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EDUCATION

Mississippi State University, College of Business

D.B.A. in Business Administration (Marketing/Statistics/Management)

University of Mississippi, College of Business Administration

M.B.A. (Marketing)

University of Mississippi, College of Business Administration

B.B.A. (Marketing)

ACADEMIC APPOINTMENTS

University of Missouri-St. Louis

Interim Dean and Associate Professor

Oct. 2022- Present

May 2013-Sept.2013

Co-Chair, Department of Marketing and Entrepreneurship

2019- 2022

Associate Dean, Director of Undergraduate Studies

2008-2022

Associate Professor of Marketing

1998-present

Assistant Professor of Marketing

1990-1998

Mississippi State University

Graduate Research Assistant

1987-1990

Rust College

Mathematics Instructor

1985-1987

ADMINISTRATIVE EXPERIENCE

A. Administrative Positions

Interim Dean, College of Business Administration, University of Missouri – St. Louis, October 2022-present & May 2013 – Sept 2013

Representative Duties and Responsibilities:

- Operated as chief academic, fiscal, and administrative officer of the AACSB accredited College of Business which is comprised of six Departments and 6 Institutes/Centers/Labs. In addition, responsible for approximately 2,000 undergraduate and graduate students, 60+ full-time faculty, and 25+ staff members
- Led strategic planning for upcoming 2025 reaccreditation effort

- Oversaw \$13 million College of Business budget
- Served as ex-officio member of Dean's Leadership Council and six disciplinary advisory boards
- Nurtured relations with community college and articulation agreements via campus visits and collaborative events
- Engaged with UMSL Alumni Affairs and Advancement to support fundraising efforts
- Facilitated the creation of the UMSL Entrepreneurship and Innovation Center; wrote grant proposals to support remodeling of Accelerate Building
- Revised bylaws and implemented new committee structure aligned with AACSB 2020 Standards
- Led the expansion of the Executive Education programs at CoBA
- Sponsored programs for BF&S, other annual events (alumni conversations, MDMC, STLCyberCon and UMSL|Hack)

Select Accomplishments:

- Created a new professional development program designed to integrate career enhancement and co-curricular activities into the College curriculum.
- Initiated a collaborative agreement with Honors Program that would infuse more business courses into the curriculum and create co-curricular opportunities for Honors students.
- Restructured the Assurance of Learning program leading to greater faculty involvement and process improvements.
- Reorganized the entrepreneurship program; secured new director, formed advisory board, prepared grant applications, and designed the new UMSL Entrepreneurship and Innovation Center.

Associate Dean, Director of Undergraduate Programs, College of Business, University of Missouri – St. Louis, January 2008 - October 2022

Representative Duties and Responsibilities:

- Participated in strategic and resource planning; established and reviewed operating priorities, objectives, policies, and procedures
- Established and maintained collaborative working relationships via CoBA (undergraduate studies, assurance of learning) and campus (enrollment management, general education) committees
- Coordinated and implemented college-wide assessment plans
- Monitored faculty qualifications in accordance with AACSB criteria and college policies
- Submitted annual reports (e.g., BSQ Program Module, Staff Compensation, and Demographic Survey, BSQ Financial Module) to AACSB International
- Updated accreditation documents (journal lists, faculty by-laws, workload policy, faculty publication records, accomplishments, etc.) to ensure that the college was on track for reaccreditation.

- Collaborated with department chairs to assure scheduling met targets for course delivery, section sizes, classroom utilization, etc.
- Worked with Director of Undergraduate Advising in recruiting, hiring, and supervision of advising personnel.
- Directed the college recruiter in promoting CoBA programs to various student markets (HS, community college, adult learners, online)
- Monitor activities of internship program job placement, mentorship programs, and other career development activities
- Supported the CoBA's eLearning initiative; monitored enrollment trends in eLearning across various emphasis areas and tracked faculty compliance with course design policies
- Worked with chairs and undergraduate studies committee to identify and evaluate new course and program opportunities
- Organized CoBA student leadership forums which solicited feedback from students about programs and customer service issues.

