

Dr. Michael S. Pepe
Associate Professor of Marketing
Siena College
mpepe@siena.edu

Office:

515 Loudon Road
Loudonville, NY 12211
Colbeth Hall 201
(518) 782-6811

Home:

6 Hearthwood Drive
Ballston Lake, NY 12019
(518) 899-2806

Professional Employment: Academic

Associate Professor of Marketing, Siena College (2015 - Present).
Adjunct Professor of Marketing, Rensselaer Lally School of Management, MBA Program-Spring 2020
MBA Program Adjunct Instructor, Excelsior College (March 2015-March 2018).
Assistant Professor of Marketing, Siena College (2011 - 2015).
Assistant Professor of Marketing and Management, Siena College (2009 - 2011).
Adjunct Professor of Marketing and Management, Siena College (September 2002 - May 2009).

Professional Employment: Non-Academic

- Senior Business Manager, Daymon Worldwide (June 2008 - August 2009).
- Business Manager, Daymon Worldwide (September 2007 - June 2008).
- Corporate Brands Brand Manager, Price Chopper Supermarkets (June 2004 - September 2007).
- Dairy Buyer, Price Chopper Supermarkets (October 2001 - June 2004).
- Buyer/Merchandiser, C&S Wholesale Grocers (May 2000 - October 2001).
- Buyer of Non-foods, Price Chopper Supermarkets (November 1999 - May 2000).
- Grocery Sales Promoter, Price Chopper Supermarkets (January 1997 - November 1999).
- Grocery Manager, Price Chopper Supermarkets (July 1992 - January 1997).
- Assistant Night Crew Manager, Grand Union Supermarkets (October 1990 - June 1992).
- Sales Representative of Business Products, Electronic Business Products (May 1990 - October 1990).

Education

- D.B.A. NOVA Southeastern University, Marketing, 2008
- M.B.A. Sage Graduate School, Marketing, 1992
- B.S. Siena College, Marketing, 1990

Academic Awards

- Teaching Excellence Award, School of Business, 2014
- Service Excellence Award, School of Business, 2013
- Research Excellence Award, School of Business, 2012
- Best Paper Award-Academy of Business Research Conference, Niagara Falls, August 2019
- Best Paper Award-International Business and Education Conference, San Juan, March 2015
- Best Paper Award- International Business and Education Conference, London, June 2015
- Jerome Walton Teaching Excellence award finalist, 2015

TEACHING

Courses Taught (Year)

Siena College

- MBA course-Digital Analytics for Marketing Professionals, *MRKT630*, Fall 2019
- Marketing Practicum, *MRKT480,481,482,483*, Spring 2019
- International Marketing, *MRKT334*, Fall 2011-Spring 2017
- Digital Marketing, *MRKT327*, Fall 2016-present; Summer 2017
- Supply Chain & Logistics Management, *MRKT321*, Spring-Fall 2012, Spring 2014 and 2015
- Pricing Strategy & Marketing Analytics, *MRKT329*, Fall 2013, 2014, 2015 and 2017
- Marketing, *MRKT212*, fall 2009-Fall 2010; Summer 2011-2017; Spring 2018
- Marketing, *MRKT212,ONLINE*, Summer 2018
- Organizational Strategy, *BUDV450*, Summer 2015 and 2016
- New Product Development and Brand Management, *MRKT332*, Fall 2015
- Research Methods, *MRKT336*, Fall 2009-Spring 2011
- Retailing, *MRKT323*, Spring 2010 and 2011 (adjunct instruction 2002-2009),
- Advertising, *MRKT325*, Summer 2010

Rensselaer Lally School of Management, undergraduate and graduate level

- Internet Marketing, Spring 2020

Excelsior College (all MBA courses online, 8-week sessions)

- Marketing, *BUS506*, June and October 2015
- Social Media: Principles, *BUS525*, March 2015, January 2016, January 2017, January 2018
- Social Media: Marketing, *BUS545*, July 2015 and May 2016
- Social Media: Metrics, *BUS565*, October 2015 and October 2017

SCHOLARLY ACTIVITY/PROFESSIONAL DEVELOPMENT

Refereed Journal Articles: POST TENURE and PROMOTION

Noble, E. & Pepe, M. (2019). The Effects of Personality, Religiosity and Sexual Orientation in Response to Sexual Appeals in Advertising. *International Journal of Business & Social Science*, 10 (9).

