
dr. judy strauss



professional qualification summary

managerial sciences department/028
university of nevada, reno
(775) 682-9155
fax: (775) 784-1769

e-mail: jstrauss@unr.edu
Web: www.coba.unr.edu/faculty/jstrauss

PROFESSIONAL EXPERIENCE

8/98 – present	University of Nevada, Reno Managerial Sciences Department Chair (2002-2005); Associate Professor of Marketing Chaired Department of 23 faculty and teach classes in E-marketing, International Marketing, Principles of Marketing, and Marketing Communications at undergraduate and MBA levels.	Reno, Nevada
8/94 – 8/98	Central Connecticut State University Associate Professor of Marketing - joint appointment to Department of Design	New Britain, Connecticut
8/88 - 8/94	Bradley University: Visiting Assistant Professor of Marketing	Peoria, Illinois
8/83 - 6/88	Merrill Lynch, Pierce, Fenner & Smith: Financial Consultant	Dallas, Texas
1/80 - 8/83	Judjak, Inc: Owner/President	Dallas, Texas
1/79 - 1/80	Pentagram Corporation (Burger King franchise): Marketing Director	Honolulu, Hawaii
3/74 - 1/79	SMS Research, Inc: Marketing Director	Honolulu, Hawaii

EDUCATION

Southern Illinois University, Doctor of Business Administration (1994)
Major field: Marketing Minor field: Mass Communication (College of Communications and Fine Arts)
University of North Texas, Master of Business Administration in Finance (1988) *Beta Gamma Sigma*
University of North Texas, Bachelor of Business Administration in Marketing (1981) *Magna Cum Laude*

SELECTED HONORS AND AWARDS

2004	Received the B.J. Fuller award for teaching excellence (College of Business at UNR)
2004	<i>UNR Cooperative Extension Award of Excellence Winner: UNR Faculty Member</i> Selected for <i>Who's Who Among America's Teachers</i> , 1994; 2003; 2004; 2005
2003	Best Paper Award, International Business and Economics Research Conference
2003	Faculty mentor for graduating College of Business student with best GPA
1999	Selected for millennium edition of <i>Who's Who in America</i>
1996, 1998	Best of Track Paper Award, American Marketing Association Conferences
1997	Stephen H. Coltron Award for Excellence in Communication
1993	Phi Chi Theta Faculty Member of the Year: Bradley University College of Business
1988	Elected to
1985 & 1986	Received Executive Club recognition for high level of production at Merrill Lynch

AREAS OF INTEREST

Research Interests

Electronic marketing
Marketing communication
Marketing pedagogy

Co-authored three books on Electronic Marketing/Building effective Web sites (2003 copyright is most recent of 9 editions), and several book contributions. Had 24 research articles published in academic journals and conference proceedings. Received seven research or teaching grants. Most published articles are on e-marketing topics, several of which focus on advertising and other marketing communication. Recent articles are on the topics of e-mail complaints to companies and important skills for university level e-commerce curricula.

Teaching Interests

Internet Marketing
Integrated Marketing Communication
Advertising
Marketing Management (MBA)

Co-developed an E-commerce program at University of Nevada.

Consulting Interests

Electronic marketing seminars
Using technology in University courses
E-mail customer service

Presented e-marketing courses or seminars to students in Germany and Mexico (2002-2004). Presented e-marketing executive seminars for the University of California, Berkeley (in Mexico City in 2000), and for Kapiolani Community College in Hawaii (2001). Conducted technology and learning workshops for University of Hawaii Community Colleges (2002) and Independent Colleges of Washington (2001). Designed and moderated focus group research for the Connecticut Department of Labor, and presented a seminar for Half Moon Productions: "The Internet for Accountants (1997)." Performed various consulting activities for Kapiolani Community College, the National Judicial College, and the Small Business Development Center of Northern Nevada. Wrote technology related articles for the Reno Gazette Journal. Presented over 25 papers at academic conferences.

Full Curriculum Vitae available upon request.

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