



# KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS  
*Department of Marketing and  
Professional Sales*

## 01 The Latest News and Updates

### Spotlight

01 Executive Board Advisor  
Feature

02 Faculty Highlights

03 Student Highlights

04 KMA News

05 Research Corner

06 Executive Advisory Board

07 Digital Media Advisory  
Committee

08 Events

09 Mentoring Program

LinkedIn  
<https://www.linkedin.com/company/27060161/admin/>

Twitter @ksumarketingst1  
Instagram  
@ksumarketingstudents

**Kennesaw State University**

(470) 578-6060

560 Parliament Garden Way, Kennesaw GA 30144

[www.kennesaw.edu](http://www.kennesaw.edu)

### Featured Executive Board Advisor



**Tim Lamb**

Vice President of Marketing  
PRGX

Tim Lamb is the VP of Marketing at PRGX. After starting his career as a sports journalist in his native country, New Zealand, Tim transitioned into B2B marketing and has spent the last 13+ years leading revenue-building programs and teams.

He has worked across a variety of industries including sustainability, small business finance and telecommunications. PRGX is a global company headquartered in Atlanta which provides financial services to Fortune 500 clients.

### Letter From The Chair

Dear Students, Faculty & Staff,

Welcome back! It is great to see everyone excited to be here, excited to learn and enjoy some in person activities on campus. I want to encourage everyone to get involved. We have two great clubs within our own department – the Professional Sales Club and KMA. Please come to one of their events and see if you can make a connection.

Please reach out to me if I can help in the success of your semester.

**David J. Burns**  
Chair & Professor of Marketing & Professional Sales



A little a bit about Dr. Mona Sinha....I have earned my PhD from Texas A&M University, post-doctoral fellow from Emory University, and MBA from University of Mumbai in India. I have 11 years of corporate experience: 8 years in sales and marketing, and 3 years at the Harvard Business School India Research Center.

I have always wanted to be in academia and can't imagine anywhere else I'd rather be! I grew up mostly in India, with some of my early school years in Kenya and Thailand. In the US, I have lived in Oregon, Texas, Virginia, and now Georgia. My husband and I are empty nesters since our daughter has flown the coop.

We recently moved to Marietta and are still discovering new places and people. We travel often and love it so much that our bucket list is always super long ...though it has been on pause since the pandemic.

Congratulations to Mona Sinha  
Appointed Assistant Chair  
Marketing & Sales Department

Nominated by Dean Robin Cheramie to be a part of a year long Provosts Faculty Leadership Program



Associate Professor Randy Stuart and Assistant Professor Prachi Gala were both quoted in personal finance blogs WalletHub and ValuePenguin, respectively. Stuart offered advice on what consumers should consider before applying for a retailer's branded credit card, while Gala discussed how a car insurance provider's market share can influence customer perceptions.

Congratulations to Scott Widmier for receiving the Gary Roberts Outstanding Advisor to a Student Organization Award

# Welcome New Faculty & Staff



**Prachi Gala**

I got my PhD from University of Mississippi and worked as an Assistant professor at Elon University before joining Kennesaw State University.

---

My research deals with examining the behavioral patterns and compensation of CEOs on marketing outcomes published in journals like *Journal of Business Research* and *Journal of Personal Selling and Sales Management*. I have extended this research into consumer behavior patterns which impacts their spending behavior.

---

If one word could define me, it would be adventure-seeking. I (successfully) tried high-adrenalin activities like skydiving and via-ferrata. I am a certified yoga instructor and have attempted acrylics on canvas. It keeps me going.



**Marko Jovic**

I'm originally from Miami beach and received my electrical engineering degree from UF (Go Gators). I've worked on engines and industrial equipment all my life (whether I wanted to or not).

---

I was part-time faculty at UMASS Quinnipiac University and Central CT State, teaching entrepreneurship, international business and quantitative analytics. I last published in the *Journal of Small Business Management* (Feb 2021) and focus on family business, entrepreneurship/strategy, and innovation/NPD.

---

I have a wonderful son Erik who is almost 3 (in Oct). I like biking in my spare time and also enjoy traveling internationally. I am excited to join the amazing team here, and if you need someone to help with any analysis - I actually think it's fun.



## Patrick Van Ecsh

Patrick van Esch (DBA - Southern Cross University) is an Assistant Professor of Marketing and Professional Sales. Patrick has worked in both industry and academia.

---

His industry experience ranges from sales and marketing, management consulting, general management, operations and non-profit board positions across Australia, Hong Kong, UK and the US. Patrick has taught business, management and marketing at universities/colleges in Australia, New Zealand and the US.

His research works have been published in international journals such as European Journal of Marketing, Journal of Advertising, Journal of Advertising Research, Journal of Business Research, Psychology and Marketing, Journal of the Association for Consumer Research and Business Horizons.

---

Originally from Australia, Patrick is an avid rugby union fan. He is a father of two wonderful children - a son in middle school and a daughter who is a sophomore in college.

## Nikolaos Iason Koufodontis "Jason"

I am a Fulbright Scholar-In-Residence from Greece. I have taught postgraduate and graduate courses and have done research at Greek Universities and now I am excited to be here at KSU for a whole academic year. Main disciplines are ICT and Management with a specialization in Hospitality.

