

Dr. Robert L. Williams, Jr., PhD.

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ACADEMIC EXPERIENCE

SAINT MARY'S COLLEGE, Notre Dame, IN <i>Assistant Professor, Marketing and International Business</i> <i>Marketing Concentration coordinator</i> <i>Entrepreneurship program coordinator</i> <i>Women's Entrepreneurship Initiative Faculty</i>	2010 – Present <i>Tenure-track</i>
STEVENSON UNIVERSITY, Stevenson, MD <i>Assistant Professor of Business and Marketing</i> <i>Art Department "Outside Department" Faculty Member</i>	2003 - 2010
LYCOMING COLLEGE, Williamsport, PA <i>Instructor of Communication</i>	2003
SUSQUEHANNA UNIVERSITY, Selinsgrove, PA <i>Visiting Instructor in Management</i>	2002 - 2003
DUQUESNE UNIVERSITY, Pittsburgh/York, PA <i>Adjunct Instructor – MBA Program</i>	2002 - 2004
THE PENNSYLVANIA STATE UNIVERSITY, Middletown, PA <i>Adjunct Instructor</i>	1988/89 & 2004
HARRISBURG AREA COMMUNITY COLLEGE, Harrisburg, PA <i>Adjunct Instructor</i>	1989 - 1991

FORMAL EDUCATION

Edinburgh Napier University, Edinburgh, Scotland (AACSB cand. 2014) Doctor of Philosophy in Marketing / Branding. Dissertation: " <i>Branding through Renaming for Strategic Alignment in Service Organizations.</i> "	2012
The Pennsylvania State University, Middletown, PA. (AACSB) M.B.A. Business Administration/Marketing. Thesis: " <i>An Assessment of U.S. Market Entry Strategies of Japanese Manufacturers of Electronic Components</i> "	1987
The Pennsylvania State University, University Park, PA. (AACSB) B.S. Major in Business Logistics.	1978

AACSB Academically Qualified per Standard 10, www.aacsb.edu

COURSES TAUGHT

New Venture I (1)	International Marketing (1)
New Venture II (1)	Marketing Research (1)
Strategic Marketing Case Studies (1)	Business Logistics (1)
Integrated Marketing Communications (1)	The Global Economy (2)
Marketing Management Strategies (2)	Management Info. Systems (2)
Public Speaking	Consumer Behavior (1)
Marketing Internship	Writing and Speaking in Business
Group Communication	Electronic Research/Report Writing
Personal Selling	Purchasing Management
Principles of Marketing	Marketing Applications
Principles of Management	Entrepreneurial Development
Advertising and Promotion	Public Relations
Sales Management	International Business Europe semester abroad
Independent study (International Bus.)	Business Internship (1)
(1) Also developed (2) Graduate level	

RECOGNITION and AWARDS

- * Associate Editor for Special Edition of the *Journal of Marketing for Higher Education*, “Branding in Higher Education (forthcoming)
- * Editorial Review Board – *Transnational Marketing Journal* (2012-)
- * American Marketing Association, Higher Education SIG
- * *Emerald Literati Network*, Awards for Excellence, Best Paper of the Year (2008)
- * Best Paper in Track; *Brand, Identity and Corporate Reputation*, Academy of Management (2012)
- * Elected to serve 3-year term on Honors Committee
- * Elected to serve 3-year term on College Relations Committee (Trustees Committee)

PUBLICATIONS (refereed)

Williams, R. and Omar, M. (2013) “Utilizing the VFBOP model for entry into Emerging Markets”, *Transnational Marketing Journal*, Volume 1, No. 1, pp.75-92

Tijandra, N., Omar, M., Williams, R., and Ensor, J. (2013), "Runway logic: "Y" Generation Y prefers fashion brand", *Transnational Marketing Journal*, Volume 1, No. 1, pp.114-130

Williams, R., Osei, C. and Omar, M., (2012), “Higher Education Institution Branding as a component of Country Branding in Ghana: Renaming Kwame Nkrumah University of Science and Technology”, *Journal of Marketing for Higher Education*, Vol. 22, No.1, pp.71-81

