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| **Michael A. Levin** | Department of Business, Accounting, Economics |
| Otterbein University |
| Westerville, OH 43018 |
| 614.823.1299 |
| mlevin@otterbein.edu |

**Employment**

**Otterbein University August 2008 – Current**

Westerville, Ohio

Assistant Professor, Marketing

**Education**

**Texas Tech University August 2008**

Lubbock, Texas

Ph.D. Marketing

Dissertation: Strategic Orientation, Organizational Structure, and the Management of Market Knowledge

Co-chairs: Dennis B. Arnett and James B. Wilcox

Committee Members: Robert E. McDonald, Eric A. Walden

**University of Iowa May 1998**

Iowa City, Iowa

M.A. Athletic Administration

Thesis: An Examination of Competitive Imbalance in a NCAA Division III League

Chair: Michael Teague

Committee Members: David Rosenthal, Bonnie Slatton

**University of Oklahoma May 1993**

Norman, Oklahoma

B.B.A. Marketing with minor in Advertising

**Journal Publications**

Levin, Michael A., Robert E. McDonald, and James B. Wilcox (2013), “An Analysis of Managers’ Resource Allocation Dilemma in a Fixed Capacity Situation,” *Journal of Marketing Theory & Practice*, 21 (3), 337-346.

Levin, Michael A., and Lori T. Peterson (2013), “Use of Pecha Kucha in Marketing Students’ Presentations,” *Marketing Education Review*., 23 (1), 59-64.

Levin, Michael A., Jared M. Hansen, and Debra Laverie (2012), “Toward Understanding New Sales Employees’ Participation in Marketing-Related Technology: Motivation, Voluntariness, and Past Performance,” *Journal of Personal Selling & Sales Management*, 32 (3), 379-393.

Hansen, Jared M., and Michael A. Levin (2010), "Retailer E-Learning Assessment Effectiveness: The Impact of Employee Motivation, Location, and Perception," *International Journal of Retail & Distribution Management*, 34 (10), 789-805.

Levin, Michael A., and Robert E. McDonald (2009), "The Value of Competition: Competitive Balance as a Predictor of Attendance in Spectator Sports," *International Journal of Sports Marketing and Sponsorship*, 11 (1), 7-24.

Levin, Michael A., and Jared M. Hansen (2008), "Clicking to Learn or Learning to Click: A Theoretical and Empirical Investigation," *College Student Journal*, 42 (2), 665-666.

Levin, Michael A., and Donna F. Davis (2007), "Using an Academic Blog to Create a Virtual 'Third Space,'" *Journal for Advancement of Marketing Education*, 10 (Summer), 18-26.

Levin, Michael A., and Robert E. McDonald (2006), "R-A Theory as a Post-Chicago Argument for Legal Co-opetition," *Marketing Management Journal*, 16 (2), 1-12.

**Conference Proceedings**

Warren, Hillary A., and Michael A. Levin (2013), “License, Not Sale: The End-User License Agreement as a Subversion of Antitrust in Content-Related Markets,” *Society for Marketing Advances*, Hilton Head, SC.

Hansen, Jared M., and Michael A. Levin (2013), “Apathetic Motivation and Behavioral Intention,” *Society for Marketing Advances*, Hilton Head, SC.

Hansen, Jared M., and Michael A. Levin (2013), “Re-thinking, Re-conceptualizing, and Re-examining the Role of Apathy in the Relationship Between Motivations and Behavioral Intention,” *American Marketing Association Summer Educators’ Conference,* Boston, MA.

Bailey, Bruce C. and Levin, Michael A. (2012), “Emporium Luggage: Opening a New Store,” *North American Case Research Association*, Boston, MA.

Stawarz, Brian, Michael A. Levin, and Bruce C. Bailey (2012), “Advantage Food & Beverage (B),” *Society for Case Research*, Chicago, IL.

Rice, Julia, and Michael A. Levin, and Bruce C. Bailey (2011), “An Examination of Market Orientation on Theatres,” *Society for Marketing Advances*, Memphis, TN.

Levin, Michael A. and Bruce C. Bailey (2011), “Emporium Luggage,” *Society for Marketing Advances*, Memphis, TN.

Bailey, Bruce C., and Michael A. Levin (2011), “Fidello Cigar Cutter,” *North American Case Research Association*, San Antonio, TX.

