

Dr. Laurie A. Babin

Instructional Associate Professor of Marketing
Department of Marketing
School of Business Administration
University of Mississippi
University, MS 38677
lababin@olemiss.edu

Education

Doctor of Philosophy (Business Administration)

Louisiana State University, May 1992

Dissertation Title: "Effects of Imagery-Eliciting Strategies on Imagery Processing, Memory, Beliefs, Attitudes, and Intentions From Print Advertisements"

Masters of Business Administration

University of Central Florida, July 1987

Bachelor of Science (Engineering Arts)

Michigan State University, June, 1982

Employment

2019-present: Instructional Associate Professor, University of Mississippi (UM)
2010-2019: Professor - tenured, Abell Endowed Professor of Entrepreneurship, University of Louisiana Monroe
2009-2010: Associate Professor, Abell Endowed Professor of Entrepreneurship, University of Louisiana Monroe
2007-2009: Associate Professor, University of Louisiana Monroe (ULM)
2003-2007: Professor, University of Southern Mississippi
1997-2003: Associate Professor, University of Southern Mississippi (USM) - tenured (on military leave of absence while recalled to active duty as a Commander, U.S. Navy assigned to the Naval Personnel Command, Millington, TN, 9/27/01-1/4/02)
1991-1997: Assistant Professor, University of Southern Mississippi
1987-1991: Graduate Research Assistant, Louisiana State University
1986-1987: Graduate Research Assistant, University of Central Florida
1982-1986: U.S. Naval Nuclear Power School Instructor, Naval Training Center, Orlando, FL

Peer-Reviewed Journal Publications

- Babin, Laurie A. and Allison M. Jarrell, (2018), "Patent Trolls' Threat to Small and Medium-Size Enterprises," *International Journal of Business and Public Administration*, 15(Fall), 1-15.
- Goodwin, Eugenie, Laurie A. Babin, and Henry Cole, (2014), "The Impact of Mobile Apps on Small Business Revenues," *Journal of Business and Economics*, 5(April), 437-442.
- Melancon, Melissa V. and Laurie A. Babin (2012), "Sales Forecasting: Teaching With Naïve Approaches," *International Journal of Education Research*, 7(1), 28-39.
- Golemon, Deborah L. and Laurie A. Babin (2011), "How Marketers Are Dealing With The Controversy Surrounding Behavioral Targeting," *International Journal of Business, Marketing, and Decision Sciences*, 4(1), 1-15.
- Upshaw, Danny and Laurie A. Babin (2010), "Music Downloading: Competing Against Online Piracy," *International Journal of Business and Public Administration*, 7(2), 14-26.
- Krey, Nina, Kenneth E. Clow, and Laurie A. Babin (2010), "How Does Major Source of Funding Affect Where and When College Students Purchase Textbooks?" *International Journal of Education Research*, 5 (2), 1-14.
- Babin, Laurie A. and Nina Krey (2010), "Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising," *International Journal of Business, Marketing, and Decision Sciences*, 3(1), 52-62.
- Krey, Nina, Kenneth E. Clow, and Laurie A. Babin (2009), "Where Do College Students Purchase Textbooks?" *International Journal of Education Research*, 4 (3), 1-9.
- LaFleur, Elizabeth K., Laurie A. Babin, and Tara Burthorne Lopez (2009), "Assurance of Learning for Principles of Marketing Students: A Longitudinal Study of a Course-Embedded Direct Assessment," *Journal of Marketing Education*, 31(August), 131-141.
- Babin, Laurie A., Davis, J. Logan, and Kenneth E. Clow (2009), "Viewers' Knowledge Of and Attitude Toward Super Bowl Advertising," *International Journal of Business, Marketing, and Decision Sciences*, 2(1), 11-24.
- Clow, Kenneth E., Laurie A. Babin, and Donald P. Roy (2008), "How Students Use PowerPoint Slides and Quizzes," *International Journal of Education Research*, 3(Fall), 68-77.

