

Jason D. Oliver

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Education

Ph.D.	The University of Rhode Island (Marketing)	May 2007
M.B.A.	The University of Rhode Island	May 2000
B.S.	Clemson University (Finance Major, Accounting Minor)	May 1995

Appointments

Visiting Assistant Professor – Marketing Department

Roger Williams University, Bristol, RI September 2016 – Present

Associate Professor – Department of Marketing and Supply Chain Management

East Carolina University, Greenville, NC August 2007 – August 2016

Graduate Program Director – Masters of Sustainable Tourism Degree Program

East Carolina University, Greenville, NC August 2013 – June 2015

- Managed Nation's First Interdisciplinary Master's Degree in Sustainable Tourism
- Responsible for operations, assessment, advising and recruiting for a 15-20 student program
- Submitted and managed annual budget including graduate assistant allocations

Research Program

Dissertation

Adoption of Socially Responsible Product Innovations: How Can We Make it Easier to Be Green?

Journal Publications

Dorsey, Joshua D., Ashley, Christy and Oliver, Jason D. (2016), "Triggers and Outcomes of Customer-to-Customer Aisle Rage," *Journal of Retailing and Consumer Services*, 32 (September), 67-77.

Oliver, Jason D., Naar, Alex, and Harris, Erin (2016), "Festival Attendees' Perceptions of Green Hotel Practices," *Journal of Tourism Insights*, 6(1), Article 1.

Ashley, Christy, Oliver, Jason D., and Zemanek, James E. (2016), "Trial-Attitude Formation in Green Product Evaluations," *Atlantic Marketing Journal*, 5(1), Article 3.

Rubright, Heather, Kline, Carol, Viren, Paige P., Naar, Alex, and Oliver, Jason D. (2016). "Attraction Sustainability in North Carolina and its Impact on Decision-making," *Tourism Management Perspectives*, 19, 1-10.

Oliver, Jason.D. (2015), "The Consumer's Perspective on Evaluating Products: Service is the Key" *Journal of Services Marketing*, 29(3), 200-210.

Journal Publications (cont'd.)

- Oliver, Jason D. and Kowalczyk, Christine M. (2013), "Modifying the Presentation Style of Pecha Kucha to Improve Student Group Presentations," *Marketing Education Review*, 23(1), 55–58.
- Oliver, Jason D. (2013), "Promoting Sustainability by Marketing Green Products to Non-Adopters," *Gestion 2000*, 30(3), 77-86.
- Oliver, Jason D. and Ashley, Christy (2012), "Creative Leaders' Views on Managing Advertising Creation," *Journal of Marketing Theory and Practice*, 20(3), 335-348.
- Ashley, Christy, Oliver, Jason D., Rosen, Deborah E., and Ferris-Costa, Kathleen (2011), "Consumer and Retailer Attitudes toward Branded Events in Retail Settings," *Journal of Marketing at Retail*, 1(1), 13-21.
- Oliver, Jason D. and Deborah E. Rosen (2010), "Applying the Environmental Propensity Framework: A Segmented Approach to Hybrid Electric Vehicle Marketing Strategies," *Journal of Marketing Theory and Practice*, 18(4), 377-393.
- Oliver, Jason D. and Seung-Hee Lee (2010), "Hybrid Car Purchase Intentions: A Cross-Cultural Analysis," *Journal of Consumer Marketing*, 27(2), 96-103.
- Ashley, Christy and Jason D. Oliver (2010), "Creative Leaders: 30 Years of Big Ideas," *Journal of Advertising*, 39(1), 115-130.

Book Chapters

- Kline, C. & Oliver, J. D. (2015). "Beyond Economic Benefits: Exploring the Effects of Festivals and Events on Community Capitals", in *Ideological, Social and Cultural Aspects of Events*, edited by Omar Moufakkir and Tomas Pernecky, Boston, MA: CABI International, pp.
- Oliver, Jason D. (2009). "Pursuing Sustainability using Web 2.0.," in *Enterprise 2.0*, edited by Tracy L. Tuten, Santa Barbara, California: Praeger/ABC-Clio Publishing, Vol. 2, pp. 177-189.

Journal Articles Under Review

- Joyner, Leah, Kline, Carol, and Oliver, Jason D. (2016) "The Role of Photography in Agritourism Marketing" Initial submission to *Tourism Management*.

Working Papers

- Oliver, Jason D. (2016). "Killing Customer Relationships with Kindness," targeted for *Journal of Service Research*.
- Oliver, Jason D. (2016). "Big Data Boot Camp: Improving Student Perceptions and Comprehension of Data Analysis" targeted for *Marketing Education Review*.
- Oliver, Jason D. and Benjamin, Stefanie (2016). "Post-Purchase Decision Making: Understanding Tourist Recycling," Initial submission to *Journal of Consumer Marketing*.
- Oliver, J.D. & Thomas Winslow (2016). "Recreational Fishing Specialization and Environmental Action" targeted for *Journal of Ecotourism*.