Lewrick, M., Omar, M., and Williams, R. (2011), "Market Orientation and Innovators' Success: an exploration of the influence of customer and competitor orientation", *Journal of Technology Management & Innovation*. Vol.6 Iss.3, pp. 48-61

Williams, R., Omar, M. and Ensor, J. (2011), “Sourcing and Selling: The Value Flame at the Base of the Pyramid”, *Marketing Intelligence & Planning*, Vol. 29, No.3, pp. 233-246

Omar, M., and Williams, R. (2009) “Marketing to the Bottom of the Pyramid; Opportunities in Emerging Markets”, *International Journal of Services, Economics and Management* Vol. 1, No.4, pp427-446

Omar, M., Williams, R., and Lingelbach, D., (2009) “Global Brand Market Entry Strategy To Manage Corporate Reputation”, *Journal of Product and Brand Management*, Vol. 18/3, pp.177-187

Hamann, D., Williams, R. and Omar, M. (2007) “Branding Strategy and Consumer High-Technology Product” *The Journal of Product & Brand Management*, Winter/Spring, Vol. 16, (2) pp. 98 – 111.
Emerald Literati Network, 2008 Awards for Excellence, Best paper of the year

Omar, M., and Williams, R., (2006) “Managing and Maintaining Corporate Reputation and Brand Identity: Haier Group Logo”, *Journal of Brand Management*, April-June 2006 Vol. 13, 4/5, pp.268-275.

Williams, R. and Williams, H. (forthcoming 2014) “Vintage Differentiation: The Origins of Marketing and Branding Strategies”, textbook published by Palgrave Macmillan, New York, NY

Williams, H., Williams, R., and Omar, M. (forthcoming 2014) “Gastro-Tourism as Destination Branding in Emerging Markets”, *International Journal of Leisure and Tourism Management*

Williams, H, Williams, R., and Omar, M. (forthcoming 2014) “Experiencing-the-Experience: An Examination of the Significance of Infrastructure, Co-creation and Co-branding within the Transnational Gastronomic Tourism Industry” *Transnational Marketing Journal*, Vol. 2, 2014

TEXTBOOK CHAPTERS

Omar, M., Osei, C., Williams, R., and Williams, H. (2013), “Product Brand Strategies: The Product as a Point of Value”, Chapter 6 in Gbadamosi, A., Bathgate, I.K. & Nwankwo, S. (editors) “*Principles of Marketing: A Value-based Approach*”, Palgrave Macmillan. ISBN:9780230392700

Williams, R., Omar, M. and Rajadhyaksha, U., (2012), “The Value Flame at the Base of the Pyramid (VFBOP); Identifying and creating a valuable market”, Chapter 13 in *Interdisciplinary Approaches to Product Design, Innovation, & Branding in International Marketing, in Advances in International Marketing, Volume 23, 267-279*, Edited by Swan and Zou, Emerald, Sept., 2012, ISBN 978-1-78190-016-1

Lewrick, M., Omar, M., Williams, R., (2010), “Management of Innovations in Growth SMEs”, Chapter 13 in Nwankwo, S. and Gbadamosi, T. (editors) “*Entrepreneurship Marketing: Principles and Practice of SME Marketing*”, Routledge, London. ISBN 978-0-203-83864-8

Omar, M. and Williams, R., (2010), “Competition and Competitive advantage in SMEs”, Chapter 20 case study in Nwankwo, S. and Gbadamosi, T. (editors) “*Entrepreneurship Marketing: Principles and Practice of SME Marketing*”, Routledge, London. ISBN 0415573750

SELECTED CONFERENCE PRESENTATIONS and PROCEEDINGS (Refereed)

Williams, R., Omar, M. and Williams, H., (2013), “The Marketing Impact of the Principles of Renaming within a Higher Education Service Organization”, AMA Winter Educator’s Conference, Las Vegas, NV

Williams, R., and Omar, M., (2013), “Applying Brand Management to Higher Education through the use of the Brand Flux™ Model – The Case of Arcadia University”, AMA Winter Educator’s Conference, Las Vegas

Williams, R. and Omar, M. (2012), The Brand Flux Model – The impact of Disruption on the Organization Brand”, *Awarded Best Paper in Track – Brand, Identity, and Corporate Reputation*, Academy of Marketing Annual Conference, University of Southampton, UK

