

**Alan R. Miciak, Ph.D.**

Duquesne University  
A.J. Palumbo School of Business Administration  
John F. Donahue Graduate School of Business  
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Pittsburgh, PA 15282

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**Education**

**Doctor of Philosophy**  
Graduate School of Management  
Kent State University, 1993  
Marketing and International Business

**Master of Business Administration**  
Graduate School of Business  
The University of Toledo, 1986

**Bachelor of Business Administration**  
College of Business Administration  
Kent State University, 1983

**Academic Employment**

**Dean, School of Business Administration**  
Duquesne University (August '05- Present)

**Dean, Sobey School of Business**  
Saint Mary's University (August '02 – July '05)

**Director, Executive MBA**  
University Of Calgary (July '99 – July '02)

**Associate Professor, Marketing**  
University Of Calgary (July '93 – July '02)

**Faculty Leadership**

The A.J. Palumbo School of Business Administration and the John F. Donahue Graduate School of Business are recognized leaders in management research and education. The dean leads a Faculty of 60 full-time professors and a program support staff of 30 in the design and delivery of undergraduate and graduate degree programs. The dean is the chief academic, administrative, and executive officer of the business school.

**Teaching Experience**

Teach a full range of graduate and undergraduate marketing courses achieving strong teaching evaluations. Teach executive development programs on service quality and customer satisfaction through the Faculty's Executive Development Center. Taught marketing management in MBA, Executive MBA, International MBA, and at the Banff School of Advanced Management (BSAM) residential executive education program. Dedicated to continuous improvement of teaching performance by integrating case-method, computer simulation, field projects, and action learning exercises into course design.

**Business Experience**

**Product Management**, Rubbermaid Inc., Wooster, Ohio (1990).  
Coordinated programs for the development and introduction of a line of recycling containers for the Office Products Division. Analyzed market demand and requirements including conducting marketing communication with customers and the field sales force. Strengthened customer relationships and Rubbermaid's competitive position by coordinating Rubbermaid' resources with client needs to achieve a successful product launch.

**National Account Representative**, Unisys Corporation, Detroit, Michigan (1983-1989).  
Responsible for managing and growing customer base through effective application of Unisys' resources to solve customers' business problems in high technology environments. Managed territory sales team, technical and marketing support resources. Built profitable, long-term customer relationships based upon experience, trust, and exceptional performance. National Account Manager for industrial customers in northwest Ohio and southeast Michigan.

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## RESEARCH ACTIVITY

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### Journal Articles

West, Douglas C., Emily Collins and Alan Miciak, (2004), "Management Perspectives of Advertising Creative Awards," in the Journal of General Management.

Miciak, Alan R., and Mike Desmarais, (2001), "Benchmarking Service Quality Performance at Business to Business and Consumer Call Centers," Journal of Business and Industrial Marketing, Vol. 16, No.5, pp. 340-353.

Miciak, Alan R., J.R. Brent Ritchie, and Kent Kirkland, (2001), "Benchmarking an Emerging Lodging Alternative in Canada: A Profile of the B&B Sector," Tourism Economics, March.

Miller, Darryl W., John Hadjimarkou and Alan R. Miciak, (1999), "A Scale For Measuring Advertising-Evoked Mental Imagery," Journal of Marketing Communications.

Sevdermish, Menahem, Alan Miciak, and Alfred Levinson, (1999), "The Indian Diamond Cutting Industry: An Assessment of the Number of Cutters and the Size Distribution of Their Production," Journal of Gemmology, Vol. 6, No. 7.

Sevdermish, Menahem, Alan Miciak, and Alfred Levinson, (1999), "The Indian Diamond Cutting Industry: An Assessment of the Number of Cutters and the Size Distribution of Their Production," Chinese translation appearing in Journal of Gems and Gemmology, Vol. 1, No. 4, December.

Sevdermish, Menahem, Alan Miciak, and Alfred Levinson, (1998), "The Rise to Prominence of the Modern Diamond Cutting Industry in India: Implications for the World Diamond Trade," Gems and Gemology, Vol. 34, No. 1, (May).

Sevdermish, Menahem, Alan Miciak, and Alfred Levinson, (1998), "The Diamond Pipeline Into The Third Millennium: A Multi-Channel System From The Mine To The Consumer," Geoscience Canada, Vol. 25, No.2, (June).

West, Douglas C., Alan R. Miciak and Adrian Sargeant, (1998) "Advertiser Risk-Oriented and the Opinions and Practices of Advertising Managers," International Journal of Advertising, Vol. 17, No. 3.