Refereed Conference Proceedings

- Oliver, J. D. & Hurtado, L. (2014). Green Transportation and Destination Choice: A Look at Alternative Fuel Vehicle Availability Including Related Services and their Effects on Travel Behavior among Different Cultures. Southeastern Recreation Research (SERR) Conference, Abstract. Asheville, NC
- Winslow, T. & Oliver, J. D. (2012). Landing Additional Green Consumers by Connecting with Fly Fishing Enthusiasts. *Association of Marketing Theory and Practice*. Abstract.
- Oliver, Jason D. and Stefanie Benjamin (2011), "Attitudinal Determinants of Recycling Behavior: At Home and on Vacation," *Academy of Marketing Science*. Abstract.
- Ashley, Christy, Jason D. Oliver, and James E. Zemanek (2011), "Trial-Attitude Formation in Green Product Evaluations," Scheduled for Presentation at the AMA Winter Educators' Conference, Austin, TX.
- Perfetto, Ralph and Jason D. Oliver (2008), "Readiness to Go Green: Using a Transtheoretical Approach to Better Understand Non-Adopters of Environmentally Friendly Products," Association of Marketing Theory and Practice, Savannah, Georgia.
- Ashley, Christy, Kathleen Ferris-Costa, Jason D. Oliver, and Deborah E. Rosen (2005), "Message Processing During Live and Virtual Interactive Experiences," Society for Marketing Advances, San Antonio, Texas.
- Oliver, Jason D. (2005), "Customer Equity: Where the Value May Be Beyond the Numbers," Atlantic Marketing Association, Salem, Massachusetts.
- Ashley, Christy, Jason D. Oliver, and Deborah E. Rosen (2005), "Using the Voice-of-the-Customer to Determine the Connection Between Service and Relationship Attributes, Satisfaction, and Retention." Academy of Marketing Science, Tampa, Florida.

GRANT APPLICATIONS

2013: Varying consumer interpretations of sustainable, certified, and local seafood, and branding and marketing implications. Co-Principal Investigator, NC Sea Grant. Made it to second round of reviews. \$100,000 *Not Funded* (currently seeking other funding sources)

2013: Recreational Boaters Attitudes Toward and Preferences for Green Boating Programs and Practices on the North Carolina Coast, Principal Investigator, NC Sea Grant. \$100,000 *Not Funded* (currently seeking other funding sources).

2012: Examining tourist demand for alternative fuel vehicles (AFV) and destination adoption of AFV services such as charging stations, bio-fuels, and special parking, Mazda Foundation, Jason Oliver (PI). \$45,500, *Not Funded* (currently seeking other funding sources)

2012: Assessing consumer sentiment toward sustainability initiatives, in the accommodations sector, based on unsolicited word-of-mouth communication posted online, Jason Oliver (PI). Caesars Hospitality Research Grant Program, \$45,696, *Not Funded*

TEACHING

Roger Williams University

Undergraduate Courses

Principles of Marketing – Fall 2016 – Present, Introduces students to the marketing discipline with an overview of key concepts and applications.

Social Media Marketing – Fall 2016 – Present, Comprehensive look at the theory and practical implications of how social media can be used strategically from a marketing perspective.

East Carolina University

Graduate Courses

Marketing Strategy – Fall 2015 – Spring 2016, Capstone marketing course for MBA program. Online Delivery/Distance Education.

Development and Management of Sustainable Tourism – Spring 2015, Developed course (*in 2009*) and went through the university curriculum approval process for the Interdisciplinary Master of Science in Sustainable Tourism, the nation's only such degree program.

Sustainability Marketing – Spring 2012 – Spring 2016, Graduate course (MBA and MS in Sustainable Tourism) Developed course and went through the university curriculum approval process. Face-to-Face and Online Delivery/Distance Education.

Undergraduate Courses

Customer Relationship Management – Fall 2008 – Spring 2015, Developed course and went through the university curriculum approval process.

Services Marketing – Fall 2010 - Present

Marketing Research – Fall 2012 (Took over 2 class sections mid semester)

Marketing Management (Principles of Marketing) – Fall 2007, 2008, 2009; Spring 2008, 2009, 2010

University of Rhode Island

Undergraduate Courses

Customer Relationship Management – Spring 2005, Spring 2006, Fall 2006 (2 Sections), Spring 2007

Statistics for Business I – Summer 2005, Fall 2005, Summer 2006

Statistics for Business II – Fall 2004,

Consumer Behavior – Summer 2004

Principles of Marketing – Fall 2003, Spring 2004

INDUSTRY EXPERIENCE

Fidelity Investments Institutional Services Company, Inc.

Associate Product Manager – Product Development & Education, Smithfield, RI 3/01-12/02

Responsible for the support and promotion of Fidelity's Intermediary \$6 billion 401(k) Product for both internal and external customers.

- Developed and implement positioning strategy for investment options, including Fidelity Advisor Funds and non-Fidelity funds, within group retirement products.
- Facilitated new mutual fund implementations including contract negotiation and execution, operations setup, collateral updates, and training.
- Managed 20 non-Fidelity fund company relationships with approximately \$1 billion in assets.
- Identified and initiated cost reducing and revenue increasing strategies for the implementation and support of proprietary and co-branded products.