Pepe, M & Buff, D. (2018). The Impact of Mood on Consumer Impulsiveness. *International Journal of Business & Social Science*, 9 (7).

Pepe, M. (2017). Using the Kelly Repertory Grid to Determine the Impact of Country of Origin (COO) and Ethnocentrism on the evaluation of High Involvement Products. *International Journal of Business & Social Science*, 8 (3).

Pepe, M. & Krolik, K. (2017). Using Power Cycle Theory and Role Realignment Theory to recognize the International roles of China and the United States. *International Journal of Business & Social Science*, 8 (4). 1-9.

Pepe, M. & Bournique, R. (2017). Using Social Media as a Historical Marketing Tool for Heritage Sites in Eastern New York State. *Journal of Applied Business Research*, 33 (1), 1-12.

Pepe, M. & Burnes, J. (2016). Store Brands and National Brands Price Differential and Impact on Category Performance. *Journal of Business and Economics Research*. 7 (3) 474-481.

Pepe, M. (2015). Teaching Supply Chain Operations Planning Using Actual Industry Data Across Multiple Organizations. *Journal of Business Case Studies*, 11 (1) 15-22.

Refereed Journal Articles: PRE-TENURE and PROMOTION

Pepe, M.. (2013). Scale Development for Breakfast Cereals Using The Kelly Repertory Grid Technique. *Journal of Business Case Studies*, 9 (2), 121-132.

Pepe, M. & Mandal, A. (2013). Saints Christmas Trees Pricing Analysis. *Journal of Business Case Studies*, 9 (1), 1-6.

Pepe, M. (2012). The Impact of Private Label Sales Penetration on Category Profitability. *Journal of Business and Economics Research*, 10 (9), 513-520.

Pepe, M. R. & Pepe, M. S. (2012). Using Point of Sale (POS) Data to Deliver Customer Value in the Supermarket Industry through Category Management Practices. *Journal of Marketing Development and Competitiveness*, 6 (1), 69-73.

Pepe, M. , Abratt, R., & Dion, P. (2012). Competitive Advantage, Private Label Brands and Category Profitability. *Journal of Marketing Management*, 28 (1-2), 154-172.

Pepe, M. (2012). Customer Lifetime Value: A Vital Marketing/Financial Concept for Businesses. *Journal of Business and Economics Research*, 10 (1), 1-10.

Pepe, M. (2011). The Impact of Private Label Brands on Customer Loyalty and Product Category Profitability. *Journal of Product & Brand Management*, 20 (1), 27-36.

Pepe, M. (2010). The Impact of Extrinsic Motivational Dissatisfiers on Employee Level of Job Satisfaction and Commitment Resulting in the Intent To Turnover. *Journal of Business and Economics Research*, 8 (9), 99-108.

Refereed Conference Proceedings

POST TENURE and PROMOTION

Pepe, M. (2019). Identifying Assessing keyword match types to enhance Pay Per Click (PPC) Search Network campaign conversion goals. *Academy of Business Research*.

Wakeman, B & Pepe, M. (2018). Identifying Driving Forces for Donations to Natural Disaster Relief Organizations. *Academy of Business Research*.

Pepe, M. (2017). Delivering Value to Retailers and Consumers Using Point of Sale (POS) Data. *International Academic Conference on Business*.

Pepe, M. & Krolik, K. (2015). Actual-Potential Role Analysis: China and the United States. *International Business Conference*.

Pepe, M.. & Bournique, R. (2015). Social Media as a Marketing Tool for Heritage Sites in Eastern New York State. *International Business Conference*.

Pepe, M. & Burnes, J. (2015). Store Brands and National Brands Price Differential and Impact on Category Performance. *International Business & Education Conference*.

Pepe, M. & Barretta, S. (2015). A Preliminary Examination of Cultural Values as Antecedents of Attitudes Toward The Ad In Turkish Consumers . *International Business Conference*.

Pepe, M. & Buff, D. (2015). The Susceptibility of an Impulse Consumer. *International Business Conference*.

Pepe, M. & Burnes, J. (2014). Price Differential between Store Brands and National Brands and Impact on Product Category Market Share and Profitability. *Marketing Management Association*.

PRE-TENURE and PROMOTION

Pepe, M. (2013). A Case Study for Teaching Integrated Operations Planning in the Supply Chain. *Marketing Management Association*.

