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EDUCATION

- Doctor of Philosophy in Business Administration, University of South Florida, Tampa.
Expected graduation date: December 13, 2008.
Major: Marketing
Minor: Psychology & Methodology
- Master of Business Administration, University of South Florida, Tampa, Florida, 2004.
- Bachelor of Arts, University of South Florida (Summa Cum Laude with honors), Tampa, Florida, 2002.

DISSERTATION

- Title: “Self-Directed Learning: Measures and Models for Salesperson Training and Development.”
- Committee: Dr. Paul Solomon (Chair), Dr. Andrew Artis, Dr. Richard Plank, Dr. Anand Kumar, and Dr. Terry Sincich.
- Proposal Defense Date: February 8, 2008.
- Data collection: in process
- Dissertation Defense: Fall 2008

ACADEMIC AWARDS AND HONORS

- 2008 Sheth Doctoral Consortium Fellow, Columbus, Missouri.
- 2008 National Conference in Sales Management (NCSM) Outstanding Doctoral Research Award (\$1,000) for paper entitled, “Examining the Boundary Spanning Role through a Meta Analytic Review of Perceived Supervisory Support.” With coauthor Diane Edmondson. Dallas, Texas.
- 2008 National Conference in Sales Management (NCSM) Doctoral Fellow, Dallas, Texas.
- 2007 AMA Sales SIG/DSEF Dissertation in Sales Education Foundation Grant Winner (\$2,500), for dissertation proposal entitled, “Self-Directed Learning: Measures and Models for Salesperson Training and Development.” Austin, Texas.
- 2005 Council of Supply Chain Management Professionals Doctoral Consortium Fellow, San Diego, California.
- 2004-2008 Recipient of the Department of Marketing Graduate Scholarship, University of South Florida, Tampa, Florida.
- 2004 Council of Logistics Management Conference Student Representative.
- 2000-2002 University of South Florida Track and Field Scholarship, Tampa, Florida.
- 2001 Commissioners Academic Medal, Tampa, Florida.
- 1999 Frostburg State University Academic Scholarship, Frostburg, Maryland.

- 1998 RC Cola Academic Scholarship, Lord Fairfax Community College, Middletown, Virginia.

RESEARCH

Primary Research Objective:

The focal point of my research stream is to answer the research question, “How can sales provide greater value to the firm and its stakeholders?” That question has led me to investigate outside of the field of marketing to understand and introduce novel learning paradigms such as self-directed learning into empirical based sales research settings to help move the field forward by taking advantage of decades of research that has not been explored by marketing and sales. Along with this, I have investigated meta analysis as an opportunity to explore the research domain and to empirically examine constructs that the literature presents. In this pursuit I have found that the supervisor and the boundary spanner (salesperson) play an increasingly valuable role within the organization.

Specific Research Interests:

- Scale development for constructs related to self-directed learning.
- Organizational learning with an emphasis on taking learning back to the individual level.
- Constructs that lead salespeople and service people to initiate more self-directed behaviors.
- Training that may facilitate appropriate, efficient and effective forms of self-directed learning.
- Outcomes of self-directed learning behaviors and endeavors.
- Performance outcomes for salespeople related to support and training paradigms.
- Exploring the boundary spanning role and how it influences the organization.
- Salesperson competencies regarding self-directed learning.

PEER REVEIWD PROCEEDING PUBLICATIONS & PRESENTATIONS

Boyer, Stefanie “Perspectives on Sales Training: Past, Present and Future,” *Academy of Marketing Science Annual Conference*. (doctoral paper)

Edmondson, Diane and **Stefanie Boyer** (2008). “Examining the Boundary Spanning Role through a Meta Analytic Review of Perceived Supervisory Support” *National Conference in Sales Management*. Dallas, Texas March 26-39, 2008. (doctoral paper)

Boyer, Stefanie and Brent Baker (2007). “Societal and Organizational Effects of Covert Marketing: A Persuasion Knowledge Model Approach,” *Academy of Marketing Science Annual Conference*. Coral Gables, Florida, May 23-26, 2007. (doctoral paper)

Baker, Brent and **Stefanie Boyer** (2007). “Toward the Construction of the Ideal Self: A Sexual Selection Approach,” *Academy of Marketing Science Annual Conference*. Coral Gables, Florida, May 23-26, 2007. (doctoral paper)

Boyer, Stefanie and Diane Edmondson (2006). “Perceived Supervisory Support: A Meta Analytic Review,” *Academy of Marketing Science*. San Antonio, Texas, May 24-27, 2006. (doctoral paper)

OTHER PUBLICATIONS

Edmondson, Diane and **Stefanie Boyer** (in press). “Examining the Boundary Spanning Role through a Meta Analytic Review of Perceived Supervisory Support” *Journal of Personal Selling and Sales Management* (Abstract). (doctoral paper)

PAPERS IN REVIEW

Stock, James, **Stefanie Boyer** and Tracy Harmon (3rd review). “Defining Supply Chain Management: A Qualitative Study,” *Journal of the Academy of Marketing Science*. (faculty and doctoral paper)

Edmondson, Diane and **Stefanie Boyer** (1st review). “Examining the Boundary Spanning Role through a Meta Analytic Review of Perceived Supervisory Support” *Journal of Personal Selling and Sales Management* (doctoral paper).

