

## **Rebecca J. Oliphant, Ph.D.**

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**Lecturer-Department of Marketing and Supply Chain  
Gatton College of Business and Economics  
University of Kentucky  
445P Gatton College  
550 South Limestone  
Lexington, Kentucky 40506**

### **EDUCATION**

- Ph.D. Florida State University                      Major Field: Organizational Communication  
Doctor of Philosophy                              Minor Field: Management/Behavioral Psychology  
Dissertation Title: *"Linking Communication With Performance Management  
In an Applied Setting"*  
Dissertation Co-Chairpersons: Dr. Barry Sapolsky and Dr. Jon Bailey
- M.Ed. California University of Pennsylvania  
**High Honors**  
Major Field: Guidance and Counseling
- B.A. California State College  
**Cum Laude** Major Field: Speech Communication

### **PROFESSIONAL EXPERIENCE**

University of Kentucky-July 2018 to present  
Lecturer-Department of Marketing and Supply Chain  
Classes: International Marketing/Advertising and Promotion/Introduction to Business/Personal Selling  
Co-Sponsor – American Marketing Association University of Kentucky Chapter  
Co-Sponsor - International Business Group

RMIT-International/Vietnam Lecturer-Marketing, Management Department- 2017 to 2018  
Transferred to Royal Melbourne Institute of Technology (RMIT) to begin teaching in their new Digital Marketing Program. Currently designing curriculum for the following classes: Global Branding and Social Media & Mobile Marketing which will begin Spring 2018. Currently teaching International Marketing and Buyer Behavior. Spring 2018 will teach Global Branding online and Creativity, Innovation and Design

Stetson University/ Associate Professor – Department of Management, Entrepreneurship:along with Dr. Gary Oliphant) to reorganize and revamp the Entrepreneurial Curriculum in the Department of Management, Entrepreneurship and Family Enterprise Wrote curriculum for new classes in the minor with four new classes

- Stetson Entrepreneurial Group (75 members)
- ENACTUS-founding faculty advisor
- SAFE –Stetson Alumnae Female Entrepreneurs (over 150 students in attendance)
- Cambodia/Vietnam Social Justice and Entrepreneur Summer trip 2015
- Created three new classes
  - Entrepreneurial Selling
  - The Business World of Harry Potter
  - Entrepreneurship-What it is an How to Do It
- Round table – 8 Entrepreneurs discuss franchising (over 100 in attendance)
- Stetson Pitch-75 unique pitches/prizes – Two categories “For Profit” and “Social Justice”
- Attended CEO/ SEEC conference at the University of Tampa (2 students in final pitch)
- Stetson Innovation Pitch (45 unique pitches) – How to make Stetson a better place
- Worked with Paddle Out Poverty
- Once a month Dinner at the O’s to talk about ideas-Open to everyone at SEG
- Special speakers series at SEG meetings – Once a month
- Coached students for Cairn’s foundation Pitch – Stetson students placed first and second. \$10,000 first prize and \$5,000 second
- Coleman Foundation two years -Bringing entrepreneurship classes across campus. Eight Coleman Fellows-Digital Arts, English, History, Economics, Theatre, Science, Music, Education
- Co-Innovator of the Year (2015) /SOBA-with Dr. Gary Oliphant
- StetsonXStartup Spring 2014

University of Virginia/ Adjunct-Semester at Sea Spring Voyage 2013

Was chosen to teach on the Spring voyage Semester at Sea through ISE and University Virginia. Taught the following classes: Organizational Behavior and International Marketing. Special guest for 75 days –Nobel Prize Winner The Archbishop Desmond Tutu (Voted Friend and Ally to All Students)

University of Central Florida/Graduate Faculty Scholar in the College

Appointed to the Hospitality Education Program 2012-Outside member of Eric Olson Dissertation – PhD in Hospitality Management

University of Kufstein/ Austria-Associate Professor of Marketing-International Study Abroad Program

Invited visiting professor of Marketing – Summer/Winter 2007-2012

Business to Business Marketing    Consumer Psychology  
Advertising and Promotions        Professional Selling

Social Justice and Entrepreneurship Volunteer and Field Experience in Cambodia and Vietnam (Summer 2015).

16 Students traveled to Cambodia and Vietnam for three weeks in the Summer of 2015. During their stay the business students volunteered at PIO / an organization created by CNN Hero of the Year 2008 to build a school for the garbage dump children of Cambodia. They taught classes in English to K-4<sup>th</sup> grade students at two of the schools.

Director- Executive Passport Degree Completion Program

Fall 2011-Spring 2012

This program allowed working professionals who had an Associate Degree but wanted to finish college an opportunity to do so with Saturday classes year round held in our Celebration campus.

Online course using Illuminate

First faculty cohort to teach online course at Stetson University

Professional Selling using the technology of Illuminate

Summer 2010/2011

Created Kufstein Student for Student Exchange Program

Instituted Student for Student Exchange with FA Kufstein, Austria

Specifically for Business Students

Semester Exchange with University in Kufstein, Austria (total 5 exchanges)

Director MBA International Program

Coordinated all activities and events for 4 visits to China 2010 to 2013

Business and Culture in China (Spring 2010)

Associate Professor of Marketing, Study Abroad Program (Director of Program)

MBA Class-Summer 2006/2007/2008/2009/2010/2011

Developed and taught MBA elective at the University of Innsbruck

International Marketing

Marketing Decision Making

Associate Professor – University of New Orleans Study Abroad Program

Visiting Professor for the University of New Orleans

Undergraduate – Summer 2005

Electronic Media

Associate Professor of Marketing, Study Abroad Program.