Select Accomplishments:

- Supported College's DEI efforts in mentoring the Black Business Student Association and serving as equity advisor.
- Designed and assessed effectiveness of 8-week scheduling model for CoBA
- Collaborated with College of Education in developing sport management program
- Prepared 2020 AACSB accreditation report
- Designed and secured funding for marketing UMSL Business Online Program (2016)

Co-Chair, Department of Marketing and Entrepreneurship, College of Business, University of Missouri – St. Louis, August 2019 - October 2022

Representative Duties and Responsibilities:

- Hired, mentored, and evaluated 10+ full-and part-time faculty
- Launched new courses in marketing (i.e., brand management, sports marketing) and entrepreneurship program
- Led the development of Departmental strategic plan
- Oversaw searches for faculty, negotiated offers to new faculty
- Developed the schedule of classes
- Supported community outreach (MDMC, Marketing Advisory Board) and co-curricular activities (Marketing Club)

Select Accomplishments:

- Led the effort to make entrepreneurship an emphasis area in the College of Business
- Prepared 5-YR Program Review for Department of Marketing and Entrepreneurship

UMSL SERVICE ACTIVITIES

Committee Work

Member, Chancellor's Leadership Council, Provost's Council, and Dean's Council (2023)

Co-Chair, VP Student Affairs search (2023)

Member, Academic and Clinical Leaders DEI Advisory Council (2022)

Member, Teaching Effectiveness Committee (2022)

Member, CoBA Equity and Inclusion Committee (2021)

Member, STLPR GM Search Committee (2021)

Member, General Education Committee (2020-21)

Member, Vice Chancellor of Finance Vetting Committee (2020)

Member, CoBA Dean Search (2020)

Member, Enrollment Management Committee (2017-2020)

Chair, Strategic Enrollment Planning Committee -Adult learners) (2019)

Member, UMSL NOW Search committee (2017)

Chair, Be Inspired Committee (2016-2017)

Member, UMSL Strategic Planning Committee (2013)

Member, UMSL Marketing Council (2011- 2015)

Chair, UMSL Safety Committee, Chair (2011- 2012)

Member, Chief Marketing Office Search (2010)

Attendee, UM Leadership Development Program (2009)

Member, Director of KMUW Search (2008)

Member, Search Committee Member for A&S Dean (2008)

UMSL Marketing Advisory Committee (2005-2009)

Program Reviews

Member, Arts and Science 5-YR review (2022)

Member, Academic Program Prioritization (APP) committee - Math and Stat, Econ, Music, Psychological Sciences and Economics) (2020-21)

Chair, GUST University College of Business Program Review (2017)

Chair, College of Optometry, 5-Yr Program Review (2014)

Chair, University Advancement Campus Review (2010)

REFEREED JOURNAL ARTICLES

“Antecedents of Organizational Ambidexterity: An Empirical Investigation of Foreign Ventures in an Emerging Market” (with Min Ju); *Journal of Business and Industrial Marketing* (forthcoming).