Williams, R. and Omar, M. (2012), “VFBOP 2.0 and the effect of co-venturing”, Academy of Marketing Annual Conference, University of Southampton, UK

Williams, R., Osei, C., and Omar, M. (2012), “Renaming a Higher Education Institution in Africa: A Rebranding catalyst for the technological development of a country”, Academy of Marketing Annual Conference, University of Southampton, UK

Williams, R., Omar, M., and Lewrick, M., (2012), “Capabilities and influencing factors for Innovation Management success as companies grow”, Academy of Marketing Annual Conference, University of Southampton, UK

- Williams, R. L. and Omar, M., (2011), “Brand Soul ”, 6th Annual London Business Research Conference, Imperial College, London, UK, (July, 2011).
- Williams, R., and Omar, M. (2011) “Brand Respect; Service Organizations”, Academy of Marketing Annual Conference, University of Liverpool Management School, UK, (July, 2011).
- Tijandra, N., Williams, R. L. and Omar, M., (2011), “You don’t buy clothes – you buy an identity. The correlation between fashion brand and country-of-origin”, Academy of Marketing Annual Conference, University of Liverpool Management School, UK
- Williams, R L., Omar, M. and Ensor, J., (2010), “The Value Flame at the Base of the Pyramid: Opportunities to Source and Sell in Emerging Markets”, Academy of Marketing Annual Conference, Coventry University Business School, Coventry, UK
- Williams, R. L. and Omar, M., (2009), “Renaming Service Organizations for Growth”, Academy of Marketing 5th International Colloquium: Brand, Identity and Corporate Reputation, University of Cambridge, UK
- Williams, R. L. and Omar, M., (2009), “Service Branding Higher Education Institutions”, Academy of Marketing, Annual Conference, Leeds Metropolitan University, Leeds, UK
- Williams, R. L., Omar, M., and Lingelbach, D., (2008), “Go out, Go inside, Then go up: A Global Brand Market-entry Strategy of an EMNC To Manage Corporate Reputation”, Academy of Marketing, 4th Intl. Colloquium: Brand, Identity and Corporate Reputation, Atlanta, GA
- Williams, R. L., Omar, M., and Hamann, D., (2008), “Brand Risk Intelligence – New Brand Development Drivers in a Satiated Consumer Marketplace”, Academy of Marketing, Annual Conference, Reflective Marketing in a Material World, the Robert Gordon University, Aberdeen, Scotland
- Williams, R. L. and Omar, M., (2008), “Emerging Multinational Corporate Reputation Management: Haier in the U.S.”, Academy of Marketing, Annual Conference, Reflective Marketing in a Material World, the Robert Gordon University, Aberdeen, Scotland
- Williams, R., Omar, M., and Hamann, D., (2007), “A Relationship Model Regarding Branding’s Impact on High-Technology Adoption”, Consortium for International Marketing (CIMaR) 2007 Conference, University of Manchester, Manchester, United Kingdom.
- Omar, M. and Williams, R.L., (2005), “Managing and Maintaining Corporate Reputation and Brand Identity”, Academy of Marketing, Critical Issues in Brand Management Colloquium, University of Birmingham, Birmingham Business School, Birmingham, United Kingdom

PAPERS, CHAPTERS, and TEXTBOOKS (in process)

- Poole, S. and Williams, R., “Benchmarking with the Brand Flux Model™; ‘The Higher Standard Campaign’ at the University of San Francisco”, (to be submitted to the *Journal of Brand Management*)
- Lewrick, M., Omar, M. and Williams, R., “Triggers, Supporters and Drivers for Innovation and Business Success” (submitted to *International Journal of Innovation Management*)
- Williams, R. “Brand Flux: A Descriptive Model to Eliminate Semantic Confusion in Rebranding, Repositioning, and Renaming” (in-process)

EDITING and REVIEWING

Associate-editor for Special edition of the Journal of Marketing for Higher Education, “Branding in Higher Education Institutions”, Fall 2013

AMA Winter Educators' Conference (2014) track reviewer: Brand Management

Editorial Review Board – Transnational Marketing Journal (2012 – present)

