

Dr. Charlotte Allen
Professor of Marketing

CURRICULUM VITAE
With Historical Education
And Professional Employment

PROFESSIONAL ADDRESS

Stephen F. Austin State University
Management & Marketing
BUSI - R.E. McGee Business 403J
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EDUCATION

PHD, 2001.

Institution: University of North Texas

Specialization/Major: Marketing

Dissertation: Stereotypes in Retail Print Advertising: The Effects of Gender and Physical Appearance on Consumer Perceptions

MBA, 1990.

Institution: Baylor University

Specialization/Major: Business

BS, 1989.

Institution: University of Texas at Austin

Specialization/Major: Advertising

HONORS & AWARDS

College of Business Teaching Innovation Nominee, May 2023

Department of Management and Marketing

Rusche College of Business Distinguished Faculty Member Award, May 2023

Rusche College of Business

Professor of the Year Award, May 2022

American Marketing Association at SFA

Distinguished Faculty Service Award 2022

Rusche College of Business

Full membership, Graduate Faculty, August 23, 2021

Stephen F. Austin State University

Undergraduate Research Conference Finalist, April 2021

Stephen F. Austin State University

Professor of the Year, March 30, 2021

Beta Gamma Sigma

College of Business Teaching Innovation Nominee, May 2020

Department of Management, Marketing and International Business

College of Business Distinguished Faculty Member, May 2018

Department of Management, Marketing and International Business

Best Presentation Award, June 2017

Clute Institute

College of Business Teaching Innovation Nominee, May 2017

Department of Management, Marketing and International Business

College of Business Distinguished Faculty Member Award, May 2016

Department of Management, Marketing and International Business

College of Business Teaching Innovation Nominee, May 2016

Department of Management, Marketing and International Business

Full membership, Graduate Faculty, February 16, 2016

Stephen F. Austin State University

College of Business Distinguished Service Award, March 2015

Department of Management, Marketing and International Business

Top Marketing Professors on Twitter, February 1, 2015

Social Media Marketing Magazine

Member, March 25, 2014

Beta Gamma Sigma

College of Business Teaching Innovation Nominee, February 2014

Department of Management, Marketing and International Business

Top Marketing Professors on Twitter, February 3, 2014

Social Media Marketing Magazine

PROFESSIONAL EMPLOYMENT

Professor of Marketing

Stephen F. Austin State University, August 2012 - present

Associate Professor of Marketing

Stephen F. Austin State University, August 2007 - August 2012

Assistant Professor of Marketing

Stephen F. Austin State University, August 2001 - August 2007

LICENSURES & CERTIFICATIONS

Google Analytics Individual Qualification, Google/Skillshop, International. (December 10, 2021 - December 9, 2022).

Passed the certification exam for Google Analytics

Certified Online Instructor, Stephen F. Austin State University. (May 2011 - Present).

Received online instructor certification from OIT after completing the required training.

PUBLICATIONS

Allen, C., Harden, G. (2023). In Rebecca Frankel (Ed.), *Meal Kit Delivery Services – A Flash in the Pan or A Cooking Tradition in the Making?* (pp. 20). Thousand Oaks, CA: Sage Business Cases. <https://sk.sagepub.com/cases/skpromo/lcZSTG/meal-kit-delivery-services-a-flash-in-pan-or-cooking-tradition-making>

Allen, C. (2020). Political Marketing through New Media: A Comparison and Contrast of FDR's Fireside Chats and Trump's Tweets. *Journal of Marketing Development and Competitiveness*, 14(3), 48-50. <https://doi.org/10.33423/jmdc.v14i3>

Allen, C. (2020). In Lilly Ye (Ed.), *Political Marketing Communication: A Comparison And Contrast Of FDR'S Fireside Chats And Trump's Tweets* (Spring ed., vol. 2020). San Antonio, Texas: Proceedings of Association of Collegiate Marketing Educators.

