

Wynd De Shaw Harris
Vita

Education and Related Work Experience:

Director of Learning Accelerator for Sustainable Community Outreach and Public Engagement (SCOPE), University of Connecticut, 2009-2011.

Adjunct Assistant Professor, University of Iowa, complimentary appointment to teach in the Consortium of Universities for International Studies, Asolo, Italy, 2010 - 2012.

Assistant Professor of Marketing In-residence, University of Connecticut, 1999-Current.

Associate Director of Marketing Projects Edgelab, GE and UConn partnership, 2002- 2009.

Post Doctoral Fellow, Yale University, Women's Studies and Social Psychology, 1997-1999.

Chair of Marketing and International Business Program, Quinnipiac College 1996-1997.

Director of Master of Health Administration Program, Quinnipiac College, 1994-1996.

Director of Marketing Honors Program, Quinnipiac College, 1992-1994.

Director of Honors Program, School of Business, Ohio University, 1990-1992.

Doctor of Philosophy, University of Oklahoma, Marketing Major, Managerial Accounting Minor, 1989.

Research:

Current Focus: Global Marketing Strategy, Data Driven Marketing, and Social Entrepreneurship and Innovation Management

Recent Industry Papers:

Corporate White Papers:

"Ethnographic research study report analyzing key components of the athlete experience for Special Olympics International," Publisher: SOI

"Market Needs Assessment for Improved Stroke Monitoring in Hospitals", (2009) (with Marc Degnan) Publisher: GE Corporate

"Home Health Monitoring Needs Assessment", (2009) (with Marc Degnan)
Publisher: GE Corporate

"Market Opportunity Assessment for Interactive Personal Radiation
Locators",(2008) (with Timothy Dowding) Publisher: GE Corporate

"Patient Fall Management in Healthcare Settings"
(2008) (with Timothy Dowding) Publisher: GE Corporate

"Using Information Markets for Evaluation of New Products Opportunities"
(2007) (with Paulo Goes), Publisher: GE Corporate

"Assessing Market Development Opportunities for Industrial OLEDs"
(2007) (with Timothy Dowding), Publisher: GE Corporate

"Benefit Analysis of IP Licensing"
(2007) (with Paulo Goes), Publisher: GE Corporate

"In Vitro Safety/ Toxicity Testing Market Development Opportunity Assessment"
(2007) (authors: Wynd Harris, Paulo Goes), Publisher: GE Corporate

"Market Development Opportunities for Fluorescence Guided Interventions for
Healthcare" (2007) (authors: Wynd Harris, Timothy Dowding), Publisher: GE
Corporate

"Market Development for Advanced Waste Management Systems"
(2006) (authors: Wynd Harris, Timothy Dowding), Publisher: GE Corporate

"Use Case Ideation for Emerging Technologies"
(2006) (authors: Wynd Harris), Publisher: GE Corporate

"OnPoint Lab on a Disk New Product Development Marketing Guide"
(2006) (authors: Wynd Harris, Timothy Dowding), Publisher: GE Corporate

"IP Segmentation"(2005) (authors: Wynd Harris), Publisher: GE Corporate

"GE Healthcare: Gold Seal Brand Development"
(2005) (authors: Wynd Harris, Wayne Bragg), Publisher: GE Corporate

Recent Academic Papers:

"Creating a Blog: A Case Study of an MBA Marketing Intern Team's Workplace Learning Experience," with Kevin McEvoy, under revision, Summer 2010.

"Preference Markets for Innovation Ranking and Selection," with John Zhang, and Paulo Goes et. al., *Interfaces*, December 2009.

"Using JMP 8 in Database Oriented Customer Relationship Management (CRM) Classes," SAS Discovery Conference, Chicago, IL, Fall 2009

"A Comprehensive Model for Market Development Strategies Using the "3-V" Methodology," with Tim Dowding, under revision, Fall 2009.

"The Use of Earnings Restatements as an Experiential Learning Activity," with Kathryn G. Yeaton, Ph.D., ABR and TLC Conference (business and economics: teaching methods, styles, and administration) January 2005.