- Brennan, Ian and Laurie A. Babin (2004), "Brand Placement Recognition: The Influence of Presentation Mode and Brand Familiarity," *Journal of Promotion Management*, 10 (1/2), 185-202. This article is reprinted in *Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics*, (2004), Mary-Lou Galician, Ed., New York, NY: Haworth Press, Inc., pp. 185-202.
- Babin, Laurie A., Teri Root Shaffer, and Amy Morgan Tomas (2002), "Teaching Portfolios: Uses and Development," *Journal of Marketing Education*, 24 (April), 35-42.
- Babin, Barry J. and Laurie A. Babin (2001), "Seeking Something Different? A Model of Schema Deviation's Impact on Consumer Affect, Purchase Intentions and Perceived Shopping Value," *Journal of Business Research*, 54 (November), 89-96.
- Babin, Laurie A, James S. Boles, and Barry J. Babin (1999), "The Effects of Consumer Perceptions of the Salesperson, Product, and Dealer on Purchase Intentions," *Journal of Retailing and Consumer Services*, 6, 91-97.
- Brennan, Ian, Khalid M. Dubas, and Laurie A. Babin (1999), "The Influence of Product Placement Type and Exposure-Time on Product Placement Recognition," *International Journal of Advertising*, 18 (3), 323-337.
- Babin, Laurie A. and Alvin C. Burns (1998), "A Modified Scale for the Measurement of Communication-Evoked Mental Imagery," *Psychology & Marketing*, 15 (3), 261-278.
- Babin, Barry J., William R. Darden, and Laurie A. Babin (1998), "Negative Emotions in Marketing Research: Affect or Artifact?" *Journal of Business Research*, 42 (3), 271-285.
- Babin, Laurie A. and Alvin C. Burns (1997), "Effects of Pictures and Copy Containing Instructions to Imagine in Print Ads on Mental Imagery that Mediates Attitudes," *Journal of Advertising*, 26 (3), 33-44.
- Robin, Donald P. and Laurie A. Babin (1997), "Making Sense of the Research on Gender and Ethics in Business: A Critical Analysis and Extension," *Business Ethics Quarterly*, 7 (4), 61-90.
- Robin, Donald P., Ernest W. King, and Laurie A. Babin (1997), "The Ethics of Attorney Advertising: What Attorneys Believe Concerning Attorney Advertising," *Journal of Legal Studies in Business*, 5 (2), 199-213. (Awarded "Best Conference Paper" at the 1996 annual meeting of the Southeastern Academy of Legal Studies in Business, New Orleans, LA: Sept. 30-Oct. 1, 1996.)
- Babin, Barry J. and Laurie A. Babin, (1996), "Effects of Moral Cognitions and Consumer Emotions on Shoplifting Intentions," *Psychology & Marketing*, 13 (8), 785-802.

- Babin, Laurie A. and Sheri T. Carder (1996), "Viewers' Recognition of Brands Placed Within a Film," *International Journal of Advertising*, 15, 140-151.
- Babin, Laurie A. and Sheri T. Carder (1996), "Advertising Via the Box Office: Is Product Placement Effective?" *Journal of Promotion Management*, 3 (1), 31-51.
- Babin, Barry J., James S. Boles and Laurie A. Babin (1994), "The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science," *Research in Marketing*, Sup. 6, 103-116.
- Burns, Alvin C., Abhijit Biswas, and Laurie A. Babin (1993), "The Operation of Visual Imagery as a Mediator of Advertising Effects," *Journal of Advertising*, 22 (2), 71-85.
- Burton, Scot and Laurie A. Babin (1989), "Decision-Framing Helps Make the Sale," *Journal of Consumer Marketing*, 6 (Spring), 15-24.

Conference Proceedings

- Babin, Laurie A. (2019), "Cell-Cultured Lab-Grown Meat: 'Frankenfood' or Entrepreneurial Opportunity?" abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 43, Houston, TX, p. 18.
- Babin, Laurie A. (2018), "Influencer Marketing," abstract published in the *Proceedings of the International Academy of Business and Public Administration Disciplines*, Vol. 151, Dallas, TX, p. 460.
- Babin, Laurie A. and Zachary M. Moore (2018), "The Impact of Commodity Checkoff Programs On Small Producers," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 42, Albuquerque, NM.
- Babin, Laurie A., Mathieu Kacha, Jean-Luc Herrmann, and Barry J. Babin (2017), "Do Brands Appearing in Textbooks Influence Students? Insights From An Exploratory Study," abstract published in the *Proceedings of the Annual Conference of the Academy of Marketing Science*, Coronado, CA.
- Jerrell, Allison and Laurie A. Babin, (2017), "Patent Trolls: Small Businesses Beware," abstract published in the *Proceedings of the International Academy of Business and Public Administration Disciplines*, Dallas, TX.
- Babin, Laurie A. and Allison Jarrell, (2017), "Developments in the Lanham Act and Their Potential Impact on Small Businesses," abstract published in the *Proceedings of the International Academy of Business and Public Administration Disciplines*, Dallas, TX.

- Ardoin, Eugenie, Laurie A. Babin, and Henry S. Cole (2017), "Factors Influencing Profitability in Small Wineries in the Southern United States," abstract published in the *Proceedings of the Southwest Decision Sciences Institute*, Little Rock, AK.
- Babin, Laurie A. and Eugenie Ardoin (2016), "How Small Wineries in the Southern United States Survive: A Preliminary Study on Small Business Success Factors in the Wine Industry," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 41, New Orleans, LA.
- Doescher, Thomas J. and Laurie A. Babin (2016), "Blockchain: Redefining Transaction Protocol and Interconnectivity of Devices," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 13(2), Dallas, TX, p. 409.
- Cole, Henry S., Eugenie Ardoin, and Laurie A. Babin (2015), "Adaptive Selling Behavior and Small Business Success," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Orlando, FL.
- Kincannon, Mattie E. and Laurie A. Babin (2015), "Factors Contributing to the Success of Small Wineries in the Southern United States," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 12(2), Dallas, TX, p. 716.
- Babin, Laurie A. and Deborah Golemon (2015), "Small Business and ADA Compliance Issues," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 12(2), Dallas, TX, p. 715.
- Babin, Laurie A., Nina Krey, and Christina Chung, (2015), "Product Placement in Novels," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 12(2), Dallas, TX, p. 498.
- Babin, Laurie A. and Deborah Golemon (2015), "Legal Tsunami Expected to Hit Small Businesses," abstract published in the *Proceedings of the Southwest Decision Sciences Institute*, pp. 1501-1503.
- Babin, Laurie A., Deborah Goleman, Melissa Melancon (2014), "Goliath vs. David: Why Small Businesses Need To Be Aware of the Lanham Act," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 40, Henry Cole (ed.), Memphis, TN.
- Golemon, Deborah and Laurie A. Babin (2014), "Making Sense of 'Copyright and Fair Use' for Small Business," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 11(2), Dallas, TX, p. 280.

