

Professor Jeri Rubin

University of Alaska Anchorage
Business Administration
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Education

MBA, Alaska Pacific University, 1991.

MAT, State University of New York, 1974.

Major: Biology

Supporting Areas of Emphasis: Teaching

Dissertation Title: The Agonistic and Maintenance Behavior of *Hesperiphona Vespertina*
(Evening Grosbeaks)

BS, Ithaca College, 1968.

Major: Biology

Professional Memberships

North American Case Research Association. (2013 - Present).

Treasurer, Southwest Case Research Association. (2013 - Present).

Academy of Marketing Science. (2009 - Present).

Society for Case Research. (2009 - Present).

Federation of Business Disciplines. (2006 - Present).

Southwest Case Research Association. (2006 - Present).

Membership, President, and Treasurer, American Marketing Association, Alaska Chapter.
(September 1988 - Present).

Development Activities Attended

Seminar, "Benchmarking Your Online Marketing Initiatives vs. Competitors & Industry Standards,"
American Marketing Association. (2011).

Seminar, "Kick Starting Your Innovation Strategy with Ideation," American Marketing Association.
(2011).

Workshop, "Communication In and Out of the Classroom," UAA, Cafe, Anchorage, AK. (2011).

Seminar, "The Art and Science of Meaningful Customer Conversation: How Interactive marketing
Drives Engagement," American Marketing Association. (2010).

Seminar, "The Online Customer Experience: Make it Exceptional," American Marketing
Association. (2010).

Seminar, "Top 5 Strategies to Bridge your Online and Offline Marketing for 2011," American Marketing Association. (2010).

Workshop, "Evaluating & Reviewing Faculty to Prevent Faculty Burnout," UAA, Cafe, Anchorage, AK. (2010).

Workshop, "Preventing Faculty Burnout: Two Decades of Research," UAA, Cafe, Anchorage, AK. (2010).

Workshop, "Shifting Power in the Classroom," UAA, Cafe, Anchorage, AK. (2010).

Workshop, "Quality Customer Service," UAA, Anchorage, AK. (2009).

Workshop, "Legal Ramifications of Giving Student Recommendations," UAA, Cafe, Anchorage, AK. (2005).

Workshop, "Student Information Office Electronic Files & Faculty," UAA, Cafe, Anchorage, AK. (2005).

TEACHING

Teaching Experience

University of Alaska Anchorage

BA A151, *Introduction to Business, 13 courses.
BA A260, Marketing Practices, 5 courses.
BA A264, Personal Selling, 10 courses.
BA A266, Retailing Management, 1 course.
BA A295, Internship in Business Admin, 15 courses.
BA A381, Consumer Behavior, 1 course.
BA A395, Property Management Internship, 10 courses.
BA A495, Adv Internship in Bus Admin, 23 courses.
BA A497, Essentials for Aspiring Leader, 1 course.

Other Teaching Activities

Faculty Marshall, Freshman Convocation.

Assisted Development of Certificate in Retailing Management This is a new undergraduate program. the Western Association of Food Chains (WAFC) has partnered with more than 135 community colleges throughout the Western U.S. to provide an accredited 10-course community college certificate (approx. 30 semester units) that delivers the knowledge and skill sets they believe are crucial determinants of career achievement in retail food chain industry. The CBPP partnered with the CTC to earn a \$2.1 million grant to start our own program.

BA Internship Coordinator Worked with the Career Services Center (CSC) to find internship positions for marketing, finance, and management students. Interviewed students, joined telephonic meetings with students, employers, and the CSC to evaluate students' performance, read final papers, and graded interns. Promoted CBPP internships and many business meetings, worked with employers to set up internships, and responded to employers who contacted UAA to help them set up internship programs.

Coordinated the internship program every summer while not on contract.

Developed BA 266 Retailing Management This is a new course for the Undergraduate Certificate in Retailing Management Program.

Marketing Director CBPP Business Plan Competiton.

