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## **ACADEMIC AND PROFESSIONAL EXPERIENCE**

**Clinical Associate Professor of Marketing**, Kellogg School of Management, Northwestern University, 2013 – present

This newly created position is responsible for expanding the experiential learning in marketing. The focus reflects a four prong, in-class project strategy: scalable; transferable; integrated within the course's learning objectives (applying conceptual frameworks to real business issues); and provides value to students and participating company sponsors. There is close collaboration with other faculty, administration, students, and corporate sponsors to ensure data-driven, actionable recommendations for corporate sponsored classroom projects.

**Marketing and Strategy Faculty**, University of Chicago, Booth School of Business, 2011- 2013. Strategy Lab (co-taught with Harry Davis; 2011- 2013); Digital Marketing (2011)

**Senior Associate Director, Experiential Learning, James M. Kilts Center for Marketing**, University of Chicago, Booth School of Business, 2010 – 2013

The position was responsible for developing and expanding experiential learning courses in marketing and strategy. There was responsibility for an ongoing assessment of current experiential learning curriculum in order to propose recommendations for improvements and/or developing new opportunities.

**Faculty Research Fellow, Marketing, edgelab**, Stamford, CT., 2001-2011.

A state-of-the-art experiential learning lab partnership between UCONN Stamford and GE Corporate. Strategic marketing issues presented to student teams for solutions. Faculty were responsible for refining project definitions, guiding teams, integrating applicable conceptual frameworks and/or creating and testing new models/frameworks. GE business lines that participated included, but were not limited to, healthcare, energy, entertainment, finance, appliances, rail and aviation.

**Associate Professor of Marketing**, University of Hartford, 2006 – 2011 (Retired)

**Visiting Associate Professor of Marketing/In Residence**, University of Connecticut, 2008-2009

**ACCESS (Africa Center for Engineering Social Solutions) Faculty Team**, University of Hartford/University of Rhode Island/Brown University, 2010 -- present. Developing micro business solutions for sustaining safe drinking water, improved food production and wellness education for three communities in the Nyanza Province (southwest Kenya).

**Accelerated MBA Director**, University of Hartford, 2007 – 2008

**Executive MBA Director**, University of Hartford, 2006 – 2007

**Lead Faculty**, International Business courses, University of Hartford, 2006 – 2011. Developed and taught international courses in Eastern Europe and Southeast Asia.

**Assistant Professor of Marketing**, University of Hartford, Fall 2000- 2006. Full time, tenure track faculty.

**Scholar-in-Residence**, NYU Faculty Resource Network, Fall 2005 and Summer 2006. Scholarly research on the spare change effect (Stern School of Business).

**Faculty Advisor**, AOL Partnerships in Excellence Program (PEP), Summer and Fall 2004. AOL experiential learning program that under the guidance of selected faculty and students researched a strategic marketing issue identified by AOL, Latino.

**Faculty Advisor**, Pitney Bowes, Summer 2004. Project-based course evaluating a new product initiative utilizing a data aggregation marketing model.

**Assistant Professor of Marketing in Residence**, University of Connecticut, 1998 – 2000 (full-time in-residence/non-tenure track).

**Adjunct Professor of Marketing**, University of Connecticut, 1995 – 1998.

**Assistant Professor**, University of Southern California, 1982 (part-time academic appointment).

**Assistant Professor**, California State University, Long Beach, 1981 (part-time academic appointment).

## **ACADEMIC AREAS OF INTEREST**

Teaching: Consumer Behavior, Digital Marketing, Integrated Marketing Communications, Marketing Management, International Business, Market Research, Advertising and Services Marketing (undergraduate, graduate, executive and international/study abroad programs). Teaching approach incorporates experiential/action-based learning pedagogy.

Research: Experiential learning models; technology-enabled marketing focusing on 1) point-of-sale (customer behaviors) and 2) an online, customer relationship management [CRM], segmentation model development; societal marketing focusing on the adoption of environmentally responsible behaviors in developed and under-developed countries.