- Babin, Laurie A., Eugenie Goodwin, Melissa Melancon, and Deborah Golemon (2013), "Groupon: Good Deal or Raw Deal for Small Businesses?" abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 39, Eugenie Goodwin (ed.), New Orleans, LA.
- Melancon, Melissa, Eugenie Goodwin, and Laurie A. Babin (2013), "Revenue Forecasting: An Update From Small and Medium Sized Enterprises (SMEs), *Proceedings of the Southwest Decision Sciences Institute*, Albuquerque, NM, pp. 461-463.
- Hemed, Ruslan and Laurie A. Babin (2013), "The Threat of GMO Labeling To Food Marketers," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 10(2), Dallas, TX.
- Goleman, Deborah and Laurie A. Babin (2013), "Did Barbie Become Urban Chic Before the Bratz? An All-Out War Who Was the First to Express the Idea Behind the Billion Dollar Bratz Doll," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 10(2), Dallas, TX.
- Goodwin, Eugenie, Laurie A. Babin, and Paul Dunn (2012), "SME's Use Of and Satisfaction With Mobile Apps," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 38, Laurie Babin and Eugenie Goodwin (eds.), San Antonio, TX, p. 25.
- Melancon, Melissa V. and Laurie A. Babin (2012), "Keeping It Simple: Preparing Forecasted Financial Statements," abstract published in the *Proceedings of the Association for Small Business & Entrepreneurship*, Vol. 38, Laurie Babin and Eugenie Goodwin (eds.), San Antonio, TX, p. 23.
- Babin, Laurie A. and Elizabeth Stammerjohan (2012), "A Comparison of American and Hong Kong Consumers' Attitudes Toward Product Placement in Movies" abstract published in the *Proceedings of the Academy of Marketing Science Cultural Perspectives in Marketing*, Buckhead, GA.
- Babin, Laurie A., Tara Burnthorne Lopez, and Elizabeth K. LaFleur (2012), "Academics' and Practitioners' Views of Marketing Students' Required Knowledge and Skills," structured abstract published in the *Proceedings of the Annual Conference of the Academy of Marketing Science*, Vol. 22, Leroy Robinson, Jr. (ed.), New Orleans, LA, pp. 325-326.
- Goodwin, Eugenie, Laurie Babin, Paul Dunn, and Kamal Soan (2012), "The Role of Mobile Apps in Increasing Small Business Sales," abstract published in the *Proceedings of the Decision Science Institute, Southwest conference*, Mohan Rao (ed.), New Orleans, LA, pp. 561-562.

- Soan, Kamal, Eugenie Goodwin, and Laurie A. Babin (2011), "Brand Valuation of Groupon: Merge or No-Merge of Google and Groupon," *Proceedings of the Association for Small Business & Entrepreneurship*, Savannah, GA, pp. 94-100.
- Melancon, Melissa V. and Laurie A. Babin (2011), "Naïve Sales Forecasting," abstract published in the *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 8(4), Memphis, TN, p. 677.
- Clow, Kenneth K., Laurie A. Babin, and Claire Stammerjohan (2011), "How Business Faculty Use PowerPoint Slides and Quizzes," *Marketing Management Association Proceedings*, Chicago, IL, pp. 138-143.
- Golemon, Deborah L. and Laurie A. Babin (2010), "Targeting the Targeters: The Controversy Surrounding Behavioral Targeting," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 7(3), New Orleans, pp. 958-970.
- Zalai, Zita and Laurie A. Babin (2009), "Buy American and Foreign Trade-Dependent Markets: An Analysis of Issues and Remedies," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 6(3), Memphis, TN, pp. 293-301. (Received Research Award)
- Babin, Amie E. and Laurie A. Babin (2009), "Red Light Cameras: The Facts and Figures Behind the Lens," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 6(3), Memphis, TN, pp. 347-350.
- Cole, Henry S., Laurie A. Babin, and Kenneth E. Clow (2009), "Factors Predicting Materialistic Attitudes Among Shoppers: Implications for Local Retailers," abstract published in the *Association for Small Business & Entrepreneurship Proceedings*, 35, pp. 490.
- Krey, Nina, Kenneth E. Clow, and Laurie A. Babin (2009), "Buying and Selling of College Textbooks by Students: The Impact of Major Source of Funding," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 6(2), Dallas, TX, pp. 809-820.
- Krey, Nina, Dustin Lovas, Joshua Mire, and Laurie A. Babin (2009), "Longitudinal Analysis of Viewers' Knowledge of and Attitude Toward Super Bowl Advertising," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 6(2), Dallas, TX, pp. 913-922.
- Upshaw, Danny and Laurie A. Babin (2009), "Music Downloading: Competing Against Online Piracy," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, 6(2), pp. 892-904. (Received Research Award)

