

# **DEBORAH LYNN OWENS, Ph.D.**

## **GENERAL INFORMATION**

### **Business Address and Telephone:**

Associate Professor of Marketing and International Business  
Department of Marketing  
The University of Akron  
Akron, Ohio 44325-4804  
(330) 972-8079  
(330) 972-5798 (FAX)

## **EDUCATION AND TRAINING**

### **Doctoral Degree:**

Kent State University  
Kent, Ohio  
Doctor of Philosophy, Graduated, December 1995  
Major: Marketing  
Minor: International Business  
Dissertation: "The Effects of Integrating Information from Advertising and Word of Mouth on Consumer Processing and Response to Product Information"

### **Masters Degree:**

Kent State University  
Kent, Ohio  
Business Administration  
August, 1991

### **Bachelor's Degree:**

The Ohio State University  
Columbus, Ohio  
B.S. Industrial and Systems Engineering  
August, 1978

## **ACADEMIC EXPERIENCE**

**Teaching Experiences:**

Associate Professor of Marketing and International Business  
 Department of Marketing  
 The University of Akron  
 2002 to present

Assistant Professor of Marketing and International Business  
 1996 to 2002

*Undergraduate courses taught:* Marketing Principles, Buyer Behavior, Marketing Research, Promotional Campaigns, Career Management, Workshop: Free Enterprise

*Graduate courses taught:* Marketing Concepts, Business Research Methods, Innovative Marketing Strategy.

Visiting Instructor of Marketing  
 Department of Marketing  
 The University of Akron  
 1995 to 1996

*Undergraduate courses taught:* Marketing Principles, Buyer Behavior

Kent State University  
 Kent, Ohio  
 Part-time Instructor of Marketing

*Undergraduate courses taught:* International Marketing, Logistics

Walsh University  
 Canton, Ohio  
 Part-time Instructor in Graduate Program  
 1993

*Graduate courses taught:* Marketing Management

## **BUSINESS EXPERIENCE**

**Children's Hospital Medical Center of Akron  
 Akron, Ohio**

*Assistant Director, Nursing Administration*  
 1989 to 1993

Responsible for capital and operational budgets in all inpatient nursing units, emergency room, ambulatory clinics, surgery and renal dialysis unit. Coordinated planning, training and implementation of new information systems, renovation and construction work, including a new renal dialysis center, and outpatient clinics. Reported to the Vice President of Nursing.

*Management Engineer*  
 1980 to 1989

Was responsible for the establishment of a new in-house management engineering concept. Served as the project leader for studies and workflow redesign in the areas of systems analysis and computerization, staff productivity, space utilization and overall enhancement of customer service. Reported to the Chief Operating Officer.

**Ohio State University Hospitals  
Columbus, Ohio**

Management Engineer  
1979 – 1980

Application of systems analysis, mathematical modeling, and computer simulation to improve workflow, productivity, and overall hospital operations and customer satisfaction. Reported to Chief Operating Officer.

**RESEARCH AND PUBLICATIONS**

**Refereed Journal Articles:**

Keillor, Bruce D., William Hauser and Deborah L. Owens (2006), “Kotler’s ‘Mega Marketing’, Political Activities and Firm Performance in the Domestic Marketplace”, *Marketing Management Journal*, Volume 16, Issue 1 (Spring 2006), pages 19-31.

Keillor, Bruce D., Timothy J. Wilkinson and Deborah L. Owens (2005), “Threats to International Operations: Dealing with Political Risk at the Firm Level,” *Journal of Business Research*, 58 (5), 629-635.

Keillor, Bruce , Deborah L. Owens, and Timothy Wilkinson (2004), “Antecedents of Firm Level Political Behavior in the Global Marketplace: A Framework for Understanding Public Policy Implications,” *Review of Business Research*,

Keillor, Bruce D., Tomas M. Hult, and Deborah L. Owens (2002), “An Empirical Investigation of Market Barriers and the Political Activities of Individual Firms,” *International Journal of Commerce and Management.*, 12 (2), 89-106.

