
Vaidotas Lukosius, Ph.D.
Associate Professor
Business Administration
College of Business
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Professional Interests

Academic Background

Ph.D. New Mexico State University, Las Cruces, NM, Marketing, 2003
M.Sc. Helsinki University of Technology, Helsinki, Finland, Technology Management, 1999
B.Sc. Vilnius Gediminas University of Technology, Vilnius, Lithuania, Civil Engineering, 1996

Memberships

NAMA - Nashville Association of Collegiate Marketing Educators, 2010-2012
Federation of Business Disciplines, 2007-2013

WORK EXPERIENCE:

Academic Experience

Associate Professor, Tennessee State University (2009 - Present).
Assistant Professor, Tennessee State University (August, 2004 - 2009).

TEACHING:

Courses Taught

Courses from the Teaching Schedule: Applied Marketing Research, Basic Marketing, Consumer Behavior, Foundation in Management and Marketing, International Marketing, Marketing Strategy

Courses taught, but not in the Schedule:

Teaching-Other

Course (New) - Creation/Delivery: Online

2012 - Course (New) - Creation/Delivery: Online. Basic Marketing

Other Teaching Activities

2013 - Other Teaching Activities. Teaching and Directing Study Abroad Program
2012 - Other Teaching Activities. Teaching and Directing Study Abroad Program
2011 - Other Teaching Activities. Teaching and Directing Study Abroad Program

INTELLECTUAL CONTRIBUTIONS:

Grid

Category	DBS	CTP	LPS	Total
Articles in Refereed Journals	3			3
Publications in Refereed Conference Proceedings	6		1	7
Presentations of Non-Refereed Papers			1	1
Working Papers (All)	2			2

Totals	11	2	13
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Refereed Articles

- Lukosius, V. & Ramaprasad, U. (in press, 2013). An Initial Examination Of Motivational Components Of Game Playing Behavior. *Journal of International Business and Management Research*, 5 (12).
- Lukosius, V., Pennington, B., & Olorunniwo, F. (2013). How Students' Perceptions Of Support Systems Affect Their Intentions To Drop Out Or Transfer Out Of College. *Review of Higher Education and Self-Learning*, 6 (18).
- Thach, S., Marsink, S., & Lukosius, V. (2005). External Environment, Trust and East-West Trade. *Ekonomika*, 69, 140-152.
- Sautter, E., Hyman, M., & Lukosius, V. (2004). E-Tail Atmospherics: A Critique Of The Literature And Model Extension. *Journal of Electronic Commerce Research*, 5 (1), 14-24.

Refereed Proceedings

Full Paper

- Lukosius, V. (2012). Determinants of Successfully Marketing Study Abroad Programs. Association of Collegiate Marketing Educators Conference.
- Thach, S. & Lukosius, V. (2011). Choices of Online versus Lecture Courses: A Pilot Study. Association of Collegiate Marketing Educators Conference.
- Lukosius, V. & Taute, H. (2010). The Changing Nature Of Controversial Advertising: A Content Analysis Study. Association of Collegiate Marketing Educators Conference.
- Lukosius, V. & Unni, R. (in press, 2009). Modelling Video Game Preference using Personality and Motivation. Association of Collegiate Marketing Educators, 284-294.
- Taute, H. & Lukosius, V. (2008). The Changing Nature of Controversial Advertising: A Content Analysis Study. Association of Collegiate Marketing Educators.
- Marsink, S., Thach, S., & Lukosius, V. (2006). The Impact of Legal Environments and Inter-Firm Relationships in East-West Business Transactions. The Northeast Decision Sciences Institute Conference.

Abstract Only

- Lukosius, V. (2011). Teaching Marketing Research Using Projects: Alternative Approaches. Association of Collegiate Marketing Educators Conference.
- Lukosius, V. & Stratemeyer, A. (2008). State Sponsored Lottery: Retailers Are Facing Ethical Issues, But At What Cost? Association of Collegiate Marketing Educators, 337.
- Thach, S., Lukosius, V., Lafuente, E., & Rabetino, R. (in press, 2008). Entrepreneurship: Origins and Growth In Four Latin American Countries. Association of Collegiate Marketing Educators, 293.

Non-Refereed Proceedings

Abstract Only

- Lukosius, V. & Mouri, N. (2013). Crowdsourcing Consumer Surveys: Workshop. Association of Collegiate Marketing Educators.
- Lee, R., Lukosius, V., Mouri, N., & Spear, W. (2013). Moving Students to Take Responsibility for Their Learning. Association of Collegiate Marketing Educators.

Presentation of Non-Refereed Papers

National

- Lee, R., Lukosius, V., & Mouri, N. (2013). Moving Students to Take Responsibility for Their Learning. Association of Collegiate Marketing Educators, Albuquerque, New Mexico.
- Lukosius, V. & Mouri, N. (2013). Crowdsourcing Consumer Surveys: Workshop. Association of Collegiate Marketing Educators, Albuquerque, New Mexico.

State

- Lukosius, V. & Festervan, T. (2012). Managing Multi-city locations. Annual Conference on International Education, Chattanooga, Tennessee.

Papers Under Review

- Lukosius, V. & Festervand, Troy A. (2013). "MARKETING STUDY ABROAD PROGRAMS: A STUDENT RECRUITMENT MODEL," Initial submission to *Journal Of International Education Research*.

Working Papers

Lukosius, V. & Stratemeyer, A. (2013). "Benefits of Lottery to Retailers and Consumers: Who is the real winner?," targeted for Journal Of Business & Entrepreneurship.

SERVICE:

Service to the University

Department Assignments

Chair:

2009-2010 – 2012-2013: International Education Committee

College Assignments

Chair:

2007-2008 – 2010-2011: Curriculum Committee

Member:

2012-2013 – 2013-2014: Graduate Policy Committee

University Assignments

Member:

2012-2013: International Education Advisory Board

Service to the Profession

Board Member: PRJ Editorial Review Board

2008 – 2009: Journal of Business and Entrepreneurship.

Chair: Conference / Track / Program

2008 – 2009: Association of Collegiate Marketing Educators, OKC, Oklahoma.

Editor: Conference Proceedings

2008: Association of Collegiate Marketing Educators, Dallas, Texas.

Officer: Organization / Association

2011 – 2013: Association of Collegiate Marketing Educators, Albuquerque, New Mexico.

Other Professional Service Activities

2009: Association of Collegiate Marketing Educators. Webmaster

Faculty Development

Instructional-Related Conference

2013: Association of Collegiate Marketing Educators, Albuquerque, New Mexico. .

2012: Association of Collegiate Marketing Educators, New Orleans, Louisiana. .

2011: Association of Collegiate Marketing Educators, Houston, Texas. .

2010: Association of Collegiate Marketing Educators, Dallas, Texas. .

2009: Association of Collegiate Marketing Educators, Oklahoma City, Oklahoma. .

2008: Association of Collegiate Marketing Educators, Houston, Texas. .

Honors & Awards

Award

2009: Best paper in track Association of Collegiate Marketing Educators.