
Michael Latta, Ph.D.
Professor
Marketing
Department of Marketing and Resort Tourism
Wall College of Business Administration
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Academic Background

Degrees

- Ph.D. Iowa State University, Ames, IA, Industrial/Organizational Psychology (Statistics minor), 1976
- M.S. Iowa State University, Ames, IA, Industrial/Organizational Psychology, 1973
- B.S. Illinois State University, Normal, IL, Psychology, 1970

Academic Experience

Associate Dean and Professor of Marketing Wall College of Business Administration, Coastal Carolina University (August, 2005 - Present). Serves as Associate Dean for the Wall College of Business Administration and teaches Marketing Strategy.

Adjunct Faculty, University of the Sciences in Philadelphia College of Graduate Studies (January, 2004 - January, Present). Taught Business Statistics in the On-line MBA Program.

Visiting Professor of Pharmaceutical Marketing, St. Joseph's University Haub School of Business (August, 2004 - August, 2005). Taught Marketing Research and Promotion Management in the undergraduate pharmaceutical marketing major. Also, taught courses in Quantitative Methods in Decision Sciences for business majors. Since 1991 he also taught Basic, Quantitative, and Qualitative Research Methods in the MBA Program.

Adjunct Faculty, University of Notre Dame Mendoza School of Business (July, 1990 - July, 2005). Instructed a seminar in Demand Forecasting at the University of Notre Dame for the annual School of Marketing Research offered under the continuing education program sponsored jointly by the University and the American Marketing Association.

Adjunct Faculty, Thunderbird School of Global Management (January, 1998 - June, 1998). Taught seminars in Market Segmentation and Marketing Strategy in the Executive Education MBA Program.

Assistant Professor of Social Psychology and Multivariate Statistics, University of New Hampshire (September, 1978 - December, 1981). Taught undergraduate and graduate courses in forecasting, multivariate statistical analysis, social psychology, and personality theory. Served on committees for Ph.D. candidates, and University wide faculty committees.

Assistant Professor of Social Psychology, Drake University (September, 1975 - September, 1978). Taught undergraduate and graduate courses in social psychology, personality, research methods, applied behavior analysis, the experimental analysis of behavior, and statistics. Conducted program analysis of service organizations offering behavior control systems such as token economies.

Professional Interests

Research Interests

New product adoption and risk perception

Teaching Interests

Research methods, strategy, promotion and market analysis

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

- Latta, M. (2013). Must-be or not must-be? Considerations in using the Kano method for international new-product surveys. *Quirk's Marketing Research Review*, XXVII (4), 62-65.
- Mitchell, M., Keels, K., & Latta, M. (2013). Servant Leadership: How's Your Leadership Service Quality? *Nonprofit World*, 31 (1), 14-16.
- Latta, M. (2013). Your Take on the Fifth 'P'. *Marketing News*, 47 (3), 3.
- Latta, M., Mitchell, M., Thrash, C., & Taylor, A. J. (2012). Driving Improvements: Study Results Guide Enhancements to Myrte Beach Golf PassPort. *Quirk's Marketing Research Review*, XXVI (10), 34-37.
- Black, J. A., Latta, M., & Twigg, N. W. (2012). Leaders' Skill of Innovation and Relationship to Preferences for Handling Risk & Uncertainty. *Business Journal for Entrepreneurs*, 2012 (2), 48-60.
- Latta, M. (2011). Brand Strategy: What is the Role of Marketing Research? *Alert! Magazine*, 51 (9), 38-39.
- Latta, M. (2011). Emerging Technology: Impacts on Marketing Research. *Alert! Magazine*, 51 (7), 32.
- Latta, M. (2011). Ethics in Using Statistics from Survey Data. *Alert! Magazine*, 51 (4), 47.
- Latta, M. (2011). Healthcare / Pharmaceutical Research: Creativity or SOP. *Alert! Magazine*, 51 (11), 24-25.
- Latta, M. (2011). Public Opinion & U.S. Census 2010: Are they Really Different? *Alert! Magazine*, 51 (5), 37.
- Latta, M. (2011). What's Having the Most Impact: Synergistic Effects of Product Characteristics and Promotional Mix. *Quirk's Marketing Research Review*, XXV (3), 36-46.
- Latta, M. (2010). A Rapid Response Consumer Segmentation Survey Approach. *Quirk's Marketing Research Review*, XXXIV (11), 26-29.
- Latta, M. (2008). It's Not Your Strategy, It's Your Marketing Research: Seeking Competitive Advantage in Launching a Pharmaceutical Product. *Quirk's Marketing Research Review*, XXII (6), 46-50.
- Latta, M., Mitchell, M., Taylor, A. J., & Thrash, C. (2008). Using Online Software to Train the Next Generation of Web Surveyors. *Quirk's Marketing Research Review*, XXII (8), 16-18.
- Latta, M., Mitchell, M., & Anderson, T. (2008). What's In Store? How Different Communication Channels Affect Consumer Choice. *Marketing to Health Systems*, 27 (3), 17-19.
- Latta, M. (2007). Adopt Early, Prescribe Often? A Field Test of Rogers' Adoption Typology. *Quirk's Marketing Research Review*, XXI (6), 76-80.
- Latta, M. (2007). Finding an Optimal Mix: Spending Promotional Dollars for Chronic and Acute Drugs. *Quirk's Marketing Research Review*, XXI (4), 46-51.
- Latta, M. (2007). How to Forecast the Demand of A New Product in the Pharmaceutical Industry. *Journal of Business Forecasting*, 26 (3), 21-23.
- Latta, M., Taylor, A. J., Mitchell, M., & Thrash, C. (2007). Retaining Current Vs. Attracting New Golfers: Practices Among the Class A Carolinas Professional Golf Association Membership. *The Sport Journal*, 10 (4).
- Mitchell, M., Taylor, A., & Latta, M. (2006). Importance-Performance Analysis: Are Folks 'Walking Their Talk? *Retail Education Today*, 27 (1), 6-10.

Refereed Proceedings

Full Paper

- Latta, M., Hendrick, A., Lowenstein, H., Keels, K., & Stuart, R. (2012). A Panel on Legal and Moral Issues in Marketing. *Association of Marketing Theory and Practice*.
- Latta, M., Wathen, S., & Willette, S. (2012). Assurance of Collaborative Learning in a Marketing Strategy Capstone Course: An Exploratory Study. *Association of Marketing Theory and Practice*.
- Latta, M., Lowenstein, H., Grabbert-Lowenstein, C., & Carroll, J. (2012). Let Us Represent You!: Perceived Effectiveness of Advertising by Practicing Attorneys In South Carolina. *Association of Marketing Theory and Practice*.
- Latta, M., Vivitan, B., Thrash, C., & Taylor, A. J. (2012). Evaluation of a Professional Golf Management Program by Former Students. *Association of Marketing Theory and Practice*.
- Black, J., Twigg, N., & Latta, M. (2012). Intrepreneurial Leaders and Performance. *Southwest Academy of Management*, 289-299.
- Latta, M., Mitchell, M., Taylor, A. J., & Thrash, C. M. (2011). Importance of Market Segments at Carolina Golf Clubs. *Association of Marketing Theory and Practice, Kennesaw State University: Association of Marketing*

Theory and Practice.

Twigg, N. W., Latta, M., & Black, J. A. (2011). Successful Innovation in Organizations: The Effects of Transformational Leadership, Product Innovativeness, and Market Receptivity. Southeast InfORMS.

Black, J. A., Latta, M., & Twigg, N. W. (2011). Leaders' Skill of Innovation and Relationship to Preferences for Handling Ambiguity and Uncertainty. Southeast InfORMS.

Latta, M., Collins, M., Mitchell, M., Little, P., Ritter, B., Robert Burney Darla Domke-Damonte (2011). Simulations and Self-Directed Learning as Part of Quality Enhancement Programs. Southeast InfORMS.

Latta, M. (2011). Privacy and Security on the Web Have Marketers Gone too Far? Atlantic Marketing Association.

Finlay, N. M., Prince, D., Latta, M., Nazimi, A. A., Litteral, L. A., William B. Carper Robert G Brookshire (2009). P&T Best Practices: Administration and Faculty. 2009 SEInforms.

Lynch, L. A., Latta, M., Sones, R., & Tomlin, S. M. (2009). Professionally Qualified Faculty: Accreditation and Administrative Issues. 2009 SEInforms.

Mitchell, M., Latta, M., Taylor, A. J., & Montgomery, R. (2008). Baseline: An Assessment of Online Survey Research Among Members of the Association of Marketing Theory and Practice. Association of Marketing Theory and Practice.

