

**Vaidas Lukosius, Ph.D.**  
**Associate Professor of Marketing**

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**HIGHER EDUCATION**

Ph. D., New Mexico State University, 2003.  
Major: Business Administration  
Area of Emphasis: Marketing

M. Sc., Helsinki University of Technology, Finland, 1999.  
(now: Aalto University)  
Major: Technology Management  
Minor: International Marketing

B. E., Vilnius University of Technology, Lithuania, 1996.  
(now: Vilnius Gedimnas Technical University)  
Major: Civil Engineering

Helsinki Institute of Technology, Finland, 1995.  
(now: Helsinki Institute for Information Technology)

Horsens Polytechnic, Denmark, 1995.  
(now: VIA University College)

**EMPLOYMENT**

Tennessee State University, 2003-present.  
College of Business, Department of Business Administration.

Tennessee Consortium for International Studies (TNCIS), 2010–present.

Helsinki University of Technology, 1997-1998.  
College of Civil Engineering, Department of Construction Economics and  
Management.

Helsinki Metropolitan Development Corporation, Finland, 1998.  
(now Helsinki Region Marketing, Ltd.)

Trantex Oy, Finland, 1997-1998.  
(now: Bowne Global Solutions Oy)

Arlev Oy, Finland, 1997.

## **ADMINISTRATIVE EXPERIENCE**

2016 TNCIS Grand European Capitals (I and II) Program Director and Developer;

2015 TNCIS Great European Capitals Program Director (budget of \$65000+, 47 students, 4 faculty);

2015 TNCIS Japan Program Director (budget of \$30000+, 19 students, 2 faculty);

2014 TNCIS Great European Capitals Program Director (budget of \$45000+, 31 students, 3 faculty);

2014 TNCIS Japan Program Director and Developer (budget of \$30000+, 17 students, 1 faculty);

2013 TNCIS Great European Capitals Program Director (budget of \$40000+, 28 students, 3 faculty);

2012 TNCIS European Program Director and Developer (budget of \$55000+, 41 students, 4 faculty);

2011 TNCIS European Program Director (budget of \$15000+, 10 students, 1 faculty);

2008 Irish Study Abroad Program Director and Developer (budget of \$15000+, 10 students).

## **TEACHING EXPERIENCE**

### **U.S.**

Basic Marketing (online/in-class/hybrid);

Consumer Behavior (in-class);

E-Business (in-class/hybrid);

Marketing Research (in-class/hybrid);

International Marketing (in-class/online);

Marketing Strategy (in-class/hybrid);

Marketing Channels (in-class);

Introduction to Marketing and Management (MBA) (in-class/online);

Independent study/Special topics (MBA).

### **International**

2015 TNCIS Great European Capitals Program. Undergraduate: Special Topics in Marketing: European Perspectives, Independent Study in Marketing. Graduate: Independent Study in Marketing.

2015 TNCIS Japan Program. Undergraduate: Contemporary Topics in Marketing: Japanese Perspectives.

2014 TNCIS Great European Capitals Program. Undergraduate: Special Topics in Marketing: European Perspectives, Independent Study in Marketing. Graduate: Independent Study in Marketing.

2014 TNCIS Japan Program. Undergraduate: Contemporary Topics in Marketing: Japanese Perspectives.

2013 Invited Guest Lecturer at Vilnius Gediminas Technical University. Graduate course: US Marketing Practices: Primer course.

2013 TNCIS Great European Capitals Program. Undergraduate Courses: Special Topics in Marketing: European Perspectives, Independent Study in Marketing.

2012 TNCIS Great European Capitals Program. Undergraduate Course: Basic Marketing. Graduate Course: Independent Study in Marketing.

2011 TNCIS Great European Capitals Program. Undergraduate Course: Basic Marketing.

2010 TNCIS Netherlands Program. Undergraduate Course taught: Basic Marketing.

2008 Tennessee State University Ireland Program. Undergraduate Course: International Marketing.

## **REFEREED PUBLICATIONS**

Lukosius, V. and T. Festervand (2013) "Marketing Study Abroad Programs: A Student Recruitment Model", *American Journal of Business Education*.

