

KELCE COLLEGE CURRICULUM VITAE

PERSONAL INFORMATION

Name: LYNN M. MURRAY **Rank:** Associate Professor
Department: Kelce Undergraduate **Office:** KC: 114
School of Business
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EDUCATION AND PROFESSIONAL CREDENTIALS

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| PhD | University of Missouri, 2007, Marketing |
| MBA | Pittsburg State University, 2001 |
| BBA | Pittsburg State University, 1988, Marketing |

EMPLOYMENT HISTORY

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| August 2016 – August 2018 | Pittsburg State University Chair, Department of Management and Marketing |
| August 2018 – present | Pittsburg State University Associate Dean of the Kelce Undergraduate School of Business, Outreach, and Engagement |

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

Murray, L. M., Binder, A., Yarick, G. L., Wachter, M. K. (2021). Better Together: The Effect of Learning Communities on Business Student Retention and Performance. *Mountain Plains Journal of Business & Technology*, 22(1), 88-105.
<https://openspaces.unk.edu/mpjbt/vol22/iss1/9/>

Conference Proceedings

Wachter, M. K., Maceli, K. M., Murray, L. M., Nance, M. J. (2019). *Client-Based Projects: Student Perception Of Their Value and Usefulness*. Marketing Management Association.

Work in Progress

Murray, L. M., "Managing service quality in the multi-unit enterprise: A mixed-method exploration of the role of the store manager", On-Going, Scholarly.

Murray, L. M., Eckstein, H., "Using a values affirmation exercise to improve performance of at-risk college students", Writing Results, Scholarly.

Maceli, K. M., Nance, M. J., Wachter, M. K., Murray, L. M., "Client-Based Projects: Student Perception of Their Value and Usefulness".

Murray, L. M., Yarick, G. L., Binder, A., Wachter, M. K., "College of Business Living/Learning Communities", On-Going, Scholarly.

Binder, A., Yarick, G. L., Murray, L. M., Shewmake, J., "Retention Interventions", On-Going, Scholarly.

Harris, E. G., Murray, L. M., "The Effects of Service Worker Job Resourcefulness on Burnout, Intentions to Leave and Job Satisfaction: A Study Across Service Settings", On-Going, Scholarly.

Murray, L. M., Maceli, K. M., "Using Online Discussion Forums as Formative Assessment", Writing Results, Scholarly.

SCHOLARLY PRESENTATIONS

Oral Presentation

Murray, L. M., Binder, A., Yarick, G. L., Oral Presentation, 11th Annual Pitt State Professional Development Day, Pittsburg State University, Pittsburg State University, "Better Together: Lessons Learned about a Learning Community", Session, Academic, Local. (August 11, 2021).

Other

Maceli, K. M., Murray, L. M., Nance, M. J., Wachter, M. K., Other, Marketing Management Association Fall Meeting, Marketing Management Association, Santa Fe, New Mexico, "Managing Group Projects or Presentations". (September 20, 2019).

COURSES TAUGHT

Pittsburg State University

FIN 694, INTERNSHIP IN FINANCE, 1 course.
IB 620, INTERNSHP INTERNTL BUSINESS, 3 courses.
MGMT 839, MARKETING STRATEGY, 3 courses.
MGT 610, TP:START-UPS, INNOV. &ENTRE., 1 course.
MGT 620, INTERNSHIP IN MANAGEMENT, 10 courses.
MGT 820, INTERNSHIP IN MANAGEMENT, 8 courses.
MGT 821, TP:SPORTS MARKETING, 10 courses.
MKTG 330, PRINCIPLES OF MARKETING, 3 courses.
MKTG 450, PERSONAL SELLING & SALES MGMT, 3 courses.
MKTG 451, PROF SELLING AND NEGOTIATION, 1 course.
MKTG 470, SPORTS MARKETING, 4 courses.
MKTG 610, TP:START-UPS, INNOV. &ENTRE., 3 courses.
MKTG 620, INTERNSHIP IN MARKETING, 18 courses.
MKTG 621, INTERN IN PROFESSIONAL SALES, 6 courses.
MKTG 680, APPLIED MARKETING MANAGEMENT, 2 courses.

MKTG 820, INTERNSHIP IN MARKETING, 3 courses.
MKTG 821, TOPICS MKTG:SELLING/SALES MGT, 1 course.
MKTG 839, MARKETING STRATEGY, 18 courses.
UGS 100, THE FRESHMAN EXPERIENCE, 1 course.
UGS 150, GORILLA GATEWAY, 4 courses.

PROFESSIONAL ACTIVITIES

Beta Gamma Sigma. (May 2013 - Present).

Member, Academy of Marketing Science. (2008 - Present).

Member, American Marketing Association. (2008 - Present).

Member, Association of Collegiate Marketing Educators. (2008 - Present).

Member, Phi Kappa Phi. (2008 - Present).

SERVICE AND CONSULTING

College Service

Committee Member, Kelce Curriculum. (August 2015 - Present).

Committee Member, Enactus Advisory Board. (2014 - Present).

University Service

Committee Member, Integrated Studies Advisory Board. Approximately 5 hours spent per year.
(2016 - Present).

Committee Chair, Retention Performance Management. Approximately 100 hours spent per year.
(November 2015 - Present).

Co-Chair of the Curricular Committee of PSU's Retention Performance Management
initiative

Committee Member, PSU Integrated Marketing Council. Approximately 10 hours spent per year.
(August 2015 - Present).

Professional Service

Member, Academy of Marketing Science.

Member, American Marketing Association.

Member, Association of Collegiate Marketing Educators.

Member, Phi Kappa Phi.

Public Service

Member, Southeast (HS) Business Advisory Committee.

Member, Sunrise Rotary Club of Pittsburg.

Committee Member, Uniontown High School Business Advisory Committee, Uniontown, Kansas. Approximately 10 hours spent per year. (February 2017 - Present).