## **DISSERTATION**

“Invariance of Factorial Validity of a Job Performance Scale”; University of Southern California, 1983

## **EDUCATION**

University of Southern California, Ph.D.  
Schools of Psychology/Educational Psychology and Business, 1983  
(Inter-disciplinary degree administered by and awarded from the School of Education)

University of Southern California, M.S.  
School of Psychology/Educational Psychology, 1979  
(Inter-disciplinary degree administered by and awarded from the School of Education)

University of Maryland, B.A.  
School of Sociology, 1975

Peter F. Drucker Graduate Management Center  
Claremont Graduate School, Advanced Management Program, 1986  
(Compressed executive MBA program)

UCLA–Anderson School of Management  
Selected Marketing and Finance MBA coursework, 1986

## **BUSINESS and COMMUNITY OUTREACH**

Leading a team of faculty and students with the Hyde Park Chamber of Commerce executive director, segmentation, *targeting and positioning* project focusing on Hyde Park, IL retailers. The goal was to quantify the *Hyde Park shoppers' buying behaviors and preferences*. Two merchants were selected and a proof of concept developed. The segmentation structure was generalizable across retail category; thus the results permit Hyde Park retailers to target segments and deliver customized marketing (positioning) statements.

Developed a *marketing communications plan on affordable housing* for Partnerships for a Strong Community (not-for-profit organization working with legislators) with a team of three undergraduate students. This public policy issue was a cornerstone of the 2006 elections and the communications plan guided the presentation of the issue to three key stakeholders: state and local legislators; business community particularly human resource directors; and CT residents. Students learned about public policy and marketing in the context of a specific, legislative issue.

Collaborated with Saint Frances Hospital and Medical Center to address the Hospital's strategic initiative focusing on the Baby Boomers' *healthcare needs*. One undergraduate and one graduate student learned about healthcare marketing through this experiential, "hands-on" project. A research study was conducted resulting in a marketing plan that was presented to the Hospital's board. A number of recommendations have been implemented by Saint Francis. Students and faculty advisor wrote a case study article that was published in a scholarly, refereed journal.

Created a *technology adoption survey research program* for two, inner-city groups. The relationships built with the two community organizations led to student projects integrated into various courses and independent studies. Support provided by the Connecticut Small Business Development Center (CSBDC)/Small Business Administration (SBA).

Co-developed, marketed and implemented a successful *e-business partnership model* between Connecticut based corporations and the University of Connecticut's School of Business. There were five, original partnerships operating in the model's first year (1999-2000 academic year). Faculty (Marketing and IT) and student involvement; basis for e-business courses and internships.

Designed and executed a *marketing research* project for the steel industry. Integrated several conceptualization steps of the process into MBA-level courses. *Segmentation and communication strategies* implemented throughout the industry as a result of the study; student involvement as well as incorporating the findings into courses' curriculum. A scholarly, referred journal article was another outcome.

Developed *internet marketing and marketing communication projects* for small businesses (companies served by Small Business Administration) utilizing MBA Digital Marketing and Integrated Marketing Communications courses in a consultative, learning environment.

Customized business community programs faculty. Designed and delivered *principles of marketing, services marketing and e-business marketing modules* for contracted, on-site programs through UCONN's School of Business.

Numerous invited addresses on the *digital divide, e-business/internet marketing* and *services marketing* within the Connecticut business community (University of Hartford's Mali Hall dedication, Liberty Bank, Small Business Administration, UCONN Hall of Fame induction, WRI/Steel Trade Association, Lydall, SCORE).

## **PUBLICATIONS**

### **Refereed Journal Articles:**

Albert, Terri C. and Randy Jacobs (2008). "Television Attitudes and TV Types of African-Americans, Latinos, and Caucasians". *Journal of Advertising Research*, 48, 2, 235-246.

Albert, Terri and Russell S. Winer (2005). "Capturing Customers' Spare Change". *Harvard Business Review*, 83, 5, 28.

Albert, Terri and Ralph Reilly (2005). "Integrating Multi-Media Instructional Technology into the Classroom: An Empirical Study of Faculty and Students". *Computers in Education Journal*, 15, 2, 11-17.

Albert, Terri, Paulo Goes and Alok Gupta (2004). "GIST: a Model for Design and Management of Content and Interactivity of Customer-Centric Web Sites". *MIS Quarterly*, 28, 2, 161-182.

Albert, Terri, Edward Johnson, Daniel Gasparino, and Pinar Tokatli (2003). "Planning for the Baby Boomers' Healthcare Needs: A Case Study". *Journal of Hospital Marketing and Public Relations*, 15, 1, 77-88.

