

STEVEN A. BAUMGARTEN

Professor
Director, MBA Programs

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EDUCATION:

- 1971 Ph.D., Industrial Administration, Purdue University, W. Lafayette, Indiana
Major in Marketing
Dissertation: *The Male Fashion Change Agent on the College Campus*,
supervised by Professor Charles W. King
- 1965 M.S., Industrial Administration, Purdue University, W. Lafayette, Indiana
- 1964 B.S., Industrial Engineering, Pratt Institute, Brooklyn, New York

ADMINISTRATIVE EXPERIENCE:

- 1994 to Present Director, MBA Programs, University of South Florida, Tampa, Florida
Responsible for Executive MBA Program, Full-time and Part-time MBA Programs.
- 1983-94 Academic Director, Executive MBA Programs, University of South Florida, Tampa, Florida
- 1971-75 Academic Director, Executive MBA Program, University of Wisconsin-Milwaukee

TEACHING EXPERIENCE:

- 1991 to Present Professor of Marketing and International Business, University of South Florida, Tampa, Florida

- 1976-91 Associate Professor of Marketing, University of South Florida, Tampa, Florida
- 1975-76 Visiting Associate Professor, Purdue University, West Lafayette, Indiana
- 1969-75 Assistant Professor of Marketing, University of Wisconsin-Milwaukee

INTERNATIONAL & VISITING TEACHING EXPERIENCE:

- 2002 Guest instructor, Tulane University, teaching International Marketing in the Executive MBA Program.
- 2000 Visiting lecturer at the University of Paris-Dauphine, Paris, France. Also served one-month guest lectureships in 1999, 1998, 1995, 1994, 1993, 1992 and 1991.
- 1996 Guest lecturer in residence at Ecole Supérieure de Commerce, LeHavre-Caen, France.
- 1985 Guest lecturer in International Marketing at the Hangzhou Institute of Commerce, Hangzhou, People's Republic of China.

HONORS AND AWARDS:

- Twice recipient of the Outstanding Marketing Professor Award, given by the Graduate Business Association.
- "Professor of the Year" award, Graduate Business Association.
- Selected by the USF Senior Class as one of the ten best faculty (University-wide).
- Elected Faculty Member of Beta Gamma Sigma (National Business Honor Society).

PUBLICATIONS:

"An Analysis of the Correlates of U.S. Foreign Investment in Latin America," *Journal of Transnational Management Development*, vol. 5, no. 4, with A. Hausman, 2000.

"The Evolution of Conditions for Joint Ventures in China," *Journal of Global Marketing*, with R. Rivard, vol. 5, no. 1, January, 1991.

"Toward Resolution of the Health Care Crisis of the Working Poor: An Empirical Approach," *Proceedings*, National Conference, American Marketing Association, with D. Luhrsen and P. Solomon, 1991.

"Physician, Heal Thyself: Suggestions for Medical Service Quality Improvement," *Proceedings*, Academy of Marketing Science National Conference, with J. Hensel and P. Solomon, 1989.

"The Many Faces of Latin America," (Abstract) *Proceedings*, Business Association of Latin American Studies (BALAS) National Conference, with M. Bilonick, 1989.

Marketing in the 1990's: A Reader (Edited Collection of Readings), Needham Heights, Massachusetts: Ginn Press, with P. Solomon, 1989.

"Managing Patients' Perceptions of Medical Practice Service Quality," *Review of Business*, with J. Hensel, Spring, 1988.

"The Computerized Dental Office of the Future," *The Dental Clinics of North America*, vol. 32, no. 1, with J. Stikeleather and J. Hensel, January, 1988.

"Recent Legal Developments for Foreign Investors in the People's Republic of China," *Business Journal*, Special Issue no. 1, with R. Rivard, 1987.

"Enhancing the Perceived Quality of Medical Service Delivery Systems," *Add Value to Your Service* (proceedings of the Sixth Annual American Marketing Association Services Marketing Conference), with J. Hensel, 1987.

"The Structural Environment for Foreign Investment in the People's Republic of China," *Social Science Perspectives Journal*, vol. 2, no. 2 (proceedings of the National Conference of the National Social Science Association), with R. Rivard, 1987.

Consumer Shopping Preferences (monograph), Columbus, Ohio: Management Horizons, with A. Rodgers, 1979.