Pepe, M. R. & Pepe, M. S. (2012). The Impact of Country of Origin (COO) and Consumer Ethnocentrism on Salient Product Construct Evaluations identified by the Kelly Repertory Grid. *Marketing Management Association*.

Pepe, M. (2011). Scale Development For Breakfast Cereals Using The Kelly Repertory Grid Technique. *International Business and Economics Research Conference*.

Pepe, M. (2010). The Impact of Private Label Sales Penetration on Category Profitability. *International Business and Economics Research Conference*.

Pepe, M. (2010). The Impact of Extrinsic Motivational Dissatisfiers on Employee level of Job satisfaction and Commitment resulting in the Intent To Turnover. *European Applied Business Research Conference*.

Pepe, M. (2010). Customer Lifetime Value: A Vital Marketing/Financial Concept for Businesses. *International Business and Economics Research Conference*.

Pepe, M. (2008). Consumer Perceptions of Private Brands in Supermarkets & Impact on Behavioral Loyalty. *Applied Business Research (ABR) and College Teaching and Learning (TLC) Conference*.

Buff, C. L. & Pepe, M. (2008). A Creative Interactive Approach for Business Engagement in Retail Management: Going Beyond the Classroom. *Applied Business Research (ABR) and College Teaching and Learning (TLC) Conference*.

Doctoral Dissertation

2008: Dissertation. The Longitudinal Impact of Private Label Brands on Category Profitability and Loyal Customers

Professional Seminars / Workshops (Attended)

2008-2009: Daymon Worldwide-Introduction to Consumer Panel Data. Stamford, Connecticut.

2008-2009: Daymon Worldwide-Demographic Profiling & Consumer Behavior. Stamford, Connecticut.

2008-2009: Daymon Worldwide-Managing Others. San Diego, California.

Courses and/or Programs Developed (Year)

- Digital Analytics for Marketing Professionals (MRKT630): MBA course, introduced fall 2019
- Marketing (MRKT212) ONLINE format: introduced summer 2018
- Digital Marketing (MRKT327): modified course introduction 2016-2017 academic year
- Pricing Strategy & Marketing Analytics (MRKT329): introduced 2012-2013 academic year
- New Product Development & Brand Management (MRKT332): introduced 2012-2013 academic year

Academic Advising

Faculty Advisor:

2018-2019: Academic Advisor for 62 students
2017-2018: Academic Advisor for 65 students
2016-2017: Academic Advisor for 53 students
2015-2016: Academic Advisor for 42 students
2014-2015: Academic Advisor for 38 students
2013-2014: Academic Advisor for 36 students
2012-2013: Academic Advisor for 30 students
2011-2012: Academic Advisor for 33 students
2010-2011: Academic Advisor for 28 students

SERVICE

Siena Community Service

Committees

- School of Business Core Development Task Force: 2019
- Spirit of '68 Civic Discourse task force: 2019
- Matthew T. Conlin Distinguished Service Award: 2019-2020
- Communications major Faculty Search: 2019
- Dean's Advisory Council: 2018-present
- Marketing Department Faculty Search: 2018
- Marketing Department Faculty Search: 2017
- Marketing Department Faculty Search: 2016
- General Faculty Committee: 2016-2017
- McCormick Center Advisory Committee: 2017
- Management Department Faculty Search: 2016-2017
- Strategy & entrepreneurship Faculty Search: 2016-2017
- Learning Assurance (LAC): 2011-2014
- Learning Assurance (LAC) CHAIR: 2013-2014
- School Learning Assessment (SLAC): 2013-2014
- Web Redesign: 2013-2014
- Enrollment Management Advisory Board: 2012-2015
- International Business Task Force CHAIR: 2013

- School of Business Faculty Awards CHAIR: 2013 and 2015
- External reviewer ad hoc: 2013
- Professional Development (PDC): 2011-2015
- Background Screening: 2012-2013
- Quantitative Business Department faculty search: 2012-2013
- English Department faculty search: 2014
- Learning Group Planning Group (LGPG): 2009 to 2011