Undergraduate classes – Summer 2002/2003/2005

Taught the following courses in Innsbruck, Austria.

Business Communications, Professional Selling

Associate Professor of Marketing, Stetson University 1997-2016

Teaching Principles of Marketing, Professional Selling, Career Development

(Internship), Marketing Honors (developed and taught one semester), University Experience, Disney M.B.A., Law school M.B.A., and Stetson M.B.A.

Visiting Assistant Professor of Marketing, Stetson University

Teaching Principles of Marketing, Professional Selling, Introduction to Business, Retailing.

Adjunct, Marketing Department, Stetson University Fall

Taught Consumer Behavior.

Assistant Professor of Management, University of Nebraska (Omaha)

Taught Managerial Communication, Management of the Workgroup (Group Dynamics), Organizational Change and Dynamics, Minorities in Private Business Enterprise, and Performance Management.

Owner/Manager, A Child's Garden of Verses,

Company Data: A Children's Bookstore, 6 employees, Gross Sales \$100,000. *Used as a field study for management/marketing classes at the University of Nebraska (Omaha). The field study was featured as series of three articles in the Omaha World Herald newspaper.*

**Teaching Interests:**

International Marketing	International Culture	Principles of Marketing
International Management	Professional Selling	Advertising and Promotion
Global Branding	Consumer Behavior	

**HONORS**

- Nomination for Teacher of the Year 2019 – University of Kentucky
- Teaching Excellence Mini Grant-Gatton Teaching Excellence Team (2020)
- Certification for Global Engagement Academy Certification (October 2020)
- Teaching Award RMIT Vietnam 2017
- Received the Stetson University School of Business Administration **“Innovator of the Year”** Co-Winner with Dr. Gary Oliphant (2015)
- Stetson University Values Day 2015
  - Students will present and discuss a short film about their experiences in Cambodia and Vietnam from the Summer of 2015
  - Students who attended the international social justice experience under the direction of the Drs. Oliphant will discuss the impact of traveling to do volunteer work in Cambodia and exploring Vietnam for its’ culture, religion, and historical importance.
- Received a FELL summer grant 2015 to work with student on research
- Received the Stetson University School of Business Administration **“Teacher of the Year” Award** (2010)

- Received Semester at Sea Spring 2013 “Friend to All Students”
- Received Summer 2011 Research Grant “International Students’ Perceptions of Travel to the United States” School of Business Administration
- Received Business Board Travel Award for poster presentation at NAFSA in Vancouver 2011 “International Students’ Perceptions of Travel to the United States”
- Received the Stetson University School of Business Administration “**Researcher of the Year**” Award (2000).
- Awarded Summer Grant (2008) School of Business Administration
- Awarded Summer Grant (2007) School of Business Administration
- Awarded Summer Grant (2006) School of Business Administration
- Faculty Advisor of the Year (2007) Tri-Delta Sorority
- Disney Leadership Conference presenter (2006)
- Alpha **Kappa Psi** Faculty Inductee (2007)
- Awarded a Summer Grant (2004) School of Business Administration
- Stetson Undergraduate Research Experience (**SURE Grant** - 2001), Mentor for Jason Croxton, Working on paper entitled “Marketing Diversity: Examining Visual Representation as a Reflection of Actual Population in Popular Print Media,” (only the fourth SURE grant that has been granted in the school of business).
- Awarded a **summer research grant** (2000) from the School of Business Administration. Published and presented the results of the work at two conferences (refereed).
- Nominee, **William Hugh McEniry Award** for Teaching Excellence (University Award), (1997-2015).
- Stetson University **Hand Grant** Award for Course Enhancement (Summer 1999). Developed the curriculum for the marketing honors class.
- Helped establish the **Annual Kechler Award** for Creative Sales for Best Sales Video in the Professional Selling Course. This award was given by Tiffany Kechler in memory of her father. Mr. Kechler was a speaker in my Professional Selling class.
- Honored by the Pi Beta Phi Florida Alpha Chapter for **Continued Excellence in Teaching**.
  - Owner of a children's bookstore that was used as a field study for management/marketing classes at the University of Nebraska (Omaha). The field study **was featured as series of three articles in the Omaha World Herald newspaper**.

## **PUBLICATIONS**

### **Refereed Journals**

Submitted to Journal of International Business March 2015. International Student Perceptions of Travel to the U.S. to Study (received a revise and resubmit-July 2015).

Fabozzi, Frank J., Ma K.C., Oliphant, Becky, J., (Fall 2008), “Sin Stocks Return”, accepted for

publication *Journal of Portfolio Management*.

Oliphant, Gary C., Oliphant, Becky J., (2008) "Gaining a Better Understanding of Real World Concepts through a Group Formation Technique" under review *Business Communication Quarterly*

Hansen, Katherine, Oliphant, Gary C., Oliphant, Becky J., Hansen, Randall, (2008), "Best Practices in Preparing Students for Mock Interviews", accepted *Business Communication Quarterly*.

Oliphant, Gary C., Hansen, Katherine, Oliphant, Becky J., (2008), Predictive Validity of a Behavioral Interview Technique" accepted for publication *Marketing Management Journal*.

Oliphant, Gary C., Hansen, Katherine, Oliphant, Becky J., (2008), "A Review of Telephone Administrated Behavioral-Based Interview Technique" accepted for publication *Business Communication Quarterly*,

Oliphant, Becky J. and Gary C. Oliphant (2001). "Using a Behavior-Based Method to Identify and Reduce Employee Theft,"(lead author) *International Journal of Retail and Distribution Management*.