Lukosius, V. and U. Ramaprasad (2013) "An Initial Examination Of Motivational Components Of Game Playing Behavior", *Journal of International Business and Management Research*, 5 (12).

Lukosius, V., Pennington, J. and F. Olorunniwo (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, Sharon, Susan Marsink and Vaidotas Lukosius (2005). "External Environment, Trust and East-West Trade.", *Ekonomika*, Vol. 69: 140-152.

Sautter, Elise Truly, Michael R. Hyman and Vaidotas Lukosius (2004). "E-Tail Atmospherics: A Critique Of The Literature And Model Extension", *Journal of Electronic Commerce Research*, Vol. 5, No. 1:14-24.  
(<http://www.csulb.edu/web/journals/jecr/issues/20041/Paper2.pdf>)

## **REFEREED PROCEEDINGS**

Vaidas Lukosius and Michael R. Hyman (2016). "Big Data Challenges in Marketing Research.", *SIBR 2016 Kuala Lumpur Conference on Interdisciplinary Business & Economics Research*, Kuala Lumpur, Malaysia (forthcoming).

Vaidas Lukosius and Michael R. Hyman (2015). "Objective and Self-Reported Data Quality Measures of mTurk Samples.", *Association of Collegiate Marketing Educators Conference*, Houston, TX, 2015.

Sharon Thach and Lukosius, Vaidas (2014). "Value Chain, Industry Structure, And The Marketing Of (Fine) Arts.", *Atlantic Marketing Association*, Asheville, NC, 2014.

Vaidas Lukosius (2012). "Determinants of Successfully Marketing Study Abroad Programs.", *Association of Collegiate Marketing Educators Conference*, New Orleans, LA, 2012.

Thach, Sharon and Vaidotas Lukosius (2011) "Choices of Online versus Lecture

*Courses: A Pilot Study*", p. 48-55 in Association of Collegiate Marketers Education, Houston, TX, 2011.

Vaidotas Lukosius and Taute, Harry (2010). "The Changing Nature Of Controversial Advertising.", *Association of Collegiate Marketing Educators Conference*, Dallas, TX, 2010.

Lukosius, Vaidotas and Ramaprasad Unni (2009). "Modeling Video Game Preference Using Personality and Motivation.", *Association of Collegiate Marketing Educators Conference*, Oklahoma City, OK, 2009.

Susan Marsink, Thach, Sharon and Vaidotas Lukosius (2006). "The Impact of Legal Environments and Inter-Firm Relationships in East-West Business Transactions.", *The 2006 Northeast Decision Sciences Institute Conference*, San Juan, Puerto Rico, March 30, 2006.

Thach, Sharon, Susan Marsink and Vaidotas Lukosius (2004). "External Environment, Trust and East-West Trade.", CEE conference Vilnius, Lithuania, October 14-15, 2004.

## **BOOK REVIEWS AND CONTRIBUTIONS**

Essentials of Marketing Research: Putting Research Into Practice, *Clow and James*. Sage Publications (2014).

Marketing: Real People, Real Choices Value Package (5th Edition), *Solomon, Marshall, and Stuart*. Prentice Hall (2007).

Lukosius, Vaidotas (2007). "Do-It-Yourself Customers", *Journal of Consumer Marketing*.

Lukosius, Vaidotas (2004). "Consumer Behavior and Culture", *Journal of Consumer Marketing*.

Lukosius, Vaidotas (2004). "Marketing Lifestyles", *Journal of Consumer Marketing*.

## **PRESENTATIONS, SEMINARS, AND WORKSHOPS**

Lukosius, Vaidas and Troy Festervand (2014). "Managing Large Study Abroad Programs: Planning and Execution of Academic and Disciplinary Issues.", 8<sup>th</sup> *Annual TnCIS Conference on International Education*, Columbia, TN, TN 2014.

