

Mark Edward Collins
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EDUCATION

Ph.D. Candidate (3rd Year), Organizations & Strategy
University of Tennessee, Knoxville

M.B.A., Marketing and Finance, 1992, Middle Tennessee State University
Phi Kappa Phi, National Honor Society
Beta Gamma Sigma, National Business Honor Society

B.A., Economics, 1981, University of Tennessee at Knoxville
with a minor in Political Science

TEACHING

Distinguished Lecturer of Marketing, 2000 - present

Department of Marketing & Logistics
University of Tennessee at Knoxville

Currently teach and direct the new Intermediate Marketing 340 course, as well as teaching and co-directing the new Consumer Behavior 350 course. In the previous academic year taught the capstone Global Marketing Strategy courses and the capstone International Business Strategy course to graduating College of Business Administration seniors. Also serve as course director for Marketing 300 – Introduction to Marketing & Supply Chain Management. Have taught introduction and intermediate logistics, integrated process management, brand management, channel management, promotion management and consumer behavior to undergraduate students as well as lean production and management to executives. (Note: was promoted from Lecturer to Distinguished Lecturer in 2005.)

Also served eight years as Assistant Department Head 2000 – 2008.

Adjunct Instructor, 1996 - 1999

Department of Marketing, Logistics, & Transportation
Department of Management
Department of Hotel, Restaurant & Tourism
University of Tennessee at Knoxville

Over multiple semesters, taught the Introduction to Marketing course (MKT 301), the capstone Management course (MGT 401), and a graduate level finance course in the Hotel School, HRA 531, Advanced Financial Management for Hotels & Restaurants.

Adjunct Instructor, 1997 - 1998

Pellissippi State Technical Community College, Department of Business
Taught the Customer Service and Promotions courses for multiple semesters.

Adjunct Instructor, 1993 - 1994

Middle Tennessee State University, Department of Marketing & Management
Taught the Introduction to Marketing course for multiple semesters.

AWARDS & HONORS

2001	Finalist	CBA Lattimore Excellence in Advising Award
2002	Finalist	CBA Neally Excellence in Teaching Award
2002	Finalist	UT National Alumni Association Outstanding Teacher Award
2003	Finalist	CBA Neally Excellence in Teaching Award
2003	Recipient	CBA Lattimore Excellence in Advising Award
2004	Recipient	Microsoft Most Valuable Professional (MVP) Award
2004	Recipient	UT American Marketing Association Golden Apple Award for Outstanding Service & Teaching
2004	Finalist	CBA Outstanding Commitment to Students Award
2005	Recipient	Microsoft Most Valuable Professional (MVP) Award
2005	Recipient	CBA Allen H. Keally Outstanding Commitment to Students Award
2006	Finalist	UT Chancellor's Excellence in Teaching Award
2006	Recipient	University of Tennessee Distinguished Lecturer
2007	Nominee	UT National Alumni Association Outstanding Teacher Award
2010	Finalist	CBA Neally Outstanding Teacher Award

COMMITTEES

UNIVERSITY

University Library Committee, 2007- present

COLLEGE

Undergraduate Core Curriculum Committee, 2002 - present

Management 402 Capstone Course Development Committee, 2003 – present

CBA Technology Committee, 2006 – present.

DEPARTMENT

Strategic Planning Committee, 2006- 2008

Communications Committee, 2002 – present

Technology Committee, 2002 - present

LANGUAGES

Foreign Service Level 3 - Professional Working Proficiency in German

Lived in Hamm, Germany 1973-1978 and attended British Army School while living in German neighborhood. Was fluent in German when I arrived on the UT-Knoxville campus as a freshman in 1977.

PUBLISHED REFEREED CONFERENCE PROCEEDINGS

Elenkov, D., Naoumova, I., Wright, P., Collins, M., Kuntz, J., Veliotsinskaya, M. 2009. Subcultures in a Country, Work Values and Preferred Workplace Rewards: Evidence From Russia. Academy of Management Annual Conference.

REVIEWING

Ad Hoc Reviewer, Decision Sciences Journal of Innovative Education, 2009 - present

Reviewer, Southern Management Association Conference, 2008, 2009 & 2010

Reviewer, Academy of Management Annual Conference, 2008, 2009 & 2010

Reviewer,, American Marketing Association Educator's Summer Conference 2008 & 2009

Reviewer, Consumer Behavior: A Framework, Mowen, John and Minor, Michael, 6th Edition, Copyright 2005, Thomson/South-Western.

Reviewer, Value Based Marketing, Grewal, Druv, and Levy, Michael, 1st Edition, Copyright 2005, Prentice Hall.