Bailey, Bruce C., and Michael A. Levin (2011), “Advantage Food & Beverage (A),” *Society for Case Research*, Chicago, IL.

Khan, Aneela, Levin, Michael A., and Bruce C. Bailey (2010), "Teaching Wally: A Theoretical Discussion of the Role of Apathetic Motivation in the Use of Business Technology,” *Marketing Management Association Fall Educators' Conference*, Indianapolis, IN.

Levin, Michael A., and Don Eskew (2009), "Expanding the Concept of Motivation in the Workplace: A Discussion and Research Propositions," *Midwest Academy of Management*, Chicago, IL.

Levin, Michael A., and Robert E. McDonald (2009), "Price as AN element Instead of THE Element of Antitrust Policy: The Argument for Customer Value as the Focus of Antitrust Policy," *American Marketing Association Summer Educators' Conference*, Chicago, IL.

Levin, Michael A., and Eric A. Walden (2009), "Either Fish or Fowl: A Discussion of the Intermediate Customers' Role in Tying and Antitrust Enforcement," *Marketing Management Association Spring Educators' Conference*, Chicago, IL.

Levin, Michael A., Jared M. Hansen, and Debra Laverie (2009), "Motivations as Predictors of Value Generated from Marketing - Related Technology Use: Orientations, Moderators, and Outcomes," *American Marketing Association Winter Educators' Conference*, Tampa, FL.

Levin, Michael A., and Sabrina Sattler (2008), "Co-opetition's Pro-consumer Perspective," *American Marketing Association Winter Educators' Conference*, Austin, TX.

Levin, Michael A., and Jared M. Hansen (2007), "Motivation and Attitudes in Learning with Technology," *Society for Marketing Advances*, San Antonio, TX.

Levin, Michael A., and Eric A. Walden (2006), "Of Two Minds: Offering More Than One Technology Choice Changes the Cognitive Processes Used to Form Perceptions of Usefulness and Ease of Use," *IS-Core*, Milwaukee, WI.

Levin, Michael A., and Jared M. Hansen (2006), "Technology Use Inside and Outside of the Classroom," *Marketing Management Association Fall Educators' Conference*, Nashville, TN.

Levin, Michael A., and Robert E. McDonald (2006), "R-A Theory as a Post-Chicago Argument for Legal Co-opetition: The Role of Imperfect Information among Competing Firms of an Alliance," *American Marketing Association Winter Educators' Conference*, Saint Petersburg, FL.

Levin, Michael A. (2005), "Marketing Information Systems Competency, and Outcomes of Relationship Marketing: Research Propositions," *Society for Marketing Advances*, San Antonio, TX.

**cases**

Levin, Michael A., and Bruce C. Bailey (2013), “Advantage Food & Beverage: Sales Representative,” *Ivey Publishing* (available).

Levin, Michael A., and Bruce C. Bailey (2012), “Advantage Food & Beverage: Vending,” *Ivey Publishing* (available).

Bailey, Bruce C., and Michael A. Levin (2012), “Advantage Food & Beverage: The Avanti Opportunity,” *Business Case Journal*, 19 (2), 6-17.

**Under Review**

Taylor, David G., and Michael A. Levin, “Predicting Mobile App Usage for Purchasing and Information-Sharing Activities,” *International Journal of Retail & Distribution Management* (2nd review).

Bailey, Bruce C., and Michael A. Levin, “Fidello Cigar Cutter,” *Case Research Journal* (2nd review).

Hansen, Jared, M., and Michael A. Levin, “Re-thinking, Re-conceptualizing, and Re-examining the Role of Apathy in the Relationship Between Motivations and Behavioral Intention,” *Journal of Business Review* (1st review).

Bailey, Bruce C., and Michael A. Levin, “Emporium Luggage,” *Marketing Education Review* (1st review).

**workS in progress**

Scott, Crystal J., and Michael A. Levin, “A Multigroup Analysis of Leadership Behaviors and Job Satisfaction across Business Functions,” *Journal of Business Research* (target outlet). Stage: analysis complete; revision of draft.

Levin, Michael A., and Crystal J. Scott, “Using Multigroup Analysis to Improve Understanding of Leadership through a Path-Dependent Model,” *Organizational Research Methods* (target journal). Stage: analysis complete; first draft.