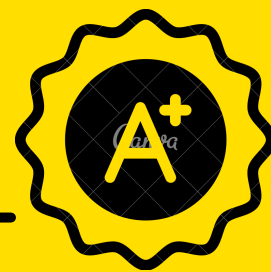
---

I am involved in the KSU Year of Greece Program and introducing Greek/European approaches in the learning process, enhancing and enriching students' perspectives and knowledge. I am looking forward to doing research with colleagues in my fields of expertise.

---

## Dea Barker

My name is Deanna Barker but everyone calls me Dea. I was born, raised, and still live in Marietta, GA with my beautiful golden retriever Ace. Before transferring to KSU I helped run all of the events and New Student Orientation at Chattahoochee Technical College. I am very excited to be here as the Program Coordinator for the Professional Sales Center!



**Congratulations to the following students for being recommended for the Outstanding Student Award**

**Hannah Teague**

BBA-Professional Sales

**Grant Foxworth**

BBA-Marketing

**Phuong Nguyen**

BBA-International Business

**Martha Troncoza**, Cohort 12, published an article in the Journal of the Academy of Marketing Science (an A\* journal, titled "Advertising, incentives, and the upsell: how advertising differentially moderates customer- vs. retailer-directed price incentives' impact on consumers' preferences for premium products." Congratulations Martha!!

**Jen Riley**, cohort 10, spoke at ProfCon, an annual Professors conference hosted by Stukent Publishing this summer. Her presentation, entitled "Using Improv to Teach Students Soft Skills" leveraged techniques to help audience members engage students both virtually and in person with fun activities that will translate to life after college.

To view the recording, click here:  
[https://www.youtube.com/watch?v=xWbmGUJXJ\\_8&t=167s](https://www.youtube.com/watch?v=xWbmGUJXJ_8&t=167s)

She also defended her dissertation proposal on Thursday, August 26 at the KSU Center. We are so very proud of Jen for reaching this milestone

## Congratulations to Kate Nicewicz

"We're very excited to have partnered with Sunset Wood on this research study and to have the opportunity to understand how seniors engage with smart technology over time," said Kate Nicewicz, Ph.D. candidate in marketing at Kennesaw State University. "This will give us valuable insight on what influences, or deters from, device utilization among seniors."

**Dr. Mona Sinha**, Associate Professor of Marketing at Kennesaw State University and Chair of Kate Nicewicz's dissertation committee, said, "I am so proud that Kate is using her doctoral training and her research interest on smart devices to make a positive impact on society especially for this segment of the population that is especially vulnerable."

The opportunity that Dominick Manfredo and The Community at Sunset Wood has provided, not just for their tenants but also for us as a business school to give back to society, is greatly appreciated."

Congratulations to **Lucy Matthews**, Cohort 4, who was awarded tenure and promotion at Middle Tennessee State University. She is the 2021 President of Atlantic Marketing Association and the program chair-elect for Society for Marketing Advances 2022 Conference.

**Congrats to Jen Riley**, Cohort 10, **Kate Nicewicz**, Cohort 10 and **Eric Harvey**, Cohort 11, for their conference papers being accepted for the upcoming Society of Marketing Advances Conference:

- Riley, J. & Nicewicz, K. (2021). "Leveraging Improv Techniques to Teach Students Soft Skills." *Wessex Teaching Innovations Competition Finalist, Society for Marketing Advances Annual Conference*, Nov. 3-6, 2021. Under review: Marketing Education Review.
- Riley, J., Harvey, E., & Nicewicz, K (2021). "Which Comes First? A Critical Assessment of eWOM, Customer Engagement, and Value Co-Creation Within Social Media, Brand Communities." *Society for Marketing Advances Annual Conference*, Nov. 3-6, 2021



## PhD Students Complete Summer Bootcamp

The Department of Marketing and Professional Sales rolled out a new Doctoral Students' Summer Bootcamp this year that helped motivate 10 PhD students to overcome hurdles to completing – or starting – their dissertations.

---

Plans are in place to expand the program to all PhD students. Marketing professors **Mona Sinha** and **Jennifer Hutchins** worked with **Darlene Rodriguez** in the Department of Social Work to develop the curriculum, which focused on teaching students to develop strong researching and writing practices. All nine marketing PhD students participated in the voluntary program with one information systems student joining in.

---

Based on the program's success, the PhD program has decided to integrate it into the curriculum for all PhD students, while Mona and Jennifer plan to help other colleges at Kennesaw State roll out their own versions.

## News From KMA

KMA is officially back to in-person meetings and events, and we couldn't be happier! We participated in the Week of Welcome club fair back in August. We were also a part of the Coles College Club fair.

We had our first chapter meeting September 1st. We had a classroom full of people excited to join and learn more about KMA. Soon there will be interviews to help fill our board position position of fundraising chair.