INDUSTRY EXPERIENCE

Co-founder & General Manager, 1998 - 2000

Rocky Top Books, LLP. Knoxville, Tennessee

Opened and managed a successful retail operation focused on selling new and used textbooks to both University of Tennessee and Pellissippi State students. Grew the business through grassroots marketing and direct web sales to annual revenues exceeding \$2 million. Sold the business to a large competitor in April 2000.

Membership Representative, 1997 - 1998

United States Chamber of Commerce, Tennessee

Responsible for the advocacy and membership of small and medium size businesses in Knox, Sevier, Blount, and Monroe counties in east Tennessee. Ranked as one of the top new representatives in the South Central United States

Associate General Manager, 1997

Radisson Summit Hill - Knoxville, Tennessee

Responsible for the daily operation of the Front Desk and Housekeeping departments at an award-winning 197 room downtown convention property. Departments rated as Top Ten in Radisson International Eastern Region in July and August 1997.

Hotel Manager, 1995-1997

Holiday Inn Select Downtown - Knoxville, Tennessee

Responsible for the management of operations including Rooms Division, Food & Beverage, and Engineering at a 293 room downtown convention hotel. Duties also included menu development, local & POS marketing, and assisting in year long upgrade project to Holiday Inn Select franchise status.

General Manager, 1995

The Tutwiler Hotel - Birmingham, Alabama

A.A.A. Four Diamond Award Winner

Responsible for the general management including Rooms Division, Engineering, Sales & Marketing, and Accounting at a 147 room luxury historic hotel.

Senior Market Analyst, 1994-1995

Smith Travel Research - Nashville, Tennessee

Smith Travel Research is the largest and most respected hospitality market research firm in the United States. Responsible for producing and evaluating market research reports, trend reports, market seasonality reports, and market forecasting on a UNIX based network. Further duties included training owners, general managers, and directors of sales on accurate analysis of proprietary market research reports for all major franchise chains and independent properties.

INDUSTRY EXPERIENCE continued

General Manager, 1990-1995

The Garden Plaza Hotel - Murfreesboro, Tennessee

Responsible for the general management including Rooms Division, Food & Beverage, Engineering, Sales & Marketing, and Accounting at a 168 room corporate hotel in suburban Nashville.

General Manager, 1988-1990

Holiday Inn - Hattiesburg, Mississippi

1990 Top 20 Torchbearer Award

Responsible for the general management including Front Office, Housekeeping, Food & Beverage, Engineering, Sales & Marketing, and Accounting at an international award-winning 128 room highway property. Business unit chosen as one of the top 20 Holiday Inns in the world by Holiday Inns Worldwide.

Associate Hotel Manager, 1987-1988

Garden Plaza Hotel – Memphis, Tennessee

1990 Top 20 Torchbearer Award

Responsible for the general management including Front Office, Housekeeping, Food & Beverage, Engineering, Sales & Marketing, and Accounting at an upscale 265 room business class property. Business unit later rebranded and repositioned successfully as a Hilton Hotel franchise.

Hotel Manager, 1985-1987

Holiday Inn at Carter Plaza, Chattanooga, Tennessee

1987 Top 20 Torchbearer Award

Responsible for the management of the hotel side of an international award-winning 350 room luxury convention property in downtown Chattanooga including Front Office, Housekeeping, and Engineering. Business unit chosen as one of the top 20 Holiday Inns in the world by Holiday Inns Worldwide.

INDUSTRY CERTIFICATIONS

Certified Hospitality Educator (CHE), 1992, American Hotel & Motel Association

Certified Hotel Administrator (CHA), 1986, American Hotel & Motel Association
The CHA designation was and still is the highest attainable in the hotel industry.

Certified Food & Beverage Executive (CFBE), 1985, American Hotel & Motel Association

Certified Rooms Division Executive, (CRDE), 1984, American Hotel & Motel Association

INDUSTRY OFFICES HELD

Board of Directors, 1997, Tennessee Hotel & Motel Association, (Nashville, Tennessee)

President, 1997, Knoxville Hotel & Motel Association, (Knoxville, Tennessee)

President, 1989, Hattiesburg Hotel & Motel Association, (Hattiesburg, Mississippi)

TECHNOLOGY EXPERIENCE

Excellent knowledge of PC/Laptop hardware and software including Microsoft Office 2007, Lotus Notes, FrontPage 2007, Macromedia Dreamweaver, Macromedia Flash, SPSS, SAS.

NATIONAL /INTERNATIONAL MEMBERSHIPS

Academy of Management

Southern Management Association

American Marketing Association

Deutscher Marketing Verband

Society of Competitive Intelligence Professionals