Allen, C., Harden, G., Fisher, W. W. (2019). In Rachel Taliaferro (Ed.), *3D Printing Throws A Wrench in the Works for the Craftsman Brand* (pp. 13). Thousand Oaks, California: Sage Business Cases. [dx.doi.org/10.4135/9781526469366](https://doi.org/10.4135/9781526469366)

Cullen, P., Allen, C. (2019). *Millennials in the Cosmetic Industry* (vol. 2019, pp. 192-1 - 192-5). Denver: IACB, ICE & ICTE Clute Conferences 2019. www.cluteinstitute.com

Kahla, M. C., Crocker, R. M., Allen, C. (2017). "Student Learning Styles Adaptive Model: Preliminary Research Using Fleming's VARK Model (#367 ed., pp. online). Stockholm: IACB, ICE & ICTE Clute Conferences 2017. www.cluteinstitute.com

Allen, C., Reese, J. D. (2016). Profiling the Sports Blogosphere. *Global Sport Business Journal*, 4(2), 55-64. www.gsbassn.com/Journal-2016-Vol-4-Issue-2.html

Fisher, W. W., Allen, C. (2015). Road Warriors and Information Systems Security: Risks and Recommendations. *Journal of Management Information and Decision Sciences*, 18(1), 84-96. www.alliedacademies.biz/Public/Journals/JournalDetails.aspx?jid=10

Allen, C., Reese, J. D. (2015). In Trey Carland (Ed.), *An Exploration of the Sports Blogosphere* (1st ed., vol. 17, pp. 82-88). Allied Academies International Internet Conference.

Allen, C. (2014). Using Content Analysis to Profile the Blogosphere. *Academy of Marketing Studies Journal*, 18(2), 190-201.

Crocker, R. M., Allen, C., Kahla, M. C. (2014). Fixing advising: a model for faculty advising. *Research in Higher Education Journal/Academic and Business Research Institute*, 26(October 2014), 9 pages. www.aabri.com

Allen, C., Fisher, W. W. (2014). *Road Warriors and Information Systems Security*. Allied Academies.

CONFERENCE PRESENTATIONS

Rogers, P. P. (Presenter & Author), Allen, C. (Presenter & Author), Decision Sciences Institute Annual Meeting, "My students aren't cheating, are they?", Decision Sciences Institute, Houston, TX. (November 2022).

Allen, C. (Author Only), Harden, G. (Presenter & Author), Southwest Decision Sciences, "E-Commerce Brings Food Delivery To The Digital Age - Case Study", DSI, New Orleans. (March 2022).

Allen, C. (Presenter Only), Business Meeting, "Social Media", Nacogdoches Downtown Merchants, Bright Visitors Center. (April 4, 2018).
Abstract: General discussion on social media basics and experiential learning experiences.

Allen, C. (Author Only), Harden, G. (Presenter & Author), Fisher, W. W. (Author Only), Southwest Decision Sciences, "3D Printing and Craftsman Tools: A Branding Case Study", DSI, New Mexico. (March 2018).

Allen, C. (Presenter & Author), Crocker, R. M. (Author Only), Kahla, M. C. (Author Only), 2016 Annual Meeting, "Student Learning Styles", DSI, Austin, TX. (November 21, 2016).

Allen, C. (Panelist), Scholarly Writing Speaker Series, "Navigating the Revise and Resubmit Process", Center for Teaching and Learning, Nacogdoches, TX. (April 6, 2016).
Abstract: Was part of a panel that discussed the academic research process

Allen, C. (Author Only), Crocker, R. M. (Presenter & Author), Global Sport Business Annual Conference, "Using Sports Campaigns to Drive Charitable Donations and Improve Student Experiential Learning Experiences", Global Sports Business Association, Miami, FL and Bahamas. (February 2016).

Reese, J. D. (Presenter & Author), Crocker, R. M. (Presenter & Author), Kahla, M. C. (Author Only), Allen, C. (Author Only), Global Sport Business Association Annual Conference, "Broadcasters, a Mid-Major FCS School, & Conditions of Success: A Case Study of an ESPN 3 Agreement", Global Sport Business Association, Miami, FL & Bahamas. (February 20, 2016).

Allen, C. (Presenter & Author), GBU 461 (Information Management), "Personal Branding Online", Department of Business Communication and Legal Studies, McGee Business Building. (October 26, 2015).

Allen, C. (Presenter Only), College of Business Brown Bag, "Research Streams", COB, Nacogdoches, TX. (April 22, 2015).