Latta, M. (2008). Optimizing Promotional Mix for Symptomatic and Non-Symptomatic Drugs. Association of Marketing Theory and Practice.

Latta, M. & Twigg, N. W. (2008). Where Are the International Innovators. Southeast Decision Sciences Institute.

Twigg, N. W. & Latta, M. (2008). Educational Leadership: The Effects of Organization-Based Self-Esteem, and Citizenship Behaviors on Student Performance. 2008 Southwest Academy of Management.

Latta, M. & Weinbach, A. (2008). Major League Pricing: Key Drivers of the Fan Cost Index. Atlantic Marketing Association.

Latta, M., Taylor, A. J., Mitchell, M., & Thrash, C. (2008). Positioning a PGM Golf Course on the Grand Strand of Myrtle Beach. Myrtle Beach Golf Conference (1st Annual).

Taylor, A. J., Latta, M., Mitchell, M., & Thrash, C. (2008). Key Drivers and Key Barriers of Perceived Overall Golf Course Quality on the Grand Strand. Myrtle Beach Golf Conference (1st Annual), Key Drivers Golf: .

Latta, M., Mitchell, M., Taylor, A. J., & Thrash, C. (2007). Increasing Retail Sales at Golf Clubs in the Carolinas: The Role of Employee and Facility Quality. Association of Marketing Theory and Practice.

Latta, M. (2007). Chronic vs Acute Drugs: Which Promotional Dollars Are Well Spent? Southeast Decision Sciences Institute.

Latta, M. (2007). Measuring Rogers' Adoption Typology: A Replication and Extension. Association of Marketing Theory and Practice.

Latta, M., Mitchell, M., & Anderson, T. (2007). Gender Differences in Preference for and Use of Brand Name and Generic/Store Brand Over-The-Counter Analgesics. Southeast InfORMS Meeting.

Mitchell, M., Thomas, A. J., Kang, B., Latta, M., & Taylor, A. (2006). Seeking Win-Win Outcomes: The Introduction of Websurveyor at Coastal Carolina University. Southeast InfORMS.

Latta, M. & Jambulingam, T. (2006). Drivers of and Potential Barriers to Pharmaceutical Sales. Association of Marketing Theory and Practice.

Latta, M. (2006). Marketing Research as Strategy: Creating Competitive Advantage through Customer Focused Primary Marketing Research. Southwest Management Association.

Domke-Damonte, D., Keels, K., & Latta, M. (2006). Integrating a Stakeholder Management Perspective into the Capstone Management Course. 2006 Southern Management Association Proceedings.

Mitchell, M., Taylor, A. J., Latta, M., & Thrash, C. (2006). Walking-Your-Talk: Importance-Performance Analysis For Future Golf Professionals. Atlantic Marketing Association, 18-24.

Latta, M., Mitchell, M., & Taylor, A. J. (2006). Perils and Pitfalls in Using WebSurveyor as an Active Learning Component in Teaching Retail Management. Marketing Management Association, Fall Educators Conference.

Latta, M. (2006). Developing a Measure of a Predisposition to Adopt New Pharmaceuticals. SE Decision Sciences.

Abstract Only

- Latta, M. & Wathen, S. A. (2013). Teaching Marketing Science with Sensitivity Analysis. Association of Marketing Theory and Practice.
- Latta, M. (2013). MARKETING RESEARCH IS POWER IN NEGOTIATIONS TO SELL A SMALL BUSINESS. Association of Marketing Theory and Practice.
- Latta, M. (2013). Turning Customer Satisfaction Survey Statistics into Decisions. American Statistical Association Conference on Statistical Practice.
- Latta, M. (2012). Cute Will Only Get You So Far: Teaching Business Intelligence as Consulting. SEInforms.
- Latta, M. & Maurais, Z. (2011). Digital Ad Design, Creation, and Marketing Research. 2006 SE Informs Meeting.
- Latta, M. (2010). Sample Frames V. Data Quality: When Research Panels Are from a Client and a Research Firm. The Association of Marketing Theory and Practice 2010.
- Twigg, N. & Latta, M. (2010). Innovation in Organizations: The effects of Transformational leadership. SWAM2010.
- Preis, M., Gunn, J., McCawley, S., Smolenski, A., Molloy, S., Michael Latta (2010). Implementing a Degree Completion Program. Southeast InfORMS Conference.
- Latta, M., Taylor, A. J., Mitchell, M., & Thrash, C. (2009). Spillover Effects of Golf Marketing Programs into Attractions, Restaurants, and Shopping on the Grand Strand. SE Informs 2009.
- Latta, M. & Mitchell, M. (2008). Walking-Your-Talk: Gap Analysis For Student Attendance at Collegiate Athletic Events. SEInforms.
- Latta, M., Harms, C., Smith, L., & Mancuso, L. C. (2007). Seeking Student Learning in Integrated Simulations: A Special Session. Association of Marketing Theory and Practice.

Presentation of Refereed Papers

International

Latta, M., Collins, M., Mitchell, M., Little, P., Ritter, B., Robert Burney & Darla Domke-Damonte, (2011). Panel on Simulations and Self-Directed Learning as Part of Quality Enhancement Programs. Southeast InfORMS, Myrtle Beach, South Carolina.

Local

- Castagna, A., Cellini, A., & Latta, M. (2009). Ethics in Business by Beta Gamma Sigma. Celebration of Inquiry 2010 CCU, Conway, South Carolina.
- Latta, M. (2009). The Ultimate Gift in the Pursuit of Happiness. Celebration of Inquiry 2010 CCU, Conway, South Carolina.
- Latta, M. (2009, March). The Case Method: How We Tell Stories in Business. Celebration of Inquiry 2009, Myrtle Beach, South Carolina.
- Latta, M. (2009, March). Before the Last Lecture. Celebration of Inquiry 2009, Myrtle Beach, South Carolina.
- Latta, M. (2008, March). Time Out!: Taking Stock of Your Academic Career to Date and Planning for Greater-Than-You Outcomes in the Future. Celebration of Inquiry 2008, Myrtle Beach, South Carolina.
- Latta, M. (2008, March). Healthcare Technology of the Future: Where are the Innovators and Entrepreneurs? Celebration of Inquiry 2008, Myrtle Beach, South Carolina.
- Latta, M. (2007, March). From Saving Individuals to Saving Nations: Rick Warren's Purpose Driven Theology and Philosophy at Work. Celebration of Inquiry 2007, Myrtle Beach, South Carolina.
- Latta, M. (2007, March). Guiding a Changing World Through Strategic Commitment: The Case of Ten Thousand Villages. Celebration of Inquiry 2007, Myrtle Beach, South Carolina.

National

- Domke-Damonte, D., Keels, K., & Latta, M. (2006, October). Integrating a Stakeholder Management Perspective. 2006 Southern Management Association Proceedings, Clearwater Beach, Florida.
- Latta, M., Mitchell, M., & Taylor, A. J. (2006, September). Perils and Pitfalls in Using WebSurveyor as an Active Learning Component in Teaching Retail Management. Marketing Management Association, Fall Educators Conference, Nashville, Tennessee.

Regional

- Latta, M., Mitchell, M., & Anderson, T. (2007, October). Gender Differences in Preference for and Use of

Brand Name and Generic/Store Brand Over-The-Counter Analgesics. Southeast InFORMS Meeting, Myrtle Beach, South Carolina.

Latta, M., Mitchell, M., Domke-Damonte, D., Keels, K., Mancuso, L., Larry Smith, (2007, October). Have Your Business Students Got Game? Southeast InFORMS Meeting, Myrtle Beach, South Carolina.

Mitchell, M., Collins, M., Keels, K., & Latta, M. (2007, October). Time Out!: Taking Stock of Your Academic Career to Date and Planning for Greater-Than-You Outcomes in the Future. Southeast InFORMS, Myrtle Beach, South Carolina.

Latta, M. (2006, February). Developing a Measure of Predisposition to Adopt New Pharmaceuticals. South East Decision Science Institute Conference, Wilmington, North Carolina.

Mitchell, M., Taylor, A. J., Thrash, C., & Latta, M. (2006, October). Seeking Win-Win-Win Outcomes: The Introduction of WebSurveyor a Special Session. Southeast InFORMS, Myrtle Beach, South Carolina.

State

Lynch, L. A., Latta, M., Sones, R., & Tomlin, S. M. (2009, October). Professionally Qualified Faculty: Accreditation and Administrative Issues. 2009 SEInforms, Myrtle Beach, South Carolina.

