

**Curriculum Vitae of
KENDRA L. HARRIS, Ph.D.**

Home Address:

196 Jeff Road, #304
Huntsville, AL 35806
(202) 251-6479 (c)
KLHarris2000@aol.com

Education:

Ph.D.

The George Washington University
Washington, DC
Major Field: Marketing
Supporting Field: Diversity Management
Dissertation: "Justice Theory in Online and Offline
Complaint Behavior: An Empirical Study"

MBA

Duke University, The Fuqua School of Business
Durham, NC
Course Emphases: Marketing and Finance

BSBA

The American University
Washington, DC
Major: Marketing

MAJOR ACCOMPLISHMENTS:

- Serve as marketing discipline coordinator in the Department of Management and Marketing at Alabama A&M University
- Served as Lead Professor (Chair) of Marketing at North Carolina Central University (NCCU), School of Business.
- Served as Lead Professor (Chair) of Business Administration at North Carolina Central University (NCCU), School of Business. (Requested a re-organization so that disciplines could get their appropriate attention and production. Subsequently management and marketing were returned to independent areas.)
- Have had stewardship over approximately a cumulative \$500,000 through work in professional organizations
- Raised approximately \$55,000 for the business school and the marketing discipline at NCCU as a junior faculty member. Created, managed, and executed programs for \$85,000 in funds for the marketing discipline, and the School of Business overall.
- Recruited to a group of twenty five individuals (consisting of administrators and professors), selected by the Chancellor to develop NCCU's strategic plan for 2020
- Key coordinator for constructing the documentation for NCCU's School of Business' initial AACSB accreditation

MAJOR ACCOMPLISHMENTS:

(Continued)

- Sponsored by the Provost's office to participate in BRIDGES, a four month leadership academy in the state of North Carolina targeted to women who have been identified as having high potential for leadership positions in higher education administration.
- Created, developed, and executed a School of Business orientation program for incoming and transfer students. The orientation was made possible by winning a \$22k grant from the Provost's office. The program became a model for the university.
- Developed, executed and managed a Professional Networking Event for North Carolina Central University that earned sponsorship from organizations including State Farm, the Sales Education Foundation and the Army Reserve. The event attracted over 225 patrons including national and local corporations, small businesses, government, community leaders, university administrators, school of business administrators, alumni, and students from North Carolina Central University and North Carolina A&T University.
- Created, introduced, and implemented a sales track in the marketing discipline.
- Successfully positioned North Carolina Central University's marketing discipline to be a part of only 10 partner schools for the professional sales organization at 3M Corporation.
- Recognized by Pepsico Corporation for the best utilization of funds provided to NCCU
- Won North Carolina Central University's top award for Teaching Excellence

ACADEMIC EXPERIENCE

2014 – Present	Marketing Discipline Coordinator for the Department of Management and Marketing Alabama A&M University
2014-Present	Associate Professor of Marketing Alabama A&M University
2004-2013	Assistant Professor of Marketing North Carolina Central University School of Business, Durham, NC
2006-2007	Lead Professor (Chair) of Marketing North Carolina Central University School of Business, Durham, NC
2005-2006	Lead Professor (Chair) of Business Administration North Carolina Central University School of Business, Durham, NC
2003-2004	Visiting Assistant Professor of Marketing Cornell University School of Hotel Administration, Ithaca, NY
2001-2002	Adjunct Instructor of Marketing The George Washington University School of Business, Washington, DC
1998-2000	Visiting Instructor of Marketing Hood College, Frederick, Maryland

1998-1999	Adjunct Graduate Faculty Johns Hopkins University School of Continuing Studies, Columbia, MD
1996-1998	Assistant Professor – Course Developer University of Maryland University College, Largo, MD
1989-1996	Instructor Howard University School of Business, Washington, DC

COURSES TAUGHT:

Traditional Courses

Graduate: Basics of Marketing and Management, Marketing Management, Marketing Research, Promotion Management

Undergraduate: Principles of Marketing, Sales Management, Professional Selling, Personal Selling, Business Ethics, Marketing Research, Promotion Management, Retailing, Consumer Behavior

Distance Courses

Undergraduate: Principles of Marketing (Voice Mail)

COURSE DEVELOPMENT:

Distance Courses

Undergraduate: Principles of Marketing (Web and Voice Mail)

PUBLICATIONS:

Refereed Publications

Harris, Kendra L. and Williams, Jacqueline Williams (2014), "Some Experiences Cannot Be Had at a Distance: The Importance of Face-to-Face Settings for Building Professional Networking Skills," *Atlantic Marketing Journal*, Summer 2014.