Oliphant, Becky J. (Summer 2000). Book Review, "Leadership Lessons from Star Trek: The Next Generation," (sole author) *Journal of Personal Selling and Sales Management*.

Oliphant, Becky J., and Mark Jones, " (1991). Some Clarifying Thoughts on Empowerment," (lead author) *The Spectrum*.

### **Editor Reviewed – Applied Journal**

Oliphant, Becky J., (1992). "What to Look for When You Buy Your First Home," (sole author) *Foreclosure Report*

### **Refereed E-Journal**

Oliphant, Becky J. (October 9, 2000) "Lessons On Customer Service From A Really Small Company," (sole author) *Sales Doctors Magazine*, <http://salesdoctors.com/misc/new.htm>.

### **Refereed Articles for Inclusion in a Book**

Oliphant, Becky J. (2001). "Brush with Greatness or How to Get Your Students to Talk," (sole author) *The Great Ideas for Teaching Marketing*, 6 ed., Joe F. Hair, Editor.

Oliphant, Becky J. (2001). "Alumni Connect on the Real World Level," (sole author) *The Great Ideas for Teaching Marketing*, 6 ed., Joe F. Hair, Editor.

Oliphant, Gary, Becky J. Oliphant, and Randall Hansen (2001) "Making Group Formation a Job Market Experience," *The Great Ideas for Teaching Marketing*, 6 ed., Joe F. Hair, Editor.

**Refereed Proceedings**

A Matching Game for International Classes (2019) Collegiate American Marketing Association Conference/New Orleans

Nguyen Thi Minh Thu and Oliphant, Rebecca (2018) "Corporate entrepreneurship through effectuation lens – The case of a medium size fashion retailer in Vietnam" TTRA conference, Ho Chi Minh City, Vietnam

Nguyen, Anh Thu, Oliphant, Rebecca, McClelland, Robert, Pansuwong Wanniwat, Nguyen Thi Hong Giang, and Phoung, Thanh Phung (2018) "Exploring local residents' perception towards integrated resorts with casino tourism: The case of Grand Ho Tram strip of Vietnam" TTRA conference, Ho Chi Minh City, Vietnam

Oliphant, Rebecca J., (2017) "Match the Countries with the Customs (A Matching Game for Students Taking an International Class)", ABSEL conference, March 2017

Thaver Ranjini and Oliphant, Rebecca J., "Remodeling the Introductory Economics Course Through an Application of Entrepreneurship and Business Development Planning: A Case Study" 2016 Costa Rica Global Conference on Business and Finance, May 24-27, 2016, San Jose, Costa Rica.

Oliphant, Rebecca J. and Oliphant, Gary C. (2015) "Lesson Learned From a Social Justice Field Experience in a Third World Country" *AIB US Southeast 2015 Conference* in Savannah, GA

Oliphant, Rebecca J. and Oliphant, Gary C. (2015), "Tennis Ball Challenge", has been accepted for presentation at *the Association for Small Business and Entrepreneurship/ Entrepreneurship Education Project Joint Annual Conference*, September 2015 Orlando, Florida

Oliphant, Gary C. and Oliphant, Rebecca J (2015), "You either love it or you hate it!", has been accepted for presentation at the *Association for Small Business and Entrepreneurship/ Entrepreneurship Education Project Joint Annual Conference* September 2015, Orlando, Florida

Teaching Incoming Freshman Business Concepts Using J.K. Rowling and Harry Potter (The boy who lived) Rebecca Oliphant, Stetson University  
Gary Oliphant, Stetson University Faculty Development Committee May 2015

Oliphant, Becky J., Oliphant, Gary C.(2006) "Is Anybody Out There? Taking Attendance in a College Classroom" *The Academy of Business Disciplines*, Ft. Myers, FL

Oliphant, Becky J. (2006) "Perceptions vs Reality, Is There a Difference?" Disney Leadership Conference, Buena Vista, FL

Oliphant, Becky J. (2004) "Job Shadowing for Professors (A Great Way to Find Out What is

Going on in the Real World)", *The Academy of Business Disciplines*, Ft. Myers, FL

Oliphant, Becky J. (2003), " Making Experiential Groups Come Alive in the Principles of Marketing Course", *Academy of Business Education Program*, San Francisco, CA

Oliphant, Becky J, (2002) "Does a Career Development Course Belong in the Business School? (If so, then what should it look like?)," *Academy of Business Education Program*, Key West, FL.

Nicholson, Carolyn, Oliphant, Gary C., Oliphant, Becky J., (2002). "Project Team Formation Processes: Student Attitudes and Experiences in Nine Alternative Methods." *Academy of Business Education Program*, Key West, FL.

Oliphant, Gary C. and Oliphant, Becky J., (2002). "Using Referent Cognitions Theory to Better Understand Franchise Relationships," *Academy of Business Education Program*, Key West, FL.

Oliphant, Gary C. and Becky J. Oliphant, (2001). "A Promising Stream of Research: The Behavioral Interview," *Atlantic Marketing Association Annual Meeting*.

Nicholson, Carolyn Y. and Becky J. Oliphant (2001). "How Are We Doing? The Current State of Collegiate Marketing Programs' Outcomes Assessment Efforts," *Association of Collegiate Marketing Educators (ACME)*.