Book

Salvino, R. & Latta, M. (2012). Public Policy and the Productive Entrepreneur Volume 3: The Impact of Public Policy on Entrepreneurial Outcomes (Proposed)

Latta, M. (2011). Analytic Methods for Business: A Bridge Between Theory and Practice McGraw-Hill (Proposed)

Papers Under Review

Latta, M. (2013). "An Experiment in Testing Advertising Levels By Measuring Natural Test Market Variation," 1st revise and resubmit to Atlantic Marketing Journal.

Latta, M. (2013). "Tracking Key Drivers: Which Waves Are Significantly Different," Initial submission to Quirk's Marketing Research Review.

Presentation of Non-Refereed Papers

International

Latta, M. & Salvino, R. (2012). The Market Process, Productive Entrepreneurship, and Prosperity: Minimizing Corruption through Institutional Constraints. Association of Private Enterprise Education, Las Vegas, Nevada.

Latta, M. (2005, June). Demand Forecasting. The Annual School of Marketing American Marketing Association Conference, South Bend, Indiana.

Latta, M. (2002, May). Using expectancy-by-value theory to forecast demand in tender markets. Pharmaceutical Management Science Association, Orlando, Florida.

Local

Latta, M. (2011, October). The Moral Basis of Capitalism. Tea and Ethics, Conway, South Carolina.

Ritter, B., Latta, M., Keels, K., Burney, B., & Weinbach, A. (2010, April). BGS Panel on Business Ethics. Wall Interdisciplinary Talks Series (WITS), Conway, South Carolina.

Latta, M. (2009, October). Which Ad Dollars Work. Wall Interdisciplinary Talks Series (WITS), Conway, South Carolina.

Latta, M. (2008, October). The Fan Cost Index. Wall Interdisciplinary Talks Series (WITS), Myrtle Beach, South Carolina.

Latta, M. (2008, February). Where Are the International Innovators. Wall Interdisciplinary Talks (WITS), Myrtle Beach, South Carolina.

Latta, M. (2006, September). A Field Test of Rogers' Adoption Theory. Wall Interdisciplinary Talks (WITS), Myrtle Beach, South Carolina.

Latta, M. (2006, February). Drivers of and Potential Barriers to Pharmaceutical Sales. Wall Interdisciplinary Talks (WITS), Myrtle Beach, South Carolina.

Latta, M. (2006, February). Drivers of and Potential barriers to Pharmaceutical Sales. Wall Interdisciplinary Talks (WITS), Myrtle Beach, South Carolina.

National

Latta, M. (2004, September). Forecasting Innovators Using Gompertz Curves and Calibrated Product Acceptance Ratings. Pharmaceutical Marketing Research Group Conference, Boston, Massachusetts.

Latta, M. (2002, November). Managing Research Relationships Through Transactional Leadership. Marketing Research Association 2002 Fall Education Conference, Fort Lauderdale, Florida.

Professional Associations

Memberships

Phi Eta Sigma, 2012-Present

Marketing Research Association, 1996-Present

American Statistical Association, 1991-Present

Institute for Business Forecasting, 1991-2011

American Marketing Association, 1981-Present

Psi Chi, 1978-Present

American Association for the Advancement of Science, 1975-Present

Phi Kappa Phi, 1975-Present

Sigma Xi, 1975-Present

Certifications

Accredited Professional Statistician, ASA01242012, 2012-2017

Workplace Harassment - Faculty Certificate, UE01302012, 2012

National Institutes of Health Office of Extramural research Protecting Human Research Participants, 664713, 2011

Teaching

Courses Taught

Courses from the Teaching Schedule: Business Statistics, Consumer Market Analysis, Independent Study, Marketing Research, Marketing Strategy, Strategic Management

Courses taught, but not in the Schedule:

Marketing Research, Consumer Market Analysis, Marketing Strategy, Promotion Management, Strategic Management, Business Statistics

SkillsPersonal

Classroom, On-line

Other Teaching Activities

Assurance of Learning - Teaching

2010 - Assurance of Learning - Teaching. Designed and implemented a measurement system to assess student learning of Marketing Strategy skills and concepts.

2010 - Assurance of Learning - Teaching. Designed and implemented the assessment tool for measuring progress in Marketing Research concepts and procedures.

2009 - Assurance of Learning - Teaching. Designed and implemented a measurement system to assess student learning of Marketing Strategy skills and concepts.

2009 - Assurance of Learning - Teaching. Designed and implemented the assessment tool for measuring progress in Marketing Research concepts and procedures.

Student Assign-Supervised Research (GRAD)

2010 - Student Assign-Supervised Research (GRAD). 2 students. Served as faculty advisor for Ryan Boehm and Rusty Elvington in their MBA research project An Analysis of Decision Making Criteria for Prospective NCAA Football Recruits When Selecting Either FBS or FCS Programs. This work was accepted for presentation in the MBA program of 2010 South East Informs but was withdrawn when neither student could attend the

conference to present.

2009 - Student Assign-Supervised Research (GRAD). 1 student. Served as faculty advisor for Barry Spivey and his MBA research project Gap Analysis, Fulfillment, and Service Quality in the Waccamaw Area Agency on Aging.

2008 - Student Assign-Supervised Research (GRAD). 2 students. Served as faculty adviser to Zbeth Fowler and Michael R. Roberts for their MBA research project Support of Legalizing Casino Gambling on the Grand Strand.

Student Assign-Supervised Thesis (UG Seniors)

2010 - Student Assign-Supervised Thesis (UG Seniors). 1 student. Served as Thesis Advisor for Maranie Stabb's Honors Thesis project Fair Trade: Empowering Producers and Consumers to Build a More Sustainable Future

Other Teaching Activities

2012 - Other Teaching Activities. Delivered a lecture on Marketing as a discipline in the global economy.

Non-Academic Experience

National

Senior Project Director, Strategic Marketing Corporation (November, 1997 - November, 1998). Served as a business, statistical methodology, and forecasting consultant to major pharmaceutical manufacturers.

Senior Research Executive, Migliara/Kaplan Associates (August, 1996 - November, 1997). Served as an on site business manager to the product team responsible for marketing AstraZeneca's flagship breast cancer product line.

Senior Study Director, Westat, Inc. (June, 1993 - July, 1996). Served as a national survey consultant to the U.S. Departments of Defense, Labor, and Health and Human Services. Designed, implemented, analyzed, and reported large multi-year health care and labor surveys.

Associate Director of Promotion Research, Wyeth (January, 1991 - April, 1992). As the Associate Director of Promotion Evaluation, Dr. Latta managed three professionals who tracked and forecasted the market size, share, and growth of the company's \$500 million hormone replacement drug, Premarin. He also designed research programs to measure the relative effectiveness of detailing, sampling, print advertisements, and direct to consumer advertisements in the promotion of ethical pharmaceuticals. Dr. Latta managed corporate image research, which provided a basis for public relations campaigns directed to consumers, pharmacists, and physicians.

Several in Marketing, Sales, and Strategic Planning, DuPont Company (August, 1981 - January, 1991). As a senior research analyst in the Marketing Communications Department, Dr. Latta conducted consumer evaluation studies on products such as Rain Dance Car Wax, Corian, and Silverstone and performed product improvement research on automotive products such as automotive paints, Nylon cord tire bodies, Kevlar brake components, and Nomex fire-resistant fabrics. D Latta conducted consumer survey research on the effectiveness of television commercials, magazine advertisements, in-store displays, and technical detail pieces. In 1985, Dr. Latta became a territory manager in field sales. He marketed high-technology information systems such as the DuPont Digital Radiography System (which digitizes and transmits X-ray images and reconstructs them) and the DuPont MicroRadiology Manager (a turn-key information system for radiology). In 1988, Dr. Latta returned to the home office to become a strategic planning consultant in the Strategic Planning Department. He designed, implemented, and analyzed the results of customer satisfaction tracking systems for DuPont businesses to support the implementation of a Total Quality Management strategy in Baldrige Award competition. .

International

Executive Director, YTMBA Research (November, 1998 - August, 2004). Dr. Latta provided services in statistical analysis, marketing research, corporate planning and forecasting for multiple companies including CMR and MMI/Cozint in internet marketing; Merck, Pfizer, and AstraZeneca in Pharmaceuticals; Genentech, Celltech, and KPL in Biotechnology; Huntsman Polyurethanes in home building products; The PartsHub, Inc., in internet exchanges for e-commerce; The Iowa Des Moines National Bank in banking; and The State of Delaware in educational program development. He has been a professional moderator for 11 years and has conducted focus groups and individual depth interviews all over the US, Canada, and in Europe. His quantitative capabilities extend from traditional tracking ATU surveys, to convention surveys, discrete choice models, data mining, and to market simulators.