Keillor, Bruce and Deborah L. Owens (2001), “Influencing Factors and Socially Desirable Responses Biases in an International Context,” *Journal of International Marketing and Exporting*,

Owens, Deborah L., Michael Hardman, and Bruce D. Keillor (2001), “The Differential Impact of Price Related Consumer Promotions on Loyal versus Non-Loyal Users of the Brand: A Field Study Investigation,” *Journal of Promotion Management*, 6 (2), 113-131.

Keillor, Bruce D., Deborah L. Owens and Charles E. Pettijohn (2001),”A Cross-Cultural/Cross-National Study of Influencing Factors and Socially Desirable Response Biases,” *International Journal of Market Research*, 43 (1), 63-84.

Owens, Deborah L. and Jon M. Hawes, (2000), "Advanced Elastomer Systems," *Case Research Journal*, Volume 20, Issue 1, February 2000. 20 (1), Winter, 69-96.

Owens, Deborah L., Wilkinson, Timothy J. and Bruce D. Keillor (2000), "A Comparison of Product Attributes in a Cross-Cultural/Cross-National Setting," *Marketing Management Journal*, 10, (2), 1-11. Formerly known as the *Journal of Marketing Management*.

Hawes, Jon M., James T. Strong, and Deborah Owens, (1999), "Business Marketing Sales Interactions," *Advances in Business Marketing and Purchasing*, 9, pp. 167-180.

Owens, Deborah, Jon M. Hawes, and Michael F. d'Amico (1999), "Evaluating a Firm's Customer Service Department," *Journal of Professional Marketing and Management*, 19 (2), 115-127.

Owens, Deborah L. and Douglas R. Hausknecht, (1999), "The Effect of Simplifying The Complaint Process: A Field Investigation," *Journal of Consumer Satisfaction and Complaining Behavior*, Volume 12.

#### **Cases, Games and Exercises:**

Owens, Deborah and Jon Hawes, (2004), "Advanced Elastomer Systems: Market Strategy for a New, Technical Product", in Business Marketing Management, Michael D. Hunt and Thomas W. Speh., Thompson, South-Western .

Owens, Deborah (2004), "Clean Shower: New Product Development and Launch Strategy", in Basic Marketing, 15<sup>th</sup> ed., William D. Perreault, Jr. and E. Jerome McCarthy, 2004, McGraw-Hill Irwin.

Prough, George, Deborah Owens, and John Montgomery (1999), "Goodyear's Aquatred Tire: An Integrated Marketing Campaign History: A Case History." in Basic Marketing, 13th ed., William D. Perreault, Jr. and E. Jerome McCarthy, 1999, McGraw-Hill Irwin.

#### **Book Supplemental Material:**

Owens, Deborah (2005), Business Plan Project Workbook, Glencoe McGraw-Hill, New York, New York. .

### **RESEARCH GRANTS AND AWARDS**

***Proposal Submitted but not Funded*****Spring 2006**

Healthy Eating Research: Building Evidence to Prevent Childhood Obesity

The Robert Wood Johnson Foundation

Proposed Grant = \$ 99,048

Principal Investigator: Deborah L. Owens, Ph.D.

In Conjunction with the University of Akron, Department of Marketing, College of Nursing  
and the Akron Public Schools

***Funded Research*****Fall 2001      \$ 3,500**

“An Evaluation of Abstinence

Only Sex Education Programs in Ohio”

(With Douglas Hausknecht, Ph.D.)

Abstinence the Better Choice, Inc. and

Ohio Department of Health

**Fall 2001      \$ 1,500**

“A Revision of Data Collection System for

Evaluation of Abstinence Only Sex

Education Programs in Ohio”

(With Douglas Hausknecht, Ph.D.)

Abstinence the Better Choice, Inc.

**Fall 2000      \$ 3,500**

An Evaluation of Abstinence

Only Sex Education Programs in Ohio”

(With Douglas Hausknecht, Ph.D.)