Allen, C. (Presenter & Author), Bright Ideas, "Utilization of Social Media in Marketing Classes", Stephen F. Austin State University, Nacogdoches, TX. (March 2015).

Allen, C. (Presenter & Author), Reese, J. D. (Author Only), International Business Conference, "Profiling the Sports Blogosphere", Clute Institute, San Juan, Puerto Rico. (March 2015).

Allen, C. (Presenter & Author), Crocker, R. M. (Presenter & Author), Kahla, M. C. (Presenter & Author), AABRI Spring International Conference, "Score and Post: An Overview of the Sports Blogosphere", Academic and Business Research Institute, San Antonio, TX. (March 28, 2014).

PODCASTS

Course Enhancement, "Marketing Podcast Series", Business, Management & Marketing. (August 10, 2018). Created and recorded a series of podcasts on marketing and current events to go along with class content (70 total).

MEDIA CONTRIBUTIONS

Internet, Wallet Hub. (June 17, 2019).

Comment on survey:

<https://wallethub.com/blog/gas-travel-credit-card-survey/51460/#expert=charlotte-a-allen>

PROFESSIONAL MEMBERSHIPS

American Marketing Association, (2001 - 2020).

FACULTY DEVELOPMENT ACTIVITIES

Webinar, "Security Awareness Training", SFASU, Nacogdoches, TX. (February 12, 2022).
Required university security basics training

Webinar, "Search Committee Training", Human Resources, Stephen F. Austin State University, Nacogdoches, TX. (January 17, 2022).
Attended required Search Committee Training

Webinar, "Ethics Online Training", Human Resources/SFA, Nacogdoches, TX. (August 23, 2021).
Required Ethics Training

Workshop, "Management and Marketing Teaching Circle", Department of Management and Marketing. (October 2020 - Present).
Participated in the department teaching circle (Book: What the Best College Teachers Do by Ken Bain)

Webinar, "SWDSI Wildcard Wednesday", SWDSI. (March 3, 2021).
Attending Zoom seminar on Moderating Mediation by Robert Pavur

Webinar, "Risks of Social Media", Human Resources/SFA, Nacogdoches, TX. (March 18, 2021).
Required Social Media/Security Awareness training

Webinar, "Security Awareness Training", SFASU, Nacogdoches, TX. (February 10, 2021).
Required university security basics training

Webinar, "Ethics Online Training", Human Resources/SFA, Nacogdoches, TX. (August 12, 2020).
Required Ethics Training

Webinar, "COVID", Human Resources/SFA, Nacogdoches, TX. (July 23, 2020).
Required COVID Training

Webinar, "Risks of Social Media", Human Resources/SFA, Nacogdoches, TX. (March 3, 2020).
Required Social Media/Security Awareness training

Workshop, "Search Committee Training", Human Resources, Stephen F. Austin State University, Nacogdoches, TX. (February 12, 2020).
Attended required Search Committee Training

Webinar, "Acceptable Use Policy Training", SFASU, Nacogdoches, TX. (February 6, 2020).
Required university training

Webinar, "Security Awareness Training", SFASU, Nacogdoches, TX. (February 6, 2020).
Required university security basics training

Webinar, "EEOC Training", SFASU, Nacogdoches, TX. (November 15, 2019).
Required EEOC Training

Webinar, "FERPA", SFASU, Nacogdoches, TX. (November 7, 2019).
Required university FERPA training

Webinar, "Title IX for Employees", Human Resources/SFA, Nacogdoches, TX. (September 16, 2019).
Required Title IX training.

