

## **Dr. Alexander J. Milovic III**

Marquette University  
Curriculum Vitae

### **OFFICE ADDRESS:**

Department of Marketing  
Marquette University  
606 N. 13<sup>th</sup> Street  
Milwaukee, WI 53233  
[alexander.milovic@marquette.edu](mailto:alexander.milovic@marquette.edu)

### **Education**

Ph D, University of Wisconsin-Milwaukee, 2014.

Major: Marketing

Supporting Areas of Emphasis: Psychology

Dissertation Title: "If You Have It, I Want It...Now!" the Effect of Envy and Construal Level on Increased Purchase Intentions

MBA, DePaul University, 2010.

Major: Marketing Strategy

Supporting Areas of Emphasis: Strategy, Execution

MARK 4995, Independent Study in Marketing, Undergraduate.  
MARK 6100, Marketing Management, Graduate.  
MARK 6110, Consumer Behavior, Graduate.

## **SCHOLARLY ACTIVITY**

### **Publications and Other Intellectual Contributions**



Milovic, A., National Conference in Sales Management, "The Effect of Selling at Home on Compliance," Pi Sigma Epsilon, San Diego, CA. (April 2013).

Milovic, A., Ghose, S. (Author Only), AMA Summer Marketing Educators' Conference, "An Analysis of Commission Salesperson Productivity," American Marketing Association, Chicago, IL. (August 2012).

## **Professional Affiliations and Editorial Board Service**

Executive Director, Marketing Management Association. (September 2013 - Present).  
American Marketing Association. (June 2010 - July 2014).  
Editorial Review Board Member, Marketing Education Review. (April 2014 - Present).

## **Professional Service**

Executive Director, Marketing Management Association. (March 2015 - Present).  
Publication Council Member, Marketing Management Association. (April 2013 - Present).  
Judging Committee Member, AMA Case Competition. (January 15, 2016).  
Reviewer, Journal Article, AMS/World Marketing Congress. (December 12, 2015).  
Reviewer, Journal Article, Journal for Advancement of Marketing Education. (November 2015).  
Reviewer, Conference Paper, Marketing Management Association Spring 2016 Conference. (November 2015).  
Reviewer, Conference Paper, National Conference in Sales Management. (November 8, 2015).  
Session Chair, Marketing Management Association, San Juan, Puerto Rico. (September 16, 2015 - September 18, 2015).  
Reviewer, Journal Article, Journal for Advancement of Marketing Education. (August 11, 2015).  
Reviewer, Journal Article, Winter American Marketing Association Conference. (July 2015).  
Reviewer, Journal Article, Marketing Education Review. (June 2015 - July 2015).  
Reviewer, Book, Global Perspectives on Contemporary Marketing Education. (May 29, 2015).  
Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (April 2015).  
Session Chair, Marketing Management Association Spring 2015 Conference, Chicago, IL. (March 2015).  
Judging Committee Member, AMA Case Competition. (January 2015).  
Reviewer, Conference Paper, Marketing Management Association Spring 2015 Conference. (October 2014).  
Session Chair, Marketing Management Association Fall 2014 Conference, San Antonio, TX. (September 17, 2014 - September 19, 2014).  
Reviewer, Conference Paper, Academy of Marketing Science World Marketing Congress. (August 2014).  
Reviewer, Conference Paper, Marketing Management Association Fall 2014 Conference. (June 2014).  
Reviewer, Conference Paper, Academy of Marketing Science Annual Conference. (May 2014).  
Reviewer, Journal Article, Marketing Education Review 2014 Special Issue on Teaching Innovations. (May 2014).  
Reviewer, Conference Paper, Society for Marketing Advances Fall 2013 Conference. (October 2013).  
Reviewer, Conference Paper, Marketing Management Association Fall 2013 Conference. (June 2013).

## **ACADEMIC AND UNIVERSITY SERVICE**

### **Department Service**

Faculty Advisor, Marketing Club. (November 2014 - Present).  
Faculty Advisor, Sales Program Coordinator. (August 2014 - Present).  
Faculty Advisor, Marketing Club Networking Event. (October 5, 2015 - February 4, 2016).

### **College Service**

Faculty Mentor, ImpactNext Entrepreneurial Competition. (January 25, 2016 - Present).

Advisor, Business Career Center Employer Advisory Board. (January 8, 2016 - Present).  
Committee Member, Executive MBA Task Force. (November 2015 - Present).  
Committee Member, University Community Campaign Team. (September 2015 - Present).  
Faculty Mentor, LEAD Interviews (Spring 2016). (January 26, 2016 - March 23, 2016).  
Faculty Mentor, LEAD 2000 Discussion Group Leader. (March 8, 2016).  
Speaker, 2016 COBA Open House. (February 6, 2016).  
Speaker, Spring 2016 Business School Open House. (February 6, 2016).  
Community Engagement, Lunch and tour of Artisan Partners. (December 4, 2015).  
Community Engagement, Lunch with Bader Rutter. (December 2, 2015).  
Community Engagement, On-site visit of Milwaukee Tool. (November 24, 2015).  
Speaker, Strategic Innovation Fund Workshop. (November 16, 2015).  
Faculty Mentor, High School Student Visits. (August 31, 2015 - November 11, 2015).  
Faculty Mentor, LEAD Interviews (Spring and Fall, 2015). (January 2015 - October 2015).  
Attendee, Career Event, Career Awareness Night. (October 20, 2015).  
Participant, Strategic Innovation Fund Celebration. (September 2015 - October 14, 2015).  
Community Engagement, Lunch and discussion with Enterprise. (October 13, 2015).  
Attendee, May Graduation, College of Business Administration Graduation Ceremony. (May 17, 2015).  
Attendee, May Graduation, College of Business Administration Dean's Reception. (May 16, 2015).  
Attendee, Alumni Event, College of Business Administration National Awards Luncheon. (April 24, 2015).  
Committee Member, Graduation Speaker Selection Committee. (March 31, 2015).  
Judge, TR Martin Award. (February 2015 - March 2015).  
Participant, Faculty Retreat. (January 9, 2015).  
Faculty Mentor, LEAD Interviews. (September 2014 - December 2014).  
Attendee, Recruitment Activity, Northwestern Mutual Company Visit. (December 17, 2014).  
Attendee, Recruitment Activity, Entrepreneurial Event. (November 13, 2014).  
Attendee, Recruitment Activity, Lunch with area CEO. (October 27, 2014).  
Faculty Mentor, AMA Regional Selling Competition. (October 17, 2014).  
Attendee, Recruitment Activity, TEKsystems Career Night. (October 13, 2014).  
Attendee, Recruitment Activity, Meeting with manager at Johnson Controls. (September 25, 2014).