Abstinence the Better Choice, Inc. and

Ohio Department of Health

**Summer 2000      \$ 6,500**

Word-of-Mouth versus Advertising: An Empirical Investigation of

Comparative Effects within a Political Marketing Context

Summer Research Grant, The University of Akron

**PROFESSIONAL ACTIVITIES****Academic Paper Presentations:**

Owens, Deborah [presenting], “Changing Student Behaviors in the Educational Environment:  
An Ohio Perspective,” Calories In- Calories Out”, NASBE Wellness Policy  
Symposium, Louisville, Kentucky, October 11-12, 2006.

Owens, Deborah [presenting], "Getting Students Excited About Marketing; Tactics and Strategies", Mc-Graw-Hill Irwin, Marketing Symposium, Las Vegas, February, 2005.

Owens, Deborah [presenting], "Antecedents of Firm Level Political Behavior in the Global Marketplace: A Framework for Understanding Public Policy Implications," authored by Bruce Keillor, Timothy Wilkinson and Deborah I. Owens, at 2004 International Academy of Business and Economics, Las Vegas, Nevada. October 17-20.

Owens, Deborah, [presenting], "Meeting Consumer Needs through School Choice: A Marketing Theory Perspective", The Association of Private Enterprise Education International Convention, Las Vegas, Nevada, April 6-8, 2003.

Note : due to budget constraints no travel funds were available in 2002

Owens, Deborah L., Stephen C. Brooks, and Rick Farmer, "WOM Communication Versus Negative Political Advertising: A Study of Comparative Effects: Has the Miracle of WOM finally met its match ?" Consumer Satisfaction and Dissatisfaction Conference, Jackson Hole Wyoming, June 2001.

Brooks, Stephen C., Rick Farmer, and Deborah L. Owens, "The Personal Touch: Word of Mouth Marketing in a Political Campaign Context, Poster Board Session at American Political Science Association Conference, Washington, D.C., August 31- September 3, 2000.

Brooks, Stephen C., Rick Farmer, and Deborah L. Owens, "Speaking to Voters: An Experimental Study of Word-of-Mouth vs. Print Campaign Communication". Presented at the 2001 meeting of the Midwest Political Science Association, Chicago, IL., April 18-22, 2001.

Owens, Deborah L., Stephen Brooks, and Rick Farmer, "Word of Mouth: Myth or Miracle ? A Study of Comparative Effects: WOM vs. Print Advertising within a Political Campaign Context", presented at International Association of Business Disciplines, Las Vegas, Nevada, April 1, 2000.

Owens, Deborah L. and Douglas R. Hausknecht, "The Effect of Simplifying the Complaint Process: A Field Experiment," presented at 1999 Consumer Satisfaction and Dissatisfaction Program, Bi-annual meeting, Las Vegas, Nevada, June 1999.

Owens, Deborah L. and Larry Marks, "Word of Mouth Personal Influence versus Advertising: An Investigation of Comparative Influence, Kent State Research Forum, October 1996.

Owens, Deborah L. and David Frease, "The Pediatric Operating Room Suite: Automation as a Partner in Change," National Association for Children's Hospitals, Annual Meeting, Boston, MA, October 1989.

Owens, Deborah L., Keith Klafehn and Nancy Voneman, "A Computer Simulation Model to Improve Flow within a Hospital Emergency Room," Conference for Computer Applications in Medical Care, Washington, D.C., November 1987.

Owens, Deborah L., "Productivity: Its Measurement and Applications for Managers," presented to Northern Ohio Association for Hospital Dieticians, April 1986.

Owens, Deborah L. and Joan Patton, "Zero Base Budgeting: A Tool for Health Care," presented at Ohio Hospital Association Conference, February 1980.

### **Program Appearances:**

"Research Perspectives and Tactics, Essentials of Direct Marketing", Interaction 2006: The Great Lakes Direct Marketing Day, The University of Akron, Akron, Ohio, May, 2006.

"Consumer Behavior: Theory and Application: Professional Development for the Suarez Corporation", The Taylor Institute, The University of Akron, Akron, Ohio, October, 2005.