Manager of Marketing Research, Boehringer Mannheim Pharmaceutical Corporation (April, 1992 - June, 1993). As the manager of marketing research, Dr. Latta managed six professionals who were responsible for long-range forecasting for the product portfolio, international licensing and acquisition activities, and all research supporting in-line products.

Consulting

2013: Teleflex Medical, Surgeon Adoption of Automated Ligation Systems, A national survey of 7 surgeons in specialty groups concerning their practices and use of manual ligation approaches that may be replaced by a new automated ligation system.

2012: SirTex USA, Survey of Oncologists, Two waves of acceptance data were gathered for Yttrium-90 microspheres delivery option for testing and treating end stage liver disease. Trends in acceptance were reported in a PowerPoint presentation.

2012: Schneider Electric, International survey of 10 countries for new product development, New product development research on requirements for upgrading surveillance systems in airports, shipyards, rail terminals, city bridges and roadways.

Data were gathered from designers, operators, installers, and operators of surveillance systems.

2012: Product Development Consulting, Global Strategic Research on New Product Development, Developed a plan for world wide data collection on new medical products for the fiscal year.

2012: Mid-Atlantic Drainage, Inc., Business Ethics Training, Interactive live training was done at company site in Aynor, SC with 35 employees covering the topics of: Business Ethics Definition, Employee involvement, Corporate Responsibility, How Does Ethics Pay?, The Polluters Dilemma Case, Whistle Blowing and the Environment Case, Social Responsibilities of Star Athletes, A Simulation, and When Ethics Leads to Tragedy - The Big Dig Disaster.

2012: McKesson, Survey of US hospitals on medication delivery and management, New methods of medication delivery and management in hospital environments are always under development to cut down on errors. Data on new systems were gathered from nurses, pharmacists, techs, and directors in 280 US hospitals from 200 or more beds.

2012: Ethicon a J&J Company, New Method of Medical Sterilization, Collected data from 1,114 medical specialists in 13 countries using the Kano method

2011: TL Health, LLC, Redactane Launch Research, The purpose of this survey is to better understand the diagnosing and staging process for clear cell renal cell carcinoma (CCRCC) cancer patients. A survey to determine current diagnostic tests and therapies for CCRCC and acceptance of a new diagnostic test is to be conducted and analyzed. Survey content and data analysis will be done.

2011: Knowledge Networks, Predictive Analytics, Analyze survey data using the most appropriate analytical techniques, such as a principal component regression, partial least squares regression, a need gap analysis, derived importance, and net promoter scores

2010: Myrtle Beach Area Chamber of Commerce, Visiting The Myrtle Beach-Grand Strand Area During The Holiday Season, The Wall College of Business Administration Marketing Club and a section of the Marketing Research course conducted an opportunity analysis and evaluation of travel packages to determine ways to bring tourists to Myrtle Beach in the off-season. Several candidates were identified and priorities set for promotional packages that were presented to the Chamber and some of its member businesses. The presentation was well received and the students were rewarded for their efforts through a \$2,000 donation by the Chamber to the Marketing Club.

2010: Group DCA, Predictive Analytics for eDetailing of Pharmaceuticals, Develop ecommerce promotion packages for use in eDetailing marketing programs for pharmaceutical clients.

2010: Caduceus Marketing Research, Provided consulting services in the design and analysis of patient records involving advanced analytics and the development of product positions for oncology products.

2009: Group DCA, Predictive Analytics for eDetailing of Pharmaceuticals, Develop data base requirements and structures for collecting and analyzing data from edetails on drugs for use in marketing dashboards.

2008: Quail Creek Golf Course, Positioning a PGM Golf Course on the Grand Strand of Myrtle Beach, The Grand Strand of Myrtle Beach Golf Association lists 72 courses as part of a golf destination area. Positioning is considered one of the important elements of success in marketing products and services and is key to survival in such a crowded market. To support positioning of Quail Creek, the PGM Golf course at Coastal Carolina University, an online survey of the Passport golf members in the Grand Strand Myrtle Beach area was undertaken.

2008: Quail Creek Golf Course, Key Drivers and Key Barriers of Perceived Overall Golf Course Quality on the

Grand Strand, Predictive Analytics are widely utilized to assess the Key Drivers of and Key Barriers to perceived quality of products and services. An online survey of the Passport golf members from the Grand Strand in Myrtle Beach was undertaken to support the use of Predictive Analytics in the strategic planning process for the PGM golf course at Coastal Carolina University, Quail Creek.

2008: Jansen Biotech, Inc., Key Drivers of Procrit Use by Nephrologists, Analysis of data from marketing research studies to predict brand loyalty and create radar charts for managing loyalty programs.

2008: Beckman Coulter Systems, International Survey of Blood Chemistry Equipment, International survey of satisfaction with and importance of immunochemistry blood analyzer equipment.

2007: Siemens Medical Solutions, International Survey of Blood Chemistry, Survey of lab managers in 10 countries concerning satisfaction and importance of blood chemistry reagents used.

2006: Merck, Provided primary marketing research studies including in depth interviews and surveys of physicians, patients, nurses, and medical directors of HMOs as well as training programs.

2004-2006: Product Development Corporation, Provided consulting services and multi-national surveys support of new product development for clients such as Becton Dickinson and Philips Medical.

2003-2006: Caduceus Marketing Research, Provided consulting services in the design and analysis of internet surveys involving advanced analytics and the development of marketing dashboards for various pharmaceutical clients.

2002-2006: TRIAD Research and Consulting, Provided consulting services in the design and analysis of quantitative surveys involving advanced analytics done for various pharmaceutical companies.

2002-2006: Dade Behring, Provided consulting services and primary marketing research in new product development for clinical chemistry medical equipment and reagents.

2002-2006: AstraZeneca Pharmaceuticals, LLC, Provided primary marketing research studies including focus groups, individual depth interviews, and surveys of physicians, patients, nurses, and pharmacists.

2005: The Brandywine School District, Provided consulting services and primary marketing research to support program development and importance of strategic initiatives to parents of district children.

2005: Delaware Manufacturing Extension Partnership (DMEP), Provided consulting services and primary marketing research in support of market analysis and positioning of DMEP.

2002-2005: Merck & Company, Provided primary marketing research studies including in depth interviews and surveys of physicians, patients, nurses, and medical directors of HMOs as well as training programs.

2004: OMINCOM, Provided primary marketing research in support of ad campaign development for major pharmaceutical clients.

2002-2003: Huntsman Polymers, Provided consulting services and supporting marketing research for strategic plan development.

Articles in Books of Readings

Latta, M. (2012). The Moral Basis of Free Enterprise, In Don Golden (Ed.), Business Perspectives. Myrtle Beach SC: The Sun News.

Research Grants

Funded

2006: Latta, M., The Promise of Simulations: Student Perceptions and Satisfaction Related to Simulations in Consumer Market Analysis Course (\$3,396.00), CCU SOTL Grant. A growing method of instruction is the use of simulations to immerse students in course content. Management and Marketing simulations are growing in their presence, size (i.e., number of decisions), and scope (i.e., number of variables modeled). A simulation of the bicycle market was introduced into separate sections of the Consumer Market Analysis courses in the Spring of 2007 and the Fall of 2007 semesters. All else was equal in delivery of the course (i.e., same exams and other materials), assessment the relative impact the simulation has on student performance when it comes at the beginning and the end of the semester will be made.

Other Intellectual Activities

Learning & Pedagogical Scholarship

2009: . Other Research Activities. South Carolina's State Plan on Aging encompasses the activities of the Waccamaw Area Agency on Aging. The Agency provides services in Region VIII including Congregate Means, Home Delivery Means, Transportation, Home Care, Family Caregiver, Health Promotion, Nutrition Education,

Care Management, and Information and Assistance. This MBA project conducted by Barry Spivey involved research on service quality for the Agency on Aging supervised by Dr. Michael Latta.

Service:

Service to the University

Department Assignments

Chair:

2008-2009: Marketing Faculty Search Committee: Completed successful faculty search by hiring Dr. Carol Megehee.

Member:

2009-2010: Strategic Management Search Committee: Conducted a search for a new Strategic Management faculty member to join us in Fall 2010.

College Assignments

Assurance Of Learning - Institutional Service:

2011: Venture Capital Fair: Served on the panel of Venture Capitalists who evaluated the business plans of 9 teams competing in the Marketplace Simulation in CBAD 630. This panel questioned each team for thirty minutes in an oral presentation. Each team member was evaluated at the end of the session with respect to preparation, critical thinking, and knowledge.

