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EDUCATION

Management.

Lecturer, School of Business Administration, University of Vermont, Burlington, VT (September 2004 to May 2009). Courses taught: Business Savvy, Essential Skills for Future Business Leaders, Marketing Management, Product Management and Retail Management.

Managing Editor for *Alumni News*, School of Business Administration, University of Vermont, Burlington, VT (2005-2009).

Visiting Assistant Professor of Marketing, University of Vermont, Burlington, VT (September 2003 to May 2004). Courses taught: Marketing Management, Product Management and Retail Management.

Assistant Professor of Marketing, Roger Williams University, Bristol, RI (August 2001 to May 2003). Courses taught include Advertising Campaigns, Consumer Behavior, Enterprise, Marketing Principles, Retail Management, and Special Topics: Interactive Marketing.

Assistant Professor of Marketing, Bradley University, Peoria, IL (August 1996 to May 2001). Courses taught: Advertising: Planning and Decision-Making, Business and the Web, Consumer Behavior, Direct Marketing, Marketing in a Dynamic World, Marketing Presentation

M. Thorne.
"Thermo Electron Corporation," 330-332, with David J. Luck.
"Wm. Wrigley, Jr. Corporation," 348-350, with David J. Luck.

REFEREED PUBLICATIONS

Articles

Bonifield, Carolyn M. and Amy M. Tomas, (2010) "Intellectual Property Issues for Marketers in the Virtual World," Journal of Brand Management, accepted 10/1/08.

Bailey, Ainsworth A., Carolyn M. Bonifield and Amy M. Tomas, (2008) "Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds," Innovative Marketing, 4(4): 6-13.

Babin, Laurie, Teri Shaffer and Amy Morgan Tomas, (2002) "Teaching Portfolios: Development and Application," Journal of Marketing Education, (24): 35-42.

Ross L. Fink, John Gillette, Amy J. Morgan and Donna J. Hill (2001) "Attracting, Enhancing and Retaining Client Relationships Using the Web," National Public Accountant, (46): 4, 14-17.

Morgan, Amy J. and Scott A. Inks, (2001) "Technology and the Sales Force: Increasing g < C s la B n irin:

Baer, Robert, Donna J. Hill and Amy J. Morgan, (2000) "Excuses: Use'm If You Got'em," in Advances in Consumer Research, Stephen J. Hoch and Robert J. Meyer, eds., (27): 87-91.

Phillips, Melodie R., Veronica Horton and Amy J. Morgan, (1999) "Has the Marketing Value of the Internet Commercialized Cyber-Cheating? Research, Term Papers and References Reinvented", in Advances in Marketing: Theory, Practice, and Education, Joyce A. Young, Robert D. Green, and Faye W. Gilbert, eds. Society for Marketing Advances, Terre Haute, IN: 135-136 (published summary brief).

Inks, Scott A. and Amy J. Morgan (1998) "Perceptions of Equity in the Acceptance of Sales Force Automation," National Conference in Sales and Sales Management, Norfolk, VA.

Morgan, Amy J. (1997) "Retail Cycle Time Reductions: A Marketing Productivity Approach," special session presentation at the Southern Marketing Association meeting.

Jarrell, Judy L. and Amy J. Morgan (1996) "All About Place: Fundamentals of Integrated Supply Chain Management," special session presentation at the Southern Marketing Association meeting.

Morgan, Amy J., session chair (1996) coordinator of special Marketing Education session on "Teaching Trends and Technologies: Revisiting the Old Four Ps" at the Southern Marketing Association meeting.

Morgan, Amy J. (1995) "The FedEx Center for Cycle Time Research at The University of Memphis," at the Southern Marketing Association meeting.

SERVICE AND PROFESSIONAL ACTIVITIES

UVM Lane Series Advisory Board , Burlington, VT (member 2015-2017, Vice President 2017-2019, President 2019-2021)

Mount Family Group Advisory Board , Williston, VT (member, 2017-present)

Service to Grossman School of Business , University of Vermont
Academic Advising (ongoing)

Advisor, Grossman Student Advisory Council (2016-2021)

Curricular Affairs Committee, UVM (member, 2006-present)

Honors Day Steering Committee (member 2013-2016) (chair 2014) (6(a)14(i)-6(r)7(2)--)-6