"Outsourcing of Call Centers in Developing Nations: An India case Study," with Gureept S Sodhi Presented at GE Fellowship Program, UCONN, April 2003.

"An Analysis of the Relevance of Foreign Travel Experiences to Part-Time MBA Students," with Kathy Dechant, IFSAM, Brisbane, Australia, July 2002.

Other significant publications:

"Do spontaneous thoughts mediate the effect of affect intensity on attitude formation and behavioural intention?" *Journal of Marketing Communications*, 2, 21-35,(1996) with David Moore.

"Affect Intensity and the Consumer's Attitude Toward High Impact Emotional Advertising Appeals," *Journal of Advertising*, vol. XXV, Number 2, Summer, 37-48, 1996, with David Moore.

"A Model of Consumer Health-Related Behavior," *Research Frame Synergies: Advances in Consumer Research*, vol. 23, 397-398, 1996, ed. Corfman and Lynch, with Meryl Gardner.

"Affect Intensity: An Individual Difference Response to Advertising Appeals," *Journal of Consumer Research*, Vol. 22, No. 2, September 1995, 154-164, with David Moore and Hong Chen.

" Exploring the Role of Individual Differences in Affect Intensity on the Consumers' Response to Advertising Appeals," *Advances in Consumer Research* 1994, with David Moore.

"Cognitive Operations: Mechanism Through which Affect Intensity Influences Emotions and Attitude Formation," *Proceedings for AMA Summer Educators Conference 1993*, with David Moore.

"Bring Today's Business Environment into the Classroom through the Use of Electronic Case Studies," *Proceedings for AMA Summer Educators Conference 1992*, with John Stinson.

"Affect Intensity as an Individual Difference Variable in Consumer Response to Advertising Appeals," *Advances in Consumer Research Vol. 17* (1990): 792-797, with David Moore.

"Toward the Measurement of Competitive Structure: An Initial Empirical Assessment of Porter's Competitive Forces Framework," *American Marketing Association Summer Educators Conference Proceedings*, (1986), with Robert Lusch and Gene Laczniak.

Presentations (Not Referenced Elsewhere)

Recent Presentations:

"Globalization's Effect on Education: How is Higher Education Responding to Globalization's Influences?", UConn Early College Experience (ECE) Conference, Stamford, CT, March 2010.

Faculty Colloquium Series - Spring 2009, New Tools for Data Driven Marketing UConn, April 8, 2009.

Development in Brazil - Social Entrepreneurship Promotion Opportunities March 13, 2009.

Faculty Colloquium Series - Spring 2008, International Supply Chain Failure Effects on Brands Equity, UConn, April 2008.

Using Economic Clusters to Build Competitive Advantage for Small and Medium Size Businesses in Developing Economies, invited presentation to FIESP/CIESP, Sao Paulo SP Brazil, May 2003.

Montana Power Company – A Flawed Marketing Strategy, panel discussion by UCONN business faculty as part of UCONN-Stamford campus 5th year celebration, April 2003.

Impact of Global Developments in Outsourcing of Marketing Functions on Digital Marketing Management, CIBER Executive Training, at UCONN-Stamford, September 2002.

Customer Relationship Management Today, UCONN-CITI in New York, August 2002.

Discussant at International Management Conference, San Jose, Costa Rica, July 2001.

Other Presentations:

"Individual Differences in Response to Emotionally Charged Radio Advertising Appeals: the Role of Affect Intensity and Gender," Association for Consumer Research, October 1997, with David Moore, William Qualls, and Hong Chen.

"Making and Implementing Daily Health-Related Decisions," American Psychology Association, August 1996, with Meryl Gardner.

"The effects of celebrity endorses in retail advertising on the formation of attitudes and patronage intentions," TIMS Marketing Science Conference, March 1993, with Kellie Gray.

"Toward the Measurement of Competitive Structure: An Initial Empirical Assessment of Porter's Competitive Forces Framework," American Marketing Association Summer Educators Conference, August 1986, with Robert Lusch and Gene Laczniak.

"Marketing and Distribution: Coming Back Together at Last!" The Fifteenth Annual Transportation and Logistics Educator's Conference, St. Louis, October 1985, with James R. Stock.

