

Dr. Julia (Julie) R. Pennington
Associate Professor
The University of Tampa (retired), Tampa, Florida USA
Email: teachglobal@gmail.com

Education

PhD, University Of Nebraska, 2009.
Major: Marketing (Business Administration)
Dissertation Title: Customer Branding (Branding of Commodity Products)

MS, Iowa State University, 1991.
Major: Agricultural Economics

MS, Thunderbird School of Global Management, 1986.
Major: International Management

Certificate, National Taiwan Normal University and Taipei Language Institute, 1985.
Major: Mandarin Chinese Language Studies

BS, Iowa State University, 1981.
Major: Agricultural Education

Academic, Government, Military and Professional Positions

Academic - Post-Secondary

Visiting Professor, Sungkyunkwan University, South Korea (2015 - Present).

Visiting Professor, Solbridge University, South Korea, (August – December 2021)

Associate Professor, University of Tampa, Florida USA (2013 –2021)

Assistant Professor, University of Wisconsin Eau Claire, Wisconsin (2008 - 2013).

Graduate Research and Teaching Assistant, University of Nebraska-Lincoln. (2004 - 2008).

Executive in Residence/Assistant Professor/Instructor, University of West Florida. (2000 - 2004).

Adjunct Professor of Finance, Drake University. (1998 - 1999).

Program Coordinator, International Agriculture Programs and Graduate Research Assistant Meat Export Research Center, Iowa State University. (1989 - 1992).

Professional

Vice President, E-Markets. Ames, Iowa USA(1999 - 2000).

Corn Marketing Manager; Africa, Middle East, Asia and Pacific, Pioneer Hi-Bred International, Inc., Johnston, Iowa USA(1995 - 1999).

Director, Business Development and Strategic Operations and Private Consultant, Protein Technologies International. St Louis, Missouri USA (1992 - 1995).

Agricultural Marketing Consultant, Advance Trading, Inc. Bloomington, Illinois (1988 - 1989).

Commodity Trader/Merchandiser, Continental Grain Company. Nebraska & Texas (1986 - 1988).

Computer and Data Communication Consultant, BOC-AMEX Leasing Limited. Taipei, Taiwan (1984 - 1985).

Mitchell County Extension Director and Winnebago County Agriculturist, Iowa State University Cooperative Extension Service. Osage, Iowa (1981 - 1984).

Professional Memberships

Delta Sigma Pi. (April 12, 2014 - Present).

American Marketing Association. (October 1, 2010 - 2021).

MacroMarketing Society. (2009 - 2021).

President, Treasurer, UT Chapter, Beta Gamma Sigma. (November 2008 - 2021).

International Food and Agribusiness Management Association (IFAMA). (2006 – 2021)

Development Activities Attended

Workshop, "New Teaching Institute 2017," University of Tampa, Tampa, FL, United States. (January 2017 - February 2017).

Workshop, "Case Study Workshop and Teaching Methods workshop," IFAMA, St. Paul, MN, USA. (June 15, 2015).

Workshop, "CUR/QEP workshop," University of Tampa, Tampa, Florida, United States. (March 21, 2015).

Workshop, "Writing Evaluation Workshop," University of Tampa, College of Business. (January 13, 2015).

Awards and Honors

Faculty International Service Award, University of Tampa. (May 2, 2018).

University of Tampa Excellence in Academic Advising 2015-2016, University of Tampa. (May 2016).

TEACHING

Teaching Experience

The University of Tampa

BAC 101, FIRST YEAR SEMINAR I, 6 courses.

BAC 102, FIRST YEAR SEMINAR II, 6 courses.

BUS 101, INTRODUCTION GLOBAL BUSINESS, 6 courses.

BUS 101L, INTRO GLOBAL BUSINESS - COMMON, 6 courses.

IBS 492T, SEMINAR INTERNATIONAL BUSINESS, 1 course.

IBS 495, Special Topics in International Business: Africa: Culture, Conservation & Commerce, 1 course.

