

CURRICULUM VITA

MIRIAM B. STAMPS

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Department of Marketing
College of Business Administration
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Education

Fisk University, B.A. (Mathematics)

Washington State University, M.B.A.

Title of Thesis: Stat-Com: A Data Collection Simulation

Syracuse University, Ph.D. (Marketing)

Title of Dissertation: The Black Consumer Market: A Segmentation Analysis

Honors and Awards

Graduated from college "Magna Cum Laude."

Gold Key Honor Society.

Phi Beta Kappa.

Selected from nationwide pool of applicants for Danforth Graduate Fellowship (Beta Gamma Sigma

Honored Guest and Keynote Speaker, Marketing Doctoral Student Association, Ph.D Project, August 2003.

Professional Experience

2004-Present Chair, Marketing Department, College of Business Administration, University of South Florida, Tampa, Florida

1994 - Present: Co-Director, Florida-China Linkage Institute

1992 - Present: Associate Professor, Marketing Department, College of Business Administration, University of South Florida, Tampa, Florida.

1991 - 1992 Interim Chairperson, Marketing Department, College of Business Administration, University of South Florida, Tampa, Florida.

Professional Experience - continued

1987 - 1991	Associate Professor, Marketing Department, College of Business Administration, University of South Florida, Tampa, Florida.
1982 - 1987	Assistant Professor, Marketing Department, College of Business Administration, University of South Florida, Tampa, Florida.
1981 - 1982	Associate Professor, Department of Business Administration, Lemoyne College, Syracuse, New York.
1972 - 1977	Assistant Professor, Department of Accounting and Business Administration, Norfolk State University, Norfolk, Virginia.
1967 - 1972	Instructor, Department of Accounting and Business Administration, Norfolk State University, Norfolk, Virginia.
1965 - 1967	Teaching Assistant, College of Business, Washington State University, Pullman, Washington.
1963 - 1965	Research Assistant, Computer Science Department, Washington State University, Pullman, Washington.

Publications

“Sales Force Use of Technology: Salesperson Consequences” with Leroy Robinson and Greg Marshall, Journal of Business Research, December 2005.

“An Empirical Investigation of Technology Acceptance in a Field Sales Force Setting” with Leroy Robinson and Greg Marshall, Industrial Marketing Management, May 2005.

“Enabling Adaptive Selling through the Use of Technology” with Leroy Robinson and Greg Marshall, Proceedings, Society for Marketing Advances, 2003.

“Advertising Modification Strategies: Appealing to Minority Consumers” with Gail Ayala Taylor in Advertising Research: The Internet, Consumer Behavior and Strategy, Ch. 7 edited by George Zinkhan, American Marketing Association, Chicago, 2000.

“An Altruistic Approach to Product Warning Labeling: Propositions and Justification,” with Dee Sams and Greg Marshall, Proceedings, Society for Marketing Advances, 2000.

“Employee Satisfaction and Internal Service Performance: Some Preliminary Findings,” with Leroy Robinson, Greg Marshall, and Charles Lamb. Proceedings, Academy of Marketing Science, 1999.

“Preinterview Biases: The Impact of Race, Physical Attractiveness, and Sales Job Type on Preinterview Impressions of Sales Job Applicants,” with Greg Marshall and Leroy Robinson, Journal of Personal Selling and Sales Management, 1998.

Publications - continued

"The Florida Classic: Performing African-American Community, with Eric Arnould, Proceedings, Association for Consumer Research, 1997.

"The Impact of Ethnicity on Values: An Exploratory Study of Blacks, Whites, and Hispanics," with Eric Arnould, Proceedings, Multicultural Marketing Conference, 1996.

"Comparing Salesforce Selection Decisions for Telemarketing Versus Field Sales Positions: An Exploratory Study" with Greg W. Marshall and Jesse N. Moore, Proceedings, Southern Marketing Association, 1994.

"Employer's Importance Ratings of Student Characteristics: A Conjoint Analysis Approach," with E. W. Boatwright, Journal of Marketing Education, Summer, 1988.

"Segmenting the Black Consumer Market: Which Approach Works Best," Proceedings, Academy of Marketing Science, 1988.