Richardson, Jr., Charles W. and Kendra L. Harris (2014), "Love Them or Hate Them: Contrasting Emotions in Foreign Product Purchase Are More Similar Than Not," *Journal of International Business Research*, Spring 2014.

Harris, Kendra L., Lionel Thomas and Jacqueline Williams (2013), "Justice for Online Complaint and Offline Complaint Consumers: Exploring Procedural, Distributive and Interactional Justice, and the Issue of Anonymity," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 26, 19-39

Refereed Conference Proceedings

Williams, Jacqueline and Kendra L. Harris (2014), "The Importance of Face-to-Face Settings for Building Marketing Students' Professional Networking Skills: A Place Attachment Theory Perspective," Atlantic Marketing Association, Asheville, NC, September

Harris, Kendra L., Lionel Thomas and Jacqueline Williams (2012), "A Qualitative Interpretation of Interactional Justice: Online Complaint Consumers are Different," *Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference*, LaVerne, CA, June

Richardson, Jr., Charles, Kendra L. Harris, Lydia McKinley Floyd (2012), "New Perspectives on the Animosity Model of Foreign Product Purchase: Are Animosity and Ethnocentrism Distinct Constructs?" *Allied Academies* Spring International Conference, New Orleans, LA, April

Williams, Jacqueline and Kendra L. Harris (2010), "Business Meetings at Trade Shows, In Hotel Lobbies, and Restaurants: A Place Attachment Perspective and Exercise," *2010 Atlantic Marketing Association Annual Conference*, Orlando, Florida, September

Harris, Kendra L. (2009), "Justice Theory in Online and Offline Complaint Satisfaction: A Global Study," *Cross Cultural Research Conference*, Puerto Vallarta, Mexico, December

Harris, Kendra L., Matthews, Delisia and Benjamin Newhouse (2005), "Using a Marketing Strategic Planning Process as a Tool for Pursuing AACSB Accreditation in a Business School," *Academic Business World International Conference*, Nashville, TN, June & July

Harris, Kendra L. (2002), "Service Failure in Online Retailing: A Recovery Opportunity," *Academy of Marketing Science Multicultural Marketing Conference*, Valencia, Spain, June

Harris, Kendra L. (2000), "Think Globally, Incorporate Regional Considerations, Act Locally: A Research Agenda for Marketing to the European Union," *AMA Summer Educators' Conference Proceedings*, Chicago, IL, August

Harris, Kendra L. (1998), "Diversity Management Strategy: A Catalyst for Global Marketing Strategy," *Academy of Marketing Science Conference Proceedings*, Norfolk, VA, May

Poster Session

Banks, Darryl T. and Kendra L. Harris (2009), "Defining Customers: Determining the Appropriate Unit of Analysis for Customer Analyses," *Academy of Marketing Science Conference Annual Conference*, Baltimore, MD, May

Conference Presentations

Harris, Kendra L, Mutisya, Phillip M., Malone, Laurell, Eaton, Deobrah (2010), "Cross-Disciplinary Collaborative Use of Innovative Tools for Improving Teaching and Learning," *Lily Conference*, Greensboro, NC, February

Harris, Kendra L. and Adrina Greenlee (2008), "HBCU's are a Key Aspect of Viability in the Global Arena," *NCCU Chancellor's Concept Paper Challenge*, February

Papers Submitted for Publication

Harris, Kendra L., Peggy D. Lee and Salah Hakeem, "An Empirical Study of Differences Among Global Consumers' Complaint Mechanism Preferences: A Worldwide Study" submitted to *Journal of International Marketing*, rejected. Submitted to *Journal of Services Research*. Received a revise and re-submit.