"Buyer Behavior: A Hands on Workshop for Direct Marketers: Professional Development for the Suarez Corporation", The Taylor Institute, The University of Akron, Akron, Ohio, August 2005.

"What's Her Line? Career Options and Choices", Buchtel High School, Project GRAD, Akron, Ohio, May 2005.

"What's Her Line: To Tell The Truth: [educating students on female stereotypes]", The University of Akron, Women's History Month, March 2005.

"Model Curriculum Requires Students to Critically Analyze Evolution", Channel One, National Broadcast to Schools Program, March 2004

"Teaching Evolution Fairly and Objectively", Focus on the Family, Deborah Owens Fink with Stephen Meyer, March 2003.

"The Importance of Education and Your Future", Perkins Middle School, Akron, Ohio, September, 2002

"Establishing a Marketing Culture in Your Organization", Americhem Industries, Cuyahoga Falls, Ohio, July 2002

"Evolution, Intelligent Design and Public Education", Deborah Owens-Fink, with David Haury and Michael Behe, Talk of the Nation (TOTN) on National Public Radio, February 13, 2002

“Comparative Perceptions for Business Re-Location Analysis”, Wadsworth City Council, Wadsworth, Ohio with Timothy Wilkinson, October 2001.

“Pierce my Ear: Are We Really Hearing Our Customers ? The Use of Qualitative Research Methods” , Liggett-Stashower Advertising Firm, Cleveland, Ohio, August, 2001

“Customer Satisfaction Research: A Conversation with your Market” , Wadsworth Chamber of Commerce, Wadsworth, Ohio, January, 2001.

“Buyer Behavior: The Crystal Ball to Your Customers” , Wadsworth Chamber of Commerce, Wadsworth, Ohio, April 26, 2000.

“Advertising as Propaganda: The Pro’s and Con’s”, Revere Middle School 7<sup>th</sup> Graders, Akron, Ohio (250 pupils), April, 2000.

“Market Based Education Reform: Where are We ?”, Tallmadge Rotary Club, Tallmadge, Ohio, April 27, 2000.

“Marketing Basics and Applications within the Polymer Industry”, Sri Lanka Coalition of Polymer Executives, Holiday Inn, Fairlawn, Ohio, September 1999

“The Benefits of Marketing: A Consumer Perspective”, Revere Middle School, 7<sup>th</sup> graders, (250 pupils), Bath, Ohio, May 1999

“Market Based Education Reform: The Why and How”, Downtown Rotary Club, Martin Center, University of Akron, Akron, Ohio, April 1999.

“Free to Try: The Impact of the Free Market on School Reform”, The University of Akron Spring Educators’ Conference, Akron, Ohio, April 1998.

“Ethics in Corporate America: A Panel Discussion, Panel Member, E.J. Thomas Performing Arts Center, Akron, Oh., October 1998

**Editorial Activities:**

**Reviewer:**

May 2005, *Marketing Research*, by Don Cooper and Pamela Schindler’s, Mc-Graw-Hill Irwin, Reviewer, 5 chapters.

May 2005, *Basic Marketing*, Glencoe McGraw-Hill, New York, New York. Reviewed and edited 3 chapters.

April 2000, Advertising and Promotion Track of *The Society for Marketing Advances Conference* November 8-11, Orlando Florida,

November 1999, Track Reviewer, *Journal of Consumer Satisfaction and Complaining Behavior*, Winter 2000

June, 1999, Consumer Behavior, Hanna/Wozniak, Prentice Hall, Reviewer for 6 chapters.