- Alsaleh, Dhoha A., Michael T. Elliott, Frank Q. Fu, and Ramendra Thakur (2019), "Cross-cultural Differences in the Adoption of Social Media," **Journal of Research in Interactive Marketing** 13(1), 119-140.
- Fu, Frank, Michael T. Elliott, Haim Mano, and Chris Galloway (2017), "The Role of Affective Brand Commitment on Sales Effort," **Journal of Marketing Theory and Practice**, 25(3), 257-273.
- Fu, Frank Q. and Michael T. Elliott (2013), "The Moderating Effect of Perceived Product Innovativeness and Product Knowledge on New Product Adoption: An Integrated Model," **Journal of Marketing Theory and Practice**, 21(3), 259-274.
- Elliott, Michael T., Frank Q. Fu, and Paul S. Speck (2012), "Information Search and Purchase Patterns in a Multichannel Service Industry," **Services Marketing Quarterly**, 33 (4), 292-310.
- Elliott, Michael T. and Frank Q. Fu (2008), "Consumer Acceptance of Technology Products: The Impact of Tactical Selling Approaches," **Marketing Management Journal**, 19(2), 48-65.
- Elliott, Michael and Paul Speck (2005), "Factors Affect Attitudes toward a Retail Web Site," **Journal of Marketing Theory and Practice**, 13(1), 40-52.
- Kamins, Michael, Frank Alpert, and Michael T. Elliott (2000), "The Independent and Interactive Effects of Exposure Sequence, Pioneerism Awareness, and Product Trial on Consumer Evaluation of a Pioneer Brand" **Journal of Consumer Psychology**, 9(4), 223-229.
- Elliott, Michael T. and Paul S. Speck (1998), "Consumer Perceptions of Advertising Clutter and its Impact Across Various Media," **Journal of Advertising Research**, 38(1), 29-41□.
- Speck, Paul S. and Michael T. Elliott (1997), "Predictors of Advertising Avoidance in Print and Broadcast Media," **Journal of Advertising**, 26(3), 61-76.
- Paul S. Speck and Michael T. Elliott (1997) "The Antecedents and Consequences of Perceived Advertising Clutter," **Journal of Current Issues and Research in Advertising**, 19(2), 39-54.
- Paul S. Speck, Michael T. Elliott, and Frank Alpert (1997), "The Relationship of Beliefs and Exposure to General Perceptions of Infomercials," **Journal of Current Issues and Research in Advertising**, 19 (1), 51-65.
- Elliott, Michael T. and Pamela Lockard (1996), "An Analysis of the Information Content in Infomercial Programs," **Journal of Direct Marketing**, 10 (2), 44-55.
- Elliott, Michael T. and Paul S. Speck (1995), "Antecedents and Consequences of Infomercial Viewership," **Journal of Direct Marketing**, 9 (2), 39-51.
- Elliott, Michael T. (1995), "Differences in the Portrayal of Blacks: A Content Analysis of General Media

Versus Culturally Targeted Television Advertisements," *Journal of Current Issues and Research in Advertising*, 17 (1), 1-12.

Elliott, Michael T. (1994), "An Investigation of Consumer Information Search for Professional Services," *Journal of Marketing Management*, 4 (2), 8-22.

Alpert, Frank, Beth Wilson, and Michael T. Elliott (1993), "Price Signaling: Does It Ever Work?" *Journal of Consumer Marketing*, 10 (4), 4-14.

REFERRED PROCEEDINGS

Mano, Haim and Michael T. Elliott (1997), "Smart Shopping: The Origins and Consequences of Price Savings," in *Advances in Consumer Research*, Merrie Brooks and Debbie MacInnis, editors, Provo: UT: Association for Consumer Research, pp. 504-510.

Elliott, Michael T. (1996), "Marketing Research Certificate Programs: Enhancing the MBA Curriculum" in *Midwest Marketing Association Proceedings*, E. Wayne Chandler and Ronald D. Taylor, editors, Eastern Illinois Univ: Midwest Marketing Association, 151-158. [Received Best Paper Award- Education Track]

Elliott, Michael T. and Anne E. Warfield (1992), "Do Market Mavens Categorize Brands Differently?" in *Advances in Consumer Research*, Michael Rothchild, editor, Provo: UT: Association for Consumer Research, pp. 202-208.

LeFluer, Elizabeth, Danny R. Arnold and Michael T. Elliott (1990), "Expectancy Theory as a Framework for Analyzing Channel Relationships: Similarities and Differences Between Franchised and Independent Retailers," in *Franchising: Evolution in the Midst of Change*, Robert A. Robicheaux, editor, Scottsdale, AZ: Society of Franchising, pp. 86-103.

Elliott, Michael T. (1988), "A Review and Analysis of the Retail Store Image Construct," in *Strategic Issues in a Dynamic Marketing Environment*, John H. Summery and Paul J. Hensel, editors, Carbondale, IL: Southern Marketing Association, pp. 296-300.

Elliott, Michael T. (1988), "The Impact of Unique Service Factors on the Diffusion of Service Innovations," in *Strategic Issues in a Dynamic Marketing Environment*, John H. Summery and Paul J. Hensel, editors, Carbondale, IL: Southern Marketing Association, pp. 407-410.