College Assignments

Chair:

2008-2009 – 2009-2010: Promotion and Tenure Committee: Lead the committee in completing four three-year reviews, five tenure reviews, and one post-tenure review for faculty in the Wall College of Business.

College Assignments

Chair:

2011-2012: Undergraduate and Graduate Curriculum Summer Task Force: Examined both the undergraduate and graduate curricula to determine if changes were indicated an necessary to assure student learning outcomes are aligned with the degree and course structures.

College Assignments

Chair:

2009-2010 – 2011-2012: Wall College of Business Strategic Planning Committee: Chair of committee charged with developing a new strategic plan for the College in anticipation of the 5 year AACSB review in 2012-2013.

2009-2010 – 2010-2011: Wall College of Business Strategic Management Committee: Revise the WCOB strategic plan for AACSB review.

College Assignments

Chair:

2012-2013: Wall College of Business Strategic Planning Committee: Charged with developing a new strategic plan for the College

College Assignments

Faculty Advisor:

2011: Business Plan Competition: Served as a judge of the first annual Business Plan Competition sponsored by the Koch Foundation and organized by Dr. Rob Salvino

2009-2010 – 2011-2012: Marketing Club: Started the Marketing Club in Fall 2009. The Club helped the

NASCAR team develop its materials and plans as well as, conducted fund raisers for charities in the area, and helped promote other Clubs on campus. Recruited 80 members over the academic year.

Member:

2010-2011: Policy Committee: Committee writes the policy for the Wall College dealing with college structure, committee membership, faculty management and retention, and faculty policies and procedures.

2010-2011: Curriculum Committee: Design and recommend changes to the Business curriculum

2007-2008 – 2011-2012: AACSB International Assessment Committee: The AACSB International Assessment Committee is charged with ensuring that all graduates of the Wall College of Business Administration have demonstrated competence in the areas of academic knowledge and skill.

Mentoring Activities:

2011 – 2012: Mentoring Committee: Mentored new faculty member Dr. Paul Clark on his adaptation to the Marketing Department and to teaching the Marketing Strategy capstone course CBAD458.

College Assignments

Other Institutional Service Activities:

2012: CBAD120 Introduction to Global Business: Gave a presentation to all sections on what a career in Marketing is and how the Major prepares a student for such a career.

2012-2013: Professional Development Activities Wall Center for Excellence: Conducted Professional Development Activities for business students as part of the PDA degree requirement on topics of: Social Media, Hitting Your Goals By Knowing What's Important, Business Laws, Business Ethics, The Importance of Leadership. and Working In Teams

College Assignments

Other Institutional Service Activities:

2011: Special Class on Entrepreneur Keys to Success Each One Teach One Program: Provided an active learning seminar for Horry County students ages 8 to 12 in the Each One Teach One Program.

2009-2010: Provost Office: Provided survey research data to the Provost office utilizing the Marketing Research CBAD357 class of Fall 2009 concerning the offerings to attract new students to summer school classes.

University Assignments

Assurance Of Learning - Institutional Service:

2011: University Wide Assessment Committee: Oversees assessment of student learning outcomes for accreditation agencies such as SACS and AACSB

University Assignments

Chair:

2012: Wall Fellows Director Search Committee: Successfully completed search for Gina Pertee new Director

University Assignments

Faculty Advisor:

2009-2010: Branding Initiative: Advised the working group in charge of surveying stakeholders on CCU image and position in the marketplace of educational institutions

University Assignments

Faculty Sponsor:

2012: Third Annual Undergraduate Research Competition: Faculty judge of 'Is Random Drug Testing of School Athletes an Effective Deterrent in the Fight Against Drug Abuse' presented by Kelly Cann

University Assignments

Member:

2011 – 2012: Admissions Committee: Committee determines whether to reject, accept, or recommend Bridge Program status for students with marginal academic high school histories and entrance exam scores

University Assignments

Member:

2011 – 2012: Associate Deans Council: Handles academic appeals, university wide assurance of learning, and core curriculum issues

University Assignments

Member:

2011: Associate Deans Council: The Council handles academic appeals, university wide assurance of learning, and core curriculum issues

2009-2010: Calendar Committee: Managed a survey to support calendar alignment with HGTCC

2008-2009: Calendar Committee: Lead the University Survey on Proposed Calendar changes to assess the student-friendly nature of the current and proposed calendars.

2005-2006 – 2007-2008: Calendar Committee: The Calendar Committee sets the dates for the beginning and ending of academic semesters and other instructional periods.

University Assignments

Member:

2012: Student Learning Outcomes Oversight Committee: Ensures students learning outcomes are met

2012: Orientation End of Year Review: Review of the 2012 Freshman student and family surveys distributed at orientation

2012-2013: Orientation Steering Goup: Member of team to fully review the Freshmen and Transfer Orientation schedules

2012-2013: Feel the Teal Leadership Team: Team formed to move the CCU service excellence initiative forward to be part of the culture at Coastal Carolina University

2012-2013: Feel the Teal Steering Committee: To help in designing and implementing a customer service training program

2011-2012 – 2012-2013: Committee to Select the Distinguished Student of the Year: Served to review applications, rank candidates, and vote to select the Distinguished Student of the Year.

2011-2012 – 2012-2013: Ronald Lackey Student Volunteer of the Year Selection Committee: Served to review applications, conduct interviews, and select the finalist.

2011 – 2012: FYE Panel Discussion of 'The Imortal Life of Henrietta Lacks': UNIV110 faculty Big Read panel discussion

2011 – 2012: Suspension Appeals Committee: Served on the university committee to decide if suspended students should be allowed back into provisional academic standing and under what condititions.

2011 – 2012: Student Learning Outcomes Oversight Committee: Member of the committee for ensuring student learning outcomes are met.

University Assignments

Member:

2010 – 2012: The Big Read Panel: Member of the faculty panel who read the Big Read selection and participated in a panel discussion concerning the issues related to the theme of the book.

University Assignments

Member:

2011 – 2012: University Wide Assesment Committee: Provides oversight for course and program

assessments

University Assignments

Mentoring Activities:

2010-2011: The Third Annual Undergraduate Research Competition: Served as Faculty Research Mentor for D'Andrea Amendolea in her research project 'Opportunity Assessment' presented in The Third Annual Undergraduate Research Competition of Coastal Carolina University

University Assignments

Other Institutional Service Activities:

2011: Athletic Department Leadership Training Session: Provided a half-day training session on self-assessment and team collaboration on development of strategic goals and plans for accomplishing those goals to 15 members of the CCU Athletic Department.

University Assignments

Other Institutional Service Activities:

2012: Interviewed Concierge Search Candidates: Participated in interviews of final candidates for the position of University Concierge.

2011: Jackson Family Center for Ethics and Values: Presented a Tea & Ethics session on "The Moral Basis of Capitalism" on October 26, 2011 at 4:30, at CCU's Myrtle Beach Education Center at 79th Ave.

University Assignments

Other Institutional Service Activities:

2009-2010: LEAD Program for Leaders in Training: LEAD Program: Servant Leadership is to help train future leaders. One of the most difficult things for a leader is to accurately assess who he or she is and who the followers are: This module, Heart of a Leader, will show how the foundation of self- and other-awareness is rooted in the caring for his or her followers.

University Assignments

Other Institutional Service Activities:

2012-2013: Leadership Training Seminars for the Wall Fellows Program: Conducted Professional Development Activities for Wall Fellows as part of their leadership training opportunities on topics of: Social Media, Hitting Your Goals By Knowing What's Important, Business Laws, Business Ethics, The Importance of Leadership. and Working In Teams

University Assignments

Other Institutional Service Activities:

2012: Omicron Delta Kappa National Leadership Honor Society: Gave the induction speech, The Keys to Sustainable Leadership, for Omicron Delta Kappa National Leadership Honor Society recognizing Freshmen with GPA's higher than or equal to 3.5 on April 25, 2012.

2012: Phi Eta Sigma: Gave the induction speech, The Keys to Sustainable Success, for Phi Eta Sigma National Honor Society recognizing Freshmen with GPA's higher than or equal to 3.5 on April 10, 2012.

2006 – 2012: Senior Celebration: Attended the annual Senior Celebration for Spring graduates

University Assignments

Other Institutional Service Activities:

2012: Student Affairs One Day Conference: Presentation on measuring service quality 'Be Careful What You Ask for: Survey Questions that Work' May 22, 2012

2012: Student Affairs One Day Conference: Presentation on measuring service quality 'Be Careful What You Ask For: Survey Questions that Work' delivered May 22, 2012.