Oliphant, Becky J. (2000). "Basic Rules for Setting Up A Real-Time Chat Room Or What I Learned the Hard Way," (sole author) *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Oliphant, Becky J., Gary Oliphant, and Randall Hansen (2000). "Making Group Formation a Job Market Experience," (lead author) *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Johnson, Martin, Gary Oliphant, and Becky J. Oliphant (2000). "From Idea to IPO: Entrepreneurship in the New Economy," *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Oliphant, Becky J. (2000). "Utilizing a Chat Room to Enhance a Marketing Class," (sole author) *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Oliphant, Gary, Becky Oliphant, and Fred K. Augustine (2000). "Behavior Based Interviewing: A Must for IT Firms," *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Augustine, Fred, Gary Oliphant, and Becky J. Oliphant (2000). "Will the Current Wave of E-Commerce Retailers Survive?," *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Oliphant, Gary C., and Becky J. Oliphant, (1999). "Gaining a Better Understanding of the



Review Process Used by Franchisees to Evaluate the Franchise Affiliation,” *International Symposium on Behavioral Research in Real Estate*, (Atlanta).

Oliphant, Becky J. and Gary C. Oliphant, (1998). “ Increasing the Sale of Appetizers and Desserts in a Restaurant (Retail) Setting.” (lead author) *Society for Marketing Advances*, New Orleans, LA.

### **Solicited Article for E-Newsletter**

Oliphant, Rebecca J. “Principles of Marketing International Project” in the Fall edition (Vol.1, No.2) of the electronic newsletter published by the *Academy of International Business-SE (USA)*.

### **REFEREED PRESENTATIONS AND SPEECHES**

Panel submission for “Scholarship of Teaching and Learning” National Communication Association, annual conference, 2020.

Title: *To Rate or Not to Rate: Student Evaluations in a New Era of Teaching*

Sharing Excellence Colloquium on Teaching and Learning (April 2015)

HOW I TRADED THAT PENCIL/PEN

*Rebecca Oliphant, Department of Management, Entrepreneurship and Family Enterprise,*

Can you trade that pen/pencil for a sofa/jewelry/photo shoot/ticketsto Halloween Horror Night? Scary but true. What can you do?

Oliphant, Rebecca J., Oliphant, Gary, C. (2013) “Is the Myers Briggs Test Indicator Overrated and Too Hard to Remember? The History of the Myers-Briggs and How the MBTI May Be Limited” *Academy of Business Disciplines*, Ft. Myers, Fl

Oliphant, Rebecca J., Qureiyeh, Al Housein, and Oliphant, Gary C. (2010), “International Student Attitudes About the United States and Their Own Countries: A continuation of a study conducted by Norman Schnurr, Stankno Racic and Tomislav Gelo”, *Academy of Business Disciplines*, Ft. Myers, Fl

Oliphant, Becky J. and Oliphant, Gary C. (2009), “Short Term Study Abroad Programs” *Academy of Business Disciplines*, Ft. Myers, Fl

Oliphant, Gary C., and Oliphant, Becky J. (2008), “Learning Lessons: Hosting a SAP Certification Course”, *The Academy of Business Education*, Hilton Head, S.C.

Oliphant, Becky J., (2008) “Performance Management – SSIP -On the Spot Performance Evaluations, It’s the Little Things Count” *Disney Leadership Conference*, Buena Vista, FL

Oliphant, Becky J., Meyer, John, Oliphant, Gary C., (2008), “Kermit’s Crooked Path”. *Academy of Business Disciplines*, Ft. Myers, Fl.

Oliphant, Becky J., and Oliphant, Gary C., (2007), “Observations on Teaching International Students in An International Setting”, *Academy of Business Disciplines*, Ft. Myers

Oliphant, Becky J. and Oliphant, Gary C., (2006), “Is Anybody Out There?” *Academy of Business Disciplines*, Ft. M;yers, Fl.

Oliphant, Becky J. (April 2005), "A Unique Way to Bring the 'Real World' Into Your Classroom Experience", *Academy of Business Education Program*, Orlando, FL

Oliphant, Becky, J., and Jason Croxton (November 2001). "Marketing Diversity: Examining Visual Representation as a Reflection of Actual Population in Popular Print Media," *Academy of Business Disciplines Conference*, Ft. Myers, FL

Oliphant, Becky, J. and Jennifer Bernier (November 2001). "Marketing Internships Through the Web,". *Academy of Business Disciplines Conference*, Ft. Myers, FL.

Oliphant, Gary C. and Becky J. Oliphant (September 2001). "A Promising Stream of Research: The Behavioral Interview," *Atlantic Marketing Association Annual Meeting*.

Nicholson, Carolyn Y. and Becky J. Oliphant (February 2001). "How Are We Doing? The Current State of Collegiate Marketing Programs' Outcomes Assessment Efforts," *Association of Collegiate Marketing Educators (ACME)*.

Oliphant, Becky J. and Gary Oliphant (May 2000). "Identifying Employee Theft Using Data Plotting or Convincing Management They May Have A Problem," *Association of Behavior Analyst International Conference*, Washington, D.C.

Oliphant, Becky J. (May 2000). "The Effects of Behavior Management on Employee Theft," *Association of Behavior Analyst International Conference*, Washington, D.C.

Oliphant, Becky J. (November 2000). "Basic Rules for Setting Up A Real-Time Chat Room Or What I Learned the Hard Way," *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Oliphant, Becky J., Gary Oliphant, and Randall Hansen (November 2000). "Making Group Formation a Job Market Experience," *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Johnson, Martin, Gary Oliphant, and Becky J. Oliphant (November 2000). From Idea to IPO: Entrepreneurship in the New Economy," *Academy of Business Disciplines Annual Conference*, Ft. Myers, FL.