Miciak, Alan R., and Michael A. Mayo (1997), "Curriculum Decision-Making: What Are the Sources of Innovation?" Journal of Education for Business, Vol. 73, No.1, (September/October).

Shanklin, William L. and Alan R. Miciak (1996) "Selecting Sports Personalities as Celebrity Endorsers," Journal of Promotion Management, Vol.4, No 1.

Miciak, Alan R. and William L. Shanklin (1994), "Choosing Celebrity Endorsers," Marketing Management, Vol. 3, No. 3, (December).

Mayo, Michael A., and Alan R. Miciak (1991), "The Decision Making Process Underlying Curriculum Revision," The Journal of Marketing Education, Vol. 13, No. 3, (Fall).

### Book Chapters/Professional Articles

Miciak, A.R. & Shanklin, W.L. (2006). SWOCC Book of Brand Management Models, FREDD Principles for celebrity endorser selection. Published by the World Advertising Research Centre ([WWW.WARC.com](http://WWW.WARC.com)), Henley on Thames, Oxfordshire, England pp.254-255. ,

Miciak, A., Fullerton, G., Touche-Lightstone, K., Jutla, D., Driscoll, C., Kelloway, E.K., Haiven, J., & MacKinnon, G. (2003). "TOP 101 companies make the grade." *Progress Magazine*, 10(10), 41-52.

Sevdermish, Menahem, Alan Miciak, and Alfred Levinson, (2001), book chapter entitled "Un Canal, des Canaux," is an analysis of the multi-channel system for the marketing of gem diamonds published in Diamants, au Coeur de la Terre, au Coeur de Etoiles, au Coeur du Pouvoir. A collection of essays published by the Museum National d'Histoire Naturelle, Paris, France.

Miciak, Alan R., and Mike Desmarais (2000), "Traits that Create Satisfaction," Canadian Direct Marketing News, March, p.C6.

### **Conference Proceedings / Presentations**

Miciak, Alan R. (2002), "Marketing Health to Our Communities," Leadership Conference on *Sustaining HealthCare in Atlantic Canada*, Dalhousie School of Health Services Administration, October 17-18.

Miciak, Alan R., Emily Collins and Douglas C. West (2000), "The Impact of Product Type, Creative Team Composition, and Agency Client Relationship Duration on Winning Advertising Creativity Awards," Developments in Marketing Science, Vol. XXIII; Proceedings of the Annual Conference of the Academy of Marketing Science (May).

West, Douglas W., and Alan R. Miciak (1999), "Risk-Taking in Advertising Agencies: A Stakeholder perspective," Developments in Marketing Science, Vol. XXII; Proceedings of the Annual Conference of the Academy of Marketing Science (May).

West, Douglas W., and Alan R. Miciak (1998), "The Effect of Advertiser Risk Orientation on Campaign Planning in the US and Canada," Developments in Marketing Science, Vol. XXI; Proceedings of the Annual Conference of the Academy of Marketing Science (May).

Miciak, Alan R. and Mike Desmarais (1998), "Strengthening Your Competitive Advantage: Voice of the Customer Benchmarking to Achieve Customer Loyalty and Higher Profits," Institute for International Research (IIR) Toronto, November 29 – December 1, 1998.

Miciak, Alan R. and Mike Desmarais (1998), "Creating a World Class Performing Call Centre Using Voice of the Customer Benchmarking," Annual Conference of the Alberta First Call Centre Association November 16, 1998.

Miller, Daryll, John Hadjimarcou and Alan Miciak (1997), "A Scale for Measuring Advertising Evoked Mental Imagery," Developments in Marketing Science, Vol. XX; Proceedings of the Annual Conference of the Academy of Marketing Science (May).

Levinson, A.A., and Alan Miciak (1997), "The Diamond Pipeline Into the Third Millennium: Part II. The Role of the Modern Diamond Cutting Industry in India," 26<sup>th</sup> International Gemological Conference, Idar-Oberstein, Germany, (September).

Miciak, Alan R.,(1997), "The Comparative Effectiveness of Interactive Multimedia Marketing Communications," presented at Henley Research Symposium, Henley Management College, UK

Miciak, Alan, and Douglas West, (1996), "Brand Equity and Value: An Empirical Investigation," Proceedings of the Atlantic Marketing Conference, Baltimore, MD.

Miciak, Alan, and William Martello (1996), "The Use of Practical Methodologies for Matching Celebrity Endorser Choice with Consumer Receptivity: Applying the Issue Set Model," Proceedings of the Atlantic Marketing Association Conference, Baltimore, MD.