Academic Advising

September 1, 2013 - August 31, 2014
Approx. Number of Hours Spent for the Year: 20

September 1, 2012 - August 31, 2013
Approx. Number of Hours Spent for the Year: 20

September 1, 2011 - August 31, 2012
Approx. Number of Hours Spent for the Year: 25

September 1, 2010 - August 31, 2011
Number of Undergraduate Students Advised: 25

September 1, 2009 - August 31, 2010
Approx. Number of Hours Spent for the Year: 25

Directed Student Learning

Directed Individual/Independent Study, "Consumer Behavior," Marketing. (January 2010 - April 2010).
Advised: Bethany Schruf

Awards and Honors

Nominated for CBPP Teacher of the Year, CBPP. (April 2014).

Nominated for CBPP Teacher of the Year, Garth Jones. (May 2013).

Nominated for CBPP Teacher of the Year, CBPP. (May 2010).

Nominated for CBPP Teacher of the Year, CBPP. (May 2009).

Nominated for CBPP Teacher of the Year, CBPP. (May 2008).

Nominated for CBPP Teacher of the Year, CBPP. (May 2007).

RESEARCH

Published Intellectual Contributions

Other

Rubin, J., Ahmed, I. (2014). In Barbara Leigh Smith (Ed.), *Hide and Skin: An Alaska Tannery Conundrum*. Olympia, Washington: Evergreen State College.
<http://nativecases.evergreen.edu/collection/cases/hide-and-skin.html>

Rubin, J., Ahmed, I. (2009). *Alaska Native Carver Challenges Urban Retailers* (vol. 29, pp. 9-16). Annual Advances in Business Cases.

Rubin, J., Ahmed, I. (2007). *ALMA: Empowering Minority Women Entrepreneurs in Alaska* (27th ed., pp. 95-107). Annual Advances in Business Cases.

Presentations Given

Rubin, J., Women of Science Program, Anchorage Alaska. (2012).

Rubin, J., Marketing Management Association Educators' Conference, "The Employability of Marketing Graduates: A Reassessment and Agenda," St. Louis, MO. (September 2011).

Rubin, J., Ahmed, I., Southwest Case Research Association Annual Conference, "Distribution Channel Issues in Crafts Businesses: The Case of Whalebone and Ivory Carvings," Oklahoma City. (2009).

Rubin, J., Alaska Marketplace, "Defining the Business & Success—Product or Service Development," SBDC, Anchorage, Alaska. (2007).

Rubin, J., Technology & Research Center (TREND) Alaska Inventors Forum, "What Does Customer Behavior Have to Do with Your Success?." (2007).

Rubin, J., Alaska Biz Fair, "Your Competitive Advantage: Know it Grow it," SBA, Anchorage, Alaska. (2006).

Rubin, J. (Author), Ahmed, I., Marketing Educators' Association Conference, "The Role of Marketing Student Organizations in Enhancing Marketing Education: Potential and Challenges." (2005).

Rubin, J. (Author), Ahmed, I. (Author), Marketing Educators' Association Conference, "The Role of Marketing Student Organizations in Enhancing Marketing Education: Potential and Challenges." (April 2005).

Awards and Honors

Garth N. Jones Faculty Writing Award, Garth Jones. (May 2012).

Garth N. Jones Faculty Writing Award, Garth Jones. (May 2010).

Nomination for the Garth N. Jones Faculty Writing Award, CBPP. (May 2010).

SERVICE

Department Service

Committee Co-Chair, Search Committee for the Instructor of Business--the CBPP/CERC Retail Management Certificate Program. (May 2013 - 2013).

Committee Member, Undergraduate Retail Management Certificate Program. (2012 - 2013).

Committee Member, AAS in SBA Assessment Report. (2008 - 2013).

Committee Member, CIS Faculty Search Committee, Managerial Communications. (2011).

Committee Chair, Search Committee: BA Marketing Faculty. (2011).

Committee Chair, Program Assessment Coordinator. (2008).

Committee Member, Bipartite Peer Review Committee. (2005 - 2008).