Oliphant, Becky J. (March 2000). "Utilizing a Chat Room to Enhance a Marketing Class," *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Oliphant, Gary C., Becky J. Oliphant, and Fred K. Augustine (March 2000). "Behavior Based Interviewing: A Must for IT Firms," *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Augustine, Fred, Gary Oliphant, and Becky J. Oliphant (March 2000). “Will the Current Wave of E-Commerce Retailers Survive?,” *Proceedings of the 2000 International Conference on Industry, Engineering, and Management Systems (IEMS 2000)*.

Oliphant, Gary C. and Becky J. Oliphant (1999). “Gaining a Better Understanding of the Review Process Used by Franchisees to Evaluate the Franchise Affiliation,” *International Symposium on Behavioral Research in Real Estate*, Atlanta, GA.

Oliphant, Becky J. (1999). Poster entitled” Using Performance Management to Increase Sales Volume and Sales-Related Behavior,” *Association of Behavior Analyst National Convention*, Chicago, IL.

Oliphant, Becky J. (1999). “Is it Possible to Measure All Outcome Variables Required for Applied Research?,” *Association of Behavior Analyst National Convention*, Chicago, IL.

Oliphant, Becky J. (1999). “Active Participation by All Parties in an Applied Setting or “ How to Get Everyone to Buy Into Your Research Project in a Real Life Situation,” *Association of Behavior Analyst National Convention*, Chicago, IL.

Oliphant, Becky J. and Gary C. Oliphant (1998). “ Increasing the Sale of Appetizers and Desserts in a Restaurant (Retail) Setting.” *Society for Marketing Advances*, New Orleans, LA.

Oliphant, Becky J. (1995). ” Using Performance Management in an Applied Setting,” *Florida Association of Behavior Analyst Conference*, St Petersburg, FL.

Oliphant, Becky J., (1991). “Empowerment vs. Participative Management,” *Speech Communication Seminar Series*, Atlanta, GA.

## **SPECIAL TOPICS SECTION**

NAFSA Poster Presentation -“International Students’ Perceptions of Travel to the United States” Vancouver, British Columbia (2011)

Panel Presentation (AIB) Study Abroad Panel presentation – MBA Short Term Study Abroad section (October 2009) Jacksonville, Florida

Oliphant, Becky J., and Randall Hansen (October 1999) “Integrating Career Development Into Current Marketing Curriculum,” *Mid-Atlantic Marketing Association*, Annapolis, MD.

## **INVITED LECTURES AND PRESENTATIONS**

- Faculty Panel -National Communication Association Virtual Conference (November 9, 2020) To Rate or Not to Rate: Student Evaluations in a New Era of Teaching
- U.S. Embassy/Vietnam 2017  
Women’s Empowerment Club – Invited Speaker

*Topic-Five Ways to Be a Female Leader*

- True Colors Facilitator and presenter Spring 2014 JDMBA
- Teaching Incoming Freshman Business Concepts Using J.K. Rowling and Harry Potter (The boy who lived) Rebecca Oliphant, Stetson University  
Gary Oliphant, Stetson University Faculty Development Committee May 2015
- Semester at Sea Faculty Talk on Myanmar and China Spring 2013
- Organized Rapid Resume Review and Entrepreneurs Panel/Semester at Sea 2013
- Invited Speaker at Las Palmas Retirement Center-Lecture on Trip to Japan during 3-1-11 Earthquake
- I served as one of the members of Kathy Hansen doctoral dissertations committee
- Speaker, “How the Stetson University Marketing Internship Program Can Be Beneficial to Your Business,” presented to 100 members of the Volusia Manufacturers Association, Spring 2000.
- Lecturer, “How Marketing Can Have an Impact Within the Family Business,” presented to students in Dr. Greg McCann’s Family Business BN109 course (Fall 2000).
- Lecturer, “How Marketing Can Have an Impact Within the Family Business,” presented to students in Dr. Greg McCann’s Family Business BN109 course. (Fall 1999).
- Speaker, “Marketing on a Shoestring,” presented to 100+ business professionals at the Small Business Development Center/Women Entrepreneurs’ Conference, (Fall 1998).

**PROFESSIONAL DEVELOPMENT**

**Conferences:**

National Communication Association Fall 2020 Virtual Conference-I presented in a roundtable forum and also attended the following sessions;

- Yellow Perils,” Revived: Intervening about COVID-19 over Anti-Asian Racism and Micro/macro-aggressions
- Organizing Racialized Hospitality NCA
- The Material Politics of Nostalgia
- The Racial Scripts and Logics of Anchor Babies, Birth Tourism, and ‘Go Back to Where You Came From’: Negotiating Inhospitable Birthright, Illegitimate Roots, and a Globalizing U.S.

## CELT-Academic Year 2020/2021

- What Worked & Lessons Learned: A CELT Forum on Fall 2020 December 2, 2020
- Responding to Tense Moments After the Election CELT November 4, 2020
- Supporting Students of Color During Moments of Racial Trauma CELT October 30, 2020
- CELT midterm teaching evaluations - CELT Midterm Review CELT October 26, 2020
- Creating an Inclusive Classroom-Face to Face and Online: Practical Advice for Educators in Turbulent Times October 9, 2020
- Teaching Students to Study Strategically & Succeed on Exams CELT July 30, 2020
- Faculty Roundtable-The Practice of Inclusion and Equity in Teaching UKY July 28, 2020
- Thinking Creatively About Assessments CELT July 30, 2020
- Making the Most of Canvas Discussion Boards for Engagement and Inclusion UKY July 28, 2020
- Seminar- Critical Compassion & The Pedagogy of People UKY July 29, 2020
- Seminar- Organizing the Course to Enhance Learning & Support Students in Multiple Settings UKY July 28, 2020
- Seminar- Holding Virtual Class Discussions UKY July 27, 2020

