

B. ANDREW CUDMORE

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EDUCATION

University of South Carolina, Columbia SC, USA
Ph.D. 2000 (Business with Specialization in Marketing – Consumer Behavior)

Dalhousie University, Halifax, NS, Canada
MBA 1988 (Finance and International Business)

Acadia University, Wolfville, NS, Canada
BA 1986 (Economics and Business) Awarded medal for top honors, Economics

RESEARCH

Conference Proceedings

Cudmore, B. Andrew (1998), "Normative Influences: A Rational Perspective on Antecedents of Behavior within Exchanges," *Southwestern Marketing Association: Advances in Marketing*, (Eds.) Joyce A. Young, Dale L. Varble and Peter J. Gordon, 32-39.

Cudmore, B. Andrew (1997), "Optimal Stimulation Tendencies and Internet Use," *Southern Marketing Association 1997 Proceedings*, (Eds.) Elnora W. Stuart & Ellen M. Moore, 330-333.

RESEARCH INTERESTS

Brand Equity (Image)	Persuasion Knowledge	Store Brand Management
Internet Marketing	Quality Perceptions	Environmental Marketing
Customer/Salesperson Interactions	Endorser Effects	Customer Complaint Behavior

ACADEMIC TEACHING EXPERIENCE

Florida Tech –FL USA (2000-present) Assistant Professor of Marketing
Instructing two basic Marketing principles classes.

University of South Carolina - SC USA (1996 - 2000)
Instructed Basic Marketing Principles, Essentials in Market Research and Integrated Communications courses.

Acadia University	NS Canada (August 1994-May 1995)
Mount Saint Vincent University	NS Canada (July -August 1994)
University of Calgary	AB Canada (September 1993- May 1994)
Southern Alberta Institute of Technology	AB Canada (September 1993- May 1994)

Instructed a number of courses spanning the breadth of business from international trade theory to accounting to MIS and marketing. Brought topics to life through guest speakers, anecdotal references from business experience and high participation expectations of class interactions. Case analyses, quizzes, tests, class projects and presentations made up the usual class format.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Society for Advances in Marketing
Southwestern Marketing Association

INDUSTRY EXPERIENCE

Ziff Energy Group AB Canada (May 1991 - April 1993)

Analyst / Consultant - As one of the two analysts in the company, I was involved in various buyer studies, monthly update reports and projects for many of the major Oil & Gas companies in the industry. The main focus was on market analysis through the compilation and manipulation of raw data with various software packages.

Financial Analyst (Independent Contractor) AB Canada (November 1990 - June 1991)

Researched, marketed, administered and produced comprehensive corporate and personal business plans: involving goal setting; taxation; financial management and corporate strategy.

Norcen Energy Resources Limited AB Canada (March 1990 - November 1990)

Marketing Analyst - Established and streamlined a system of internal controls to meet contractual obligations. Created a contract database with a system for signaling when pertinent contractual changes would occur. Participated in all aspects of contract negotiation and adjustments.

Petro-Canada Incorporated AB Canada (January 1989 - March 1990)

Market Analyst - Responsible for analytical research and graphical representation within the Strategies Section of the Lubricants Department. This department was responsible for over \$125 million in sales per year.

Improved data retrieval procedures by simplifying complex database queries. Maintained analytical support by generating, evaluating and graphing monthly updates. Forecasted product success and evaluated market information through direct market research. Assisted in part with the competitive analysis of the department as a whole. Developed key segmentation strategies in order to assist in the penetration of the specific markets across North America.

Researched and evaluated promotion success for Retail Gas Sales over the previous five years. Assisted in the development of a major promotional venture and organized part of an internal promotional event.

SEE M. SLOTKIN'S RESUME FOR PROPOSED CUAP PROJECT SUMMARY