Albert, Terri (2003). "Need-Based Segmentation and Customized Communication Strategies in a Complex Commodity Industry: A Supply Chain Study". *Industrial Marketing Management*, 32, 4, 281-290.

<sup>1</sup>Albert, T.C., Chester A. Schriesheim and William B. Michael (1986). "Invariance of Factorial Validity of a Job Performance Scale". *Educational and Psychological Measurement*, 46, 237-244.

Marsh, Herbert, W. and Terri Cooper Albert (1981). "Prior Subject Interest, Student Evaluations, and Instructional Effectiveness". *Multivariate Behavioral Research*, 16, 83-104.

Michael, William, B., Terri Cooper Albert, Phyllis Shaffer and Edward Wallis (1980). "A Comparison of the Reliability and Validity of Ratings of Student Performance on Essay Examinations by Professors of English and by Professors of Other Disciplines". *Educational and Psychological Measurement*, 40, 183-195.

### **Books:**

Albert, Terri, C. and William B. Sanders (2003). *E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

### **Instructional Resources:**

Albert, Terri (2003). *Instructor's Manual for E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

Albert, Terri and William B. Sanders (2003). *Instructional Website for E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

### **Articles in Progress:**

Albert, Terri C. "Branding A Nation: An Application of the Joplin Model". Targeting *Journal of Marketing Education*.

### **Research in progress:**

Developing and validating an online methodology for the Zaltman Metaphor Elicitation Technique (ZMET) and Implicit Association. Both techniques, originated and are currently conducted, as in-person studies. Extending this capability into a valid, online technique will broaden its usage in a cost effective manner.

Developed preliminary conceptual model consisting of environmental attitudes and their relative predictive power on buying behaviors and consumer actions. Cross-cultural comparison among developed and under-developed countries to be conducted.

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<sup>1</sup> Time lapse between doctoral study completion, industry experience and full time, tenure-track academic appointment.

Identifying and quantifying the gap between curriculum and current market/employer needs for fraud accountants. Survey of faculty and practitioners to determine the appropriate learning programs that will bridge the identified knowledge-based gaps. CITI grant funding.

### **Other Publications:**

Colby, Charles and Terri C. Albert (2003). "The Role of Culture in Technology Adoption in the U.S: Results of the African American and Latino Technology Readiness Survey". (White paper available online:

<http://www.rockresearch.com/articles/global/2002%20AA%20and%20Latino%20NTRS.htm>

Albert, T.C. (2000). "Internet Marketing Provides a Competitive Advantage in a Global Economy," *Port Connecticut Transportation & International Trade*, Year 2000 edition, 12-14.

### **ACADEMIC CONFERENCES**

Terri C. Albert and Randy Jacobs (2008). "Ethnicity, Internet Adoption and Use of Online Services" presented at the *Association for Education in Journalism and Mass Communication* Conference, Chicago: August.

Terri C. Albert and Russell S. Winer (2007). "Brother Can You Spare a Dime? Spare Change Effect at Point of Purchase" presented at the XXIX *INFORMS/Marketing Sciences* Conference, Singapore: June

Terri C. Albert and Charles L. Colby (2003). "The Importance of Multicultural Marketing: A Selection of Attitudes and Preferences of Hispanic and African-American Consumers" presented at the Macromarketing Conference, *Marketing to Diverse Cultures*, Ledyard, CT: August.

Terri C. Albert and Charles L. Colby (2003). "The Technology Readiness of Vulnerable or Impacted Groups and Public Policy Considerations: A Cross-Cultural Research Program" presented at the American Marketing Association's Public Policy and Marketing Conference: *Emerging Issues and Challenges in Public Policy*, Washington, D.C., May.

Terri Albert, session organizer and moderator. "Emerging Technologies for the Urban Consumer: Critical Issues and Research Directions" (2002). American Marketing Association, Winter Educators Conference, *Marketing Theory and Applications*, Austin, TX, February. Nominated for Conference Best Special Session. (Participants: Charles Colby, Jakki Mohr, Margery Steinberg)

Terri Albert and Margery Steinberg, University of Hartford (2002). "Training Directions and Assessments for Retail Workers in Urban Areas—an Exploratory Study" presented at the American Collegiate Retailing Association/NRF Winter Conference, New York City, January.