## Global Academy Certification Workshops 2020

- Intercultural Communication-GEA March 5, 2020
- Internationalization at UK and Abroad – GEA March 2020
- Developing a Course Abroad -GEA April 23, 2020
- Chinese Culture -GEA May 7, 2020
- Intercultural Business Communication: Theory and Practice – GEA September 25, 2020
- Global Health 101 – GEA September 30, 2020
- Recruitment 101 – GEA October 7, 2020

## Other Workshops 2020

- MLK Center – Critical Race Theory: Why it Matters and What It Teaches Us -September 30, 2020
- MLK Center- I Got My Start by Giving Myself a Start: Madam C.J. Walkers to Business Success – September 29,2020
- MLK Center – Passport to the World: African American Experiences of Race and Equity: A Dialogue – September 16, 2020
- UK College of Public Health – RaceWorks: Bridging Research and Practice to Foster Racial Literacy – October 26, 2020
- UK Rosenberg Law Diversity Committee Discussion Series – Panel and Policing – October 5, 2020

Reviewer for Academy of International Business Conference entitled; “Does international accreditation contribute to quality improvement within French Business Schools: A senior management point of view.” (2015)

Reviewer for Academy of International Business Conference: “Innovative models for short-term faculty led programs in emerging markets-Three models from Asia.” (2015)

Reviewer for Academy of International Business Conference entitled; “International business research product ivy of Asia-Pacific universities.” 1970-2009 (2015)

Florida Entrepreneurship Educators Meeting-June 24, 2015  
South Florida Business & Leadership Conference, Ft. Lauderdale, FL

CEO-Fall 2014 Orlando, Florida  
First Pitch coach and attendee UNO Fall 2013- Omaha, Nebraska

United States Association of Small Business and Entrepreneurship 2014 attendee (USASBE)  
Fort Worth, Texas

Forum on Education Abroad – Boston, Massachusetts 2011

Forum on Education Abroad – Charlotte, North Carolina 2010

Forum on Education Abroad – Portland, Oregon 2009

NAFSA – Vancouver, British Columbia 2011

NAFSA – Washington, D.C. 2009

\*University of South Carolina – Teaching International Marketing Faculty Development  
Weeklong conference with leaders in the field. (2008)

Academy of Business Disciplines Conference (Fort Myers, FL 2010)

Academy of Business Disciplines Conference (Fort Myers, FL 2009)

Academy of Business Disciplines Conference (Fort Myers, FL 2008)

Academy of Business Disciplines Conference (Fort Myers, FL 2007)

Academy of Business Disciplines Conference (Ft Myers, FL-Fall 2006)

Academy of Business Disciplines Conferences (Ft. Myers, FL –fall 2005)

Academy of Business Disciples Conference (Ft. Myers, FL – Fall 2004)

Academy of Business Education Conference ( San Francisco, CA – Fall 2003)

Academy of Business Education Conference (Key West, FL –Fall 2002).

ABSEL conference Annual Meeting (Pensacola, FL – Spring 2002).

Atlantic Marketing Association Annual Meeting (Portland, ME – Fall 2001)

Association of Collegiate Marketing Educators (ACME) (New Orleans, LA – Spring 2001).

AMA American Marketing Association Student Chapter Annual Conference (New Orleans, LA - Spring 2001).

The Florida Association of Behavior Analyst OBM Conference (Clearwater, FL - Spring 2001).

National Sales Consortium sponsored through the American Marketing Association (Orlando, FL - Summer 1999).

International Conference on Industry, Engineering, and Management Systems (Cocoa Beach, FL, March, 2000).

AMA American Marketing Association Student Chapter Annual Conference (New Orleans, LA - Spring 2000).

Association of Behavior Analyst International Conference (Washington, D. C. - May, 2000).

National Conference of the Academy of Business Disciplines (Ft. Meyers Beach, FL - November, 2000).

Annual International Convention of the Association for Behavior Analysis (Chicago, IL - May, 1999).

Atlantic Marketing Association, Session Attended: Retailing's' New Frontiers (Annapolis, MD – 1999).

Association of Behavior Analysts (ABA) National Conference (Orlando, FL – 1998). Sessions

Applied Research Methods Conference (New Orleans, LA – 1998). Sponsored by American Marketing Association. Sessions Attended: Marketing Research Objectives and Reporting and Presenting Research Results.

FLORIS Conference (DeLand, FL - March, 1998).

Southern Marketing Association (New Orleans, LA - November, 1998).

Southern Marketing Association Conference (Atlanta, GA - November, 1997).

Stetson University Quality Conference (DeLand, FL – 1997).

**Workshops/Meetings:**

Center for Entrepreneurship and Education-The Experiential Classroom –University of Florida  
September 2014

Attendee USASBE January 2014 Fort Worth, Texas (United States Association of Small  
Business and Entrepreneurship)

UNO (University of Nebraska at Omaha) First Pitch Contest-coaches and attendee, October 2013

Attendee with AMA students – Invitation Only K-Mart Print Media Alliance All Day Session-  
Orlando, Florida (Spring 2000).

### **CONSULTING CONTRACTS**

#### Fulton’s

Developed and taught four courses to wait staff at Fulton’s Crab House and Portobello’s  
Yacht Club. Approximately 150 attendees.

#### U. S. Filters

Developed and taught a 16 week course to facilitate better communication and  
cooperation between front line and blue collar workers at DeLand facility.