- Clow, Kenneth E., Laurie A. Babin, and Nina Krey (2009), "Textbook Purchases by College Students," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, Orlando, FL, pp. 386-393. (Received Research Award)
- Roy, Donald P., Kenneth E. Clow, and Laurie A. Babin (2008), "Student Usage of Textbook Supplements: PowerPoint Slides and Quizzes," summary brief in *Advances in Marketing: Issues, Strategies, and Theories*, Proceedings of the Annual Conference of the Society for Marketing Advances, William J. Kehoe and Linda K. White (eds.), Tuscaloosa, AL: Society for Marketing Advances, pp. 222-223.
- Lopez, Tara Burnthorne, Laurie A. Babin, and Elizabeth K. LaFleur, (2008), "Assurance of Learning: Analysis of a Marketing Core Concepts Exam," summary brief in *Development in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, vol. 31, Leroy Robinson, Jr. (ed.), Coral Gables, FL, p. 192.
- Babin, Laurie A., J. Logan Davis, and Kenneth E. Clow (2008), "Super Bowl Advertising," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, Dallas, TX, pp. 1013-1020. (Received Research Award)
- Clow, Kenneth E., Laurie A. Babin, and Don Roy (2008), "PowerPoint Slides and Quizzes: Student Survey," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, Dallas, TX, pp. 967-976. (Received Research Award)
- Walker, Nicole and Laurie A. Babin (2008), "Marketing Fraud: Pyramid Schemes vs. Multilevel Marketing," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, Dallas, TX, pp. 931-938.
- Babin, Laurie A., Elizabeth K. LaFleur, and Tara Burnthorne Lopez (2007), "A Process for Demonstrating Assurance of Learning for Marketing Majors," in *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, vol. 30, Dheeraj Sharma and Shaheen Borna, eds., Coral Gables, FL, pp. 52-57.
- Boles, James S., Barry Babin, Laurie Babin, Thomas G. Brashear, and Mitch Griffin (2000), "The Role of Work-Family and Family-Work Conflict in the Lives of Marketing Employees," abstract of special session in *Enhancing Knowledge Development in Marketing*, Gregory T. Gundlach and Patrick E. Murphy, eds., American Marketing Association, Chicago, IL, p. 106.
- Shaffer, Teri Root and Laurie A. Babin (1997), "Establishing Cross-Disciplinary Marketing Education: Revisited," in *Enriching Marketing Practice and Education*, Elnora W. Stuart and Ellen M. Moore, eds., Southern Marketing Association, Rock Hill, SC, pp. 175-179.

- Boles, James, Barry J. Babin, Laurie A. Babin, and Julie Johnson (1996), "The Effects of Consumer Perceptions of the Salesperson, Product, and Dealer on Future Purchase Intentions," summary brief in *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart et. al., eds., Southern Marketing Association, Rock Hill, SC., pp. 102-103.
- Babin, Laurie A. (1995), "Effects of Price Framing on Consumer Behavior," *Marketing Foundations for a Changing World*, Brian T. Engelland and Denise T. Smart, eds., Southern Marketing Association, Evansville, IN, pp. 314-317.
- Babin, Barry J., Mitch Griffin and Laurie Babin (1994), "The Effect of Motivation to Process on Consumers' Satisfaction Reactions," in *Advances in Consumer Research*, vol. 21, 406-411.
- Babin, Laurie A. (1994), "Guidelines For State-of-the-Art Scale Development," *Marketing: Advances in Theory and Thought*, Brian T. Engelland and Alan J. Bush, eds., Southern Marketing Association, Evansville, IN, pp. 198-201.
- Babin, Laurie A. (1993), "Portrayal of Women in Business Advertising: A Longitudinal Study," *Marketing: Satisfying a Diverse Marketplace*, Tom K. Massey, Jr., ed., Southern Marketing Association, Kansas City, KS, pp. 317-319.
- Babin, Laurie A., Alvin C. Burns, and Abhijit Biswas (1992), "A Framework Providing Direction for Research on Communications Effects of Mental Imagery-Evoking Advertising Strategies," in *Advances in Consumer Research*, J.F. Sherry & B. Sternthal, Eds., vol.19, Provo, UT: Association for Consumer Research, 621-628
- Babin, Barry J., James S. Boles, Laurie Babin (1991), "The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science," in *Marketing History – Its Many Dimensions*, Charles R. Taylor et. al., eds., Michigan State University, MI: Academy of Marketing Science, pp. 165-178.
- Babin, Laurie A. (1990), "Advertisements as Decision Frames," in *Progress in Marketing Thought*, Louis M. Capella et. al., eds., Mississippi State, MS: Southern Marketing Association, pp. 367-370.
- Babin, Barry J., Laurie A. Babin, Mitch Griffin (1990), "An Examination of Two Competing Approaches for Modeling Retail Store Image Formations," in *Progress in Marketing Thought*, Louis M. Capella et. al., eds., Mississippi State, MS: Southern Marketing Association, pp. 440-443.