IBS 499, INDEPENDENT STUDY INT'L BUSINESS, 1 course.
IBS 695, SPECIAL TOPICS IN INT'L BUSINESS, 1 course.
MKT 300, PRINCIPLES OF MARKETING, 3 courses.
MKT 360, Marketing Research, 12 courses.
MKT 410, Global Marketing, 18 courses.
MKT 499, Independent Study in Marketing, 12 courses.
MKT 613, Global Marketing, 9 courses.
MKT 695, SPECIAL TOPICS IN MARKETING, 1 course.
MKT 699, INDEPENDENT STUDY IN MARKETING, 4 courses.

Non-Credit Instruction

Seminar, University of Tampa - Fundação Getulio Vargasto (FGV), 90 participants. (August 2017).

Seminar, University of Tampa - Fundação Getulio Vargasto (FGV), 90 participants. (August 2016).

Seminar, University of Tampa - Fundação Getulio Vargasto (FGV), 90 participants. (August 2015).

Seminar, University of Tampa - Fundação Getulio Vargasto (FGV), 90 participants. (August 11, 2014).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Liou, R.-S., Nisar, S., Lee, K. K., Dixon, D. P., Pennington, J. R. (2021) Unpacking Cultural Intelligence: Cultivating Ethnorelativism in International Business Education. *Journal of Teaching in International Business*. 32(2) 154-175.

Dixon, D. P., Papp, R., Cox, C., Walters, L. M., Pennington, J. R. (2021). Ethical leadership isn't black and white: A case study on stakeholders and African rhino conservation. *International Journal of Teaching and Case Studies*, 12(2). 176-188
<https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijtcs>

Schultz II, C. J., Barrios, A., Krasnikov, A., Becker, I., Bennett, A., Emile, R., Hokkinen, M., Pennington, J. R., Santos, M., Sierra, J. (2020). The Global Refugee Crisis: Pathway for a More Humanitarian Solution. *Journal of Macromarketing*, 40(1), 128-143.
<https://doi.org/10.1177/0276146719896390>

McNeely, L. E., Burton, J. L., Pennington, J. R. (2020). Emotional and Cognitive Drivers of Customer Satisfaction in Adventure Travel. *Tourism Review International*, 23(3).

Pittz, T. G., Steiner, S. D., Pennington, J. R. (2019). An Ethical Approach to Wicked Problems: Macromarketing for the Common Good. *Journal of Business Ethics*.

Dixon, D. P., Ana, W. M., Pennington, J. R., Shannon, C. (2018). Social Change Model of Leadership Development – A Four Year Program. *Management Teaching Review*, 10.

Krush, M. T., Pennington, J. R., Fowler III, A. R., Mittelstaedt, J. D. (2015). Positive Marketing: A

- New Theoretical Prototype of Sharing In An Online Community. *Journal Of Business Research*, 68(12), 2503–2512.
- Rao, K., Pennington, J. R. (2013). Should the Third Reminder be Sent? The Role of Survey Response Timing on Web Survey Results. *International Journal of Market Research*, 55(5), 651-674.
- Yelkur, R., Tomkovick, C. L., Pennington, J. R. (2012). The Alchemy of Olympics Advertising & Sponsorship: Turning the Games into Gold. *Journal of Management Policy and Practice*, 13(2), 34-45. www.na-businesspress.com
- Pennington, J. R., Ball, A. Dwayne (2009). Customer Branding of Commodity Products: The Customer-developed Brand. *Journal of Brand Management*, 16(7), 455-467.
- Pennington, J. R., Hampton, R., Ball, A. Dwayne, Soulakova, J. N. (2009). The Cross-National Market in Human Beings. *Journal of Macromarketing*, 29(2), 119-134.

Book Chapters

- Pennington, J. R. (1992). In Robert Rust (Ed.), *Meat Marketing in Singapore: Economic Considerations*. Ames, Iowa: Midwest Agribusiness Trade Research and Information Center.
- Pennington, J. R., Hayes, D. J. (1991). In Dermot J. Hayes (Ed.), *Meat Marketing in South Korea: Economic Considerations*. Ames, Iowa: Midwest Agribusiness Trade Research and Information Center.

