

Linda G. Mullen

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EDUCATION

Southern Illinois University	Carbondale, Illinois	2005
<i>Doctor of Philosophy in Marketing</i>		
Dissertation: <i>An Empirical Investigation of the Antecedents of White Collar Criminal Behavior in Marketing</i>		
<i>Master's Degree in Business Administration: Emphasis in Marketing</i>		1997
Western Michigan University	Kalamazoo, Michigan	1976
<i>Bachelor of Arts and Sciences</i>		
Major: Communications		
Minors: Business Administration and Journalism		

ACADEMIC WORK EXPERIENCE

Georgia Southern University	Statesboro, Georgia	
Associate Professor of Marketing		2012-present
Assistant Professor of Marketing		2004-2012
Director of the Center for Sales Excellence		2011-present
Waterford Institute of Technology	Waterford Ireland	Summer 2013
Associate Professor of Marketing		
Southeastern Missouri University	Cape Girardeau, Missouri	2002-2004
Lecturer in Marketing and Management		
McKendree College	Lebanon, Illinois	2002-2003
Lecturer in Marketing		
Southern Illinois University	Carbondale, Illinois	
● Research Assistant (Dr. John P. Fraedrich)		2002-2003
● Research Assistant (Dr. Terry Clark)		2001-2003
● Research Assistant (Dr. Siva K. Balasubramanian)		2002
● Research Assistant (Dr. Anand Kumar)		2001-2003
● Research Assistant (Dr. Marcia Cornett)		1996-1997

Journal Articles

Whalen, J. & Coker, K. Classroom-ready teaching moments. *Marketing Education Review*. (featuring the pedagogical project: Larson, L.R.L. & Mullen, L.G., *Implementing design-thinking projects in the sales classroom.*) (accepted and forthcoming)

Mullen, Linda and Larson, Lindsey (2016) Innovations in Sales Shadowing Programs: Process and Outcomes," *Journal for Advancement of Marketing Education*, Special Issue Teaching Innovations in Sales Education Spring (1).

Thomas, Michael L., Larson, Lindsay RL. and **Mullen, Linda G.** (2014). The Effect of Antecedent Mood On Customer Loyalty Intentions: A Mood-By-Gender Interaction. *Journal of Applied Marketing Theory*, V5 (1).

Mullen, Linda G. Sinclair, Debra T., and Thomas, Michael L. (2012). Interviewing the Fraudsters: An Update to the Male White-Collar Criminal Profile. *The CPA Journal*, 82 (2), 68-76.

Thomas, Michael Lee, **Mullen, Linda G.** and Fraedrich, John P. (2011). Successful Cause-Related Marketing Partnering as a Means to Aligning Corporate and Philanthropic Goals: An Empirical Study. *Academy of Marketing Studies Journal*, 15(2), 113-132.

Thomas, Michael Lee, Mullen, Linda G., and McDonald, J. Michael (2011). Competing in the Age of Wal-Mart: A Boutique Business Case Study,. *Journal of the International Academy of Case Studies* 17 (1).

Mullen, Linda and Fraedrich, John P. and Nasco, Suzanne (2010). White-Collar Crime and its Application to Business Ethics. *Journal of Forensic Studies in Accounting and Business*.

Thomas, Michael L. and Mullen, Linda G. (2009). The Creole Connection: What Happens Next? *Journal of Business Case Studies*, 5 (5) 93-98.

Mullen, Linda and Thomas, Michael L. (2009). An Exercise in Leadership Using PBL? *Academic Exchange Quarterly, Online Journal* (Summer).

Hale, Dale and **Mullen, Linda** (2009). Designing Process-Oriented Guided-Inquiry Activities: A new innovation for marketing classes. *Marketing Education Review: Special Issue on Teaching Innovations*. 19 (Spring) 73-80.

Mullen, Linda and Frazier, Katherine (2008). A Students Perceptions – 30 years later. *Academic Exchange Quarterly, Online Journal* (Summer). *Cabell's Acceptance Rate 30%*

Mullen, Linda, Thakur, Ramendra and Hensel, Kyle (2007). Illegal Questioning: A Study of Marketing Students' Early Impressions of the Interview Process. *Journal for Advancement of Marketing Education*, (Summer) 10, 27-29. *Cabell's Acceptance Rate 21-30%*

Other Publications

Alfonso, Moya L. and **Mullen, Linda G.** (2016) The Service Learning Faculty/Facilitator Relationship: Tips for a Successful Relationship *Poster: Gulf Summit Meeting for Service Learning, Savannah, Georgia*

Mullen, Linda G. (2008). *The Outliers*, by: Malcom Gladwell, Savannah Business Report, October.

Mullen, Linda G. (2007). *Stolen Without a Gun*, by: Walt Pavlo and Weinberg, Nick, Savannah Business Report, October.

Mullen, Linda G. (2007). *Little Red Book of Selling*, by: Jeffery Gitomer, Savannah Business Report, October.