AMA Summer Educators' Conference (2012) track reviewer: New Product & Innovation; Dynamics of Marketing Education; Branding & Brand Management

AMA Winter Educators' Conference (2013) track reviewer: Innovation & New Product Development

United States Association for Small Business and Entrepreneurship USASBE (2013) track reviewer

Academy of Marketing, University of Southampton, UK, (2012) – Track reviewer

AMA Winter Educators' Conference (2012) Track reviewer: Global/Cross-Cultural Marketing; Strategy and Organization; Marketing Communication and Branding

United States Association for Small Business & Entrepreneurship (2012) Track reviewer (2x)

JOURNAL REVIEWS

Journal of Marketing for Higher Education

Journal of Marketing Management

Journal of Brand Management

Journal of Product and Brand Management

International Journal of Knowledge Management Studies

Marketing Intelligence and Planning

TEXTBOOK REVIEWS

“Advances in International Marketing”, (2012)

“Nets, Locks, and Erasers:”, Trapani, Pearson-Prentice Hall, (2010)

“Isn't It Iconic: The Art and Anthropology of Advertising”, Schulman, Pearson-Prentice Hall, (2010)

“Marketing Management: Exploring the New DNA of Marketing”, John Wiley & Sons, (2010)

CONFERENCE PARTICIPATION

MBAA International Conference, Chicago, (2013): Session discussant for Management panel

AMA Winter Educator's Conference, Las Vegas, NV (2013): Session Chair

AMA Summer Educators' Conference, Chicago, (2013): Discussant for two sessions

Academy of Marketing Annual Conference, University of Southampton, UK (2012) – Chair for three Sessions: Marketing of Higher Education; Intl Marketing; and Branding, Identity and Corporate Rep.

Academy of Marketing Annual Conference, University of Liverpool, UK (2011) – Session Chair

Academy of Marketing Science, Baltimore, MD (2009) – Track Chair

GRANTS

\$15,000 Small Business Association grant to fund Women's Entrepreneurship Initiative (WEI) at Saint Mary's College. I am the academic leadership along with the WEI administrator.

\$3,200 (2012) The Carnegie Trust Collaborative research. In co-operation with Dr. Maktoba Omar from Edinburgh Napier University, Scotland, UK., on Contextual development of market entry strategy and entry modes in relation to emerging and developed economies.

\$11,000 (2010-2012) Lilly Grant for research and professional development; Saint Mary's College New Faculty Scholar award (2 yrs)

\$85,000 product placement funds for Discovery Channel t.v. program.

\$700 (2011/2013) Saint Mary's College. CWIL educational grants for experiential learning component added to International Marketing class.

\$1,400 (2010) Edinburgh Napier University Business School; collaborative research with Professor M. Omar, study of renaming and rebranding in service industry.

GUEST PRESENTATIONS

- *Clarion University, Clarion, PA (2013) Guest Lecturer, COB faculty; “Renaming, Brand Flux, and VFBOP”
- *Utah Valley University, Orem, UT, (2010) Guest Lecturer, Marketing class, “Nets, Locks, and Erasers”
- *East Stroudsburg University, East Stroudsburg, PA (2010) Guest Lecturer, Business Ethics class, “Pricing and Marketing Ethics”
- *Villa Julie College, Stevenson, MD (2004) Legal Nurse Consulting class, “Marketer Heal Thyself”
- *The Pennsylvania State University at Harrisburg, (February, 2003) On-Line Marketing class, “Web Site Success - Tyco Electronics Fiber Optics Division”.
- *Lycoming College, Williamsport, PA (2003) National Broadcasting Society, “Writing and Speaking in the Business Profession.”
- *Central Pennsylvania AMA, (1989), “Gathering Business Intelligence to Create a Competitive Advantage”.
- *The Pennsylvania State University at Harrisburg, graduate management course, (1988) “Just-In-Time”.