Banks, Darryl T. and Kendra L. Harris, "Reputation Effects in Business-to-Business Markets" submitted to *Journal of Business and Industrial Marketing* and *Industrial Marketing Management*. Submitted to *Marketing Science*. Received a revise and re-submit.

Harris, Kendra L. and Jacqueline Williams, "Creating Shared Pathways to Sales Education" submitted to *Marketing Education Review*, Received a revise and resubmit.

Harris, Kendra L., Thomas Lionel and Jacqueline Williams, "A Global Empirical Review of Online and Offline Complaint Satisfaction," submitted to *Services Marketing Quarterly*, Received a revise and resubmit.

Blog

Harris, Kendra L., "HappilyNeverMarried.com," established November 2013

Works in Process

Harris, Kendra L., "An Exploratory Look into the Unique Challenges of Female Farmers"

Harris, Kendra L., Adrina Greenlee Bass and Darryl Banks, "HBCU's Provide a Largely Underutilized Source for Preparing US Students to Succeed in a Global Society"

PRESENTATIONS:

Invited to speak to the Huntsville, AL Chamber of Commerce on the subjects of Business Etiquette and Personal Branding (Summer 2015)

Featured artist, "Literary Exposition," The Federal City Alumnae Chapter, Delta Sigma Theta Sorority, Inc., Washington, DC, April 2014

Presenter, "Books and Blog," Washington, DC, February 2014

Keynote Address, Beta Gamma Sigma (Business Honor Society) Induction Ceremony, March 2013

Invited to conduct workshop for executive board of the Raleigh/Durham Chapter of the National Black MBA Association, Summer 2009

Keynote Address, Beta Gamma Sigma (Business Honor Society) Induction Ceremony, Fall 2008

Keynote Address, "Diversity Leaders Conference," Raleigh, NC, November 2008

Keynote Address, Beta Gamma Sigma (Business Honor Society) Induction Ceremony, April 2008

Keynote Address, "Diversity Leaders Conference," Raleigh, NC, November 2007

"Business Opportunities of the Digital Divide," Black Data Processors Association, National Conference, Washington, DC, 2000

Panelist, "A Leap of Faith to a Business PhD," National Black MBA Association, Washington, DC Chapter, 1998

Keynote Speaker, Howard University Marketing Student Association Annual Conference, Norfolk, VA, 1996
 “Hispanics and Diversity,” National Society of Hispanic MBAs, Washington, DC Chapter, 1996

INDUSTRY EXPERIENCE:

Summers 1993-1995 **Capital Jazz Fest, Northern Virginia**
Summer 1994 **New Jersey Jazz Festival, Camden NJ**

Served as investor, and operations and hospitality coordinator

Summer 1990 **Mobil Oil Corporation, Fairfax, Virginia**

Professor's Internship. Advertising and Sales Promotion Analyst

Created the promotional strategy campaign for Mobil Oil's recycling program in preparation for national launch.

1985-1988 **Ford Motor Company, Memphis, Tennessee**

Zone Manager. Managed 90% of the state of Arkansas as a territory; Handled Middle Tennessee, Northern Alabama, Northern Mississippi and Southern Kentucky territories; Analyzed and evaluated market strategies and problems for automotive dealers; Facilitated corrective procedures; Provided assistance to department managers for merchandising, market representation and distribution projects; Won numerous awards and contests for meritorious service.

1983 **National Football League Players Association**

Intern. Responsible for gathering, managing, and disseminating data on players' salaries to assist agents in salary negotiations.