Hadjimarcou, John, Daryll Miller and Alan Miciak, (1996), "The Impact of Consumer Ethnocentrism on the Evaluations of Bi-National Products," in Developments in Marketing Science XIX, Proceedings of Academy of Marketing Science Conference, Phoenix, AZ. "*Best-In-Track Paper*" for *International Marketing Track*.

Martello, William, and Alan Miciak (1996), "Social Responsibility and Relationships in Marketing Entrepreneurship," in Proceedings of the AMA Summer Educators Conference. Chicago: American Marketing Association.

Miciak, Alan, and Carolyn Tripp, (1994) "Dimensions of Source Credibility in Celebrity Endorsement Situations," Association of Consumer Research, Boston, MA.

Mayo, Michael A., and Alan R. Miciak (1994), "Curriculum Decision Making as a Function of Source of Innovation," in Proceedings of the A.M.A. Summer Educators Conference. Chicago: American Marketing Association.

Miciak, Alan, and John K. Ryans (1994), "Brand Equity Components and the Elements of Marketing Strategy: Creating Value for the Firm and Its Customers," International Academy of Business Disciplines Conference, Pittsburgh, Pennsylvania. Published in Abbass Alkhafaji ed., Business Research Yearbook.

Miciak, Alan (1991), "Integrating Direct Marketing Into the Marketing Promotion Mix," Direct Marketing Association Educator's Conference, Boston, MA.

## **UNIVERSITY AND PROFESSIONAL SERVICE**

General Partner, Red and Blue Advisors, LLC. Established 2007  
Director, Economic Club of Pittsburgh (2006-present)  
Editorial Review Board – International Journal of Advertising (2003 – present)  
Director, Greater Halifax Chamber of Commerce (2003 - 2005)  
Director, GAMA Learning Institute, Toronto (2004 – 2005)  
Director, MBA Consulting Alliance, Inc., Calgary (1999-2002)  
Track Chair, AMS World Marketing Congress, Cardiff, Wales (2001)  
Reviewer, Joint Faculties Research Ethics Committee (1995 - 1998)  
Faculty of Management Liaison to Calgary Chamber of Commerce (1993 - 2002)  
Masters Program Review Committee (1994 – 2002)  
Local Arrangements Coordinator, Academy of International Business (AIB) conference (1996)

## **PROFESSIONAL DEVELOPMENT**

Canadian Federation of Business School Deans (2002 - 2005)  
Research Associate, Institute for Global Business, University of Akron (1997)  
Research Associate, Henley Management College, United Kingdom (1997)  
Faculty Development in International Business Program, University of South Carolina (1996)  
Case Writing Workshop, University of Western Ontario (1995)  
Case Teaching Workshop, University of Western Ontario (1994)  
American Marketing Association Doctoral Consortium Fellow (1992)  
Direct Marketing Association Professor's Institute (1991)  
Member, of Academy of Marketing Science

## **CONSULTING AND EXECUTIVE EDUCATION**

Professor, The Sobey Executive MBA Program (2002-2005)  
Partner, Service Quality Measurement Group, Calgary Alberta (1999-2002)  
Associate Professor, The Alberta Executive MBA program (1996 - 2002)  
Adjunct Professor, Calgary International MBA, Warsaw School of Economics, Poland (1995 - 1999)  
Adjunct Professor, Banff School of Advanced Management (1996 - 2002)  
Associate Professor, Calgary Center for Executive Education (1994 - 2002)  
Independent Consulting Clients include: ScotiaBank, Nortel, Telus, GTA , Husky Oil Marketing, Canadian Airlines and others.

## **HONORS AND AWARDS**

Honorary Inductee, Golden Key International (2008)  
Apple Polishing Award, Order of Omega, Duquesne University (2006)  
Nominated for ACE (Advancing Canadian Entrepreneurship) Dean of the year (2004)  
Award for Outstanding Contribution to the Sobey School of Business Commerce Society (2004)  
Best-In-Track Paper for International Marketing Track, Academy of Marketing Science (1996)  
Faculty Future Fund Competitive Research Grant (1993,1994, 1995, 1996)  
Management Advisory Council Research Award (1995)  
Beta Gamma Sigma (business honorary, 1993)  
American Marketing Association Doctoral Consortium Fellow (1992)  
Unisys CLUB Award (1986, 1987, 1988)  
Unisys Outstanding Achievement Award (1987, 1988)  
Unisys Detroit District Sales Rep of the Year (1986)

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