September will be filled with fun KMA events. We will have another chapter meeting and an event with Acadia. We are so excited for all KMA has in store this fall. If you are interested in joining, find us at **[www.amakennesaw.edu](http://www.amakennesaw.edu)**

For information on **Professional Sales Club**, email Adam at [astickl2@students.kennesaw.edu](mailto:astickl2@students.kennesaw.edu)



**Patrick van Esch, Assistant Professor, is starting a Marketing Department Research Seminar... "The Brown Bag Series".**

The concept is similar to a lunch-and-learn where we take it in turns to present our research over lunch (bring-your-own lunch).

Each seminar will go one hour and the intent is that the research can be at the thought bubble stage, ready for submission or maybe you have received an R&R and looking for some pointers/tips/feedback, etc.

Initially we are looking at holding the Seminar on a Thursdays 11:30am-12:30pm, every second week of the month

To kick off, the following two seminars are scheduled:

- **7- October** - Patrick van Esch - "Surge Price Precision & Political Ideology" - Ready for submission and seeking a critical eye.
- **4 - November** - Stefan Sleep - "Incentive Plans and Solution Selling" - Thought bubble stage and looking for concepts, ideas, theories, etc.

Each seminar should really be a discussion between all in attendance. We still have a couple more spots to fill, so If you are keen to discuss your research, please reach out to Patrick van Esch at [pvanesch@kennesaw.edu](mailto:pvanesch@kennesaw.edu)

We are hoping this will provoke more research discussion, generate ideas and create more collaboration across the different aspects of marketing.

Congratulations to Patrick van Esch, for his recent publication- Kapitan, S., & Van Esch, P. (2021). Simulated satiation through reality-enhancing technology. *Psychology & Marketing* [ABDC = A].



# Executive Advisory Board

## Executive Advisory Board Members

Chair **Brad Taylor**: Former VP National Accounts at Coca-Cola, President of Taylor Built Brands & Marketing Instructor at KSU

**Brad Kehm**: Director IMC at Nike

**Carl Zaglin**: President and Finance Executive of Atlanco Inc.

**Dan Hennessy**: Chief Sales Officer of FIFCO USA

**Harry Vardis**: Adjunct Faculty at KSU and Emory University

**Justin Brown, Sr.**: Merchant Lighting at Home Depot

**Mark Fogas**: COO of Epsilon Automotive

**Michele Velcheck**: CEO of Solid Source Real Estate

**Moirra Vetter**: President of Modo Modo Agency

**Skip Meyer**: Channel Lead at Newell Brands

**Tim Lamb**: VP of Marketing at PRGX Global

**Steven Lent, Sr.**: Dir. Brand Advocate at Home Depot

**Heather Pennington**: CEO at I Speak Business

**Bob Bachrach**: Exec. & COO of Congregation Etz Chaim

Next BOA Meeting:

**October 15th  
8:00 - 10:00 am**

KSU Center

## News from the Executive Advisory Board



**Welcome our newest member** - Bob Bachrach, Executive Director & COO of Congregation Etz Chaim – We look forward to meeting you at the October meeting.

Welcome back to Dan Hennessy who is teaching an online Principles of Marketing class this semester.

A huge thank you to Tim Lamb, PRGX, who spoke at the KMA Chapter Meeting on September 8. It was an amazing presentation and enjoyed by all.

## Introducing the Advertising & Digital Media Advisory Committee



Jennifer Flatley  
Cox Media



Tony P. Henderson  
Formerly Aflac



Topher Kohan  
Formerly Cox Auto



Anna Laura  
McGranahan  
Lenz Marketing



Brian Shroyer  
Global Digital



Skylar Sperin  
Dentsu



Brianna Warren  
Nike

On May 7th, the Advertising and Digital Media Advisory Committee met virtually to discuss course offerings, opportunities for course content, and the career track. Our committee members offered great advice on needed skills for our graduates as well as how to maintain innovation in our minor and major.

Going forward we hope to have committee members participate as mentors, class speakers, judges at the Digital Marketing Competition, class clients, and workshop/field trip presenters.

## Digital Marketing Competition Saturday, November 6, 2021

The Digital Marketing Competition is expanding this year and will be returning to KSU campus.

Our day will include:

The Competition

Luncheon keynote speaker

Linkedin Workshop

Panels and/or Workshops with industry experts

Opportunity for Linkedin Headshots

[tburtol3@kennesaw.edu](mailto:tburtol3@kennesaw.edu) for more info





## NCSC Virtual Fair

The NCSC is hosting a Virtual Fall Sales Career Fair on

**Friday, September 24, 2021**

**11:00 am - 5:00 pm EST**

This is a great opportunity to recruit entry level sales talent from across the US and Canada.

## Greek Economy Event

Panel on Import/Export and Sustainable Business Models

**Thursday, October 21, 2021**

**9:30 am - 11:00 am EST**

Student Center - STA181



# DID YOU KNOW?

**The Marketing & Professional Sales Department has a mentoring program. If you are interested in participating,**

**go to [coles.kennesaw.edu/marketing-sales](https://coles.kennesaw.edu/marketing-sales) or email us at [marketingmentoringprogram@kennesaw.edu](mailto:marketingmentoringprogram@kennesaw.edu)**



**Staff Editors:**  
**Ahijah Ireland**  
**Jenn Kaminski**  
**Linda Rowlette**