WORKING PAPERS

Omar, M., Williams, R., and Ensor, J., (2010), “Using Emerging Markets as a Means to Diversify the Industrial Base,” Edinburgh Napier University, School of Accounting, Economics & Statistics, RP043/2010

COLLEGE SERVICE

Board of Trustees College Relations subcommittee (2013-2014)
Honors Committee professional programs representative (2013-2014)
American Marketing Association Notre Dame/SMC chapter Advisory Council (2013 –present)
BAVO Faculty Subcommittee Advisory Board member (2013-)
BAVO Green Dot judge (2013)
Fall Day BUEC rep. (2010-present)
Advisor for CEO club (2012)
New Faculty Orientation session speaker (2012)
Europe semester abroad Faculty Leader – Business 349 (2012)
Women’s Entrepreneurship Initiative Faculty (2011-12)
Advisor for National Team Selling Competition (2011-present)
Task force member for “Status of girls” (2011)
WEI support for local businesswoman business presentation (2011)
Judge for senior comprehensive case paper/presentation (2011-12)
Beta class for Madeleva Learning Lab (2010, 2011)
Business Department Program Review Committee (2008-2010)
Art Department Program Review Committee (2007-2010)
Program Director Business Internship program (2007-2009)
Business Capstone Final Competition Judge (2007-2010)
School of Business Advisory Board member (2003-2010)
College Republicans Club Advisor (2005- 2010)
Faculty Council Technology Taskforce (2005 - 2010)
School of Business Faculty Search Committee (2005-2010)
Phi Beta Lamda (PBL) Business Club Advisor (2003-2010)
Outstanding PBL Local Advisor (2006); Club National winner (2004-06)
Open House Division Representative (2003-2010)
Academic Affairs Council member (2005)
Faculty Welfare Committee (2004/5)
Study Abroad Task Force (2004/05)
Program Director, Department web site (2003-06)
Division evaluation system committee (2003/4)
Business Writing portfolio review (2004)
Faculty moderator - student Presidential Elections (2004, 2008)

CIVIC/COMMUNITY SERVICE

Consultant to TutorAll start-up (2012)
Advisor to Crooked Creek Ranch Ministries (2011)

Advisor to Kids on Board, Inc. (2011)
Board Member, BTG advertising, Inc. (2012)
Consultant to Guardian Angels; marketing planning (2011)
Advisor to CWIL involving local business clients (2010-12)
March of Dimes “Rock the Cradle” fundraiser 2006, 2007, 2008
Walk America Fundraiser (2006)
Advisor to The Canticle Singers, Baltimore, MD (2004)
Appointed Fairview Township Planning Commissioner (two terms:1999-2004)
Trinity HS – past Fundraising Comm. Marketing Chmn; Athletic Assn. Treasurer; Parent Music Assn.
Boy Scouts of America – Webelos Den Leader (past)
Penn State University, Certified Financial Counselor-volunteer position (past).
Pre-Cana class facilitator, Diocese of Harrisburg, (past)
New Cumberland Olde Towne Association, (past)

PROFESSIONAL DEVELOPMENT

Notre Dame Innovation & Design Symposium (2013)
Lethality Assessment training session (2013)
AMA Winter Educator’s Conference, Las Vegas, NV (2013)
Annual CEO conference; Chicago (2012)
American Marketing Association, Higher Education SIG (2012)
Global Studies Program ‘brown bag’ series (2012)
American Marketing Association Summer Marketing Educators, Conference, Chicago, (2012)
HEI Marketing Heads of Department Annual meeting; AM2012, Southampton, UK (2012)
Academy of Marketing Annual Conference, University of Southampton, Southampton, UK (2012)
Universite Sorbonne Nouvelle, Paris, Higher Education in the UK and USA, Paris, France (March, 2012)
6th Annual London Business Research Conference, Imperial College, London, UK, (July, 2011)
Academy of Marketing Annual Conference, University of Liverpool Management School, UK, (July, 2011)
Academy of Marketing Annual Conference, Coventry University Business School, Coventry, UK (July, 2010)
Issues in the Middle East, Notre Dame, (2011)
American Marketing Association, Symposium on Marketing of Higher Education, Boston, (2009)
American Marketing Association Educators’ Conference, Chicago, IL, September (2009)
Academy of Marketing, Intl Brand, Corp. Identity and Rep. Colloquium, University of Cambridge, UK (2009)
American Marketing Association Summer Conference – Chicago (2009)
Academy of Marketing, Annual Conference, Leeds Metropolitan University, Leeds, United Kingdom, (2009)
Academy of Marketing Science, Annual Conference, Baltimore, MD (2009)
Academy of Marketing, Intl Brand, Corp. Identity and Reputation Coll , Emory University, Atlanta, GA (2008)
Academy of Marketing, Annual Conference, Robert Gordon University, Aberdeen, Scotland, (2008)
DMAW/EF Professors Institute, Washington, D.C. (2008)
American Marketing Association Winter Educators Conference (2007)
National Career Conference, Baltimore, MD (2006)
Certificate - Faculty Dev. in Int’l Business, Moore School of Business, University of S. Carolina (2005)
Critical Issues in Brand Management Colloquium, Academy of Marketing, Birmingham, UK (2005)
PBL National Leadership Conference, Orlando, FL (2005), Nashville, TN (2006)
Academy of Marketing Annual Conference, Cheltenham, United Kingdom (2004)