"A Descriptive Model of Consumer Choice Processes Among Nursing Home Patients," *Proceedings*, National Conference, Association for Consumer Research, with T.R. Rao and L.W. Ring, 1975. [Reprinted in Waddell, F. E., *The Elderly Consumer*, Columbus, Maryland: The Human Ecology Center, Antioch College, 1976.]

"A Comparison of the Predictors of Fashion Opinion Leadership Across Two Populations," *Proceedings*, National Conference, American Marketing Association, with J.O. Summers, 1975.

"The Innovative Communicator in the Diffusion Process," *Journal of Marketing Research*, vol. 12, February, 1975.

"The Diffusion of Fashion Innovations Among U.S. College Students," *Proceedings*, Seminar on Fashion, Research and Marketing, European Society of Opinion and Marketing Research [ESOMAR], 1974.

"A Study of Nursing Homes: The Patient as Consumer," with S. Choudhury, T.R. Rao, and L.W. Ring, *Proceedings*, National Conference, American Marketing Association, 1972.

"An Evaluation of Media Readership Constructs and Audience Profiles by Use of Canonical Correlation Analysis," with L.W. Ring, *Proceedings*, National Conference, American Marketing Association, 1971.

ORGANIZATION MEMBERSHIPS:

Academy of International Business
Business Association of Latin American Studies
Tampa Bay Area Committee on Foreign Relations
Canadian-American International Business Council (Board member)
USF Center for International Business (Board member)

UNIVERSITY SERVICE:

Current:

Member, Graduate Policy Committee,
Director, EMBA Overseas Study Program

Past:

Chairman,
Graduate Policy Committee
Executive MBA Committee
Business Policy Search Committee
Ad Hoc Committee for the Credentialing of Graduate Faculty

Member,

Graduate Council (university-wide)
Faculty Senate (university-wide)
Advisory Committee for Foreign Exchanges and Study Abroad
Programs (university-wide)
Undergraduate Curriculum Committee
International Business Committee
Library Search Committee
MBA Operating Committee, *et al*

OTHER:

Director, Executive MBA Program Overseas Study Program. Planned, directed and led business study tours to the following locations:

1984 - London
1985 - Switzerland
1986 - Hong Kong, Japan and China
1988 - Taiwan, Hong Kong and China
1990 - Brussels and Paris
1991 - Moscow, Leningrad and Kiev

1993 - Singapore, Bangkok and Hong Kong
1994 - Costa Rica
1995 - Taiwan, Hong Kong and China
1996 - Costa Rica (Physicians' Program)
1996 - Mexico City
1997 - Nicaragua and Costa Rica (Physicians' Program)
1997 - Argentina and Chile
1998 - Paris (Physicians' Program)
1998 - Brazil
1999 - London (Physicians' Program)
1999 - Rome and Milan, Italy
2000 - Madrid and Barcelona, Spain (Physicians' Program)
2000 - Paris and Brussels
2001 - Copenhagen and Stockholm
2002 - Moscow and St. Petersburg
2003 - Rome and Milan
2004 - Argentina and Chile
2005 - Costa Rica
2005 - Australia

CONSULTING EXPERIENCE:

Marketing Research Projects conducted for Canterbury School; Eckerd Corporation; Eye Centers of Florida; Freedom Federal Savings; Genesco; GTE Data Services; Northwestern Mutual Life Insurance Company; Rexnord; Sears; Sterling Research; U.S. Department of Health, Education and Welfare; *et al*, involving consumer attitudes and behavior, advertising awareness and recognition, corporate image, etc.

Strategic Marketing Management Programs developed for: GTE Data Services; Southern Alloy Steel Corporation; Surplus Inventory Placement Systems, Inc; various medical practices, *et al*.

Expert Witness Appearances for Holiday Magic, Inc., Sta-Power Industries, Golden Products, Inc., *et al*, in a variety of jurisdictions including: Minneapolis; Los Angeles; San Francisco; Marin County, California; Columbus, Ohio; Madison, Wisconsin; Seattle; Quebec Province, Canada; and Washington, D.C.

Marketing Training Programs developed and conducted for GTE Corporation, including "Telops Marketing Management Training Program," and "Effective Marketing Concepts."

PERSONAL: Married Three grown children