Conference Proceedings

- Dixon, D., Papp, R., Walters, L. M. M., Cox, C., Pennington, J. R. (2019). *African Rhino conservation and ethical leadership*. Littleton, Colorado: Clute International Academic Conference on Business.
- McKinney, T.D., Pennington, J. R., Ball, A. Dwayne, Creswell, J., Nguyen, A., Hampton, R. (2011). *Finding Weak Points in the Human Trafficking System: An Analysis of 154 Cases*. Lincoln, NE: <http://digitalcommons.unl.edu/humantrafficking/>
- Hampton, R., Ball, A. D., Pennington, J. R., Nguyen, A. (2010). *A Marketing Analysis of Human Trafficking Systems*. Lincoln, NE: <http://digitalcommons.unl.edu/humantrafficking/>
- Pennington, J. R., Rao, K., Ball, A. D., Krush, M. (2010). *Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture*. Chicago, IL:.
- Pennington, J. R., Ball, A. D., Rao, K. (2009). *Customer Branding: A Look at How Consumers Brand Fruit and Vegetables*. Budapest, Hungary:.
- Pennington, J. R., Rao, K., Ball, A. D. (2009). *Produce Food Safety in the Marketing Channel and the American Consumer*. Hollywood, Florida:.

Other

- Salin, V., Pennington, J. R. (2018). *Comparative analysis of existing reintegration practices within IOM: main areas of interventions and lessons learned*. Geneva: International Organization for Migration (IOM).
- Ball, A. Dwayne, Pennington, J. R. (2011). *Sex Trafficking: Inside the Business of Modern*

- Slavery* (4th ed., vol. 31, pp. 410-411). Sage: Journal of Macromarketing.
- Pennington, J. R., Ball, A. Dwayne (2011). *The Dark Side of Chocolate* (4th ed., vol. 31, pp. 412-413). Sage: Journal of Macromarketing.
- Hampton, R. D., Ball, A. D., Pennington, J. R. (2010). *Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method*. Bali, Indonesia:.
- Ball, A. D., Pennington, J. R., Hampton, R. D. (2010). *Measuring the Extent of Human Trafficking*. Sicily, Italy:.
- Hampton, R. D., Ball, A. D., Pennington, J. R., Nguyen, A. (2009). *Estimating the Extent of Out-Migration Human Trafficking in Ukraine*. Lincoln, NE

Presentations Given

- Liou, R.-S., Nisar, S., Lee, K. K., Dixon, D. P., Pennington, J. R., Academy of International Business Annual Conference in Copenhagen, 2019., "International Business Education: Cross-cultural Intelligence and Ethnorelativism," Academy of International Business, Copenhagen, Denmark. (June 25, 2019).
- Pennington, J. R. (Author & Presenter), Salin, V. (Author & Presenter), Dixon, D. (Author & Presenter), 2019 World Congress Food Security 2050: eCommerce, Agri-food Value Chain Transformation, "Leadership is the Key: A Case Study of Women Farmers in Kenya," International Food and Agribusiness Management Association (IFAMA), Hangzhou, China. (June 22, 2019).
- Pennington, J. R. (Author & Presenter), Salin, V. (Author & Presenter), USASBE 2019, "Rural Entrepreneurship and the Reintegration of Migrants," United States Association for Small Business and Entrepreneurship, St. Pete, Florida. (January 27, 2019).
- Burton, J. L., Pennington, J. R., Managing Global Resources for a Secure Future:ASA, CSSA and SSSA International Annual Meetings, "Using Social Media to Market Your Agricultural Research and Extension Programs," American Society of Agronomy, Tampa, Florida. (October 23, 2017).
- Pennington, J. R., 2017 Transformative Consumer Research Conference, "Transformative Market and Consumer Research Initiatives for the Refugee Humanitarian Crisis," Association for Consumer Research, Cornell University, Ithaca, New York. (June 18, 2017).
- Pennington, J. R. (Author), Salin, V. (Author), 26th Annual World IFAMA Conference, "Rhino Conservation: Perspectives on the Poaching Problem from Swazi and South African Rural Citizens," International Food and Agribusiness Management Association, Aarhus, Denmark. (June 19, 2016).
- Salin, V. (Author), Pennington, J. R. (Author & Presenter), King, D. (Author), Rustogi, H. (Author), 25th Annual World IFAMA Conference, "College Student Engagement in Market Research: Study Abroad in the Swaziland Big Game Parks," International Food and Agribusiness Management Association, St. Paul, Minnesota. (June 15, 2015).
- Pennington, J. R., 2014 Global Business Sustainability Conference, "Food Insecurity: an International Macromarketing Perspective," College of Business and Management, Saginaw Valley State University and the Shri Ram College of Commerce, Delhi University, Saginaw, Michigan. (September 25, 2014).