PROFESSIONAL MEMBERSHIPS and SERVICE

American Advertising Federation, Michiana Chapter Steering Committee (2013-present)
MBAA International (2013)
American Marketing Association (2009-present)
- Stevenson Chapter Advisor, and Past Director, Central PA Chapter
Academy of Marketing (2004-present)
Academy of Marketing Science (2009-2011)
Awards Judge, NEA Public Relations Council of the States, PRC (2003)
Public Relations Society of America (PRSA) *past*
International Association Business Communicators (IABC) *past*
Association for Education in Journalism and Mass Communication (AEJMC) *past*

Product Development & Management Association (PDMA) *past*

PRACTIONER EXPERIENCE

Twenty years experience in a wide range of corporate managerial positions. Founder and President of consulting business; Co-founder of gastro-café.

Tyco Electronics/AMP Incorporated Harrisburg, PA. (1979-2001)

Marketing Communications Manager - Fiber Optic Division, Developed and administered \$2.6M worldwide Integrated MarCom Plan for \$400M dollar Division.

Global Product Manager, Distribution Manager - T & C Group,

Responsible for the overall product strategy, business plans, capacity plans, and business leadership.

Marketing Communications Manager - Signal Conditioning Products Division, Developed and implemented global MarCom Plan for new division; sales grew from \$1M to \$21M

Product Manager, Distribution Manager - Signal Conditioning Products Division, Responsible for development and introduction of new private label product line and product service.

Manager, New Business Development – Corporate - Responsible for identifying new products, markets and technologies on a global basis, and developing & presenting to executive management.

Smedly's gastroCafe, Baltimore, MD. (2005-2010)

Co-Founder of new business to rehab building, develop and operate Baltimore's 1st gastro cafe.

Contract Consultants, Inc., New Cumberland, PA. (1995-2005)

Vice President of Marketing of a statewide training and consulting business focusing on human service and government related activities.

Mar-Kadam Associates, PA, MD and IN. (1987-pres.)

Founder and President. Branding and Marketing consulting; Name generation.

AAA Trucking Company, Philadelphia, PA, (1978-1979) *Territory Manager*

PRACTITIONER PUBLICATIONS

Patterson, B., Williams, R. (2001), "Bringing Optical Connectors To Light", *Connector Specifier*, July, 20-25.

Williams, R. (2001) "Connectors and Splices: Correct Alignment Spells Success", *The Photonics Design and Applications Handbook 2001*, H166-H170.

Editorial Contributor - *The 1998 EMC Encyclopedia; The EMC Desk Reference 1997* emf-emi control, Inc., Gainesville, VA

Brennian, R., Showers, J., and Williams, R. (1996), "EMC in I/O Cables", *Interference Technology Engineers' Master (ITEM™)*, 86-92.

Williams, R. (1995), "Quiet Advancements in EMI Shielding Gaskets", *Interference Technology Engineers' Master (ITEM™)*, 107-111.

Williams, R. (1987) "An Assessment of U.S. Market Entry Strategies of Japanese Manufacturers of Electronic Components". *An MBA Masters Paper submitted to The Pennsylvania State University at Harrisburg Capital College, Division of Business Administration.*