Student Engagement

- Tutorial class Pricing & Analytics: 2019
- Honors Thesis Chair for Erin Noble: Spring 2018-Spring 2019
- Outing Club Faculty Adviser: 2014-present
- Republican Club Faculty Adviser: 2017-present
- MRKT482 Digital Marketing practicum: Spring 2018: 3 students
- Independent Study Spring 2018- Benjamin Wakeman
- Independent Study Spring 2018- Victoria Andler
- Independent Study Spring 2018- Sam Occhiogrosso
- Independent Study Spring 2018- Shane Fink
- Independent Study Spring 2017- Nicholas Marinella
- Independent Study Spring 2017- Chandler Gibbons
- Independent Study Spring 2017- Tom DePauola
- Center for Innovation & Entrepreneurship-Management Team: 2014-2016
- Faculty Advisor for Siena American Marketing Association student chapter: 2009-2015
- Commencement Marshal: 2012-2015; 2017
- Outing Club Faculty Advisor: 2014-present
- Honors Thesis Reader for Allison Bullis: 2015
- Honors Thesis Reader for Rachel Bournique: 2015
- Summer Scholars- three students: 2014
- National Sales Challenge student coach: 2012-present
- Siena College Student Conference in Business student research: 2009-2014
- Honors Thesis Reader for Chris Weaver: 2012-2013
- Honors Thesis Reader for Christina Manning: 2011-2012
- Marketing Management Association Conference student research: 2010, 2011
- Tutorial class for Charles Craft: 2011
- Honors Thesis Reader for Matthew Stark: 2010-2011
- Honors Thesis Reader for Megan Lodes: 2009-2010

Participant:

- Executive Manager Workshop: 2009-2014
- Executive Manager Workshop Series Alumni Event: 2010
- Economics Panel Discussion 2012 Presidential Election: 2012
- The Good That Business Does discussions: 2009

Admissions

- Enrollment Management Advisory Board: 2012-2015
- Presidential Scholars: 2009-present
- Fall Fridays: 2009-present
- Open Houses: 2009-present
- Overnight Recruitment trip: 2013 and 2014
- Schenectady County Community College student presentation: 2011
- Hudson Valley Community College student presentation: 2011

Marketing Department

- Chair Marketing Department: June 2018-June 2020
- Learning of Assurance coordinator: 2012-2015
- The Siena Marketing Experience campus event: 2011- 2014
- Tenure & Promotions document revision coordinator: 2012
- Madison Avenue 101 summer camp: 2014
- Program Review contributor: 2011-2012
- Faculty search committee: 2011 and 2012
- Course Overload Instruction-(MRKT332)- 3 course preparations for Fall semester: 2014
- Course Overload Instruction-(MRKT212)- 3 course preparations for Spring semester: 2010

Volunteer Activity:

- Mt. McGregor Marketing course Instruction-12-week course: 2011

Service: Other Community

Member of a Board

2012-2013: Shaker Heritage Society Board Member

Volunteer

2012-2016 Taekwondo volunteer instructor
2015-2016 Healthy Hart Fitness Center marketing advisement
2011-present: Lawn Care for elderly- no pay
2013-2015: Boy Scouts Round Lake Pack 6
2011-2012: Round Lake T-ball league coach
2011: Homeless and Travelers Aid Society-Albany, NY
2010: Snyder Printing Company- Troy, NY
2010: Interfaith Partnership for the Homeless-Albany, NY

Service: Profession

Track Chair – Supply Chain, Logistics and B2B Marketing

2014: Marketing Management Association, Chicago, Illinois.

Track Chair – Supply Chain, Logistics and B2B Marketing

2013: Marketing Management Association, Chicago, Illinois.

Session Chair – Marketing Pedagogy Roundtable

2013: Marketing Management Association, Chicago, Illinois.

Participant - Conference

2011: AMA Northeast Regional Conference with students as Club advisor.

2009: AMA Northeast Regional Conference with students as Club advisor.

Reviewer- European Journal of Marketing

2012: European Journal of Marketing.

2009: European Journal of Marketing.

Reviewer – Marketing Management Association Conference

2010-2014: Marketing Management Association, Chicago, Illinois.

ADDITIONAL RELEVANT INFORMATION

2016-present: Google Analytics certifications

2016- present: Google Ads certifications

2016- HubSpot Academy Inbound Marketing Certification

2013-2015: Harris Beach Law Firm-Advertising practices expert

2008-2009 - Other: Profiled in Retailing Management, seventh edition, Levy, M. & Weitz, B. (2009)

2007-2008 - Other: Featured on the cover of Private Label Buyer Magazine, September 2007