- Hermansen, L. E. (Author & Presenter), Pennington, J. R. (Author), Rustogi, H. (Author), Schaefer, W. (Author), IFAMA 2014 Symposium, "Place Branding of Game Parks in Swaziland: A New Look at Agritourism," International Food and Agribusiness Management Association, Cape Town, South Africa. (June 16, 2014).
- McKinney, T. d. (Author & Presenter), Pennington, J. R. (Author), Ball, A. D. (Author), Creswell, J. (Author), Nguyen, A. (Author), Hampton, R. (Author), 2011 Interdisciplinary Conference on Human Trafficking, "Finding Weak Points in the Human Trafficking System: An Analysis of 154 Cases," Lincoln, NE. (September 30, 2011).
- Pennington, J. R. (Presenter), UWEC Faculty Forum, "Human Trafficking: A Macromarketing Perspective," UWEC Office of Research and Sponsored Programs, Eau Claire, WI. (November 3, 2010).
- Pennington, J. R. (Author), Ball, A. D. (Author & Presenter), Hampton, R. (Author & Presenter), Nguyen, A. (Author), Second Annual Interdisciplinary Conference on Human Trafficking, "A Marketing Analysis of Human Trafficking Systems," University of Nebraska-Lincoln, Lincoln, Nebraska. (October 1, 2010).
- Pennington, J. R. (Author & Presenter), Ball, D. (Author & Presenter), 2010 Macromarketing Seminar, "Human Trafficking: A Macromarketing System," Macromarketing Society Inc., Laramie, Wyoming. (June 12, 2010).
- Pennington, J. R. (Author), Hampton, R. D. (Author & Presenter), Ball, A. D. (Author), Pan-Pacific Conference 2010, "Estimating the Number of Out-Migration Human Trafficking Victims Using a Key Informant Method: Toward a Global Approach," University of Nebraska, Bali, Indonesia. (June 1, 2010).
- Pennington, J. R. (Author & Presenter), Rao, K. (Author), Ball, D. (Author), Krush, M. (Author), AAPOR 65th Annual Conference, "Understanding How Consumers Cope with Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture," American Association for Public Opinion Research, Chicago, Illinois. (May 2010).
- Pennington, J. R., Ball, A. D. (Author & Presenter), Hampton, R. D. (Author), Tenth Annual Summer Specialization Course on International Criminal Law, "Measuring the Extent of Human Trafficking," Institute for Higher Studies in the Criminal Sciences, Sicily, Italy. (May 25, 2010).
- Hampton, R. (Author & Presenter), Ball, A. D. (Author & Presenter), Pennington, J. R. (Author), Nguyen, A. (Author), First Annual Interdisciplinary Conference on Human Trafficking, "Estimating the Extent of Out-Migration Human Trafficking in Ukraine," University of Nebraska-Lincoln, Lincoln, Nebraska. (October 31, 2009).
- Pennington, J. R. (Author & Presenter), Ball, A. Dwayne (Author), Rao, K. (Author), 19th Annual World Symposium, June 2009, "Customer Branding: A Look at How Consumers Brand Fruit and Vegetables," International Food & Agribusiness Management Association, Budapest, Hungary. (June 20, 2009).
- Pennington, J. R. (Author & Presenter), Rao, K., Ball, A. Dwayne, 64th Annual Conference, May 14-17, 2009, "Produce Food Safety in the Marketing Channel and the American Consumer," The American Association for Public Opinion Research (AAPOR), Hollywood, Florida. (May 14, 2009).
- Pennington, J. R. (Author), Hampton, R. D. (Author & Presenter), Ball, A. D. (Author), Pan Pacific Conference, "Human Trafficking as a Marketing System: How to Disrupt or Disable the