Levin, Michael A., and Chris Thayer, “Predicting Consumers’ Motivations to Use Retailers’ QR Codes,” *Journal of Advertising Research* (target outlet). Stage: analysis.

**Invited Presentations & Panels**

Columbus Rotary Leadership Retreat April 2013

Columbus, OH

Topic: Moving from Social to Societal Media

Measuring Teaching Effectiveness October 2010

Indianapolis, IN

Topic: Student Evaluations or: How I Learned to Stop Worrying and Embrace the Analysis

Institute for Non-Profit Leadership June 2010

Westerville, OH

Topic: Marketing Plans Made Easier

Research Roundtable February 2010

Westerville, OH

Topic: Intersection of Marketing and Jurisprudence

Faculty Development Council Brown Bag November 2009

Westerville, OH

Topic: Motivations for Work and School

**Research Interests**

Knowledge Management, Market Orientation, Motivation Model, Strategy, Technology

**Teaching Experience**

**Otterbein University**

Semester Format

Principles, MKTG 2000-01

This course is challenging: 5.0/5 Spring 2013

This course is challenging: 4.6/5 Spring 2013

This course is challenging: 4.3/5 Autumn 2012

This course is challenging: 5.0/5 Spring 2012

This course is challenging: 4.4/5 Autumn 2011

Principles, MKTG 2000-1E

This course is challenging: 4.5/5 Spring 2013

This course is challenging: 4.1/5 Autumn 2012

This course is challenging: 3.0/5 Spring 2012

This course is challenging: 4.5/5 Autumn 2011

Research in Behavioral Theories, MKTG 3650

This course is challenging: 5.0/5 Spring 2013

This course is challenging: 5.0/5 Autumn 2012

This course is challenging: 5.0/5 Spring 2012

This course is challenging: 5.0/5 Autumn 2011

Market Research Application, MKTG 3850

This course is challenging: 5.0/5 Autumn 2012

This course is challenging: 4.8/5 Autumn 2011

Retail Management, MKTG 4100

This course is challenging: 4.7/5 Spring 2012

Sales, MKTG 4990

This course is challenging: 5.0/5 Autumn 2011

**Otterbein University**

Quarter Format

Principles, BADM 310-01

This course is challenging: 4.7/5 Spring 2011

This course is challenging: 4.4/5 Spring 2010

This course is challenging: 4.5/5 Spring 2009

Principles, BADM 310-1E

This course is challenging: 4.1/5 Spring 2011

This course is challenging: 3.9/5 Spring 2010

This course is challenging: 4.3/5 Spring 2009

Sales, BADM 365

This course is challenging: 4.6/5 Winter 2009

Market Research Application, BADM 391

This course is challenging: 4.8/5 Winter 2011

This course is challenging: 5.0/5 Winter 2010

MBA Marketing, BADM 640

This course is challenging: 4.4/5 Winter 2011

This course is challenging: 4.7/5 Winter 2010

This course is challenging: 4.0/5 Winter 2009

International Marketing, BADM 375

This course is challenging: 4.8/5 Autumn 2010

This course is challenging: 4.5/5 Autumn 2009

This course is challenging: 4.1/5 Autumn 2008

Retail Management, BADM 410

This course is challenging: 4.8/5 Autumn 2010

This course is challenging: 4.3/5 Autumn 2009

This course is challenging: 3.8/5 Autumn 2008

**Texas Tech University**

Marketing Research, Marketing 3356 Summer I 2008

Marketing Research, Marketing 3356 Summer II 2007

Consumer Behavior, Marketing 3352 (two sections) Spring 2007

Promotions, Marketing 4354 Summer I 2006

Promotions, Marketing 4354 Summer II 2005

Principles, Marketing 3350 Summer II 2004

**Marist College**

Introduction, Communications 150 Spring 2003

**Coe College**

Advanced Journalism, Journalism 250 Spring 2000

**Awards & Honors**

Finalist, “Engaging Marketing Majors with Analysis,”

 Cengage Pride/Ferrell Innovations in Teaching Competition 2013

Finalist, “Walking Students Through Critical Content Analysis,”