"Student and Employer Ratings of Attribute Importance: Implications for Marketing Education," with E.W. Boatwright, Proceedings, American Marketing Association Winter Educators Conference, February 1986.

"The Black Consumer Market: Values as an Alternative Segmentation Strategy with Clint Tankersley, Proceedings, Academy of Marketing Science, 1986.

"Impact of Race, Social Class, and Demographics on Psychographic Variables," Proceedings, Southern Marketing Association, 1986.

"Class Differences in Leisure Activities Among Blacks," with Spurgeon M. Stamps, Proceedings, National Social Science Association, 1986.

"Race, Class, and Leisure Activities of Urban Residents," with Spurgeon M. Stamps, Journal of Leisure Research, Vol. 17, 1985.

"Segmenting the Black Market: A Comparison of Approaches," with Clint Tankersley, Proceedings, American Institute of Decision Sciences, 1984.

"Have You Ever Taught Before," in New Perspectives on Teaching and Learning, Warren Bryan Martin (ed.), San Francisco: Jossey-Bass, Inc., 1981.

Books

Salt City and It's Black Community: A Sociological Study of Syracuse , N.Y. with S. David Stamps, Syracuse N. Y., Syracuse University Press, 2008.

Research Monographs

Comparative Study of Blacks, Whites, and Hispanics in the Tampa Metropolitan Area, with Spurgeon M. Stamps and Susan Greenbaum, Tampa, Florida: University of South Florida, 1990.

Papers Presented

“En Fuego: The Hispanic Consumer Market” Cynthia Cano, Robert Riggle, Miriam Stamps and Gail Taylor, 2006 AMA Winter Educator’s Conference , St. Petersburg, FL., February 2006

“What’s New? What’s Next? In Marketplace Diversity” Miriam Stamps, Cynthia Cano, and Robert Riggle, AMA Winter Educator Conference, February 2003

“Target Marketing, Ethics, Product Liability and Vulnerable Consumers: International and Multi-cultural Strategic Implications”, Miriam Stamps and Dee Sams, 2nd International AmFiTan Development Ethics Conference, Tampa, February 2001.

“Qualitative Research Methods in Sales Research”, National Conference in Sales Management, Dallas, March 2001.

“To Target or Not: Advertising Strategies in Black, White, and Latina Magazines”, Miriam Stamps, Gail Ayala-Taylor, and Cynthia Cano, 2001 AMA Summer Marketing Educator’s Conference, August, Washington, D.C.

“The USF Ph.D. Program: Practices of an Adolescent Program”, Miriam Stamps, Society for Marketing Advances Conference, New Orleans, November 2000.

“Target Marketing, Ethics, Product Liability, and Vulnerable Consumers: International and Multicultural Strategic Implications” with Dee Sams, AMS Multicultural Marketing Conference, Hong Kong, September 2000.

“The New 4 P’s: Pedagogy,” Society for Marketing Advances, Atlanta, October 1999.

“Cross-Cultural Interaction at the Consumer-Marketer Interface: How Cultural Dynamics Influence the Success or Failure of the Marketing Effort,” Association for Consumer Research, Columbus, October 1999.

“Examining the Effectiveness of Using Black English in Advertising: An Intensity of Ethnic Identification Analysis,” with Jerome Williams, Kimberly Dillon. and Pravat Choudry, Society of Consumer Psychology, San Antonio, May 1999.

“Advertising Modification Strategies: Appealing to Minority Consumers,” with Gail Ayala, Advertising SIG, AMA Winter Educators Conference, American Marketing Association, Austin, TX, February 1998.

“African-Americans in the Salesforce: The Impact of Sales Managers Biases on Pre-Interview Impressions”, AMA Summer Marketing Educators Conference, Chicago, August 1997.

“Performing African-American Community: The Florida Classic and the Thanksgiving Ritual,” with Eric Arnould, Conference on Holidays, Rituals, Festivals, Celebration and Public Display, Bowling Green, Ohio, May 1997.

“Creative Teaching Strategies In International Marketing”, Southwestern Marketing Association Conference, San Antonio, Texas, March 1996.

“Performing African-American Community: The Florida Classic,” Winter Educator’s Conference, American Marketing Association, Hilton Head, S.C., February 1996.

