012	Pittsburg State University Assistant Professor

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

- Murray, L. M. 'Problem-Based Learning, Scaffolding, and Coaching: Improving Student Outcomes through Structured Group Time'. *Journal of Learning in Higher Education*, 8(1), 25-35.
- Murray, L. M., Evans, K. R. (2013). 'Store managers, profitability and satisfaction in multi-unit enterprises'. *Journal of Services Marketing*, 27(3), 207-222.
search.proquest.com/docview/1355254206/141E1B831DA4CFFB870/3?accountid=13211
- Murray, L. M., Fischer, A. K. (2011). Staffing a New Sales Force: A Human Resource Management Case Study. *Journal of Business Case Studies*, 7(4), 1-8.
- Murray, L. M., Fischer, A. K. (2010). Strategic Recruiting: A Human Resource Management Case Study. *Journal of Business Case Studies*, 6(6), 97-102.
- Evans, K. R., Stan, S., Murray, L. M. (2008). The Customer Socialization Paradox: The Mixed Effects of Communicating Customer Role Expectations. *Journal of Services Marketing*, 22(3), 213-223.

Conference Proceedings

- Murray, L. M. (2011). *'Problem-Based Learning, Scaffolding, and Coaching: Improving Student Outcomes through Structured Group Time'*. Joint Conferences 2011 Academic Business World International Conference and International Conference on Learning and Administration in Higher Education.
- Harris, E. G., Murray, L. M. (2011). *Effective Team Building for Enhanced Learning in the Marketing Curriculum*. 2011 Marketing Management Association Fall conference.
- Murray, L. M., Fogliasso, C. E. (2011). *Testing the Efficacy of Self-Affirmation in Improving Student Performance in a Business Law Class*. Administrative Issues Journal Inaugural Academic Conference.
- Murray, L. M. (2010). *Managing Service Quality in the Multi-Unit Enterprise: A Mixed Methods Exploration of the Role of the Unit Manager*. The Association of Collegiate Marketing Educators 2010.
- Murray, L. M. (2009). *Harnessing Marketing and Operations: The Role of the Store Manager in Delivering Service*. The Association of Collegiate Marketing Educators 2009.
- Murray, L. M., Baack, D. E. (2008). *'Service Failure, Service Recovery, and the Health Care Industry: A Model and Research Proposal'*. The Association of Collegiate Marketing Educators 2008.

Work in Progress

- "Managing service quality in the multi-unit enterprise: A mixed-method exploration of the role of the store manager" (On-Going)
- "Testing the efficacy of self-affirmation in improving student performance in a business law class" (On-Going)
- "Using a values affirmation exercise to improve performance of at-risk college students" (On-Going)

Journal Articles

- Olson, L., Smith, J., Murray, L. M., Eckstein, H. (2012). From Assessing Customer Satisfaction to Assessing Student Learning: The Use of an Internal Assessment Academy in Creating a Culture of Continual Improvement in Co-Curricular Areas. *NASPA Leadership Exchange*, 10(3), 18-22.

SCHOLARLY PRESENTATIONS

Paper

Harris, E. G. (Author & Presenter), Murray, L. M. (Author & Presenter), 2011 Marketing Management Association Fall conference, "Effective Team Building for Enhanced Learning in the Marketing Curriculum'," St. Louis, MO, USA. (2011).

Murray, L. M. (Author & Presenter), Academic Business World International Conference and International Conference on Learning and Administration in Higher Education, "Problem-Based Learning, Scaffolding, and Coaching: Improving Student Outcomes through Structured Group Time'." (2011).

Harris, E. G. (Author & Presenter), Murray, L. M. (Author), Marketing Management Association Fall conference, "Effective Team Building for Enhanced Learning in the Marketing Curriculum'," St. Louis, MO. (2011).

Murray, L. M. (Author & Presenter), Fogliasso, C. E. (Author), Administrative Issues Journal Inaugural Academic Conference, "Testing the Efficacy of Self-Affirmation in Improving Student Performance in a Business Law Class'," Weatherford, OK. (October 13, 2011).

Murray, L. M. (Author & Presenter), Association of Collegiate Marketing Educators, "Managing Service Quality in the Multi-Unit Enterprise: A Mixed Methods Exploration of the Role of the Unit Manager'." (2010).

Murray, L. M. (Author & Presenter), Association of Collegiate Marketing Educators, "Harnessing Marketing and Operations: The Role of the Store Manager in Delivering Service'." (2009).

Murray, L. M. (Author & Presenter), Baack, D. E. (Author), Association of Collegiate Marketing Educators, "Service Failure, Service Recovery, and the Health Care Industry: A Model and Research Proposal'." (2008).

GRANTS AND CONTRACTS

Grant

Murray, L. M. (Principal), "Youngman Business Support Research Grant," Sponsored by Pittsburg State University, Pittsburg State University. (2012 - Present).

Murray, L. M. (Principal), "Youngman Business Support Research Grant," Sponsored by Pittsburg State University, Pittsburg State University. (2011 - Present).