Mullen, Linda G. (2006). *The 25 Most Common Sales Mistakes and How to Avoid Them*, by:

Stephen Schiffman, Savannah Business Report, October 19.

Mullen, Linda (2006). The case of Dennis Kolowski: Tyco. *Business Ethics: Ethical Decision Making and Cases*. Ferrell, O.C., Fraedrich, J.P., and Ferrell, Linda, Houghton Mifflin Company: New York.

Presentations or proceedings at Professional Meetings

Larson, L.R.L. & Mullen, L.G. (2016). Implementing design-thinking projects in the sales classroom. *Proceedings: Society for Marketing Advances, Atlanta, Georgia*.

Alfonso, Moya L. and **Mullen, Linda G.** (2016) The Service Learning Faculty/Facilitator Relationship: Tips for a Successful Relationship *Proceedings: Gulf Summit Meeting for Service Learning, Savannah Georgia*

Thomas, Michael Lee, Larson, Lindsay and Mullen, Linda G. (all were presenters) (2013) The Effect of Antecedent Mood On Customer Loyalty Intentions: A Mood-By-Gender Interaction.” Association of Marketing Theory and Practice, March 2013. **Awarded Best Paper of the Conference.**

Mullen, Linda (Presenter) and Larson, Lindsay (2013) Let’s Sashay with a Sales Manager: Interactive Learning in a Sales Management Class, Marketing Management Assoc. Conference in New Orleans September 13.

Mullen, Linda Whalen, Joel, Peltier, Jimmy, Loe, Terry and Erffmeyer, Robert (all were presenters) (2013) **Growing Marketing Majors: From Sales Class to Sales Centers.** Marketing Management Assoc. Conference in New Orleans September 13.

Mullen, Linda (2013) Panel Member: Employment Law Symposium, Georgia Southern University, Statesboro, Georgia. October 12.

Mullen, Linda and Sinclair, Debra: (2012). Interviewing the Fraudsters: An Update to the White-Collar Criminal Profile. American Accounting Association, Tampa, Florida.

Mullen, Linda (Presenter) and Thomas, Michael L. (2009). Successful Cause-Related Marketing Partnering as a Means to Aligning Corporate and Philanthropic Goals: An Empirical Study. Atlantic Marketing Association, Salem, Massachusetts.

Mullen, Linda (Presenter) (April 26-27, 2009). The Google Online Marketing Challenge: A Learning Initiative, Marketing Education Association Conference (MEA), San Diego, California.

Mullen, Linda (March 26, 2009). Panel Discussant: Teaching Ethics in the Classroom, Association for Marketing Theory and Practice (AMTP), Jekyll Island, Georgia.

Mullen, Linda (2006, 2007 and 2008) Review of 25 Greatest Mistakes in Sales -given to the Small Business Association as Guest Speaker, Vidalia, Swainsboro, Statesboro, and Effingham Chambers of Commerce.

Mullen, Linda and Dena Hale (June 10-13, 2008). Money talks or the student walks! A Review of Recruitment Perspectives from the Students. Georgia Association of Colleges and Employers

(GACE) St. Simons Island, Georgia.

Mullen, Linda and Patwardhan, Hemant (March 27- 29, 2008). Attribute Satiation – An Exploratory Analysis of the Construct. *Proceedings: Association for Marketing Theory and Practice*, Savannah, Georgia.

Mullen, Linda and Hale, Dena (October 19-20, 2007). Show me the Money! *Proceedings: Western Business and Management Association (WBM)*. San Francisco, California.

Mullen, Linda (April 12-13, 2007). Discussion Leader: Our New ‘Customer Service’ Initiative. Georgia Association of Marketing Educators (GAME), Little Ocmulgee State Park, Georgia.

Mullen, Linda and Hale, Dena (September 20- 21, 2007). Illegal Questioning: A Study of Marketing Students’ Early Impressions of the Interview Process. *Proceedings: Marketing Management Association (MMA)*, St. Louis, Missouri.

Mullen, Linda (March, 2006). Where do bad ethics begin: A study of marketing student’s early impressions of unethical behavior in an organization. *Proceedings: Association of Collegiate Marketing Educators (ACME)*, Oklahoma City, Oklahoma.

Mullen, Linda G. and Hensel, Kyle (October, 2005). From birth to death: The evolution of a recent physicians’ hiring practice. *Proceedings: Southern Industrial Relations and Human Resources*. Savannah, Georgia.
Swift, C. O.,

Mullen, Linda G., Campbell, Constance R., and Swearingen, J. (March 26, 2005) Course management systems in the classroom: Available software and tools, associated benefits and problems, and the usage in a variety of settings – The online course, The hybrid course, and the administrative tool. *Proceedings: Association of Marketing Theory and Practice*. Jekyll Island, Georgia

Publications Under Review

Mullen, Linda, Denton Wendy, Alfonso, Moya (will be resubmitted (2016) as it was rejected 2015) Service Learning Faculty/Facilitator Relationships: Tips for a Successful Relationship.

