

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

PROFESSIONAL BACKGROUND

Name: Tereza Dean

Rank: Assistant 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 321

Area of Academic Discipline Specialization: Marketing

Degrees

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2012

Degree-Granting Institution: Michigan State University

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study:

Dissertation Title: New Product launch and Manufacturer's Returns: Addressing the Challenges of Launching New Products Through Large Retailers

M.B.A. Degree:

Name of Degree: M.B.A.

Year Conferred: 2004

Degree-Granting Institution: Central Michigan University

Principal Academic Units:

Major Fields of Study: International Business

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2002

Degree-Granting Institution: Central Michigan University

Principal Academic Units:

Major Fields of Study: Economics

Minor Field of Study: Business Administration

Dissertation Title:

Professional Certifications

1. "Certified Digital Marketing Associate". (October 20, 2023).
2. "Google Analytics Certification (GA4)". (February 11, 2023).
3. "Mental Health First Aid USA". (October 11, 2021).
4. "Bootcamp for Multimodal Teaching and Learning". (2020).

SCHOLARLY ACTIVITIES

Refereed Journal Articles

1. Dean, T., Griffith, D.A. (2023). Relationship marketing variation in multidyadic industrial channels with component supplier specification. *Journal of Inter-Organizational Relationships, Tier 3*. **Tier 3**/Basic or Discovery Scholarship
2. Dean, T., Zhang, H., Xiao, Y. (2023). Use of big data to leverage customer need diversity for radical innovation. *Journal fo Marketing Management, Tier 2*. **Tier 2**/Basic or Discovery Scholarship, Goal 9 - Industry, Innovation and Infrastructure
3. Dean, T., Griffith, D., Yalcinkaya, G. (2023). The roles of shadow of the past and future in driving new product novelty and meaningfulness within coopetitive collaborations. *Industrial Marketing Management, Tier 1*. **Tier 1**/Basic or Discovery Scholarship
4. Griffith, D.A., Dean, T., Hoppner, J. (2021). Choices and Consequences: Recommendations for an Improved Understanding of Cultural Distance in International Marketing Research. *Journal of International Marketing, Tier 1*(2021). **Tier 1**/Basic or Discovery Scholarship
5. Griffith, D., Dean, T., Goksel, Y. (2021). Building and Leveraging Competence Exploitation and Exploration for Firm New Product Success. *Industrial Marketing Management, Tier 1*, 97, 233-244.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850121001334> **Tier 1**/Basic or Discovery Scholarship
6. Holly, Anita, L.-P., Dean, T. (2020). 3-In-1 Hybrid Learning Environment. *Marketing Education Review, Tier 3*, 1-8.
<https://www.tandfonline.com/doi/full/10.1080/10528008.2020.1855989?scroll=top&needAccess=true> **Tier 3**/Basic or Discovery Scholarship, Goal 4 - Quality Education
7. Dean, T., Zhang, H., Xiao, Y. (2020). **The Role of Complexity in the Valley of Death and Radical Innovation Performance**. *Technovation, Tier 2*.
https://www.researchgate.net/profile/Haisu-Zhang/publication/343042542_The_role_of_complexity_in_the_Valley_of_Death_and_radical_innovation_performance/links/5f2f2b07299bf13404b132ee/The-role-of-

complexity-in-the-Valley-of-Death-and-radical-innovation-performance.pdf **Tier 2/Basic or Discovery Scholarship**

Presentations at Conferences

1. Dean, T., AMA Summer Marketing Conference, "Choices and Consequences: Recommendations for an improved understanding of cultural distance in international marketing research," Chicago, IL. (2022). Basic or Discovery Scholarship

Conferences and Meetings Attended

1. Global Marketing SIG Conference. (2023 2023). / Basic or Discovery Scholarship
2. PDMA Annual Conference , Track Chair. (2022 2022). / Basic or Discovery Scholarship
3. PDMA Annual Conference. (2021 2021). / Basic or Discovery Scholarship
4. Society of Marketing Advances. (2021 2021). / Basic or Discovery Scholarship
5. Spotlight by MSU & Texas A&M CIBERS. (2021 2021).
6. PDMA Annual Conference. (September 2020 - September 2020).

Business and Other Professional Experience

1. Professional, American Journal of Business, Ad-Hoc Reviewer. (2023 - Present).
2. Professional, Technovation, Ad-Hoc Reviewer. (2023 - Present).
3. Professional, Journal of Business Research, Ad-Hoc Reviewer. (2022 - Present).
4. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (2018 - Present).
5. Professional, Journal of Product Innovation Management, Ad-Hoc Reviewer. (2014 - Present).
6. Professional, Global Marketing SIG Conference, Ad-Hoc Reviewer. (2023).
7. Professional, R&D Management Conference, Ad-Hoc Reviewer. (2023).
8. Professional, Track Chair, PDMA Annual Conference, Ad-Hoc Reviewer. (2022 - 2023).
9. Professional, PDMA Conference, Ad-Hoc Reviewer. (2021).
10. Professional, Track Chair, Society of Marketign Advances, Ad-Hoc Reviewer.