#### Grand Products International, Inc.

Lectured to international sales representatives on the fundamentals of selling.

#### Christos and Elanies

Helped develop advertising plan for this local restaurant. (Class project)

#### PDI

Lectured to corporate employees about communication and perceptions on the job.

#### Bethphage Mission National Office

Helped develop an incentive plan for employees using performance management  
techniques.

#### Greater Midlands Girl Scout Council

Conducted seminar for staff at headquarters of the girl scouts on team building.

#### Signature Foods, Inc., Omaha, Nebraska

Survey of employees to determine employee satisfaction and organizational culture.

#### Johnson and Johnson, Tampa, Florida

Assisted consultant (Dr. Judy Vogt) in two-day seminar on team building.

#### Department of Transportation, State of Florida



Conducted Seat Belt Study with Dr. Barry Sapolsky.

Department of Community Affairs, State of Florida

Conducted the 1990 Thumbs-Up Project, with Dr. Barry Sapolsky.

Tallahassee Chamber of Commerce

Completed an Organizational Communication consultation with Chamber's staff.

Century 21 Real Estate, Southeast Region

Conducted seminars for real estate brokers and associates on effective newspaper and magazine advertising.

**SERVICE**

**Professional**

Serve as session chair 2006-2010 Academy of Business Disciplines

Reviewer, (1 paper), Journal of Business Disciplines (Fall 2001).

Discussant, Atlantic Marketing Association Conference (Professional Selling Track), Portland, ME – 2001.

Judge, Booth Competition, AMA American Marketing Association Student Chapter Annual Conference (New Orleans, LA - Spring 2001).

Reviewer, (1 paper) AMA Winter Marketing Educators Conference (Marketing Education track), 2000.

Reviewer, (1 paper) AMA Winter Marketing Educators Conference (Marketing Education track), 1999.

Reviewer, (1 paper) Atlantic Marketing Association Conference (Marketing Education/Faculty Development Track), 1997.

Session Leader, FLORIS Conference (Panel Discussion on Career Opportunities), DeLand, FL (1998).

**School of Business**

Started SEG in Fall of 2014 (Stetson Entrepreneurship Group) over 50 members

Co-Directed StetsonXStartup weekend in Spring 2014

Co-Directed first time “First Pitch Contest” 2014 (over 70 unique pitches)

Co-Directed “First Pitch Contest” 2015 (over 70 unique pitches)

Co-Directed Stetson Innovation Pitch – 2015 (over 50 unique pitches)

Coached 2<sup>nd</sup> place winning team (Carins Innovation Challenge) \$5,000 prize to students

Coached one of the top seven finalist in South Eastern Entrepreneurship Conference held at the University of Tampa – 2015 (over 60 students competed)

Brought in six Stetson Female Alumnae for a round table on Entrepreneurship- 2015 (over 170 student in attendance)

Co-Founder ENACTUS (International Entrepreneurial Organization) 2013

Started Stetson Entrepreneurial Club (SEG) 2013

International Committee School of Business 2013/2014

Director of Spring Break study abroad program China and Japan 2009-2012

First time hybrid program to Australia and New Zealand 2011-2012

Director, Summer Innsbruck Program Graduate level (2006-2011)

Co-Director, MBA Summer Innsbruck Program (2005)

Faculty Advisor, Graduate Business Society (2004-present)

Member Women and Genders Committee (2003-present)

Chair Business School Admissions Committee (2001-2002)

Faculty Advisor, American Marketing Association Student Chapter (1998 –2002).

Faculty Coordinator, Marketing Department Internship Program (1997-present).

Coordinator, University Experience - College of Business, (2000-2001).

Committee Member, Faculty Development Committee –This committee meets to discuss ways to improve teaching within the business school. The committee also sets up and reviews the criteria for Teacher of the Year, Researcher of the Year, and Service Member of the Year. I developed and executed the voting procedure for teaching excellence

Coordinator, Jim Grummer (Vice President of Sales – UUet Division/MCI World Com) was the Roberson Executive (2001).

Coordinator, Larry Davis (Vice President of Marketing, Kmart Corporation) was the Roberson Executive (2000). This included visits to the classroom, an honorary dinner, and a faculty reception. I also coordinated a standing room only presentation to students and an interview session with HR representatives from K Mart which resulted in 9 students interviewing and one accepting a position into Kmart's Manager Trainee Program (Holly Culver).

Participant and Attendee, Managerial Communication across Continents, Presented to the Romanian contingency of professors and professionals visiting UNO, summer 1993.

Participant and Attendee, Managerial Communication Across Continents, Presented to the Romanian contingency of professors and professionals visiting UNO, summer 1993.

**University**

University International Program Council 2010 to 2015

Business School International Curriculum Committee

Member University Admissions Committee (weekly meeting 2003-2011)

Chairperson, Stetson University Campus Life Committee (2001).

**Community**

I have supervised approximately 25 student projects for local businesses and brought in 20 outside speakers for my classes. Some of the firms include:

**LOCAL BUSINESS**

- DeLand Reptile Center
- Pacific Discoveries-New Zealand done via Skype
- De La Vegas (formally Penachos)-featured in Orlando Sentinel
- Complete Parachute Solutions-feature in the New York Times
- DeLand Bakery and Natural Food Store
- Ritters Towne Pharmacy      Debbies Health Foods
- Yesterdays                      Boston Gourmet Coffee
- Pet Stop                              Sherman Williams
- They Call It Macaroni          Blockbuster
- Pigtails                                Janitorial Service
- La Petite Boutanica

**SPEAKERS-Stetson Alum**

- Anna Richardson – Lucia Paul Design
- Lisa Wheeler – Wallace Pharmaceutical
- Tony Zizzo – Phizer              Lisa Marsh – Orlando Sentinel
- Jim Zimbardi – Zynergy        Kristen Warfield – International Speedway Corp.