 Cengage Pride/Ferrell Innovations in Teaching Competition 2013

Best Paper in Track, Emporium Luggage, Society for Marketing Advances 2011

Awarded, “Student Use of Pechu Kucha to Achieve Balance in Presentations,”

 Cengage Pride/Ferrell Innovations in Teaching Competition 2011

Finalist, “Tackling the Toolbox: Transforming a Useful Metaphor into Practical Assignments,”

 Cengage Pride/Ferrell Innovations in Teaching Competition 2011

Jerry S. Rawls Fellowship, Texas Tech University 2003 – 2008

TEACH Academy Fellow, Texas Tech University 2005 – 2006

Teaching Portfolio Excellence, Texas Tech University 2005

AMA-Sheth Doctoral Consortium 2005

Outstanding Teaching Assistant, Rawls College of Business 2005

**GRANTS**

National Association of College Stores, “Entrepreneur simulation: Content development,” $7,500 (approved), 2013.

TIAA-Cref, “An Application of Household Life-Cycle and Retirement Personality Type to Create and Understand Consumer Segments' Preferences for Retirement Funds Using Conjoint Analysis,” $25,000 (denied), 2012.

**Honors Thesis**

Chair, Audra Kohler, Otterbein University 2014

Reader, Julia Rice, Otterbein University 2011

**Distinction Project**

Chair, Ali Ernest, Otterbein University 2013

Chair, Chris Thayer, Otterbein University 2012

**Professional Membership**

American Marketing Association 2004 – 2014

Society for Marketing Advances 2005 – 2014

Ohio Professional Evaluators’ Group 2011 ­– 2014

Academy of Management 2005 – 2011

Marketing Management Association 2009 – 2011

College Sports Information Directors of America 1996 – 2003

  NCAA Legislation Committee, July, 2001 - June 2003

Computer Committee, July 1998 - July 2001

**Service**

**Journal Reviewer**

Reviewer, Journal of Marketing Theory & Practice 2006 – 2013

Ad hoc reviewer, Marketing Education Review 2011 – 2013

Ad hoc reviewer, Marketing Management Journal 2012

Ad hoc reviewer, Journal of Personal Sales & Sales Management 2011

Ad hoc reviewer, Decision Support System 2007

Ad hoc reviewer, Journal of International Marketing 2007

**Conference Reviewer**

American Marketing Association Summer Educators' Conference 2007 – 2013

American Marketing Association Winter Educators' Conference 2006 – 2013

North American Case Research Association 2012

Marketing Management Association Fall Educators' Conference 2006, 2010

Marketing Management Association Spring Educators' Conference 2005, 2010

Academy of Management Conference 2008

**Discipline**

Editorial Review Board, Journal of Marketing Theory & Practice 2010 – 2014

Reviewer, Society for Marketing Advances doctoral dissertation competition 2012 – 2013

Track Chair, Society for Marketing Advances 2011, 2013

Editorial Review Board, Marketing Management Journal 2012

Marketing Management Association Publications Board 2009 – 2011

**University**

Marketing Faculty Search, Otterbein University 2012 – 2013

International Business Faculty Search, Otterbein University 2012 – 2013

Director, Otterbein Research Co-operative 2011 – 2012

Provost/Vice President of Academic Affairs Search, Otterbein University 2010 – 2011

Vice President of Business Affairs Search, Otterbein University 2010

College Professional Studies Dean Search, Otterbein University 2009

Student Research Fund, Otterbein University 2009 – 2011

Mission Statement Committee, Vassar Department of Athletics 2001 – 2002

Athletic Administrator Vacancy Committee, Vassar Department of Athletics 2001

**Community**

Web master, Area of Marketing, Texas Tech University 2003 – 2006

Web editor, ELectronic MARketing (ELMAR) 2003 – 2006

Treasurer, Vassar Childcare Cooperative 2001 – 2002

**Professional Experience**

Infinet June 2002 – July 2003

Red Hook, New York

Senior Macintosh Analyst

Vassar College July 2000 – June 2002

Poughkeepsie, New York

Director of Sports Information

Coe College August 1996 – July 2000

Cedar Rapids, Iowa

Sports Information Director, August 1998 – July 2000

Graduate Assistant, August 1996 – May 1998

University of Iowa Hospital and Clinics January 1997 – August 1998

Iowa City, Iowa

Network Analyst