Murray, L. M. (Principal), "Youngman Business Support Research Grant," Sponsored by Pittsburg State University, Pittsburg State University. (2010 - Present).

Murray, L. M. (Principal), "Youngman Business Support Research Grant," Sponsored by Pittsburg State University, Pittsburg State University. (2009 - Present).

Murray, L. M. (Principal), "Youngman Business Support Research Grant," Sponsored by
Pittsburg State University, Pittsburg State University. (2008 - Present).

COURSES TAUGHT

Pittsburg State University

MGMKT 330, BASIC MARKETING, 2 courses.
MGMKT 435, 'RETAIL MANAGEMENT', 5 courses.
MGMKT 482, SALES MANAGEMENT, 5 courses.
MGMKT 600, 'TP: INTERNSHIP', 15 courses.
MGMKT 631, 'ADVANCED MARKETING MANAGEMENT', 11 courses.
MGMKT 821, TP: INTERNSHIP, 4 courses.
MGMKT 839, 'MARKETING STRATEGY', 15 courses.
UGS 100, THE FRESHMAN EXPERIENCE, 5 courses.

FACULTY/TEACHING DEVELOPMENT ACTIVITIES

Conference Attendance

Conference Attendance, "Administrative Issues Journal Inaugural Academic Conference,"
Administrative Issues Journal Inaugural Academic. (2011).

Conference Attendance, "Joint Conferences 2011 Academic Business World International
Conference and International Conference on Learning and Administration in Higher
Education." (2011).

Conference Attendance, "the 16th Annual Marketing Management Association Fall Educators'
Conference," Marketing Management Association Fall Educators. (2011).

Conference Attendance, "Association of Collegiate Marketing Educators 2010," The Association
of Collegiate Marketing Educators. (2010).

Conference Attendance, "Association of Collegiate Marketing Educators 2009," The Association
of Collegiate Marketing Educators. (2009).

Conference Attendance, "Association of Collegiate Marketing Educators 2009," The Association
of Collegiate Marketing Educators. (2008).

PROFESSIONAL ACTIVITIES

Member, Academy of Marketing Science.

Member, American Marketing Association.

Member, Association of Collegiate Marketing Educators.

Member, Phi Kappa Phi.

Beta Gamma Sigma. (May 2013 - Present).

HONORS

Other

Best Paper Award, 2011 Academic Business World International Conference and International Conference on Learning and Administration in Higher Education. (2011).

Scholarship/Research

Excellence in Presentation Award, 2011 Academic Business World International Conference and International Conference on Learning and Administration in Higher Education. (2011).

Highly Commended Award Winner, Literati Network Awards for Excellence. (2009).

SERVICE AND CONSULTING

Department Service

Committee Member, Management and Marketing Scholarship Committee. (2010).

Committee Member, Marketing Faculty Search Committee. (2008 - 2009).

Committee Member, Marketing Faculty Search Committee. (2007 - 2008).

College Service

Committee Member, Kelce Reinstatement Committee. (2011 - 2013).

Presenter, Kelce MBA Experience. (2008 - 2013).

Committee Member, Kelce Assessment Committee. (2007 - 2013).

Committee Chair, Kelce 35th Birthday Celebration. (2012).

Committee Chair, Kelce Student Professional Development Program. (2008 - 2012).

Committee Chair, Kelce Comparative Schools Ad Hoc Committee. (2010).

Committee Chair, Kelce Homecoming. (2008).

University Service

Committee Member, PSU KBOR Goal Action Committee (Jungle Journeys). (2010 - 2013).

Task Force Member, PSU Social Media Task Force. (2010 - 2013).

Committee Member, PSU Assessment Committee. (2009 - 2013).

Committee Member, PSU Higher Learning Commission Assessment Academy Team. (2009 - 2013).

Committee Member, PSU Higher Learning Commission Co-Curricular Committee. (2009 - 2013).

Committee Member, PSU Higher Learning Commission Leadership Team. (2009 - 2013).

Committee Member, PSU University Strategic Planning Council. (2007 - 2013).

Committee Member, PSU Assessment Director Search Committee. (2012).

Committee Member, Honorary Family Award Judge. (2011).

Committee Member, Major Gifts Officer Search Committee. (2011).

Committee Member, PSU Assessment Coordinator Search Committee. (2011).

Committee Member, PSU First Year Programs Advisory Board. (2008 - 2011).

Student Recruiter, China Recruiting Trip. (2010).

Committee Member, University Advisory Council for Research and Scholarship. (2009 - 2010).

Committee Member, PSU Center for Learning and Technology Advisory Board. (2008 - 2010).

Professional Service

Member, Academy of Marketing Science.

Member, American Marketing Association.

Member, Association of Collegiate Marketing Educators.

Member, Phi Kappa Phi.

Public Service

Member, Southeast (HS) Business Advisory Committee.

Member, Sunrise Rotary Club of Pittsburg.