Other Scholarly Activity

- Babin, Laurie A. (forthcoming), end of chapter “Marketing by the Numbers” material and revised “Marketing By The Numbers” Appendix for Kotler and Armstrong (2020), *Principles of Marketing*, 18th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2019), end of chapter “Marketing by the Numbers” material and revised “Marketing By The Numbers” Appendix for Armstrong and Kotler (2019), *Marketing: An Introduction*, 14th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2016), end of chapter material for Armstrong and Kotler (2016), *Marketing: An Introduction*, 13th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2015), end of chapter material and revised “Marketing by the Numbers” Appendix for Kotler and Armstrong (2015), *Principles of Marketing*, 16th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2014), end of chapter material and revised “Marketing By The Numbers” Appendix for Armstrong and Kotler (2014), *Marketing: An Introduction*, 12th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2014), end of chapter material and revised “Marketing by the Numbers” Appendix for Kotler and Armstrong (2014), *Principles of Marketing*, 15th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2013), Instructor’s Manual, Testbank, and PowerPoint Slides for Zikmund et al. (2013), *Business Research Methods*, 9th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2013), Instructor’s Manual, Testbank, PowerPoint Slides, and Online Interactive Quizzes for Zikmund and Babin (2013), *Essentials of Marketing Research*, 5th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2013), end of chapter material and revised “Marketing By The Numbers” Appendix for Armstrong and Kotler (2013), *Marketing: An Introduction*, 11th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2012), Instructor’s Manual and Testbank for Hair et al. (2012), *Essential of Business Research Methods*, 2nd edition, M.E. Sharpe.
- Babin, Laurie A. (2012), Testbank for Babin and Harris (2012), *CB3*, 3rd edition, Cengage: Mason, OH.
- Babin, Laurie A. (2012), end of chapter material and revised “Marketing by the Numbers” Appendix (pp. A11-A28) for Kotler and Armstrong (2012), *Principles of Marketing*, 14th

- edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2011), end of chapter material and revised “Marketing By The Numbers” Appendix for Armstrong and Kotler (2011), *Marketing: An Introduction*, 10th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2011), Testbank for Lamb, Hair, McDaniel (2011), *Marketing*, 11th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2010), Instructor’s Manual, Testbank, and PowerPoint Slides for Zikmund, Babin, Carr, and Griffin (2010), *Business Research Methods*, 8th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2010), Instructor’s Manual, Testbank, PowerPoint Slides, and Online Interactive Quizzes for Zikmund and Babin (2010), *Essentials of Marketing Research*, 4th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2010), Instructor’s Manual, Testbank, PowerPoint Slides, and Online Interactive Quizzes for Zikmund and Babin (2010), *Exploring Marketing Research*, 10th edition, Cengage: Mason, OH.
- Babin, Laurie A. (2010), end of chapter material and revised “Marketing by the Numbers” Appendix (pp. A11-A28) for Kotler and Armstrong (2010), *Principles of Marketing*, 13th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2009), Testbank, PowerPoint Slides, Online Quizzes and Games for Babin and Harris (2009), *CB*, Cengage: Mason, OH.
- Babin, Laurie A. (2009), PowerPoint Slides to accompany Keller and Kotler (2009), *A Framework for Marketing Management*, 4th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2009), end of chapter material, “Marketing by the Numbers” Appendix (pp. MN1-MN17), and CRS (clicker) PowerPoint slides for Armstrong and Kotler (2009), *Marketing: An Introduction*, 9th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2008), “Marketing by the Numbers,” Appendix (pp. A1-A26) in Kotler and Armstrong (2008), *Principles of Marketing*, 12th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2007), Instructor’s Manual and Testbank for Hair, Money, Samouel, and Page (2007), *Research Methods for Business* (UK Edition), Wiley: United Kingdom.
- Babin, Laurie A. (2007), Instructor’s Manual for Zikmund and Babin (2007), *Essentials of*

- Marketing Research*, 9th edition, Thomson South-Western: Mason, OH.
- Babin, Laurie A. (2007), Instructor's Manual for Zikmund and Babin (2007), *Exploring Marketing Research*, 9th edition, Thomson South-Western: Mason, OH.
- Babin, Laurie A. (2007), Testbank for Manning and Reese (2007), *Selling Today*, 10th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2007), Testbank for Hawkins, Mothersbaugh, and Best (2007), *Consumer Behavior*, 10th edition, McGraw-Hill Irwin, Burr Ridge, IL.
- Babin, Laurie A. (2007), Instructor's Manual and Testbank for Shimp (2007), *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications*, 7th edition, Thomson South-Western: Mason, OH.
- Babin, Laurie A. (2006), Testbank for Wells, Moriarty, and Burnett, (2006), *Advertising: Principles and Practice*, 7th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2005), Testbank for Best (2005), *Market-Based Management*, 4th edition, Pearson Prentice-Hall: Upper Saddle River, NJ.
- Babin, Laurie A. (2003), Instructor's Manual and Testbank for Hair et al. (2003), *Essential of Business Research Methods*, Wiley.
- Babin, Laurie A. (1995-2004). Several abstracts published in the *Journal of Interactive Marketing* (formerly *Journal of Direct Marketing*). Abstracts are of articles related to direct marketing that are published in other journals, proceedings, and trade publications.
- Babin, Laurie A. (1995), "Writing Across the Curriculum," *CBA Teaching Enhancement Newsletter*, 1 (Fall), 1.

