

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

**Name:** Dr. Shaheen Borna

**Rank:** Professor

**Involvement:** Participating

**Qualification:** Scholarly Academic

**Brief Description for Basis of Qualification:** SA because of at least 3 peer-reviewed journal publications in last 5 years.

**Office Address:** WB 317

**Area of Academic Discipline Specialization:** Marketing

**Degrees**

DBA Degree:

Name of Degree: DBA

Year Conferred: 1979

Degree-Granting Institution: Florida State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study: Computer Applications

Dissertation Title: The Spatial Location of Retail Shops in Central Business

Districts of Nine Major Cities of the United States

**SCHOLARLY ACTIVITIES**

**Refereed Journal Articles**

1. Borna, S., Elhajjar, S., Gu, Q. (2024). Consumer Sovereignty: A Systematic Literature Review. *American Journal of Business, Tier 3*. **Tier 3**/Basic or Discovery Scholarship, Goal 10 - Reduced Inequalities, Goal 8 - Decent Work and Economic Growth
2. Borna, S., Hajjar, S. Over-Tenured Colleges: Demarketing Tenure positions. *The Journal of Higher Education Management, Tier 2*. **Tier 2**/Basic or Discovery Scholarship
3. Borna, S., Hajjar, S. (2022). Big Data in the Marketing Education Programs: Educators' and Students' Views and Attitudes. *Journal of Marketing Education Review, Tier 3*, 1-21. **Tier 3**/Basic or Discovery Scholarship
4. Borna, S., Hajjar, S.  
Investigating the Consumer Choice Criteria When the Service is Free. *Services*

*Marketing Quarterly, Tier 2. Tier 2/Basic or Discovery Scholarship*

5. Hajjar, S., Borna, S. (2020). Artificial Intelligence in Marketing Education. *Journal of Marketing Education Review, Tier 2, 30(1)*, 1-12. **Tier 2/Basic or Discovery Scholarship**
6. Borna, S., Gholamalitabarfirouzjaee, S. (2020). Intellectual Freedom, the Right to Free Inquiry, and Digital Privacy. *International Journal of E-Adoption, Tier 3, 12(2)*, 34-41. <https://www.igi-global.com/article/intellectual-freedom-the-right-to-free-inquiry-and-digital-privacy/262987> **Tier 3/Applied or Integration/Application Scholarship**
7. Borna, S. (2020). Intellectual Freedom, The right to free inquiry, digital Privacy. *Tier 3, 12(2)*, 34-41. **Tier 3/Basic or Discovery Scholarship**

**Conference Proceedings in Scholarly Meetings**

1. Borna, S., Hajjar, S., Wahlers, R.G. (in press). *Investigating Consumer Choice Criteria for Free Services*. Association of Marketing Theory and Practice. **Tier 2/Basic or Discovery Scholarship**
2. Borna, S., Hajjar, S. *A Comparative Semiotic Analysis of Promotional Philanthropic Public Texts in Persian and in English*. Atlantic Marketing Association Proceedings. **Tier 3/Basic or Discovery Scholarship**

**Presentations at Conferences**

1. Mantel, S. P. (Author), Borna, S. (Author), Coker, K. (Author), VanMeter-Brown, R. A., Association of Marketing Theory and Practice, "Designer Babies: Investigating Perceptions of CRISPR Technology in Humans Through the Lens of Construal." (March 7, 2024). Applied or Integration/Application Scholarship
2. Mantel, S. P. (Author), Barchetti, A. (Author), Borna, S. (Author), Coker, K. (Author), VanMeter-Brown, R. A., Society for Marketing Advances, "Designer Babies, Genetic Engineering for Health Vs. Cosmetic Reasons: How to Market This Innovation," virtual. (November 4, 2020). Applied or Integration/Application Scholarship

**Grants**

1. Proposal Number:  
Title: Conceptualization and Measurement of Diversity at Ball State University An Update  
Agency: Office of Diversity  
Amount: \$ 500.00  
Date submitted: 2018  
Status: Unknown

Starting and ending date:  
Principal investigator: Borna, Shaheen  
Co-principal investigator(s): Wahlers, Russell  
Competitive vs. non-competitive:  
Responded to:

### **Professional Development and Participation**

1. Continuing Education, Teaching, Consumer Behavior/Discussion Board Question, 16 one hour taped lecture, Practice Qizzes, three exams Power point slides for 16 chapters. (March 2021 - December 2023) / Teaching and Learning Scholarship

### **SERVICE ACTIVITIES**

#### **University, College, Departmental Committees**

1. University, Committee Member. (August 2023 - Present).
2. Department/program, Ball State University, Director. (January 2022 - Present).
3. College, College Promotion and Tenure Committee, Committee Member. (September 2021 - Present).
4. Department/program, Department P&T Committee, Committee Chair. (September 2021 - Present).
5. Department/program, Library Books/Material Acquisition, Committee Chair. (September 2021 - Present).
6. Department/program, Department of Marketing chair selection committee, Committee Member. (September 2021 - Present).
7. Department/program, Department of Marketing Journal list Committee, Committee Member. (September 2021 - Present).
8. Department/program, Department of Marketing Salary, Committee Member. (September 2021 - Present).
9. University, Students Right Rights, Ethics, and Standards, Committee Member. (September 2021 - Present).
10. University, Teacher Evaluation Committee, Committee Member. (September 2021 - Present).
11. University, University Academic Freedom and Ethics Committee, Committee Member. (September 2021 - Present).
12. University, Committee Member. (August 2020 - Present).

## Professional Education Instruction

1. Institute, Graduate faculty committee, Accred. Team Member/Site Visitor.  
(September 2021 - Present).

## Work History

- 1.
2. Professor of Marketing. (September 19, 1983 - Present).

## Summary of Intellectual Contributions – AACSB Report

<b><u>Contribution Type</u></b>	<b><u>BDS</u></b>	<b><u>AIS</u></b>	<b><u>TLS</u></b>	<b><u>Total</u></b>
<i>Refereed Journal Articles (PRJ)</i>	<b>6</b>	<b>1</b>	<b>0</b>	<b>7</b>
<i>Books/Monographs (Mono)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<i>Presentations at Conferences</i>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>
<i>Professional Presentations (Pres)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Grants</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Textbooks</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conferences and Meetings attended</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Professional Development and Participation</i>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
<i>Consulting</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>