College Service

Committee Member, CBPP Peer Review Committee. (September 2011 - Present).

Committee Member, CBPP Faculty Review Committee. (September 2011 - December 2014).

Committee Member, CBPP Curriculum Committee. (2005 - 2014).

Committee Member, CBPP Assurance of Learning Committee. (September 2013 - May 2014).

Faculty Advisor, Faculty assistant developer of the Retail Management Certificate. (2012 - 2013).

Committee Co-Chair, Search Committee for the Instructor of Business position for the CBPP/CERC Retail Management Certificate Program. (May 2013 - September 2013).

Committee Member, CBPP Peer Review Committee. (September 2009 - December 2009).

University Service

Attendee, Convocation, Faculty Marshall, Freshman Convocation. (2006 - 2013).

Professional Service

Officer, Treasurer, Southwest Case Research Association (SWCRA), Houston, Texas. (March 2013 - Present).

Reviewer, Journal Article, Marketing Education Review 2015 Special Issue on Teaching Innovations. (June 2014).

Reviewer, Conference Paper, Marketing Management Association. (June 2014).

Officer, Treasurer, American Marketing Association, Alaska Chapter, Anchorage, Alaska. (July 1, 2003 - January 30, 2014).

Reviewer, Conference Paper, Marketing Education Review. (2013).

Reviewer, Conference Paper, Marketing Management Association. (2013).

Reviewer, Conference Paper, North American Case Research Association. (2013).

Track Organizer, Southwest Case Research Association (SWCRA). (2012 - 2013).

Judge, Career and Technical Student Organization Spring Leadership Conference, Anchorage, Alaska. (2011 - 2013).

Reviewer, Conference Paper, Southwest Case Research Association (SWCRA). (2006 - 2013).

Reviewer, Conference Paper, Southwest Case Research Association (SWCRA). (2006 - 2013).

Reviewer, Conference Paper, The Business Case Journal. (2012).

Reviewer, Conference Paper, AMA Summer Marketing Educators' Conference. (2011 - 2012).

Reviewer, Conference Paper, Business Association of Latin American Studies (BALAS), Barcelona. (2011 - 2012).

Pro bono consultant for sale of business, Wilderness Birding Adventures, Eagle River, Alaska. (2011 - 2012).

Judge, Business Professionals of America statewide CTSO Performance Based Assessment Conference, Anchorage, Alaska. (2010).

Judge, Annual Business of the Year Torch Awards, Anchorage, Alaska. (2009).

Reviewer, Textbook, Futrell's ABC's of Relationship Selling Through Service 11e. (2009).

Reviewer, Conference Paper, Association of Collegiate Marketing Educators. (2008).

Reviewer, Book, Marketing (2007) author: Solomon. (2007).

Judge (Assessor), Alaska Marketplace, Anchorage, Alaska. (2006 - 2007).

Advisor for the YWCA, Alaska Microenterprise Incubation Center (AMI) Center, Anchorage, Alaska. (2006 - 2007).

Committee Member, Buy Alaska Advisory Committee, Anchorage, Alaska. (2006 - 2007).

Committee Member, YWCA's Women's Financial Advisory Council, Anchorage, Alaska. (2006 - 2007).

Conference-Related, Southwest Case Research Association (SWCRA). (2006).

Facilities Director, American Marketing Association, Alaska Chapter, Anchorage, Alaska. (2001 - 2003).

Officer, Secretary, American Marketing Association, Alaska Chapter, Anchorage, Alaska. (2001 - 2002).

Officer, President/Elect/Past, American Marketing Association, Alaska Chapter, Anchorage, Alaska. (1998 - 2000).

Public Service

Judge, Career and Technical Student Organization Spring Leadership Conference, Anchorage, Alaska. (March 2013 - Present).

Judge, Career and Technical Student Organization Spring Leadership Conference, Anchorage, Alaska. (March 2011 - Present).

Session Chair, Southwest Case Research Association Conferences. (2012 - 2013).