Courses Taught

- High School:** **St. Frederick Catholic High School:** Principles of Business; Entrepreneurship (both dual-enrolled with ULM)
- Undergraduate:** **UM** (beginning in Fall 2019): Marketing Principles; Consumer Behavior; Legal, Social, and Ethical Issues in Marketing.
- ULM:** Entrepreneurial Marketing; Fundamentals of Marketing; Advertising and Sales Promotion; Marketing Management; International Marketing; Consumer Behavior; Retailing Management

Leonard De Vinci Pole Universitaire International Week, Paris, France:

2010: Seminar on Advertising in the U.S. and Worldwide

2016: Seminar on Business Model Generation

2017: Seminar on Sustainable Social Entrepreneurship

2018: Seminar on Influencer Marketing

USM: Principles of Marketing; Principles of Advertising; Promotion Management; Integrated Marketing Communications; Direct Marketing Management; Issues in Integrated Marketing Communications (Honors)

Graduate:

ULM: Marketing Strategy; Directed Study in Advanced Marketing Research

Louisiana Tech University: Executive MBA program (2012, 2013, 2015, and 2018) – Marketing Foundation; Marketing Management

Shue Yan College, Hong Kong:

2007: Seminar in Integrated Marketing Communications

2015: Marketing Strategy

USM: Marketing Fundamentals; Problems in Marketing Management

Professorship

Abell Endowed Professorship in Entrepreneurship – 2009-2019, University of Louisiana Monroe

Grants

- ULM College of Business Administration Summer Research Grant, 2008
- USM Summer Research Grant, 1999
- USM Committee on Services and Resources for Women Research Stipend, 1998
- USM Summer Instructional Grant, 1996
- USM Instructional Graphics Learning Improvement from Teaching and Learning Resource Center, 1995/96
- USM Summer Faculty Research Grant, 1994

Awards

- Association for Small Business and Entrepreneurship Outstanding Educator Award, 2019
- Association for Small Business and Entrepreneurship Fellow Award, 2016
- Spirit of St. Frederick Faculty Award, 2012

- Research Award, The International Academy of Business and Public Administration Disciplines, 2010
- Research Award, The International Academy of Business and Public Administration Disciplines, 2009 (3 papers)
- Research Award, The International Academy of Business and Public Administration Disciplines, 2008 (2 papers)
- Phi Chi Theta's Efficiency Rating Program Award (awarded to USM's Beta Alpha chapter) -1st place in Southern Region and 3rd place nationally, 2001
- Phi Chi Theta's Outstanding Advisor of the Year Award, 2000
- USM College of Business Administration's Innovative Teaching Award, 1998
- Best Conference Paper, Southeastern Academy of Legal Studies in Business Conference, September 30-October 1, 1996, New Orleans, LA.
- Received the Stephen H. Coltrin Award for Excellence in Communications Education by participating as a member of the winning case study team at the International Radio and Television Society's 1993 and 1994 Faculty/Industry Seminars, New York, NY.
- Best Student Paper, Southern Marketing Association, Orlando, FL, 1990

Service Activities

Memberships:

- Decision Science Institute, 2011-2012, 2015, 2016, 2018
- Association for Small Business & Entrepreneurship, 2009-present
- Advertising Club of Northeast Louisiana, 2010-2019
- Phi Kappa Phi, 2010-2014
- Academy of Marketing Science, 1990-1994, 2002-present
- American Academy of Advertising, 1994-present
- Pi Sigma Epsilon, 2007-2010
- Direct Marketing Association, 2003-2005
- American Marketing Association, 1989-1991, 1999-2004
- Society for Marketing Advances (formerly Southern Marketing Association), 1989-2004
- Association For Consumer Research, 1991-1997
- American Advertising Federation of South Mississippi, 1992-1993
- Mu Kappa Tau
- Beta Gamma Sigma

Professional Association Offices Held:

- Board Member – Louisiana Phi Beta Lambda, 2015-2017
- Board Member – Advertising Club of Northeast Louisiana, 2014-2019
- President – Association for Small Business & Entrepreneurship, 2019-present
- President-Elect – Association for Small Business & Entrepreneurship, 2018-2019
- VP-Programs – Association for Small Business & Entrepreneurship, 2018-2019

- President – Association for Small Business & Entrepreneurship, 2013-2014
- President-Elect – Association for Small Business & Entrepreneurship, 2012-2013
- VP Programs – Association for Small Business & Entrepreneurship, 2011-2012
- VP Membership – Association for Small Business & Entrepreneurship, 2010-2011

Program Chair:

- Association for Small Business & Entrepreneurship, 2011-2012 (Co-chair)
- Association for Small Business & Entrepreneurship, 2018-2019

Track Chair:

- “Small Business and Entrepreneurship” track of Atlantic Marketing Association, 2014
- “Pedagogy” and “Student” track of Association for Small Business & Entrepreneurship, 2012-2014
- “Advertising” track of AMS World Marketing Congress, 2011
- “Consumer and Buying-Related Research” track of Society for Marketing Advances, 1998.