**Professional Organizations:**

Association for Consumer Research

American Marketing Association

Midwest Marketing Association

**PROFESIONAL RECOGNITIONS**

**Teaching Awards:**

Faculty Award, National Residence Hall Honorary, L. Hansford Chapter, 2005

Lone Star Fraternity, Faculty of the Year, 2001-2002

Outstanding Educator Award, Panhellenic Council, 2000

Outstanding Educator Award, Panhellenic Council, 1999

**Honors Sponsor**

Lead Sponsor for Marketing Student Honors Projects

1998-Present

**INTERNAL SERVICE CONTRIBUTIONS**

**Department Service:**

September 2004-Present                      Coordinator, Donald L. Kaufman, Business Speaker Series

September 2005-Present                      Coordinator, Donald L. Kaufman, Business Ethics,  
Scholarship Competition

May 2000- Present                              Selection Committee, Acme, Scholarship Fund

February 2006-Present                      Chair, Student Assessment and Development Committee

February 2006-Present  
August 2005- September  
2006

Chair, Faculty Search Committee

September 2004- 2006

Chair, Retention, Tenure and Promotion Committee

September 2004-Present

Interviewer, Honors Program Visitation Day

September 1999-Present	Fisher Institute for Professional Selling, Faculty Advisory Board The University of Akron
	September 1999-Present Student Affairs Committee Department of Marketing, Chairperson, with Karen Nelson The University of Akron
September 1999- 2002	External Relations Committee Department of Marketing, Subcommittee on Marketing Academic Programs
September 1998 - Present	Advisor, Mu Kappa Tau Marketing Honorary University of Akron
September 1999-2004	Coordinator, Marketing Research Forums, with Douglas Hausknecht The University of Akron
November 1995-January 1996	Advisor, Students In Free Enterprise The University of Akron
<b>College Service:</b> January 2005-Present	Graduate Curriculum Committee
September 2005-Present	Recording Secretary, College of Business Administration
1996-2004	Instructional Responsibilities Committee College of Business The University of Akron
<b>University Service:</b> June 2006-August 2006	<i>Donald E. McNair</i> , Post Baccalaureate Achievement Program Research Mentor In conjunction with University of Akron, Graduate School and McNair Scholars Program
August 2005-Present	Participant, Guest Lecturer, English Language Institute
September 2005 –Present	Graduate Committee, Student Policy

December 2003-2005	Women's History Month – Planning Committee
1998- Present	University Hearing Board Pool
2000-2001	Service Learning Task Force

### **EXTERNAL SERVICE CONTRIBUTIONS**

#### **Public and Community Service:**

*Chair, State of Ohio, Physical Fitness and Wellness Advisory Council,*  
Appointment, July 2005 – December 2005.

*The State Board of Education of Ohio*

Representative 7<sup>th</sup> District

Representing Summit, Portage, Trumbull and Ashtabula Counties

Appointed by Governor - November 1999

Elected January 2000 –present

*Co-Chair, Quality High Schools, Sub-Committee,*

Appointment, May 2005-Present

Member, State Accountability Task Force,

Appointment, January 2006-Present

*Ernst and Young, North East Ohio,*

*2005 Entrepreneur of the Year Award*

Judging Panel

May-June, 2005

*Youth Motivation Task Force, Akron, Ohio*

Participant, Speaker

2004-Present

*Buckeye Center for Public Policy Solutions*

Dayton, Ohio

Board Vice President, 1998-2000

Advisory Board, 1994-present

*Summit County Board of Education*

President 1995

Vice President 1994

Member 1993-1999

*Abstinence the Better Choice*

Advisory Member

1991-Present

*Math Tutor*

Revere Schools

1995-1999

*Student Trustee*

Kent State University

1991-1993

*Girl Scout Leader*

Western Reserve Council 1989-1993

*Advisory Board Member*

Canal Square - Downtown YMCA

1990-1992

*Energy Management Committee Member*

United Way of Summit County

1982-1983

**Business Community Service:****[Pro Bono Work]***Better Business Bureau of Akron*

Assisted in improving the Consumer Complaint Process, {with Douglas Hausknecht}

Developed, conducted, analyzed and presented results of simplifying the complaint intake, and handling process.

*Marketing Project Outreach Coordinator to Non-Profits, Start Ups, and Akron Area Businesses*

1996-Present

Supervise and oversee free marketing research consulting to numerous non-for profits in the greater Summit County area. Have assisted over 40 non-for-profit agencies and start up business groups through this project, ranging from the Akron Urban League, and the American Red Cross, to Fox Creek Outdoors, and Main Street Gourmet, Filter-Hot Inc. among many others.