WORKING PAPERS

Boyer, Stefanie, Diane Edmondson and Andrew Artis “A Meta Analysis of Self-Directed Learning: Implications for Boundary Spanners” targeted for publication in *Journal of Marketing*. This paper explores research examining the construct perceived supervisory support with important constructs to the marketing domain. The paper outlines the importance of the supervisor in attaining market orientation in learning organizations and how this is exceedingly important for those in a boundary spanning role.

Boyer, Stefanie, Diane Edmondson and Andrew Artis “Self-Directed Learning: A Meta Analytic Review of 50 Years of Research in Adult Education” targeted for publication in *Journal of Education or Journal of Adult Education*. This paper examines self-directed learning through a meta analysis and explains the importance of the findings to adult education.

Boyer, Stefanie and Brian Lambert “Self-Directed Learning Best Practices” targeted for publication in *Training and Development*. This paper examines 50 years of self-directed learning research as an update from the previous meta analysis in the 80’s. The research filtered over 1600 articles and 600 dissertations on the topic to empirically examine the state of research and the field of self-directed learning in adult education.

PAPERS FROM DISSERTATION

Boyer, Stefanie “The Foundation for Self-Directed Learning and Sales Research: Measures for Salesperson Willingness to Use Self-Directed Learning Projects” This paper will discuss the four

different measures for self-directed learning projects, and how future researchers may take advantage of these measures to explore new forms of training and development.

Boyer, Stefanie “Testing a model of Self-Directed Learning for salespeople looking at induced and synergistic SDLP’s” This paper will discuss the model of SDL that is tested in my dissertation, which includes outlining the important role of training in self-management/self-regulation, and the role of support from the supervisor and organization in facilitating motivation for and behavior of self-direction. This paper also outlines differences in self-directed behavior and how this impacts performance.

Boyer, Stefanie “Scanning, Not Just for Experts: An Investigation on Training to be Self-Directed” This paper examines the notion that scanning self-directed learning projects are only for experts. The conceptual article suggests that training may break down the door for novices to this untouched learning endeavor.

Boyer, Stefanie “Self-Directed Learning in the Insurance Industry, Why is it Different?” This paper outlines differences in the insurance industry from other types of contenders in the financial industry. The paper examines differences that may prevent self-directed findings in insurance to extend to other financial industries, and also outlines similarities that will entice financial industries to examine findings from the insurance industry in self-directed learning.

Boyer, Stefanie “Adult Learning Theory and Implications for Training and Development” This conceptual paper discusses the importance of applying adult learning theory to sales training and development. It outlines the differences between the two and how efficiencies could be created by extending adult learning theory into training and development.

ACADEMIC POSITIONS

University of South Florida, instructor (present)
University of South Florida, graduate research assistant, (2005- 2008)
University of South Florida, graduate assistant, (2002-2004)

TEACHING

Basic Marketing (University of South Florida, two undergraduate sections, 2005-2006)
Most recent course student evaluation: 4.66 out of 5

Professional Selling (University of South Florida three undergraduate sections, 2005-2008)
Most recent course student evaluation: 4.93 out of 5

Promotion Management (University of South Florida one undergraduate section, 2006-2008)
Most recent course student evaluation: 3.73 out of 5

SERVICE TO PROFESSIONAL ASSOCIATIONS

AMA summer conference 2006-2007, reviewer
AMS annual conference 2006-2007, reviewer
AMS annual conference 2007, session discussant

PROFESSIONAL ASSOCIATION AFFILIATION

American Marketing Association
Academy of Marketing Science

OTHER PROFESSIONAL EXPERIENCE

Financial Representative, 2003 - 2004

Life Insurance, Mortgage and Securities licensed representative
Primerica Financial Services, member of Citigroup Financial, Tampa, Florida

- Recruit and train employees ▪ Sell financial securities, mortgages & life insurance
- Coordinate with Regional Vice President ▪ Create clientele

Investigations, 2001

United States Customs Service, Tampa, Florida.

- Interception ▪ Weapons exodus ▪ Worked directly with the U.S. Attorney
- Surveillance ▪ Reverse sting operations ▪ Money laundering Cases
- Firearm training with Customs Special Response Team, the Navy Seals R & D team & SAIC Tampa Special Agents.
- Interagency operations with local law enforcement, state agencies and federal agencies such as the Federal Bureau of Investigations, Drug Enforcement Agency and Secret Service.

Firefighter, First Responder, 1997-1999

Stephens City Fire and Rescue Department, Stephens City, Virginia.

- Salvage and Overhaul ▪ Respond to emergency calls ▪ Raise money for the department
- Manage city sponsored events ▪ Rookie of the Year 1998

**References available upon request*