

Dr. Elizabeth L. R. Elam
Professor and Chair, Marketing Department

Academic background

Ph.D. University of Wisconsin, Madison, WI, Marketing, 1997, minor in Law
M.B.A. University of Colorado, Boulder, CO, Marketing and Organizational Behavior, 1988
B.S. University of Massachusetts, Amherst, MA, Microbiology, 1986
B.S. University of Massachusetts, Amherst, MA, Biochemistry, 1986, minor in Chemistry

Work Experience

Academic Experience

Chair of the Marketing Department, Western New England University (September 2019 to present)

Professor of Marketing, Western New England University (September 2010 to present)

Associate Professor of Marketing, Western New England University (September 2004-August 2010)

Assistant Professor of Marketing, Western New England College (September 1998- August 2004)

Instructor of Marketing, Saint Francis College, Fort Wayne IN (September 1994-August 1998)

Instructor of Marketing, Baruch College CUNY, Manhattan NY (September 1992-August 1994)

Teaching Assistant, University of Wisconsin Madison (September 1988-August 1992)

Teaching Assistant, University of Colorado Boulder (September 1987-August 1998)

Non-Academic Experience

Director of Marketing, ABBIS International (1993-1995). Management responsibilities at this import/export silk bedding products company included hiring and training of sales staff, trade show merchandising, development of all promotions and sales demos, monitoring and replenishing stock.

Intellectual Contributions

Refereed Articles

Hamakawa, Curt L. and Elizabeth L. R. Elam (2020), "Sponsorship Marketing of the 2018 FIFA World Cup," *Journal of Business Cases and Applications*, 26, April, pp. 16-31.

Elam, Elizabeth L. R. (forthcoming 2017), "Management and marketing: what do the Girl Scouts

- and Boy Scouts teach?" *Journal of Management and Marketing Research*.
- Elam, Elizabeth L. R. and Curt L. Hamakawa (2017), "Victory in Vancouver: Marketing the 2010 Olympic Winter Games," *Journal of Business Cases and Applications*, 17, July, pp. 133-143.
- Elam, Elizabeth L.R., Dickson, P.R. and Urbany, J.E. (2011). Price Competition and Consumer Search, *The Journal of the Association of Marketing Educators*, 14, pp. 6-27.
- Hamakawa, C.L. and Elam, Elizabeth L.R. (2011). Beijing Olympics: Games of Epic Proportion, *Journal of Business Cases and Applications*, 3, pp. 42-51.
- Goodnight, J.E., Elam, Elizabeth L.R. and Russell, D.L. (2008). Evaluation of the Rolling Cell Learning Model: An Exploration of Student Perceptions, *Marketing Education Review*, 18, pp. 1-13.
- Elam, Elizabeth L.R. and Hamakawa, C.L. (2008). International Sport Marketing: Branding and Promoting the 2006 Olympic Winter Games, *Journal of Business Cases and Applications*, 1, pp. 1-7.
- Elizabeth L. R. Elam and Harlan E. Spotts (2004), "Achieving Marketing Curriculum Integration: A Live Case Study Approach," in *Journal of Marketing Education* (April), pp. 50-65.
- Goodnight, Janelle E., Elizabeth L. R. Elam and Philip Emmert III (2003), "Marketing Department Chairpersons' Views on Promotion Requirements for Marketing Faculty," *Marketing Education Review* (13, 2, Summer), pp. 43-54.
- Elam, Elizabeth L. (1997), "Student Beliefs About Market Price Mechanisms: Development of a Conceptual Model and Research Hypothesis," Doctorate Dissertation, University of Wisconsin-Madison.

Refereed Proceedings and Presentations

- Elam, Elizabeth L. R. (2024), "The Sochi Winter Olympics: Unexpected Costs," abstract in the *Proceedings of the Academy of Business Research Winter 2023 Conference*, Conference Chair Randall Valentine, online, p. 7.
- Elam, Elizabeth L. R. (2023), "How Fun Are Games During A Pandemic? Marketing The "2020 ONE Olympics," abstract in *the National Association of Business, Economics and Technology Proceeding of the 46th Annual Meeting*, Co-editors Jerry D. Belloit and Norman C. Sigmond, State College, PA: p. 322.