(2021).

11. Professional, Session Chair, PDMA Annual Conference, Ad-Hoc Reviewer. (2020).
12. Professional, AMA Summer Marketing Conference, Ad-Hoc Reviewer. (2019).
13. Professional, Session Chair, AMA Summer Marketing Conference, Session Chair. (2019).

Professional Development and Participation

1. Accreditation Training, Administration, Business Accreditation Seminar. (June 2024 - June 2024) / Other
2. Attended Seminar/Training, Teaching, Certified Digital Marketing Associate. (2023 2023)
3. Attended Seminar/Training, Teaching. (2023 2023)
4. Certification/Licensure, Teaching. (2023 2023)
5. Continuing Education, Other. (2023 2023)
6. Continuing Education, Teaching, Student Success Summit. (2022 2022)
7. Certification/Licensure, Service, *Mental Health First Aid* is a national program to teach the skills to respond to the signs of mental illness and substance use. (2021 2021) / Other
8. Attended Seminar/Training, Teaching, Bootcamp for multimodal teaching and learning. (July 2020 2020)

SERVICE ACTIVITIES

Student Mentoring/Supervision

1. Ximena Portillo Cruz, Honor's Thesis Advisor, Marketing, HONR 499, 3 credit hours, "Analyzing the evolution of healthcare marketing," Completed. (May 2024).
2. Mark Wickstrom, Honor's Thesis Advisor, Marketing, HONR 499, 3 credit hours, "Wrexham FC marketing strategies," Completed. (May 2024).
3. Pedro Medeiros, Doctoral committee member, Music, "The 12 Valsas de equina (12 Street Corner Waltzes)," Completed. (2023).
4. Bruno Theiss, Doctoral committee member, Music, "Embracing incoherence: Perspectives on the performance of Almeida Prado's fourteen nocturnes," Completed. (2023).

5. Sophie Nelson, Honor's Thesis Advisor, Marketing, HONR499, 3 credit hours, "The perception of data tracking amidst increasing regulation," Completed. (2023).
6. Jacob Wilkinson, Honor's Thesis Advisor, Marketing, HONR 499, "Social fraternity image assessment and improvement," Completed. (2023).
7. Disability Services Faculty Mentorship Program, Mentor. (2023).
8. Business Global Brigades, Advisor of student organization, The organization is interdepartmental. (2022).

University, College, Departmental Committees

1. Department/program, Ball State University, Committee Member. (August 2024 - Present).
2. Department/program, Ball State University, Committee Member. (August 2024 - Present).
3. University, Ball State University, Committee Chair. (August 2024 - Present).
4. University, Ball State University, Committee Member. (August 2024 - Present).
5. College, Disability Services Faculty Mentorship Program, Faculty Mentor. (2020 - Present).
6. Department/program, Marketing Curriculum Committee, Committee Member. (2020 - Present).
7. Department/program, Marketing Research Symposium & Faculty Development, Committee Chair. (2019 - Present).
8. College, MCOB Subject Pool Committee, Committee Member. (2018 - Present).
9. Department/program, Marketing Journal Ranking Committee, Committee Member. (2017 - Present).
10. Department/program, Recruitment, Committee Member. (2023).
11. College, AOL Sub-Committee, Ethics, Committee Member. (2022 - 2023).
12. College, Ball State University, Dialogue Days Moderator, Moderator. (2018 - 2023).
13. Department/program, Chair Search Committee, Committee Member. (2021 - 2022).
14. Department/program, Faculty Search Committee, Committee Chair. (August 2018 - 2022).

15. College, Faculty Development Committee, Committee Member. (2020 - 2021).
16. University, Business Global Brigades, Undergraduate Program Advisor. (2020 - 2021).

International Experience

1. Professional, Journal of Business Research, Ad-Hoc Reviewer. (2022 - Present).
2. Professional, Journal of Product Innovation Management, Ad-Hoc Reviewer. (2014 - Present).
3. Professional, PDMA Conference, Ad-Hoc Reviewer. (2021).
4. University, Business Global Brigades, Undergraduate Program Advisor. (2020 - 2021).
5. Professional, AMA Summer Marketing Conference, Ad-Hoc Reviewer. (2019).

Honors, Awards, and Recognitions

1. S. Tamer Cavusgil Award, American Marketing Association (August 2022)
2. Outstanding Teaching Award, Miller College of Business (August 2021)

Work History

1. Assistant Professor of Marketing. (August 16, 2017 - Present).

Summary of Intellectual Contributions – AACSB Report

<u>Contribution Type</u>	<u>BDS</u>	<u>AIS</u>	<u>TLS</u>	<u>Total</u>
<i>Refereed Journal Articles (PRJ)</i>	7	0	0	7
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	0	0	0	0
<i>Presentations at Conferences</i>	1	0	0	1
<i>Professional Presentations (Pres)</i>	0	0	0	0

<i>Grants</i>	0	0	0	0
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	4	0	0	4
<i>Professional Development and Participation</i>	0	0	0	0
<i>Consulting</i>	0	0	0	0