Tiffany Brown - News Journal  
Derrick Alexander - Coke    Tiffany Kechler – Real Estate Group  
Rachel DeCaro – Omni Sales Nida Bitman – TNB Consulting

I have conducted a girl's book club at our local middle school. I met with 14 girls each week to talk about books and serve as a mentor. (2009-2012)

I have worked at I Dignity which helps homeless persons in the community. The homeless come to these one day events to get a driver's license, ID, or other personal records that they need to help get them jobs or health services.

I served on the Development Committee as well as the new "Friends of Children's House" Committee.

I served as driver for the students of the Children's House Montessori for various functions.

I have served on the Growth and Development Board for Children's House Montessori.

## TEACHING

### Independent Study

I have directed ten independent studies.

## In the News

### [In the Hunt - Student Consultants Supply Fresh Insights to ...](#)

8 May 2008 ... **Becky Oliphant**, a marketing professor at Stetson University, ... Get Home Delivery Get 50% Off The **New York Times** & Free All Digital Access. ... [www.nytimes.com/2008/05/08/. /08hunt.html](http://www.nytimes.com/2008/05/08/. /08hunt.html) - Similar - Add to iGoogle



### [Stetson students help redesign Downtown DeLand restaurant - The ...](#)

▶ 010 ... West Volusia Beacon 110 W. **New York Ave.**, DeLand, FL 386-734-4622 ... The students worked under the direction of Dr. **Becky Oliphant**, associate professor of marketing. ... "Manny came in three **times**," Oliphant said. ... [www.beacononlinenews.com/news/daily/2585](http://www.beacononlinenews.com/news/daily/2585) - Cached

### [Stetson business students give Mexican restaurant a marketing ...](#)

23 Apr 2010 ... And " **Penachos**," which means a headdress of bird feathers,.....Under the direction of associate marketing professor **Becky Oliphant**, ... [articles.orlandosentinel.com/ ./os-restaurant-marketing-student-help-20100422\\_1\\_marketing-makeover-mexican-restaurant-stude...](http://articles.orlandosentinel.com/ ./os-restaurant-marketing-student-help-20100422_1_marketing-makeover-mexican-restaurant-stude...)

## [The Entrepreneurial Generation - Inc.com](#)

Over the past few months, I've been in touch with **Becky Oliphant**, ... SWOT analysis for a local business called **Complete Parachute Solutions** — a \$33 million ... [www.inc.com/millennial-entrepreneurs/2008/07](http://www.inc.com/millennial-entrepreneurs/2008/07) - [Cached](#)

[Stetson professor Rebecca Oliphant talks about the days after the ...](#) 14 Mar 2011 ... Less than an hour after landing in Orlando on Monday afternoon, Stetson University professor Rebecca **Oliphant** described what the past three ... [articles.orlandosentinel.com/.../os-stetson-students-stuck-in-japan-20110312-25\\_1\\_students-and-two-professors-tour-bus-families-and-school-off...](http://articles.orlandosentinel.com/.../os-stetson-students-stuck-in-japan-20110312-25_1_students-and-two-professors-tour-bus-families-and-school-off...) - [Cached](#)

**Internship Coordinator(70+):**

- |                                     |  |
|-------------------------------------|--|
| Barrington Hills Country Club       | Dominica Recreation Products           |
| Sea World                           | Daytona Cubs                           |
| Morgan Stanley Dean Witter          | Gibbs for Men                          |
| Stetson Sport Marketing Dept.       | Infinity Professional Solutions        |
| Stetson Athletics                   | Steak N Shake                          |
| DeBary Golf and Country Club        | Try Foods International                |
| Costa Del Mar Sunglasses            | Bealls, Inc.                           |
| Kraft Foods                         | Target                                 |
| Boggy Creek Gang Camp               | West Volusia Tourism                   |
| Convergys                           | Daytona USA                            |
| Nelson & Small                      | Marco Island Film Festival             |
| Benedict Advertising                | Sprint                                 |
| International Speedway Corp.        | DME – Direct Mail Express              |
| Oerther Foods                       | Diversified Computer Consultants       |
| Augusta Lynx                        | Orlando Sentinel Communications        |
| Cayman Airways                      | Olympic Café                           |
| Capo, Inc.                          | Florida Solar                          |
| American Casualty Insurance         | LPGA                                   |
| American Express Financial Services | Dillard's                              |
| Eagle Technology Consultants, Inc.  | The Vermont Country Store              |
| Seaside Music Theatre               | Jamison Bedding Co.                    |
| Burdines                            | Party on Parody Productions, Ltd.      |
| Illinois Department of Revenue      | Gainesville Real Estate Management Co. |
| Miracle Professional Baseball       | Nokia                                  |
| Mobil Media                         | Mars Company                           |
| Coleman Bros. Shows                 | Cayman Islands Department of Tourism   |
| Banta Healthcare                    | Carolina Hurricanes                    |

**MEMBERSHIPS**

- REEF (Roundtable of Entrepreneurship Educators of Florida)
- Association for Small Business and Entrepreneurship

USASBE

CEO

ENACTUS

NAFSA

Academy of Business Disciplines

Society for Marketing Advances

American Marketing Association

Atlantic Marketing Association