Seminar, "Curriculum Software Training", Registrars Office, Nacogdoches, TX. (September 13, 2019).
Required Curriculum Software Training

Webinar, "FERPA", SFASU, Nacogdoches, TX. (March 17, 2018 - November 17, 2018).
Required university FERPA training

Seminar, "Curriculum Software Training", Registrars Office, Nacogdoches, TX. (October 9, 2018).
Required Curriculum Software Training

Webinar, "Property Management Training", Property Mananagementr, Nacogdoches, TX. (August 10, 2018).
Required Property Management Training

Webinar, "Ethics Online Training", Human Resources/SFA, Nacogdoches, TX. (April 23, 2018).
Required Ethics Training

Webinar, "Be The One- Human Trafficking Training", SFASU, Nacogdoches, TX. (April 8, 2018).
Required state of Texas Human Trafficking Training

Workshop, "Introduction to Structural Equation Modeling", Rusche College of Business, Nacogdoches, TX. (March 29, 2018).
Research presentation by Dr. Rob Culpepper

Webinar, "FERPA", SFASU, Nacogdoches, TX. (March 1, 2018).
Required university FERPA training

Webinar, "Security Basics Training", SFASU, Nacogdoches, TX. (March 1, 2018).
Required university security basics training

Workshop, "AcademicWorks", SFASU, Nacogdoches, TX. (January 25, 2018).
Required AcademicWorks training due to scholarship committee members

Workshop, "Fenway Group Partnership", Rusche College of Business, Stephen F. Austin State University, Nacogdoches, TX. (November 16, 2017).
 Attended required workshop presented by The Fenway Group

Workshop, "Search Committee Training", Human Resources, Stephen F. Austin State University, Nacogdoches, TX. (October 20, 2017).
 Attended required Search Committee Training

Webinar, "EEOC Training", SFASU, Nacogdoches, TX. (October 18, 2017).
 Required EEOC Training

Workshop, "CAPP Training", SFASU, Nacogdoches, TX. (September 28, 2016).
 Required CAPP Training

Webinar, "Security Awareness Training", SFASU, Nacogdoches, TX. (June 23, 2016).
 Required university security awareness training

Conference Attendance, "Winter Educator's Conference", American Marketing Association, Las Vegas, Nevada. (February 25, 2016 - March 1, 2016).
 Attended academic presentations and workshops at AMA meeting. Conducted initial groundwork for COB Las Vegas trip for December 2016.

Webinar, "EEOC Training", SFASU, Nacogdoches, TX. (October 1, 2015).
 Required EEOC Training

Workshop, "Student Success Training", SFASU, Nacogdoches, TX. (September 16, 2015).
 Training on new options for SSC software for advising

Conference Attendance, "NRF BIG Show", National Retail Federation, New York City, New York. (January 8, 2015 - January 13, 2015).
 Attended academic and professional presentations and workshops at NRF BIG Show. Assisted Dr. Kathleen Gruben from Georgia Southern University with her student group at the conference.

Webinar, "Security Awareness Training", SFASU, Nacogdoches, TX. (December 10, 2014 - December 11, 2014).
 Required university security awareness training

Webinar, "Property Management Training", SFASU, Nacogdoches, TX. (October 14, 2014).
 Required university property management training.

Workshop, "Faculty Research Grants- New RCA Process", SFASU/ORSP, Nacogdoches, TX. (September 26, 2014).
 Workshop to understand the new process for applying for FRG.

Conference Attendance, "Regional Conference", TechMunch at SXSW, Austin, Texas. (March 9, 2014 - March 10, 2014).
 Attended TechMunch/SXSW. Techmunch is a training conference for individuals in the food blogging industry. Topics focused on in workshops attended: marketing of your blog, networking, advertising partnerships, security and encryption, and content development.

CONTRACTS, GRANTS, & SPONSORED RESEARCH

Kahla, M. C., Crocker, R. M., Allen, C., "Identifying Learning Styles and Their Roles in Collegiate Success", Stephen F. Austin State University, \$2,500.00.
 Authors have developed hypotheses based on identifying a student's learning style at the beginning of college, periodically re-assessing learning styles of the student throughout his/her

collegiate career, and evaluating the student's success throughout the specific time periods of investigation.