Lukosius, Vaidas. (2014) "Study Abroad In Japan: Educational Perspectives. Panel Discussion." *Tennessee State University*, Nashville, TN, February.

Lukosius, Vaidas. (2013) "Crowdsourcing Consumer Surveys" *Association of Collegiate Marketing Educators*, Albuquerque, NM, March 13-15.

- Lukošius, Vaidotas and Troy Festervand (2012). "Managing Multi-city and Multi-country Study Abroad Programs.", *6<sup>th</sup> Annual TnCIS Conference on International Education*, Knoxville, TN 2012.
- Taute, Harry, Vaidotas Lukošius and Andreas Stratemeyer (2008). "The Changing Nature Of Controversial Advertising: A Content Analysis Study.", *Association of Collegiate Marketing Educators Conference*, Houston, TX, 2008.
- Lukošius, Vaidotas and Andreas Stratemeyer (2008). "State Sponsored Lottery: Retailers Are Facing Ethical Issues, But At What Cost?.", *Association of Collegiate Marketing Educators Conference*, Houston, TX, 2008.
- Thach, Sharon, Vaidotas Lukošius, Esteban Lafuente and Rodrigo Robertino (2008). "Entrepreneurship: Origins And Growth In Four Latin American Countries.", *Association of Collegiate Marketing Educators Conference*, Houston, TX, 2008.
- Lukošius, Vaidotas (2005). "Mental Imagery: Quantity, Quality, Attitudes ", Hawaii International Conference on Business, Honolulu, HI, May 25-28, 2005
- Lukošius, Vaidotas (2004). "Mental Imagery in Advertisements: More Than Meets the Eye?", American Marketing Association, Boston, MA, August 6-9, 2004
- Thach, Sharon, Alex Rialp, Josep Rialp and Vaidotas Lukošius (2004). "Methodological Issues in International Entrepreneurship", International Applied Business Research Conference, Puerto Rico, PR, March 15-19, 2004.
- Lukošius, Vaidotas, and Robert Heiser (2002). "Cross-Cultural Comparison of Information Search Strategies on the Internet", 29<sup>th</sup> Annual Meeting of the Federation of Business Disciplines, St. Louis, MO, March 5- 9, 2002.
- Lukošius, Vaidotas and Elise Truly Sautter (2001). "Cybermarketscapes: Consumer Behavior in Virtual Retail Environments", Networked Minds Conference, East Lansing, Michigan State University, MI, September 27-29, 2001.
- Shanahan, Kevin J., Charles M. Hermans and Vaidotas Lukošius (2001). "Self-Serving Bias, Service Delivery Failure And Technology Readiness In Self-Service Environments", Western Decision Sciences Institute Conference, Vancouver, BC, April 3 - 7, 2001.
- Stratemeyer, Andreas W., Kevin J. Shanahan, Robin T. Peterson and Vaidotas Lukošius (2001). "Identifying the Distinguishing Characteristics of Brand Recall Using Virgin Ads", Southwest Federation of Administrative Disciplines. New Orleans, LA, February 28 - March 3, 2001.

Lukosius, Vaidotas, Michael R. Hyman and Andreas Stratemeyer (2001). "A Model for External Online Information Search", American Marketing Association Winter Educator's Conference. Phoenix, AZ, February 16 - 19, 2001.

Hermans, Charles M., Kevin J. Shanahan, Vaidotas Lukosius and Gerald M. Hampton (2000). "Elements of Importance in the Education Experience: A Cross National Study of Dutch and American Students", Western Marketing Educator's Association. Lake Tahoe, NV, April 14-16, 2000.

Robin, Peterson T., Vaidotas Lukosius and Tim Horst (2000). "Information Technology and Marketing in the Global Business Scenario", Second International Conference on Business and Management. (ICOBM-II), Nirma Institute of Management, Keynote Address, Ahmedabad, India, January 3-6, 2000.

## **WORK IN PROGRESS**

Lukosius, Vaidas and Andreas Stratemeyer (2015). "*Small Business Employee Challenges: Selling Morally Hazardous Products.*" (under review).