Terri Albert (2001). "The History of Radio and Its Marketing: Is the Internet Listening?" presented at the Conference on History Analysis and Research in Marketing (CHARM). *Milestones in Marketing History Conference*, Proceedings of the Tenth CHARM conference, Durham, North Carolina, May.

Mary L. Carsky, University of Hartford, Roger A. Dickinson, University of Texas at Arlington, Terri C. Albert, University of Hartford, and Mary F. Smith, Georgia Southern University (2000). "Toward Consumer Efficiency: A Shopping Model Extension" presented at the Retailing 2000: *Launching the New Millennium*, Proceedings of the Sixth Triennial National Retailing Conference of the Academy of Marketing Science and the American Collegiate Retailing Conference, Columbus, Ohio, November.

### **Academic Presentations (Graduate School):**

"Invariance of Factorial Validity of a Job Performance Scale," Poster Symposium, Annual Meeting of American Psychological Association, Los Angeles, 1985.

"Prior Subject Interest, Students' Evaluations, and Instructional Effectiveness", Annual Meeting of American Educational Research Association, Boston, April 1980.

### **Conference Activities:**

Reviewer – 2010 AMA Summer Marketing Educators' Conference—Mobile/Digital and Global/Cross-Cultural Tracks

Reviewer – 2005 AMA Winter Marketing Educators' Conference—Marketing and Society Track

Reviewer – 2004-2001 AMA Winter Marketing Educators' Conference—E-Commerce Track

American Marketing Association/Technology and Innovation Special Interest Group (SIG): Strategy and Program Planning Session, February, 2002

Reviewer–2001 Academy of Science Conference, Retailing Track

Reviewer–2000 AMS/ACRA Retailing Conference

### **OTHER PROFESSIONAL ACTIVITIES**

"In-Store Decisionmaking", December 21, 2006, Tilburg University, The Netherlands (with Russell S. Winer), Invited Address.

"The Community..The Classroom..The Connection: Understanding the Digital Divide", September 2004, Dedication of Mali Lecture Halls, University of Hartford, Invited Address.

Research Seminar: University of Connecticut, February 2003. A half-day presentation and discussion of the research that led to the GIST model development and subsequent manuscript submission and acceptance.

Chair and Discussant, "What Salespeople Can Teach Us About Negotiation", Northeast Business and Economics Association (NBEA) Annual Conference, September 2001.

## **Editorial Boards:**

Industrial Marketing Management (2004 – present)

## **Refereed Journal Reviewer:**

Decision Support Systems (2006 – 2010)

Journal of Services Research (2005 – 2010)

Information Systems Research (2005 – 2010)

Industrial Marketing Management (2002, 2003)

Special issue on Marketing on the Web—Behavioral, Strategy and Practices and Public Policy for the *Journal of Business Research*, 2001.

## **Book Reviews:**

*IMC: Using Advertising and Promotion to Build Brands, second edition* by Tom Duncan (McGraw-Hill/Irwin), 2004.

*Understanding E-Commerce: An Interdisciplinary Perspective* by Sandeep Krishnamurthy (South-West Publication), 2001.

## **COLLEGE AND UNIVERSITY SERVICE**

### University of Hartford

University

2005 – 2010

FCLD Grant Review Committee

2004 – 2010

FCLD Committee

2003 – 2005

Classroom Technology Committee

2002 – 2005

E-Business/E-Commerce Sub-Committee

2002 – 2003

Teaching Evaluation Form Committee (TEFC)

2001 - 2003

University Park—Branding project (offline and online)

College

2009 – 2010

Chair, Social Responsibility Ad Hoc Committee

2009 – 2010

Chair, Honors Committee

2007 – 2008

Chair, Management Faculty Search Committee

2006 – 2007

Chair, Marketing Faculty Search Committee

2005 – 2008

Undergraduate Programs Committee

2004 – 2007

Chair, Executive MBA Program Committee

2003 – 2005

Graduate Programs Committee

2003 – 2005

Dean Search Committee

2000 – 2003

School of Business Technology Advisory Committee

### University of Connecticut

University



2000	University Technology Committee
College	
1999 – 2000	MBA Selection and Admissions Committee
1999 – 2000	Executive MBA Curriculum Committee
1999 – 2000	MBA Program Marketing Committee
1999 – 2000	MBA/MD Dual Program Curriculum Committee
1999 – 2000	Ph.D./Doctoral Committee Member
1999 – 2000	MBA Integration Project Chair
1998 – 2000	Assessment and Strategy Development Committee
1990 – 1995	Entrepreneurship and Innovation Mentor Program