TEACHING EXPERIENCE

Stephen F. Austin State University, Fall 2022
MKTG 5375 1, Advanced Graduate Studies
MKTG 4186 1, Internship in Marketing
MKTG 4325 500, Marketing Tech & Digital Media
MKTG 4325 501, Marketing Tech & Digital Media
MKTG 3351 500, Principles of Marketing

Stephen F. Austin State University, Summer 2022
MKTG 4186 1, Internship in Marketing

Stephen F. Austin State University, Spring 2022
MKTG 4186 3, Internship in Marketing
MKTG 3354 600, Retailing
MKTG 4325 1, Systems and Internet Marketing
MKTG 4325 2, Systems and Internet Marketing

Stephen F. Austin State University, Fall 2021
MKTG 4186 3, Internship in Marketing
MGMT 4176 4, Internship Management
MKTG 3351 500, Principles of Marketing
MKTG 3354 600, Retailing
MKTG 4325 1, Systems and Internet Marketing

Stephen F. Austin State University, Spring 2021
MKTG 4186 600, Internship in Marketing
MKTG 4325 600, Systems and Internet Marketing
MKTG 4325 601, Systems and Internet Marketing
MKTG 4325 602, Systems and Internet Marketing

Examples of Directed Student Learning

"Honors Contract (MKTG 4325)" (Completed), (January 2023 – May 2023).
Supervised Student Achievement:
Comment: Honors contract.

"MKT 475: YouTube Marketing" (In Progress), (August 2020 - December 2020).
Directed Individual/Independent Study.
Comment: Supervised Independent Study

"Internship Coordinator", (August 2020- December).
Supervised Student Achievement:
Comment: Supervised internships.

PROFESSIONAL SERVICE OR VOLUNTEER WORK

Tenure and Promotion Committee, Member, approximately 20 hours spent for the year. (September 2022 - August 2024).

Activity Description

MMIB representative for the COB Promotion Committee, wrote letters summarizing committee opinions on multiple faculty members bid for promotion.

Greg Arnold Center for Entrepreneurship Ribbon Cutting, Promotion and Marketing (RCOB social media), (January 25, 2023 - February 1, 2023).

Review of Key Topics in MKTG 3351, Chairperson, approximately 10 hours spent for the year. (March 1, 2023 - May 1, 2023).

Assistant Professor of Marketing Position Search Committee, Member and Chair. (July 2021 – April 2022).

Post Tenure Review Committee, Co-chairperson, approximately 15 hours spent for the year. (November 2022 - December 2022).

Marketing Lecturer Position, Chairperson, approximately 40 hours spent for the year. (September 1, 2022 - November 28, 2022).

Curriculum Development: E-sport Marketing Class, Coordinator, approximately 15 hours spent for the year. (September 2022 - October 2022).

Project for SFA Student Emergency Fund, Supervisor, approximately 40 hours spent for the year. (December 2019 - May 2020).

Marketing Lecturer Position Search Committee, Member. (January 2020 – April 2020).

Project for Master in Education in Teaching and Learning Program, Supervisor, approximately 40 hours spent for the year. (July 2019 - December 2019).

College of Business Study Abroad Trip- Maymester 2019, Co-director. (May 2018 - 2019).

Activity Description

Student Financial Appeals Committee, Member. (September 1, 2009 - Present).

Marketing Lecturer Position Search Committee, Member. (May 2019 - July 12, 2019).

Faculty Senate Elections, Member, approximately 15 hours spent for the year. (September 2018 - August 2019).

University Calendar Committee, Member, approximately 40 hours spent for the year. (September 2018 - August 2019).

Faculty Senate, Member. (August 2018 - May 2019).

Grievance Committee- Harassment Complaint, Chairperson, approximately 80 hours spent for the year. (March 28, 2018 - May 11, 2018).

Grievance Panel/Discrimination Complaint Review Board, Member. (September 1, 2013 - August 31, 2016).

Marketing BBA Program Review, Reviewer, approximately 20 hours spent for the year. (February 2019 - May 2019).

Faculty Senate, Member. (October 2014 - May 2015).

Showcase Saturday, Helped to setup and answer questions about school and majors. (November 15, 2014).

Showcase Saturday, Helped to setup and answer questions about school and majors. (February 22, 2014).

Rusche COB Social Media, Administrative Assignment, approximately 300 hours spent for the year. (July 1, 2016 - Present).

Faculty Discussions. (September 2015 - Present).

College of Business Study Abroad Trip- Maymester 2019, Co-director. (May 2018 - 2019).

Scholarship Committee, Member, approximately 40 hours spent for the year. (January 1, 2016 - August 15, 2019).