Lukosius, Vaidas and Michal R. Hyman (2015). "*Understanding mTurk in Marketing Research: Multi-country Multi-method approach.*" (under review).

Lukosius, Vaidas and Michal R. Hyman (2015). "*Marketing research: Modern innovations of XXI century.*" Invited Routledge Book Chapter.

## **GRANT PROPOSALS AND AWARDS**

Perception of flavor and young persons' intention to use e-cigarettes and tobacco (2015). Co-Investigator. Proposal to better understand how e-cigarettes are marketed towards today's youth;

Minority Student Participation In Short-Term Study Abroad Programs: Prevention And Potential For More Pluralistic Minority Students (2013). Co-Principal Investigator with Troy Festervand. Proposal to increase minority student participation in short term study abroad programs across Tennessee State;

\$6000 Research grant from the College of Business, Tennessee State University, 2007;

\$6000 Research grant from the College of Business, Tennessee State University, 2005;

\$5000 Research grant from the College of Business, Tennessee State University, 2004;

\$750 Mini Grant, research grant to investigate multi-sensory mental imagery (with Professor Michael R. Hyman), 2002;

\$750 Mini Grant, research grant to investigate online consumer behavior (with Professor Michael R. Hyman), 2000.

## **SPECIAL TEACHING ACTIVITIES AND INNOVATIONS**

Workshop attendance "The Forum on Education Abroad on Mission, Student Selection, the Code of Conduct, and Ethics (Standards 1, 4, 5, 9) (2015);

2014 Frank Miller, Jr. leadership case competition for MBA organizer;

Developer of online marketing courses (ongoing);

Coordinator of multiple marketing sections (online/in-class) for faculty and adjunct faculty (2010-2013).

## **PROFESSIONAL AFFILIATIONS**

Institutional Member - The Forum on Education Abroad (2015);

Executive Board Member – Association of Collegiate Marketing Educators (2014 - present);

Officer – Association of Collegiate Marketing Educators (2013);

Board of Directors - Research Chair – American Marketing Association – Nashville Chapter (2012);

President, Association of Collegiate Marketing Educators (2012);

Board of Directors - Research Co-Chair – American Marketing Association – Nashville Chapter (2012);

VP Membership, Association of Collegiate Marketing Educators (2011);

Secretary, Association of Collegiate Marketing Educators (2010).

## **JOURNAL REVIEWER**

Journal of Academic Value Studies advisory board (2015-present);

Journal of Business Ethics (2014-present);

Ad-hoc reviewer for Quarterly Journal of Electronic Commerce;

Ad-hoc reviewer for Journal of International Business & Entrepreneurship;



Editorial Advisor, Journal of Business & Entrepreneurship (2000 – 2001).

### **ACADEMIC AWARDS AND HONORS**

Fellow, AMA Doctoral Student Special Interest Group at the AMA (DocSIG) Doctoral Symposium (2002);

Fellow, 37<sup>th</sup> Annual AMA-Sheth Doctoral Consortium (2002);

Fellow, 3<sup>rd</sup> SMA Doctoral Consortium (2001).

### **CONFERENCE SERVICE**

Track chair for Association of Collegiate Marketing Educators (2005 - 2014);

Reviewer for American Marketing Association Conferences (2000 – 2007);

Reviewer for Association of Collegiate Marketing Educators (2005 – present).

### **UNIVERSITY SERVICE**

University Faculty Senate (2014 – present);

University Faculty Development Committee (2010 – 2011, 2015);

College of Arts and Sciences, Fashion Merchandising Faculty search committee (2013-2014);

College of Business International Education Committee (2004 - present);

College of Business Promotion and Tenure Committee (2015);

University Board of Advisors to Office of International Education (2012);

University International Education Committee (2009 – 2011);

College of Business Graduate Curriculum Committee (2010 – present);

College of Business Graduate Curriculum Sub-Committee (2015);

College of Business Undergraduate Curriculum Committee Chair (2007 - 2010);

Department of Business Administration Promotion and Tenure Committee (2010, 2012).