System," San Jose, Costa Rica. (June 2008).

Pennington, J. R. (Author & Presenter), NEC-63 Meeting, "Branding of Commodity Products," The Research Committee on Commodity Promotion (NEC-63), Parma, Italy. (June 22, 2007).

Hampton, R. D. (Author & Presenter), Ball, A. Dwayne (Author), Pennington, J. R. (Author), Pan-Pacific Conference XXIII, "Human Trafficking: A Marketing Perspective," Busan, Korea. (June 2006).

Pennington, J. R. (Author & Presenter), Arnould, E. (Author), 15th Annual World Food and Agribusiness Forum, "At the Beginning of the Food Value Chain: Understanding the Farmer and Rancher and Their Supporting Communities," International Food and Agribusiness Management Association (IAMA), Chicago, Illinois. (June 25, 2005).

Contracts, Grants and Sponsored Research

Grant

Pennington, J. R., "The Business of Migration: Understanding Protection and Assistance Programming for Migrants," Sponsored by David DeLo Research Professor Grant, The University of Tampa, \$5,849.00. (June 1, 2017 - May 31, 2018).

Pennington, J. R. (Supporting), Hampton, R. D. (Principal), Ball, D. (Co-Principal), "Measuring and Assessing the Trafficking in Humans in the Ukraine," Sponsored by International Organization for Migration, Other Agencies, Other, \$43,730.00. (June 2005 - January 31, 2009).

Sponsored Research

Pennington, J. R. (Principal), "Conceptualizing the Motivations and Benefits of Participating in The Freecycle Network," Sponsored by Center of Excellence Program, Other, \$1,500.00. (March 2011 - May 2011).

Awards and Honors

International Programs Award, University of Tampa (2020)

Graduate Teaching Assistant Award, College of Business, University of Nebraska-Lincoln. (2008).

2017-2018 Faculty Development Award, University of Tampa. (April 7, 2017).

Fifth Annual Authors Celebration, Office of Research and Sponsored Programs. (October 6, 2010).

2010 Charles C. Slater Award, Journal of Macromarketing. (June 12, 2010).

SERVICE

University Service

University Senate Service, University of Tampa Faculty Senate. (August 2017 - 2021).

Committee Member, Marketing Department Committee. (August 15, 2013 - 2021).

Committee Chair, COB International Business Committee. (June 1, 2015 - July 1, 2019).

Program Coordinator, International Business Coordinator. (June 1, 2015 - June 1, 2019).

Faculty Advisor, UT Women Business Professionals Association. (August 20, 2016 - August 20, 2018).

Committee Member, International Committee. (June 1, 2015 - June 1, 2018).

Committee Member, Marketing faculty search committee. (August 2016 - December 2017).

faculty member, University of Tampa Commencement. (December 17, 2017).

Student Org Advisor (Professional Org), American Marketing Association. (January 1, 2015 - August 20, 2017).

faculty member, University of Tampa Commencement. (May 7, 2017).

Associate Director, TECO Leadership Center. (August 15, 2014 - August 2016).

Committee Member, COB International Business Committee. (August 15, 2014 - May 31, 2015).

Committee Member, Library Committee. (August 15, 2014 - May 31, 2015).

Professional Service

Conference-Related, World Food Prize, Des Moines, Iowa. (October 13, 2016 - 2021).

Board Member, VGIF, New York, New York. (April 2015 - April 2018).