Papers Presented - continued

“Getting Into A Ph.D. Program”, The Ph.D. Project, Chicago, Illinois, November 1995, 1996, 1997.

“Economic Development in African-American Communities,” Central Avenue Project, Tampa, Florida, April 1994.

"Racial Differences in Objective and Subjective Social Class," National Social Science Conference, San Francisco, California, March 1993.

"Marketing to Affluent African-Americans," Economic and Social Issues in the New South: Perspectives on Race and Ethnicity, Tampa, Florida, September 1992.

"Affluent American Blacks: Overlooked Ethnic Attributes in Sociology and Market Research," American Sociological Association, Cincinnati, Ohio, August 1991.

"Marketing Museum Gift Shops," Statewide group of museum gift shop directors and staff, University of South Florida Art Museum, Tampa, Florida, October 1989.

"Marketing Social Services," Florida Council on Family Relations State Conference, Sheraton Sand Key Hotel, Clearwater Beach, Florida, May, 1988.

"The Use of Marketing Strategies in American Businesses," Hangzhou Institute of Commerce in Hangzhou, China, August 1986.

"The Role of Values in Segmentation Strategy," Syracuse University Ph.D. Consortium, Syracuse, New York, October 1985.

"Marketing Strategies for the Small Business," Bay Area Chamber of Commerce, Tampa, Florida, May 1984.

"Strategic Planning in Hospitals," James Haley Veterans Hospital, Tampa, Florida, September 1982.

"Segmentation Approaches to the Black Consumer Market," Afro-American Symposium, Syracuse University, Syracuse, New York, February 1982.

"Marketing to Black Consumers," American Marketing Association, Morrisville College, State University of New York, Morrisville, New York, February, 1982.

Other Presentations

“Diversity in Sales Organizations in 2002: Myth or Reality: Special Session, National Conference in Sales and Sales Management, Atlanta, Georgia, 2002.

Work in Progress

“ Impact of Targeted Advertising on Consumers”, with Jerome Williams and Gail Ayala Taylor.
Data being collected.

Grants

Research Grant, Division of Sponsored Research, University of South Florida, 1994-1995.

Summer Research Grant, College of Business Administration, University of South Florida, 1990.

Served as co-principal investigator on three grants of \$8,125.00 each from City of Tampa, Hillsborough County, and the Private Industry Council (Tampa, Florida) for a project examining attitudes and behaviors of blacks, whites, and Hispanics in the Tampa metropolitan area, 1988.

Professional Service

Co-Director, Florida-China Linkage Institute, 1994-

Panel Member, Ph.D. Project, 1996-2005

Ad Hoc Reviewer, Journal of Personal Selling and Sales Management, 2006- present

Ad Hoc Reviewer, Journal of Marketing Theory and Practice, 2006-present

Conference Co- Chair, Academy of Marketing Science, Cultural Perspectives in Marketing Conference, New Orleans, January 2008

Department/College/University Committees

Faculty Advisor, Pi Sigma Epsilon, 1983-1997 (C)

Chair, Undergraduate Curriculum Committee, 1990-1994 (C)

Chair, Richard Pride Scholarship Committee, 1990-2000 (U)

Chair, United Way Campaign, 1993 (C)

Undergraduate Curriculum Committee, 1989-2001

Recruiting Committees:

Marketing Department, 1983-present (D)

Accounting Department, 1992-2003 (D)

Associate Vice President, Public Relations (U)

Finance Department, 1996 –present (C)

Dean, International Affairs (U)

Provost and Executive Vice- President	(U)
General Education Council (1991-2001)	(U)
Faculty Salary Compensation Committee	(C)

Numerous short-term committees at area, college, and university levels.

Community Service/Activities

Board of Directors, Tampa United Methodist Center, 1983-1989

Board of Directors, Centre for Women, 1988-1994

Board Member Athena Society, 1991-1996 and 2009-present

Vice President of Membership, Athena Society, 1993-1994

West Tampa Revitalization Committee (designed and administered questionnaire to be used by businesses), 1992-1995

Tampa Convention Center Hotel Board, 1994

Board of Directors, Girl Scouts Regional Council, 1994-2003

Board of Directors, Alpha House 1995