University Assignments

Other Institutional Service Activities:

2011-2012: The Third Annual Undergraduate Research Competition: Served as Faculty Judge of the Paper 'Is Random Drug Testing of School Athletes An Effective Deterrent in the Fight Against Drug Abuse?' presented by Kelly Cann in the The Third Annual Undergraduate Research Competition of Coastal Carolina University

2010-2011: The Third Annual Undergraduate Research Competition: Served as Faculty Judge of the Paper 'Life of a Camo-Girl' presented by Lindsay Osborne in the The Third Annual Undergraduate Research Competition of Coastal Carolina University

Student Placements:

2010 – 2012: Wall Fellows Selection Committee: Served on a team interviewing and selecting the new class of Wall Fellows.

Service to the Profession

Academic Conference: Discussant

2010: 2010 SEInforms Conference, Myrtle Beach, United States of America. Discussant for A Preliminary Analysis of the Nursing Problem in North Carolina in session Issues in the Nursing Profession in Rural Areas.

2009: Proceedings of the Southeast INFORMS, Myrtle Beach, South Carolina. Discussant for session on Integrative Models in Marketing, Communication and Supply Chain Management with special emphasis on the paper the Impact of Communication Media on Complaint Outcomes.

Academic Conference: Moderator / Facilitator

2011: Association of Marketing Theory and Practice, Panama City, Florida. Session Chair for papers on Predictive Analytics and Soft Skills: Are We Preparing Business Students for Real Job Requirements

2011: Association of Marketing Theory and Practice, Panama City, Florida. Session Chair for Marketing Education including papers on Developing Exercises for Team-Based Learning in Marketing: Where to Begin and Group Work: What Do Marketing Students Really Think?

Academic Conference: Panelist

2011: Association of Marketing Theory and Practice, Panama City, Florida. Served as a panelist in a session on The Costs and Benefits of AACSB Accreditation

2009: Proceedings of the Southeast INFORMS, Myrtle Beach, South Carolina. P&T Best Practices for Administration and Faculty: Proposal for Panel Discussion

The Promotion and Tenure process is often a difficult one, and is sometimes perceived as unfair and arbitrary. This panel considered the best practices for P&T from both sides--administrative and faculty. The topics comprised setting and changing promotion standards, communication with faculty, faculty preparation, and appropriate and timely feedback on progress. The panel included faculty who have successfully navigated the process and administrators who have oversight into the P&T decision, as well as those responsible for setting and changing standards.

2009: Proceedings of the Southeast INFORMS, Myrtle Beach, South Carolina. Professionally Qualified Faculty: Accreditation and Administrative Issues

In this session a panel of Deans, Department Chairs, and Faculty discussed the issues relating to administration and management of Professionally Qualified (PQ) faculty. These issues include Recruiting, Compensation, Tenure and Promotion as well as Accreditation of business school and programs. Each panel member shared their personal experiences and will provide a list of successes and challenges in managing PQ faculty.

Board of Directors: Substantial Involvement

2013: Association of Marketing Theory and Practice, Conway, South Carolina. Member of the Association Board regarding Conference activities and Journal publication.

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Served as active member of Board of Directors for AMTP

Chair: Conference / Track / Program

2013: Association of Marketing Theory and Practice, Conway, South Carolina. Serving as Track Chair for the

Marketing Research/Demographics/Consumer Behavior paper submissions for the October 2014 annual meeting of the Association of Marketing Theory and Practice.

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Served as Track Chair for papers submitted for Marketing Research/Demographics/Consumer Behavior sessions

2011: Association of Marketing Theory and Practice, Panama City, Florida. Served as Track Chair for Marketing Research/Demographics/Consumer Behavior

2005: Southern Management Association, Charleston, South Carolina. Served as chair for the Theory and Extension in Health Care and Public Policy session in the Health Care/Hospitality Management/Public Administration track of the November 2005 Conference.

Reviewer - Article / Manuscript

2010: Journal of Entrepreneurship Theory and Practice, Conway, South Carolina. Reviewed the Manuscript Review Huawei Technologies' Partnerships: Entrepreneurial Pillars of International Venturing

2009: Journal of Entrepreneurship Theory and Practice, Conway, South Carolina. Reviewed manuscript on international partnerships.

2008: 2008 Marketing Management Association Conference, Chicago, Illinois. Paper reviewer for MMA conference in Chicago, IL

Editor: Associate Editor

2011: Wall College of Business, Conway, South Carolina. Editor of the Wall College News a stakeholder periodical of news and information about people, places, and things associated with the Wall College of Business Administration

Editor: Journal Editor

2009: The Journal of Golf, Conway, South Carolina. Serve as a Co-Editor of The Journal of Golf.

Officer: Organization / Association

2011: The Scientific Research Society of North America [Sigma Xi], Conway, Virtual. Reviewed applications for membership in The Scientific Research Society of North America

Other Professional Service Activities

2011: Wall Street Journal Opinion Leaders Research Panel, Myrtle Beach, United States of America. Served on the Wall Street Journal Opinion Leaders Research Panel to provide insight and feedback concerning global business issues.

2010: Coastal Carolina University, Myrtle Beach, United States of America. Presented 'Heart of a Leader' the first session in a 10 session leadership development program Leaders in Training developed by Coastal Carolina University for in-house staff, external businesses, legislators, and educators.

2008 – 2009: Wall Street Journal Opinion Leaders Research Panel, Myrtle Beach, United States of America. Served on the Wall Street Journal Opinion Leaders Research Panel to provide insight and feedback concerning global business issues.

Presentation

2012: Marketing Research Association Webinar, Conway, South Carolina. Professional organizations like MRA have codes of conduct dealing with ethical issues such as privacy and confidentiality. They also set standards about what constitutes legitimate methods and defining illegitimate methods. They typically do not deal with position statements about why marketing research as a business activity is moral in nature. This Webinar covers the marketing research approach used by Adam Smith to develop his books 'The Theory of Moral Sentiments' and 'An Inquiry into the Nature and Causes of the Wealth of Nations.' Marketing research is the tool of enlightened self-interest. It is a fundamental part of the virtuous cycle of business where satisfying the needs of the population leads to prosperity and a distribution of value and wealth throughout a society.

2011: Center for the Advancement of Leadership Skills: The Leadership Program of the Southern Legislative Conference, Conway, South Carolina. Delivered a presentation on 'Social Media Practices and Pitfalls' covering Google, Facebook, Twitter, and LinkedIn as tools for effective political action. Included updates on legislation and case law as well as managing security and privacy online.

2010: 2010 SEInforms Conference, Myrtle Beach, United States of America. Panelist on Creating a Leadership Development Program for Your University

Reviewer: Conference Paper

2013: Southeast InfORMS Conference. Reviewed 2 conference paper submissions for the Southeastern InfORMS 2013 Myrtle Beach Conference: **Justification for Creating a Business Intelligence and Analytics Program, and Assessing Satisfaction in a New Campus Recreation Setting.**

2009: Proceedings of the Southeast INFORMS, Myrtle Beach, South Carolina. Lilly Ye and Catherine Ashley - In today's marketplace, companies are facing increasingly intensive pressures to resolve consumer complaints than ever before (Smith et al. 1999). How these companies successfully handle complaints and generate service recovery can significantly impact consumer satisfaction and further build loyal customer groups (Genesh et al. 2000; Tax et al 1998). Previous studies have identified various factors that influence customer satisfaction with the resolution of post-purchase complaints, such as product category (Anderson 1994), specific business procedures that, including compensation, speed of response, and politeness, used to respond to customer complaints (Tax et al. 1998). However, most of the studies focused on organization and customer complaint interaction, leaving a few questions about a key perspective, media use in the complaint process, unanswered.

Service to the Community

Other Community Service Activities

2012: Wall Street Journal Opinion Leaders Research Panel, Served on the Wall Street Journal panel to provide insight and feedback concerning global business issues

2011: Bethany Christian Services, Assisted organization in developing marketing plans for marketing adoption services.

2011: Jerry Davis and Teri Benton Memorial Golf Tournament, Played with MERCOM Corporation personnel as part of a fund raiser for medical care for Babriella Falzarine age 8 of Pawley's Island.

2010: Fund Drive for Willette Air Conditioner, Led a fund drive to raise money to buy an air conditioner for the Willette family during a heat wave.