Delegate, United Nations Conference of the Status of Women, New York, New York. (March 14, 2016 - March 24, 2016).

Student Case Competition Judge, American Marketing Association. (November 1, 2014 - January 16, 2016).

Conference-Related, World Food Prize, Des Moines, Iowa. (October 13, 2015 - October 17, 2015).

Session Chair, 25th Annual Conference IFAMA, St. Paul, MN. (June 15, 2015).

Reviewer, Conference Paper, International Food and Agribusiness Management Association. (November 1, 2014 - January 15, 2015).

Faculty expert and volunteer staff, World Food Prize, Boulaug Dialogue and Global Youth Institute, Des Moines, Iowa. (October 11, 2014 - October 20, 2014).

Session Moderator, Industry Panel—Technology, SVSU-SRCC Global Business Sustainability Conference, Saginaw, Michigan. (September 25, 2014).

Chairperson, International Food and Agribusiness Management Association Academic Symposium Co-chair, Cape Town. (July 1, 2013 - July 20, 2014).

Committee Member, An Interdisciplinary Initiative to Provide Knowledge to Combat Human

Trafficking: UNL, Lincoln,, Nebraska. (November 1, 2009 - June 1, 2014).

Alumni Ambassador, Thunderbird School of Global Management, Glendale, AZ. (2008 - 2013).

Volunteer Staff, World Food Prize, Boulaug Dialogue and Global Youth Institute, Des Moines, Iowa. (October 16, 2013 - October 20, 2013).

Chairperson, International Food and Agribusiness Management Association Symposium Co-chair, Atlanta, Georgia. (November 2012 - June 30, 2013).

Reviewer, Conference Paper, 23th Annual World Food and Agribusiness Forum, IAMA, China. (December 15, 2011).

Session Chair, 2011 Interdisciplinary Conference on Human Trafficking, Lincoln, Nebraska. (October 2011).

Reviewer, Journal Article, Journal of Public Policy and Marketing. (August 2011).

Reviewer, Conference Paper, 21th Annual World Food and Agribusiness Forum, IAMA, Germany. (November 1, 2010 - December 15, 2010).

Session Chair, Second Annual Interdisciplinary Conference on Human Trafficking, Lincoln, Nebraska. (September 29, 2010 - October 2, 2010).

Reviewer, Ad Hoc Reviewer, Journal of Small Business Management. (April 2010 - June 2010).

Case judge, International AMA Collegiate Case Competition. (January 1, 2010 - January 15, 2010).

Reviewer, Journal Article, Journal of Consumer Behaviour. (June 1, 2009 - July 15, 2009).

"Best Paper" judge, 19th Annual World Food and Agribusiness Forum, IAMA, Budapest, Hungary. (June 2009).

Reviewer, Conference Paper, 19th Annual World Food and Agribusiness Forum, IAMA, Budapest, Hungary. (June 2009).

Team Co-chair, American Cancer Society Relay for Life, Eau Claire, Wisconsin. (January 1, 2009 - June 29, 2009).

Guest Speaker, 6th Annual Women's Business Conference, Eau Claire, Wisconsin. (April 23, 2009).

Case judge, International AMA Collegiate Case Competition. (January 1, 2009 - January 15, 2009).

Session Moderator, 17th Annual World Food and Agribusiness Forum, IAMA, Parma, Italy. (June 2007).

Reviewer, Journal Article, Journal of Small Business Mangement. (2005).

Reviewer, Conference Paper, American Marketing Association Summer Conference, San Francisco, California. (August 2005).

Session Moderator, 15th Annual World Food and Agribusiness Forum, IAMA, Chicago, Illinois. (June 2005).

Reviewer, Conference Paper, Macromarketing Conference, St. Petersburg, Florida. (May 2005).

Reviewer, Conference Paper, American Marketing Association Summer Conference, Boston, MA.
(August 2004).

Reviewer, Conference Paper, American Marketing Association Summer Conference, Chicago,
Illinois. (August 2003).