Mullen, Linda and Dena Hale Qualitative Study of What Students say about Learning *Journal for Advancement of Marketing Education*. (Under review)

Work in Progress

Mullen, Linda A Study in Consumer Behavior on Information Search for Services in the Home Repair Field.” *Targeted for Society for Marketing Professional Services*.

Mullen, Linda, The Ethical Decisions of Real Estate Agents is Sales. Journal unknown at this time.

Mullen, Linda and Sinclair, Debra: Using the Fraud Triangle to examine behavior in the Sales Profession

Honors, Awards, and Business Activities

- 2016 Center for Sales Excellence chosen to host CH Robinson's Southeast Regional Meeting
 2012-2015 Sales Education Foundation: Center for Sales Excellence -Award as a top Sales Center in the country.
 2015 Region III National Excellence Award for Service-Learning (Awarded to University as part of Fellowship Group)
 2014 Nominated for First Year Experience Faculty Teaching Award
 2013 Faculty Service Awards \$1,000.
 2012 Sales Education Foundation Award \$2500
 2009 College of Business, Dean's Citation for Student Engagement
 2009 Nominated for Georgia Southern University Award for Excellence in Contributions to Instruction
 2008 Brown & Williamson Faculty Award
 2008 University of Georgia Fellows Teaching Award
 2006 College of Business, Dean's Citation for Student Engagement
 2004 Innovations in Teaching Strategies Retreat – Center for Excellence in Teaching
- 2003 American Marketing Association - Jag Sheth Foundation Doctoral Student

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Services to University, College of Business, and Marketing Department

Center for Excellence Website (Sleep, Howard were main drivers)	2016- present
Faculty Fellow for University Service Learning	2012-present
COBA Undergraduate Curriculum Committee	2013-present
Center for Sales Excellence Director	2011-present
Faculty Search: Marketing Chair	2016
University Faculty Senate	2011-2015
University Faculty Senate Alternate	2004-2007
Quality Enrichment Program (Provost Office)	2011-2015
University General Education Core Curriculum	2011-2015
University Assessment Subcommittee	2011-2015
Faculty Fellow for First Year Experience	2007-2015
Conversations with Students	

Service Learning Classes: Each semester my classes are designated as Service Learning classes. See syllabi for further information.

Grants to Center

- Eagle Sales Showcase \$10,000
- Fastenal Grant \$5,000
- Enterprise Foundation Grant \$5,000
- CH Robinson \$3,000
- 2012 Sales Education Foundation grant for “How to bridge the gap between industry and Academia.” Voted best out of 22 ideas submitted. Received \$2500 from SEF and The Dayton Foundation.
- 2012 Sales Education Foundation Grant (submitted with Lindsay Larson was not funded)

Participation in Student Sales Competitions

- Coach: American Marketing Association New, Orleans, La 2016
- Coach: University of Toledo Sales Competition Toledo, Ohio 2016
- Coach: National Collegiate Sales Competition Kennesaw, Georgia 2005-present
- Coach: International Collegiate Sales Competition Florida 2012-present
- Coach: Northern Illinois Sales Competition Illinois 2012-2014
- Judge for the National Collegiate Sales Competition 2005 – present
- Judge for the International Collegiate Sales Competition 2012 – present
- Georgia Southern Regional Competition 2007

Associations related to discipline

- University Collegiate Sales Alliance
- American Marketing Association
- Society for Marketing Advances
- Marketing Management Association
- Chamber of Commerce: Statesboro, Georgia

Advising of Sales and Sales Management Students	2005-2009
Omicron Delta Kappa Society Mentor Carson Barnard	2005
Georgia Southern University Freshman House Calls	2007
Talked to various students through the High Ability and Recruitment Program	2007
Extra class Taught: Principles of Marketing (56 students)	2009
Sales & Sales Management Career Fair	2009
A Day for Southern, Building Representative	2004-2007
Member of several search committees for new faculty hires	2005-2007

COMMUNITY SERVICE

Continuing Education Speaker for Small Business Development Center.

Developed and delivered several seminars based on improving small businesses sales techniques for Chamber of Commerce in Savannah, Effingham, and Vidalia (SPIN Selling and Closing the Sale)

Review of 25 Greatest Mistakes in Sales -given to the Small Business Association as Guest Speaker, Vidalia, Swainsboro, Statesboro and Effingham Chambers of Commerce.

Volunteer for:

- Habitat for Humanity, Statesboro, Georgia (Lead several student groups to participate in: collecting donations, organizing shop, building homes, etc.)
- Hospice
- Sandwich Artist for American Heart Association.
- Georgia Southern University Blood Drive: American Red Cross
- Chamber of Commerce Member (through Georgia Window Installation Services)
- Lifetime Member of Girl Scouts of America.
- Lifetime Member of National Parent-Teacher Association.
- Statesboro “Mystery Shopper” Evaluator