PAPERS PRESENTED AT SCHOLARLY MEETINGS

"Marketing Research Certificate Programs: Enhancing the MBA Curriculum" at *Midwest Marketing*

Association (Chicago, Ill., March 1996)

"The Effect of Prior Exposure on Perceptions of Infomercials," *American Academy of Advertising* (Norfolk, VA 1995) and UM-St. Louis Interdisciplinary Seminar Series (Nov. 1996)

"Do Market Mavens Categorize Brands Differently?" at *Association for Consumer Research*, (Vancouver, Canada, October 1992) and UM-St. Louis Interdisciplinary Seminar Series (Sept. 1996)

"Use of Expert Systems in Strategic Pricing Decisions," *Southwestern Marketing Association* Conference (New Orleans, LA, April, 1989).

"A Review and Analysis of the Retail Store Image Construct," at *Southern Marketing Association* (Atlanta, GA, Nov. 1988).

"The Impact of Unique Service Factors on the Diffusion of Service Innovations," *Southern Marketing Association* (Atlanta, GA, Nov. 1988)

COURSES TAUGHT

University of Missouri – St. Louis

Marketing Research (UG & MBA)
Consumer Behavior (UG & MBA)
Promotion Management (MBA)
Marketing Management (MBA & PMBA)
Principles of Marketing (UG)
Advertising (UG)

Mississippi State University

RESEARCH HONORS, GRANTS, AND AWARDS

- Received \$150,000 Grant for Diversity, Equity, and Inclusion Accelerator by Missouri Technology Corporation (2023)
- Member – Phi Kappa Phi Fraternity (2023)
- Member – Delta Sigma Pi (2019)
- Received \$71, 000 as principal investigator (with Doug L. Smith and Deborah Balser) in marketing thrust of collaborative study with Casey Communication and EBEW/NECA Electrical Connection. The research was entitled “Integrating Employee Relations and Marketing Research of Electrical Services to Promote Regional Business Development. (2007-2009)
- Member - Gamma Beta Sigma honorary (2006)
- Received “Best Paper Award” for manuscript entitled “Marketing Research Certificate Programs: Enhancing the MBA Curriculum at the Midwest Marketing Association Conference (1996)

- Received \$3000 to conduct study on how advertising clutter affects consumer attitudes and usage of the yellow pages medium. Yellow Pages Publishing Association Troy, MI (1995)
- Received \$3,000 to investigate consumers perception of inbound and outbound telecommunications and the role communication processes play in shaping these perceptions from American Telemarketing Association, Boston, MA (1995)
- Member - Alpha Mu Alpha honorary (1990)
- Received fellowship for doctoral study from United Negro College Fund (1987-1990)

COMMUNITY SERVICE

- 1st Financial Federal Credit Union, Wentzville, MO, Board member: 2011- 2012
- St. Louis Transitional Hope House, St. Louis, MO, Board member: 2009- present

REFEREEING

- Editorial Board: *Psychology and Marketing* (1995-2021)
- *Journal of Advancement in Marketing Education* (2002- Present)
- Ad Hoc Journal Reviewer: *Journal of Advertising*, *Association for Consumer Research*, *Journal of Marketing Theory and Practice*

CONSULTING

- Consultant for Survey Institute, Inc., Wentzville, MO. Analyzed employee/consumer survey data, create survey instruments, and conduct focus group sessions for major retail and service firms. (2006- 2020)
- Advisor for Midwest Higher Education Compact, Minneapolis, MN. Consulted and assisted in preparing a report on “Tuning the Marketing Discipline: A Multi-State Initiative,” in which a group of marketing academicians from Illinois, Indiana, and Missouri assessed the marketing job market and developed competencies and learning outcomes for marketing graduates. (2012-2013)
- Consultant for AAA Missouri, St. Louis, MO. Investigated consumer attitudes and behavior related to online insurance buying. (2007-2009)

- Consultant for IBEW/NECA, St. Louis, MO. Assessed consumer behavior decision processes of electrical contractor customers. Studied marketing practices of NECA members. (2007-2009)
- Served as consultant for the law firm of Peper, Martin, Jensen, Maichel and Hetlage (St. Louis, MO). Conducted consumer survey to determine potential infringement of trademark. (1998)
- Consultant for Public Policy Research Center, UM-St. Louis (St. Louis, MO). Assisted in the selection and analysis of geographic area predictors to assist the Voluntary Inter-district Coordinating Council (St. Louis, MO). The survey results were used to improve the recruitment of students into the St. Louis city magnet school program. (1991)

REFERENCES AVAILABLE UPON REQUEST