Session Chairperson:

- Academy of Marketing Science World Marketing Congress, 2005, 2011
- Academy of Marketing Science Cultural Perspectives in Marketing, 2010
- International Academy of Business and Public Administration Disciplines, 2009, 2010, 2011, 2014, 2017, 2018
- Academy of Marketing Science International Retailing Conference, 2005
- Academy of Marketing Science Annual Conference, 2005
- Society for Marketing Advances Conference, 1997, 1998
- Mid-South Marketing Educator's Conference, 1993, 1995

Discussant:

- International Academy of Business and Public Administration Disciplines (IABPAD) Conference, 2008, 2009, 2010, 2011
- Academy of Marketing Science Annual Conference, 2002-2005
- Academy of Marketing Science World Marketing Congress, 2003, 2005
- American Marketing Association’s Winter Educators’ Conference, 1999
- Society for Marketing Advances (formerly Southern Marketing Association), 1991, 1992, 1994, 1996, 1997, 1999
- Mid-South Marketing Educators Conference, 1992, 1996

Reviewer:

- review board, *Journal of Advertising*, 2008-present
- review board, *Journal of Marketing Education*, 1999 – present
- Ad hoc reviewer, *Marketing Education Review*, 2008
- Ad hoc reviewer, *Journal of Advertising*, 1998-2002, 2004-2008
- Ad hoc reviewer, *Journal of the Academy of Marketing Science*, 2005

- Ad hoc reviewer, *Journal of Business Ethics*, 2005, 2008
- Ad hoc reviewer, *Journal of Broadcasting and Electronic Media*, 2004
- Ad hoc reviewer, *Journal of Retailing and Consumer Services*, 2004-2006
- Ad hoc reviewer, *Journal of Business Research*, 1992, 1994, 2000-2003, 2005
- Ad hoc reviewer, *Psychology & Marketing*, 2000
- Ad hoc reviewer, *Journal of Economics and Finance*, 1995
- Ad hoc reviewer, *Journal of Marketing Theory and Practice*, 1995, 2002, 2003
- Abstract Editorial Board, *Journal of Interactive Marketing*, 1994-2004
- Academy of Marketing Science Annual Conference, 1997, 1998, 2004, 2007, 2012
- Academy of Marketing Science International Conferences, 2002, 2004-2007, 2010, 2011
- American Academy of Advertising, 2001-2004, 2006
- Society for Marketing Advances, 1990-1992, 1994-2001, 2004
- Society for Marketing Advances Retailing Seminar, 2001-2003
- Society for Marketing Advances Teaching Competition, 1999
- Society for Marketing Advances Doctoral Dissertation Competition, 1997, 1999
- Judge for Delaware Press Association's Communications Conference, 1997
- American Marketing Association Winter Educators' Conference 1997 and 1999 Conference, 1996 and 1998
- American Collegiate Retailing Association Conference, 1996
- Academy of Business Administration, 1994 National Conference
- Academy of Marketing Science Minority Conference, 1993
- Southwest Marketing Association, 1993

Faculty Adviser/Mentor:

St. Frederick High School:

- Future Business Leaders of America, 2007-2017

ULM:

- Adviser, Rotaract at ULM, 2016-2019
- Adviser, Warhawks for Life, 2015-2019
- Adviser, Phi Beta Lambda, 2014-2019
- ULM Catholic Campus Ministry, 2011-2013
- Pi Sigma Epsilon, 2007-2010
- Faculty adviser for Emerging Scholar, 2008, 2010, 2014, 2015, 2018
- Faculty mentor for Student Research Symposium, 2008, 2009

USM:

- Faculty adviser for a directed graduate study (MKT 692) for PhD student in Communications, 2007
- Phi Chi Theta, 1998-2007

- Beta Gamma Sigma, 2001-2007
- Faculty adviser for Business Advisory Council Scholar, Spring and Fall, 2003
- Faculty adviser for Honors Thesis, 1995

Committees:

ULM:

- ULM Title IX/EEO Committee – 2018-2019
- College of Business Curriculum and Assurance of Learning Committee, 2016-2019
- ULM Commencement Committee, 2015-2019
- College of Business Curriculum Committee, 2013-2014
- ULM Graduate School Director Search Committee, 2012-2013
- ULS Academic Summit Planning Committee, 2012-2013
- ULM Quality Matters Committee, 2013
- CBA Graduate Committee, 2007-2013 (committee chair 2010-2013)
- ULM Graduate Council, 2007-2013

USM:

- College of Business Journal Ranking Committee, 2006-2007
- College of Business AACSB Leadership Team, 2006-2007
- Co-Chair, College of Business Graduate Programs, 2005-2007
- Marketing Curriculum Review Committee, 2004-2007
- USM Faculty Senate, 2004-2005 (member of awards committee)
- Chair, College of Business Academic Conduct Committee, 2003-2004 (committee developed and implemented a CoB Academic Integrity Policy)
- Member, 2004 Summer Grants for the Improvement of Instruction Committee, 2003
- Library Liaison, Department of Marketing and Management, 1995-2002
- College of Business Promotion and Tenure Committee, Marketing Representative, 1999-2001
- Chair, 1998 Summer Instruction Grant Committee, 1997
- Women's Studies Advisory Committee, 1995-1999
- Academic Council, 1993-1995
- University Committee On Services and Resources For Women, 1991-1999 (Chair of Academic Affairs Committee and Chair of Research Stipend Committee, 1994-1997)
- Students Standards AACSB Committee – 1995
- College of Business Administration Teaching/Learning Enhancement Team, 1994-1999
- Degree Program Team (Marketing), 1994-1995
- Individual Course Objectives and Outcome Assessment Team: MKT 355 and MKT 458, 1994-1995; MBA 550, 1997-1999

Public Service Activities:

- Board Member, Advertising Club of Northeast Louisiana, 2014-present
- Board Member, Scholarship Committee, Harold and Muriel Berkman Charitable Foundation, 2016-present
- Board Member, Louisiana Future Business Leaders of America Foundation, 2016-2017
- Board Member, Twin Cities Rotary, 2016-2017
- Board Member, Let Us Dream, Inc., 2017-2018
- Founder and CEO, My Luck Foundation, Inc., 2016-present
- Presented “Are We Teaching What Marketing Students Should Be Learning?” at Concordia University, 2010
- Presented “Social Media” for ULM Small Business Development Center, 2010
- Presented “Get the Edge: The 4Ps of You” at Phi Beta Lambda Louisiana State Leadership Conference and again to ULM CBA students, 2009
- Presented “Marketing Yourself in a Competitive Environment,” Mississippi Nurses Association District 7, University of Southern Mississippi, 1999
- Presented “Managing Customer Relationships,” USM Business Seminar at the Gulf Coast Business and Industry Expo, Biloxi, MS, 1998
- Presented "Developing a Teaching Portfolio" to CBA faculty, 1995 and 1996. Also presented this to university faculty, 1996
- Presented "Women in Advertising" at the USM Committee on Services and Resources for Women's Brown Bag Lunch Series, 1995
- Presented "Advertising: The Shape of Things to Come As We Enter the 21st Century" to the Ad Federation of South Mississippi, 1995

Professional Development Activities

- Echo 360 Training, UM, 2019
- EDU: Clery Act Basics training, ULM, 2018
- Harassment & Discrimination training, ULM, 2018
- Attended Social Media Strategy Summit, New York, NY, 2017
- Attended Digital Marketing training, Jackson, MS, 2017
- Title IX training, ULM, 2012, 2013, 2014
- Future Business Leaders of America Adviser In-Service Training, 2007-2009, 2011-2016
- Attended several ULM University Week sessions, Moodle training, and CBA “Food-for-Thought” sessions, 2007-2018
- Attended “Clickers in the Classroom” presented by Dr. Douglas Duncan, Director of Astronomical Laboratories to ULM faculty, 2009
- Attended and served as adviser for Pi Sigma Epsilon’s Southern Regional Conference hosted by ULM’s Zeta chapter, 2009
- Completed ULM “Online Design & Delivery” training program, Summer 2009
- Attended Pi Sigma Epsilon’s National Conference, Norfolk, VA, 2009

- Attended Pi Sigma Epsilon's National Conference, Dallas, TX, 2008
- Attended Pi Sigma Epsilon's Southern Regional Conference, Baton Rouge, LA, 2007
- WebCT training, University of Southern Mississippi, 2006, 2007
- Interactive Video Network training, USM, 2006
- PowerPoint (Intermediate) training, USM, 2005
- Hitachi and SMART podium training, USM, 2005
- Attended Phi Chi Theta's Southern Regional Conference, hosted by USM's chapter in Longbeach, MS, 2003
- Attended Phi Chi Theta's National Conference, Nashville, TN, 2000
- Attended Phi Chi Theta's Southern Regional Conference, New Orleans, LA, 1999
- Selected for and attended the Direct Marketing Association's Educator Seminar and the DMA's Annual Convention, New Orleans, LA, 1996
- Selected for and attended the Yellow Pages Publishers Association's Educators' Seminar, Denver, CO, 1996
- Attended "Making Your Teaching Memorable and Their Learning Effective," University of Alabama Continuing Education, Tuscaloosa, AL, 1995
- Attended the National Symposium on Improving Teaching Quality, San Antonio, TX, 1995
- Compressed Video Training, USM, 1994
- Attended Mid-South Marketing Educators' Conference, Long Beach, MS, 1992, 1993, 1995-1997
- Selected for and attended the International Radio and Television Society's Faculty/Industry Seminar, New York, NY, 1993, 1994
- Attended Writing Across the Curriculum Workshops, 1993, 1994
- Selected for and attended the Direct Marketing Institute for Professors, Dallas, TX, 1993
- Selected for and attended the Specialty Advertising Association International's VIP (Very Important Professor) Seminar, Dallas, TX, 1993