"The Re-Integration of Marketing and Distribution: A Historical and Future Perspective," Second Workshop in Historical Research in Marketing, Michigan State University, April 1985, with James R. Stock.

"A Time Series Analysis of Two Determinants of Inventory Level in the Retail Sector of the Economy," Third Southwestern Doctoral Symposium on Doctoral Research in Marketing, University of Houston, April 1984.

Patents:

Process patents for Intellectual Property Segmentation under review by GE corporate.

Books:

Data Based Marketing with JMP: Readings, Exercises, and Cases, modules under development and classroom testing, project supported by grants and development resources from SAS Institute.

Teaching:

Current Focus: Global Strategic Marketing and Data Driven Marketing

Developed course in Global Marketing using blended learning for UConn-MBA, taught 2005-current.

Developed course in Customer Relationship Management for UCONN-MBA program, taught 2004 -current.

Developed course in New Product Development and Innovation using blended learning, for UCONN-MBA program, taught 2005 - current.

Developed Travel-Study course on Business Issues in Latin America, for UConn MBA, 2007-current.

Developed Marketing Research Course for Entrepreneurs, UConn MBA, taught 2007-current.

Taught and co-developed Marketing in Mexico travel-study class for UCONN-MBA program, Spring 2001 and 2003, 2004, 2005, 2007.

Taught and co-developed Marketing in China travel-study class for UCONN-MBA program, Fall 2001 - 2009.

Developed course in Digital Marketing for UCONN-MBA program, taught 2001, 2002, 2003, 2004, 2005.

Developed course in Global Services Marketing for UCONN-MBA program, travel-study course involving business trip to London and Paris with students, taught Spring 2000, 2001, and 2002.

Service:

Current and Recent work at UCONN:

Invited Sports and Strategic Planning Delegate, Special Olympics International, Global Congress, Marrakech, Morocco, 2010.

International Business Research and Teaching Committee, School of Business, UConn, 2009-current.

Co-Founder and Manager of eLearning Initiative Labs at UCONN-Stamford (eLIUS) : Recruit and supervise student workers in student and faculty eLIUS labs, maintain budget, conduct training workshops for faculty, make presentations to executive visitors.

Coordinate Marketing track of BTEC degree program at UCONN-Stamford: recruit and mentor adjunct faculty, advise students, help determine course offerings.

Promotion Marketing Workshop Series Coordinator: Member of Board of Directors of PMA Westchester/Fairfield Counties, plan, develop, and administer three workshops each year for marketing executives and students.

International Relationship Development trips for UCONN-CIBER, INCAE San Jose, Costa Rica, 2000; Tec de Monterrey, Campus Ciudad de México, 2001; Shanghai University 2001; Management Development Institute of India 2003; Shandong University, China, 2007-2009.

Other Service and Awards:

Faculty Summer Research Grant, UConn, School of Business, 2009.

Co-Chair of the 4th Annual Marketing on the Internet Conference at the University of Connecticut and keynote speaker.

Marketing research consultant to the following companies and organizations: Exxon, CART, CRN, Distilled Spirits Distributors, and Ohio State Bar Association.

Anbar Citation of Excellence, an international recognition of the 1996 Journal of Advertising article's contribution to business literature.

Member of the Learning Design Laboratory at Ohio University, redesigning educational pedagogy through the integration of problem based learning, cognitive apprenticeship, and hypermedia.

Discussant, "Education 2000: Educating Business Leaders for the Global Village," Colloquium on Business Education, Instructional Systems Technology Program, University of Indiana, Spring 1992.

Presenter "Business Ethics Workshop," Professional Development Workshop Series for Ohio University, College of Business, April 1990 and Winter 1991.

Discussant, American Psychology Association (Division 23) meeting, New Orleans, 1989.

Reviewer for *Decision Sciences*.

Reviewer for the *Journal of the Academy of Marketing Sciences*.

Reviewer for the Association for Consumer Research.

Reviewer for Southern Marketing Association.

Reviewer for American Psychology Association (Division 23).

Reviewer of manuscripts for Macmillan Company and Irwin.

Participant at American Marketing Association Doctoral Consortium.

References available upon request.