2010: 2010 Dalton and Linda Floyd Family Mentoring Golf Tournemant, Golf event for charity sponsored and held a Quali Creek Golf Club

2010: Hati Relief Effort, Coordinated relief efforts for post-earthquake Hati with the Marketing Club

2009: Feed the Homeless, Coordinated food collection drive for Feed the Homeless week

2008: Mytle Beach Marathon, 4th Michelob Ultra Bike Ride part of the Myrtle Beach Marathon

2007: Myrtle Beach Community Church to supply needy school children with supplies, Worked with Myrtle Beach Community Church to help prepare students who could be going back to school without school supplies Fall, 2007. Business faculty were invited to join in this effort to assist school children in Horry County. Suggested items were: Backpack containing Loose Leaf paper, 2 Pencils, Two Pocket Folders, Child Size Scissors, Notebooks (One subject/Multiple Subjects), Glue Sticks ,Crayons, Erasers, and Pens.

Positions Held in Civic Organizations

2012: Ocean View Memorial Foundation, Ocean View Memorial Foundation provides scholarships and other support for academic pursuit.

2011 – 2012: Bethany Christian Services, Served as Sponsor and Chair of Host Committee for a fund raising dinner that attracted 80 participants and generated over \$25,000 in donaitons for service delivery in North Myrtle Beach, Myrtle Beach, Georgetown, and Charleston service areas.

2011: Waccamaw Regional Education-Economic Development Roundtable, Presentations and discussion of labor market information and economic development plans as impacted by education. Focus was on how education can help with workforce development and impact economic development.

Speech / Presentation at a Community Meeting

2012: Wall College Connections 2012, Delivered a session titled 'Entrepreneurship and Philanthropy: Are They Polar Opposites?' to students and community members.

Entrepreneurship and philanthropy may be more similar than you first think. Come to a session on meeting the needs of people through entrepreneurial innovation, energy, profit, and knowing what it means to say: "With all the getting, get understanding." See if you know which of America's most famous landmarks were

built through philanthropy and what they are worth today. Also, see if you know who built libraries, universities, museums and why the seeming paradox of the most entrepreneurial, innovative, and commercial nation ever to exist is also far and away the most philanthropic. The activities will involve participants trying to answer the questions and statements above followed by a discussion of the reality of philanthropy in America. Participants will have an appreciation of how the creators of wealth in the US try to achieve sustainable social responsibility and foster entrepreneurship.

Faculty Development

Assurance of Learning - Professional Development

2012: Wall College of Business 2012 College Faculty Retreat, Myrtle Beach, South Carolina. Reviewed and discussed curriculum, assurance of learning, and future plans for attracting, retaining, and graduating business majors.

2011: CCU Assessment Day, Conway, South Carolina. Attended half-day seminar on assessment of programs and learning at CCU.

2007: AACSB International Conference and Annual Meeting, Tampa, Florida. Attended various sessions on Assurance of Learning and Accreditation.

Instructional-Related Conference

2012: New South Digital Marketing Conference, Myrtle Beach, South Carolina. Attended the conference for updates on social media

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2012: CeTEAL Training: Moodle BasicsCeTEAL Training: Moodle BasicsCeTEAL Training: Moodle BasicsCeTEAL Training: Moodle Basics, Conway, South Carolina. Training for using the Moodle course management system

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2011: Atlantic Marketing Association, Charleston, South Carolina. Attended a paper session titled Understanding Today's Students and learned a new Experiential Learning approach in a paper titled Using Reflexive Photography to Develop Marketing Students' Observation Skills.

Research-Related Conference/Seminar

2013: American Statistical Association Conference on Statistical Practice, New Orleans, Louisiana. Attended a Conference Tutorial titled: Big Data – How to Find a Diamond in the Rough: A Step-by-Step Guide of Data Mining is now accessible via the online. This seminar provided case studies and user manuals for predictive modeling in marketing analytics. Attended presentations on: 1) Applied Experimental Design & Statistical Analysis in a Real-World National Intervention in Community College, 2) How to Use Propensity Scores to Strengthen Estimates of Treatment Effects: A Guided Tour of the Propensity Score Landscape for Real-World Analysts, and 3) Data Merge and Modification: Lessons Learned.

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2013: Association of Marketing Theory and Practice, Mount Pleasant, South Carolina. Attended a panel discussion on the topics of 1) Online Learning: Best Practices and Online Technologies, and 2) Research Extensions Relevant to Consumer Research: Navigating Various Online Communities..

2013: Association of Marketing Theory and Practice, Mount Pleasant, South Carolina. Attended two Marketing Education research papers on, 1) American Marketing Students' Attitudes Toward Online Classes, and 2) Online vs. Face-to-Face Learners: An Exploratory Segmentation of the Student Market..

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Attended paper session including Sports Marketing items on: Effective Sales Training to Enhance Employability in the Sport Industry, Golf Course Marketing in a Tourism Destination, Price Tiers as Antecedents of Event Quality in the Sport Industry, A Case Study of an American Indoor Football Team, and QR Codes: Marketing Fad or Fancy?.

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Attended paper session including Cross Cultural Marketing items on: A Multiethnic Comparison of Predispositions toward Ecological Conscious Consumer Behavior, Black, White or Green: The Powerful Influence of Ethnicity on Pro-environmental Attitudes and Behaviors, Booster Seat Usage: Perspectives of Hispanic Parents, and Sales Force Composite Forecasting Technique Modeled: A Judgemental Bootstrapping Approach..

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Attended paper session including Marketing Education items on: A Study of Academic Integrity Perceptions of Business Students in China and their Business Decisions, and RFID and Supply Chain Visibility: Functional Tools or Managerial

Tool and the Pedagogical Interest.

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Attended paper session including Marketing Management items on: A Model of Brand Awareness and Performance: The Role of Logos, and Personal Characteristics in Marketing Departmental Power: A Resource Dependence Theory Perspective.

2012: Association of Marketing Theory and Practice, Myrtle Beach, South Carolina. Attended paper session including Marketing Research items on: Family Structure Impact on Tourist Destination Consideration Set Development, How Loyalty Program Schemes Activate Consumer's Regulatory Focus: A Theoretical Investigation from Consumer Psychology, and Making Up for Missed Chances with Windfall Money..

2012: 2012 Growth Summit, Conway, South Carolina. Economic Diversification: How YOU Can Change Our Local Economy Key Note Speaker: Henry [Hal] Johnson, President/CEO, Upstate SC Alliance.

2012: IBM SPSS, Conway, South Carolina. Webinar 'Forecasting and Planning Quickly and Accurately'

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended paper session on Marketing: The Greatest Invention of the Human Mind? A Look at Marketing, Materialism and Status as a Consumer Construcs.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on Organizational Ethics in a Deelopng Country: A Comparative Analysis Between Managers and Employees.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on Service Quality Experiment of Leisure Cruises.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on International Market Segmentation as Practice.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on Marketing Strategy's Formulation/Execution Gap Closing: Balanced Score Card Adopted.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on Superbowl Advertising Effects on Stock Price.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on The Development of an Internal Customer Orientation Measure: Cico.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on Risk as a Decison-Making Variable in Travel Destination Selection.

2011: Association of Marketing Theory and Practice, Panama City, Florida. Attended a paper session on The Relationship Between Consumer Acculturation and Brand Engagement Among US Hispanics.

2011: Seminar, Conway, South Carolina. Completed the NIH Web-gased training course Protecting Human Research Participants..

2011: American Marketing Association Webinar The 2010 US Census: Learn What's New and How It Can Improve and Localize Your Target Marketing, Myrtle Beach, South Carolina. Last year advertisers spent more than \$151 Billion trying to get the attention of the 308 million people who now reside in the United States. The 2010 US Census data as well as the American Community Survey data and Geoscape resources can help you better understand the diverse nature of the new American mainstream consumer marketplace and improve your target marketing. In this informative live webinar, Mr. Raul Cisneros, Chief of Media Relations for the US Census Bureau provided real insights into the information that was gathered and how this data, as well as commercial data and technology resources can be used to improve marketing initiatives..

2010: Association of Marketing Theory and Practice, Hilton Head, South Carolina. Marketing paper session on internet and social media marketing.

2009: SEInforms, Myrtle Beach, South Carolina. Paper session in intergrative models in marketing, communication, and supply chain management
Paper session on non-traditional learing strategies.

2008: Association of Marketing Theory and Practice, Savannah, Georgia. Paper session on integrating ethics into marketing curses.

2008: Atlantic Marketing Association, Savannah, South Carolina. Marketing strategy and global marketing and promotional strategies with consumer behavior and marketing research.

2008: SE Decision Sciences, Orlando, Florida. Attended a paper session on service quality and internatinal applications of quality process improvement.

2007: Association of Marketing Theory and Practice, Panama City, Florida. Paper session on sports marketing.

2007: SE Informs, Myrtle Beach, South Carolina. Paper session on sports and recreation research.