Project for Career Success Passport Program, Supervisor. (January 2018 - May 2018).

Senior Lecturer in Management Search Committee, Chairperson. (August 2018 - December 2018).

Project for Sports Business- Woodlands, Supervisor. (January 2018 - May 2018).

Curriculum, approximately 20 hours spent for the year. (September 2017 - October 2017).

Project for Student Success Center, Supervisor. (January 2017 - May 2017).

Rusche COB Social Media, Administrative Assignment, approximately 140 hours spent for the year. (

College of Business Las Vegas Trip, Director, approximately 120 hours spent for the year. (October 2015 - May 2016).

International Committee, Member. (September 2010 - September 2015).

Freshman/New Student Convocation, Attendee. (September 9, 2015 - September 9, 2015).

Promotion Committee, Chairperson. (October 2014 - August 2015).

Project for College of Business and SFA, Supervisor. (January 2015 - May 2015).

Policy Committee, Member. (September 1, 2013 - October 2014).

College of Business Study Abroad Trip-Scandinavia, Co-director. (July 2013 - July 2014).

Project for College of Business, Supervisor. (January 2014 - May 2014).

Project for College of Business, Supervisor. (January 2014 - May 2014).

State Employees Charitable Campaigns, Coordinator, approximately 30 hours spent for the year.

Culinary Cafe, Coordinator. (February 2014 - Present).

Course Coordinator, Coordinator. (September 1, 2006 - Present).

Author, Wrote letters of recommendation. (September 2001 - Present).

Marketing and Promotion, Content Creator, approximately 120 hours spent for the year. (September 2016 - August 2019).

Scholarship Committee, Member, approximately 40 hours spent for the year. (January 1, 2016 - August 15, 2019).

Senior Lecturer in Management Search Committee, Chairperson. (August 2018 - December 2018).

Internship Committee, Member, approximately 15 hours spent for the year. (September 2018 - November 2018).

Tenure Committee, Member, approximately 8 hours spent for the year. (September 2018 - November 2018).

Sports Business Faculty Position Search Committee, Chairperson. (September 2017 - May 2018).

Marketing of New Majors, Guest Speaker. (October 2015 - August 2017).

Classroom Computer Maintenance, Computer Tech Support, approximately 60 hours spent for the year. (September 2003 - August 2017).

Moderator, MMIB LinkedIn Group, Administrative Assignment, approximately 40 hours spent for the year. (January 2014 - May 2017).

Pre-Tenure Committee, Chairperson, approximately 30 hours spent for the year. (January 2017 - April 2017).

Post Tenure Evaluation, Member, approximately 10 hours spent for the year. (March 2017).
Activity Description

AMA Case Competition, Advisor, approximately 15 hours spent for the year. (October 2003 - December 2016).

Curriculum. (October 2016 - November 2016).

Administrative Assistant (Temp) Search Committee, Member, approximately 10 hours spent for the year. (August 2016 - September 2016).

Curriculum. (October 2015 - November 2015).

Computer/Technology Committee, Member, approximately 40 hours spent for the year. (September 1, 2006 - August 2015).

Assessment, Evaluated MGT 463 presentations each semester., approximately 10 hours spent for the year. (December 2008 - May 2015).

Management Faculty Position Search Committee, Member. (October 2013 - April 2014).

Marketing Faculty Position Search Committee, Chairperson. (September 2013 - March 2014).

Journal of Applied Business Research, Nacogdoches, TX. Editor, approximately 40 hours spent for the year, (September 2015 - Present).

SFA SECC Charitable Campaign, Nacogdoches, TX. Program Coordinator, (October 2014 - Present).

International Journal of Services Technology and Management, UK, UK. Reviewer, approximately 20 hours spent for the year, (August 2016 - August 2017).

Marketing 2e by Hunt, Mello & Deitz, Nacogdoches, TX. Reviewer, approximately 20 hours spent for the year, (October 2015 - April 2016).

University of Dallas, Dallas, TX. Reviewer, (November 2014 - December 2014).

Academic and Business Research Institute, San Antonio, TX. Conference-Related, approximately 4 hours spent for the year, (March 25, 2014 - March 28, 2014).