Consulting: National Institutes of Health, 2002
 Howard County (Maryland) Public Schools, 2001-2003
 Small Business Development Center, Washington, DC, 1995-2000
 Prudential Home Mortgage, Germantown, MD, 1995
 US Department of the Interior (Herndon, VA; Washington, DC;
 Albuquerque, NM; Phoenix, AZ; Denver, CO) 1993-1994

HONORS AND AWARDS:

2011 Professional Selling Class Teaching Excellence Award Plaque
 2009 School of Business Undergraduate Students' Choice Award, "Teacher of the Year"
 2008 North Carolina Central University Award for Teaching Excellence
 2008 School of Business Undergraduate Students' Choice Award, "Teacher of the Year"
 BRIDGES Leadership Forum for North Carolina Women Being Groomed for Higher Education Administration, 2006
 Beta Gamma Sigma (AACSB Accreditation Business Honor Society), Initiated 2004, The George Washington University
 Frontiers in Science Conference Doctoral Consortium, 2001
 National Doctoral Fellowship Recipient, The National Black MBA Association, Chicago, IL, 2000

MBA of the Year, National Black MBA Association, Washington, DC, 1997
Golden Key National Honor Society
Howard University Student Association Teaching Award, 1994

ACADEMIC SERVICE COMMITTEES:

Family and Consumer Science Accreditation Participant (2014)
University Accreditation Committee (SACS), 2012
Search Committee for NCCU Public Relations Director, 2011
University Branding Committee, 2011
University Strategic Planning Committee, 2010
Undergraduate Programs Committee, School of Business, 2004-Present
NCCU Process Education Faculty Learning Committee, 2008-2010
NCCU Teaching Excellence Awards Committee, 2008 – 2011
NCCU's Barber Scotia Facilities Utilization Feasibility Study Team, 2007
School of Education Recruitment Efforts, 2007
Dean's Search Committee, School of Business, 2006
NCCU Founder's Day Program Co-Chair, 2006
University Textbook Committee, 2006, 2011
AACSB Accreditation Committee (2005-2006)
Business Honors Program Ceremony Committee, Hood College, 1999
Marketing Curriculum Committee, UMUC, 1997
Sub-Committee Chairperson for University Wide Committee on Student Outcomes Assessment, Howard University, 1992
Search Committee for the Assistant to the Director of Continuing Education, Mount Vernon College, 1989
Admissions Committee, Mount Vernon College, 1988

ACADEMIC SERVICE ACTIVITIES:

Youth Motivation Task Force Deans' Forum Moderator (2015)
Marketing Discipline Coordinator (2014-Present)
Alabama A&M High School Day Management and Marketing Department Coordinator (2014)
Alabama A&M School of Business Mission Committee (2014)
Advisor, NCCU Marketing Club, 2011-2012, 2006-2007
NCCU's Barber-Scotia Facilities Usage Feasibility Team, 2007
NCCU Representative to the Appalachian State Forum on Undergraduate Programs, 2007
NCCU's "Take a Freshman to Dinner," Fall 2007
Advisor, Howard University Marketing Student Association, 1993-1996

PROFESSIONAL AFFILIATIONS:

Beta Gamma Sigma (Business Honor Society), NCCU Chapter Secretary (Faculty Position), 2007-2012
The American Marketing Association, 2011-2012, 1999-2004
Life Member, The National Black MBA Association, 2000-Present
The Academy of Marketing Science, 2009, 2002, 1998
KPMG PhD Project Marketing Doctoral Students Association, President, 2001-2002, Planning Committee, 2001-2003
The American Association of Higher Education, 1992
The National Black MBA Association, Washington, DC Chapter (Past Vice President of Administration, Past Vice President of Development & Past Secretary), Membership, 1989-2004

Delta Sigma Pi, Business Fraternity, 1994-Present
Delta Sigma Theta Sorority, Inc., Western Wake Alumnae Chapter, Apex, NC, 2012-Present
Delta Sigma Theta Sorority, Inc., The Federal City Alumnae Chapter, Washington, DC
(Past Vice President of Membership, Past Amenities Secretary), Membership, 1989-2004

SERVICE PROJECTS:

Affordable Care Act Community Forum (2014)
Planned Parenthood Youth Center Volunteer and Speaker (2012,2013)
WHOLE African-American Women's Conference at NCCU, 2009
Habitat for Humanity, 2008
Million Meals Community Service Project, 2007
Blind Bowlers League Volunteer, 2006
Career Day, Barnard Elementary School, 2002
Career Day, James Madison Middle School, 2000
Avon Breast Cancer 3-Day Walk – Registration Coordinator, 2000
Etiquette Instructor for Christian Debutantes, Reid Temple AME Church, 2000-2002