2007: SE Decision Sciences, Savannah, Georgia. Attended a paper session on production and marketing factors when operating in foreign markets.

2006: Association of Marketing Theory and Practice, Hilton Head, South Carolina. Paper session on uses of social marketing, its cause, the nature of the encounter and whether it makes a difference..

2006: SE Informs, Myrtle Beach, South Carolina. Paper session on consumer behavior and online shopping.

2006: Atlantic Marketing Association, Charleston, South Carolina. Paper session on health care marketing.

2006: Southern Management Association, Clearwater Beach, Florida. Paper session on leadership behaviors around the world and the importance of gender and cultural background.

2006: SE Decision Sciences, Wilmington, North Carolina. Attended a paper session on web-based applications and their role in physician order entry systems and health record management.

2006: Southwest Academy of Management, Oklahoma city, Oklahoma. Attended a paper session on a five year validation study of a customer service orientation measure in an entrepreneurial service organization.

2005: SEInforms, Myrtle Beach, South Carolina. Paper session on innovative teaching techniques in marketing.

2005: Southern Management Association Conference, Charleston, South Carolina. Paper session on turn-around strategy and family businesses.

Other Professional Development

2012: 2012 Growth Summit, Conway, South Carolina. Attended the 15th annual WCOB Growth Summit Economic Diversification: What YOU Can Do to Transform Our Local Economy

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Professional Seminars / Workshops

2012: Liberty Fund Colloquium, Myrtle Beach, South Carolina. A focus discussion among three faculty and thirteen students from Coastal Carolina University, College of Charleston, and Charleston Southern University. Topics covered two days and included Hayek and Mises on Capitalism, Socialism, Knowledge, and Bureaucracy. The colloquium was held at the Hilton of Myrtle Beach on February 16-19, 2012..

2012: New South Digital Conference, Myrtle Beach, South Carolina. Attended sessions on social media including: 1) Unmarketing: Stop Marketing and Start Engaging, 2) yelp: Managing Online Referrals, 3) ExactTarget: Getting the most out of your email marketing campaign, 4) Google: Marketing Travel Destinations Through SEO and Google+, 5) and The Barefoot Executive: Generate Leads and Maintain Profitable Follow-up Online..

2012: 15th Annual Economic Growth Summit-Wall College of Business, Conway, South Carolina. Attended presentations and panel discussions on economic diversification for transforming the state and local economy..

2011: Webinar Provided by VOVICI, Conway, South Carolina. Participated in a webinar by Vovici 'Transparency, Trust, and Customer Feedback' 4/13/11.

2011: Webinar Winning the Social Media Aids, Myrtle Beach, South Carolina. Participated in the American Marketing Association webinar Winning the Social Media Aids: Connecting with the New Communicators June 20, 2011 presented by Jackie Lorch, Vice President Global Knowledge Management of Survey Sampling International.

2011: Georgetown University Center on Education and the Workforce Webinar What's It Worth?, Myrtle Beach, South Carolina. Participated in a Webinar What's It Worth? The Economic Value of College Majors on May 24, 2011 presented by Anthony P. Carnevale Director of the Georgetown University Center on Education and the Workforce.

2011: AACSB Symposium for New Associate Deans, Tampa, Florida. Symposium to prepare new Associate Deans to take on the role and responsibilities which can pose significant challenges and offer opportunities for growth. The Symposium provides new Associate Deans with an understanding of their new role, key lessons for success, and the opportunity to develop a peer support network of other new Associate Deans..

2011: Webinar Provided by Survey Magazine, Conway, South Carolina. Description: As the game clock ticked down in the final moments of the 2011 Super Bowl, viewers across the country watched not only the titans of the sport slug it out for the hallowed spot of best football team, but also another set of teams vying for the top spot among viewers...advertisers. Doritos, Bud Light, Volkswagen, Snickers and Pepsi Max were in a neck-in-neck fight to capture as much mindshare among football fans as possible, by crafting what has

traditionally been known as the highlight of the game...Super Bowl ads.

But how does a brand claim victory on such an occasion? This year, two different reaction methods were being used to gather viewer response and anoint a winner. The first method was a time-tested, traditional approach to perceptual evaluation. The second was an innovative alternative to the conventional process, a method that is changing the way that market researchers are approaching perceptual analysis in an evolving research industry.

Vibetrak is the web-based alternative that not only evaluated viewer's moment-by-moment interest in the ads, but allowed its developers, the Flynn Wright research team, to drill down into the data and compare how specific target groups of viewers connected and reacted to each ad. By understanding how various audience segments responded to an ad, market researchers can provide the brand with better direction in being able to refine ad elements and craft a more impactful concept.

Using Vibetrak, the Flynn Wright research team was able to quickly gather feedback from viewers across the country in a more natural viewing environment and at a lower cost than the conventional testing set up.

Register for the webinar today to learn more about this innovative tool and see how it can provide you with better data, faster and at a lower cost than traditional testing methods..

2011: Wall Connections: Making Connections in a World of Change, Conway, South Carolina. Keynote speakers Peter Gasca and Rhett Power, co-CEOs of Wild Creations, addressed the topic "Sustainable business practices in a changing world." Wild Creations is a Myrtle Beach-based company that creates, manufactures and distributes educational toys and specialty gifts. The co-owners were 2011 finalists for the Ernst and Young Entrepreneur of the Year Award, as well as one of 75 Blue Ribbon Small Business Award Winners chosen by the U.S. Chamber of Commerce. The company has also been recognized as one of the Fastest Growing Companies in South Carolina (2011) by the S.C. Chamber of Commerce..

2010: Southeast InfORMS, Myrtle Beach, South Carolina. Attended a paper session on Global Marketing and Medical Tourism.

2010: Southeast InfORMS, Myrtle Beach, South Carolina. Attended a paper session on Customer Choice, Satisfaction and Business Value.

2010: CCU Sexual Harassment Training, Conway, South Carolina. Attended a CCU training session on sexual harassment.

Research Reports

2013: Association of Marketing Theory and Practice, Mount Pleasant, South Carolina. Attended two paper presentations on Marketing Management 1) Good Media Mix Strategies for bad Times: Sequencing Optimizes Results, and 2) The Relationship Between Investments in Intangible Resources and Liquidation for Financially Distressed Firms..

Technology-Related Training

2012: Training Webinar by Simplicity Systems, Conway, South Carolina. Attended a training webinar provided by Simplicity Systems with the Career Services team to better utilize the internship and experience software used in the Wall Center for Excellence for building student professional credentials for their resumes..

2011: Webinar provided by IBM-SPSS, Conway, South Carolina. Participated in a webinar provided by IBM-SPSS titled 'Forecasting and Planning Quickly and Accurately' 4/14/11.

Honors-Awards-Grants

Award

2012: Won fourth place in the 2012 AVX Corporation D.H. Byers Business Paper Competition AVX Business Paper Award.

2011: William J. Baxley, Jr., Professor of Applied Business Wall College of Business.

2011: Received a \$2,500 cash award for excellence in supporting student-athletes at Coastal Carolina University at the 2011 Student-Athlete Excellence Awards Ceremony 4/25/11 Chanticleer Athletic Foundation.

2010: William J. Baxley, Jr., Professor of Applied Business Wall College of Business.

2009: William J. Baxley, Jr., Professor of Applied Business Wall College of Business.

2009: Wall College of Business Administration Summer Research Grant Wall College of Business.

2009: Wall College of Business Administration Summer Research Grant Wall College of Business Administration.

2008: Third Place in the D. H. Byers 2008 Business Paper Award

Store Brand Pain Relievers: What Do People Want

Michael Latta and Mark Mitchell AVX.

2008: William J. Baxley, Jr., Professor of Applied Business Wall College of Business.

2008: Wall College of Business Administration Summer Research Grant Wall College of Business.

2007: Third Place in the D. H. Byers 2007 Business Paper Award

A Field Test of Rogers' Adoption Typology

Michael Latta AVX.

2006: Wall College of Business Administration Summer Research Grant Wall College of Business Administration.

Honor

2012: The Colonel Lindsey H. Vereen Endowed Business Professor Wall College of Business Administration.

2011: Received a Certificate of Appreciation for serving as a judge in the CCU Business Plan Competition

Charles G. Koch Charitable Foundation.

2010: Selected 'Most Valuable Professor' by Trent Killian of the CCU Football team Coastal Carolina University.

2010: Named 'Most Influential Professor' by Trent Killian of the CCU Football Team Coastal Carolina University.

Computer Skills

Word, PowerPoint, Excel, Access, SPSS, SAS, Mapping

References

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Qualification: Academic/Professional

Academically Qualified

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