## **COMMUNITY SERVICE**

Member: St. Timothy Roman Catholic Parish

Volunteer: Hebrew Home and Hospital

Collaborator with Liberty Technology Outreach Center to collect technology readiness survey data. Provide LTOC with results for grant proposals. Expanded into ongoing community outreach projects

Subject Matter Expert: Point-of-Purchase/Merchandising, Cashman & Katz

Advisor: CSBDC (Connecticut Small Business Development Center)

Communications Committee Member: Saint Francis Hospital and Medical Center

Participant: Black Family Technology Awareness Week Exposition

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association

American Psychological Association

CHARM (Historical Analysis and Research in Marketing)

NBEA (Northeast Business and Economics Association)

Academy of Business Education

## **AWARDS, HONORS, AND GRANTS**

University of Hartford, Outstanding Achievement in Pedagogy Award Nomination, 2005

Scholar-in-Residence, NYU's Stern School of Business, 2005, 2006

University of Hartford, Barney School of Business, Faculty Research Award, 2005

AOL, Partnerships in Excellence Program, 2004

Hormel Foods, Teaching Excellence Award Nominee, 2004

Who's Who Among America's Teachers, 2003-2005

Honored Faculty, Delta Zeta Sorority, 2003

University of Hartford, Barney School of Business, Teaching Excellence Award, 2003.

Teacher of the Month, American Marketing Association's Student Chapter, October 2002

University of Hartford, School of Business' Summer Research Grant, 2002. Topic: "Technology Readiness and the Digital Divide: Theoretical and Practical Implications for a Cross Cultural Approach to Narrowing the Divide"

American Marketing Association's, Best Conference (Winter Educators) Special Session Nomination, February, 2002

UCONN School of Business Outreach/Service Award, 2000

## **BUSINESS CONFERENCE DEVELOPMENT**

"Surviving and Thriving in the World of E-Commerce" (1999). Co-sponsored with Shipman & Goodwin and UCONN. Legal, Marketing and IT topics with invited speakers from: ESPN; The Hartford; Open Solutions; Greenfield Online; Web Stakes (now Promotions.com); and Liberty Bank. (Conference based in Hartford) October 18.

"Digital Marketing: The Future of Commerce" (1999). Co-sponsored with the UCONN/Hartford MBA Program and CBIA. Marketing case studies presented in conjunction with invited speakers from: Aetna Internet Strategies; Did-it.com; Tvisions; BDS (responsible for BarnesandNoble.com); Columbia House Internet Marketing; and Hartford Courant. (Conference based in Hartford) April 29.

"Internet Marketing Opportunities: Cyber Strategies for Global Markets" (1998). Co-sponsored with UCONN/Hartford MBA Program and CBIA. Marketing case studies presented in conjunction with invited speakers from: Business Data Systems (BDS); Foote Cone and Belding; and LetsEatOut.com. (Conference based in Hartford) April 30.

## **OTHER INDUSTRY EXPERIENCE**

1989 – 1999

### **Founder and President**

*Swan Place Productions*

A diverse, full time marketing consulting practice. The range of industry clientele included but was not limited to:

- Financial Services
  - Consumer/retail banking
  - Business banking
  - Credit Card
  - Investments
- Technology based products/services
- Telecommunications
- Manufacturing
- Information Services

Marketing specialization included but was not limited to:

- e-Business initiatives
- Non-traditional Distribution Channels—leveraging efficiencies and improved service
- Communication/Promotional Effectiveness
- Product Development
- Product Life Cycle Strategies
- Relationship Marketing Strategies and Implementation

1981 – 1989

**Senior Vice President**

*Security Pacific National Bank (Bank of America)*

Executive development with rotating, eighteen month assignments in each of the following areas: corporate research and economics; retail franchise marketing; futures trading; retail bank direct marketing; and credit card marketing.