- Elam, Elizabeth L. R. (2022), "Marketing the Olympic Games and the Winter Olympics: What's Changed Over Time?" abstract in *51st Annual Northeast Decision Sciences Institute Conference Proceedings*, Theologos Homer Bonitsis Conference Chair, Newark, NJ: p. 613.
- Elam, Elizabeth L. R. (2021), "Creative Destruction in Education? Curriculum Redevelopment in a Marketing Department," abstract in *50th Anniversary Northeast Decision Sciences Institute Conference Proceedings*, Dinesh Pai Conference Chair, Virtual, Harrisburg, PA: p. 842.
- Brady-Prankus, Isabella and Elizabeth L. R. Elam, (2018), "The Evolving Relationship of Social Media and Music Industry Marketing: An Exploratory Study," in *Proceedings of the Association of Marketing Educators: 56th Annual Conference*, Steven Walsh ed., Oneonta, NY: 56, pp. 17-32.
- Elam, Elizabeth L. R. (2017), "Motivating an Underage Salesforce: Fundraising in the Girl Scouts and Boy Scouts," in *Proceedings of the Association of Marketing Educators: 55th Annual Conference*, Tom Pilewski ed., Oneonta, NY: 55, pp. 20-27.
- Elam, Elizabeth L. R. and Jonathan M. Beagle (2017), "Expanding Marketing Curriculum Beyond the Business School: An Experimental Course Integration," abstract in *Northeast Decision Sciences Institute Conference Proceedings*, Minoos Tehrani ed., Springfield, MA: p. 330.
- Elam, Elizabeth L. R. (2016), "Popcorn and Cookies: Comparing the Boy Scouts of America and the Girl Scouts of the United States of America," in *Proceedings of the Association of Marketing Educators: 54th Annual Conference*, Steve Walsh ed., Oneonta, NY: pp. 9-14.
- Elam, Elizabeth L. R. (2015), "Does Mode Matter? The Effect of Teaching Evaluation Delivery Mode," in *Proceedings of the Association of Marketing Educators: 53rd Annual Conference*, Tom Pilewski ed., Boston, MA: 53, pp. 11-19.
- Elam, Elizabeth L. R. (2014), "What Would You Do? Crisis Management in the College Classroom," in *Proceedings of the Association of Marketing Educators: 52nd Annual Conference*, Tom Pilewski ed., Springfield, MA: 52, pp. 7-11.
- Elam, Elizabeth L. R. (2013). "Improving the Marketing Plan in Principles Classes: Impact of Increased Use of University Resources," in *Proceedings of the Association of Marketing Educators: 51st Annual Conference*, Phyllis Tucker, ed., Cooperstown, NY: 51, pp. 1-14.
- Elam, Elizabeth L. R. and James T. Masteralexis (2012). "*Salaries, Perceptions, Negotiations: The Specialized Case of Major League Baseball*," in *Proceedings of the Association of Marketing Educators: 50th Annual Conference*, Brooke Quigg, ed., Philadelphia, PA: 50, pp. 17-20.
- Elam, Elizabeth L. R. (2011), "*Decision Factors for Choosing Course Time for Principles of Marketing at a Division III Institution*," in *Proceedings of the Association of Marketing Educators: 49th Annual Conference*, Stephen Walsh, ed., Syracuse, NY: 49, pp. 1-8.
- Elam, Elizabeth L. R., Peter R. Dickson and Joel E. Urbany (2010). "Price Competition and Consumer Search," in *Proceedings of the Association of Marketing Educators: 48th Annual Conference*, Stephen Walsh, ed., Syracuse, NY: 48, pp. 1-18.

- Joralemon, Jessica and Elizabeth L. R. Elam (2009). "Marketing to College Students: An Exploratory Study," in *Proceedings of the Association of Marketing Educators: 47th Annual Conference*, Gale A. Jaeger, ed., Scranton, PA: 47, pp. 1-7.
- Elam, Elizabeth L. R. and Goodnight, Janelle E. (2006), "Impact of the Rolling Learning Cell Model on Student Attitudes toward Teamwork: An Exploratory Study," in the Proceedings of the Atlantic Marketing Association 22nd Annual Conference, Charleston, SC.
- Elam, Elizabeth L. R. and Harlan E. Spotts (2005), "'An Exploratory Study: Aren't Grades Related to Performance?'" in the the Atlantic Marketing Association's September 2005 Conference Proceedings, Atlantic Marketing Association, Salem, Massachusetts.
- Elam, Elizabeth L. R. (2003), "Are Marketing Students Different? A Study of Information Economics Beliefs," in *Developments in Marketing Science, Proceedings of the Academy of Marketing Science*, Volume 26, Harlan E. Spotts ed., Coral Gables, FL: Academy of Marketing Science, pp. 213-217.
- Goodnight, Janelle, Elam, Elizabeth L. R., and Philip Emmert III (2001), "A National Study on Marketing Department Chairpersons' Views on Promotion Requirements for Marketing Faculty: Accredited and Non-Accredited MBA and MS Granting Colleges and Universities," *Proceedings of the Atlantic Marketing Association*, 17th Annual Conference, Portland, Maine.
- Elam, Elizaeth L. (1992). "Signalling Theory and its Application in Channels of Distribution." In *Proceedings of the American Marketing Association*, Allen, CT; TJ Madden; TA Shimp; RD Howell; GM Zinkhan, pp. 93-100.

Other Professional Activities

Schoonmaker, Mary, Elizabeth Elam, Janelle Goodnight, Harlan Spotts (2024), "How Western New England University's College of Business Marketing Department Created Value in a Marketing Curriculum," Special Session at the *Marketing Management Association Spring Conference*, Dalila Salazar, Program Chair, March 21st.

Editor, *Journal of International Business and Cultural Studies*, 2009-2010.

Presented "Creating a Marketing Plan that Doesn't Collect Dust" at *Getting Noticed in the 21st Century: The Second Annual Communications Conference* held on the campus of Western New England University on January 13, 2005.