Associate Product Manager – Retirement Marketing, Boston, MA 9/00-3/01

Applied process improvement initiatives regarding non-Fidelity mutual fund implementations.

- Managed investment Intranet site for content, timeliness, integrity, organization and usage.
- Produced and maintained marketing collateral and support material for new features within group retirement products.

Team Leader – Retirement Services Team, Smithfield, RI 4/98-12/98

Provided leadership and technical expertise to 15 team members with Fidelity's client services group.

Operations Administrator Level I & II, Marlborough, MA 11/96-4/98

Processed all retirement transactions including new accounts, transfer of assets, redemptions, purchases and maintenance requests.

Jefferson Pilot Insurance Co.

Sales/Service Representative, Greenville, SC 8/95-5/96

Marketed and sold insurance products to new and existing clients.

SELECTED SERVICE

ECU Chapter of the American Marketing Association

- 2011-2013: Faculty Advisor of ECU AMA, a professional student organization. ***Received award for Outstanding Chapter Planning from National AMA***
- Spring 2012: ECU American Marketing Association: Attended National Conference in New Orleans, LA with 3 students. Students presented in session on "Successful Chapter Planning".
- 2010-2011: Co-Advisor of AMA. Increased membership from 50 to 75+ active students
- 2009-2010: American Marketing Student Association Faculty Co-Advisor. Helped grow organization from 15 to 50 student members, coordinated events and brought in speakers, organized and attended officer meetings, and helped students with AMA required Chapter Plan and Annual Report
- 2008-2009: American Marketing Association: Co-Advisor of the American Marketing Association ECU Chapter

Graduate Student Committees

Thesis Chair

Chris Hetland, M.S. in Sustainable Tourism (Graduated Spring 2016). Thesis Title: “Government Officials’ Perceptions of the Triple Bottom Line”.

Thomas Winslow, M.S. in Sustainable Tourism (Graduated Summer 2012). Thesis Title: “How Do You Fly...Fish: Environmental Behavior, Travel, and Sport Involvement of Fly Fishers in North Carolina”.

Non-Thesis Project Chair

Lindsey Sing, M.S. in Sustainable Tourism (Fall 2016). Non-Thesis Project Title: “Sustainable Wedding and Event Planning”.

Shan Newton, M.S. in Sustainable Tourism (Graduated Summer 2014). Non-Thesis Project Title: “Sustainability Applications of Technology in the Tourism Industry”.

Bowen Jones, M.S. in Sustainable Tourism (Graduated Spring 2013). Non-Thesis Project Title: “Incorporating Sustainable Event Planning into Rural Tourism”.

Haley Winslow, M.S. in Sustainable Tourism (Graduated Spring 2013). Non-Thesis Project Title: “Promoting green products and services in Central America”.

Garret Ziegler, M.S. in Sustainable Tourism (Graduated Spring 2012). Non-Thesis Project Title: “Environmental Attitudes and Practices in the Ski Industry”.

Thesis Committee Member

Sara Neilson, M.S. in Sustainable Tourism (Spring 2017). Thesis Title: “Sustainable Travel Opportunities for the Single Parent Market”.

Charis Tucker, M.S. in Sustainable Tourism (Graduated Fall 2015). Thesis Title: “Embedded and Exposed: Exploring the Lived Experiences of African American Tourists”.

Heather Rubright, M.S. in Sustainable Tourism (Graduated Summer 2014). Thesis Title: “Consumer Purchasing in Sustainable Tourism: Attraction Sustainability and its Impact on Decision-Making”.

Leah Joyner, M.S. in Sustainable Tourism (Graduated Spring 2014). Thesis Title: “Exploring the Role of Photography in Agritourism Marketing”.

Wilson Hoggard, M.S. in Sustainable Tourism (Graduated Spring 2014). Thesis Title: “Diversifying Eastern North Carolina Sites: Tour Guides’ Perspectives”.

Sam Myers, M.S. in Sustainable Tourism (Graduated Spring 2014). Thesis Title: “Resource Consumption of Coastal Vacation Rental Homes and Recommendations for Economic and Environmental Performance Improvement”.

Stefanie Benjamin, M.S. in Sustainable Tourism (Graduated Spring 2011). Thesis Title: “Lost In Mayberry/Mount Airy: Importance of Tourist Profiles in Sustainable Tourism Planning”.

Non-Thesis Project Committee Member

Sara Phelps, M.S. in Sustainable Tourism (2017). Non-Thesis Project titled: "Incorporating Sustainably into North Carolina 4H Clubs".

Julia McNeil, M.S. in Sustainable Tourism (Fall 2016). Non-Thesis Project Title: "Creating a Solar Energy Education Center".

Chris Johnson, M.S. in Sustainable Tourism (Graduated Spring 2014). Non-Thesis Project Title: "Sustainable Practices of Music Festivals and Events".

Community Outreach

2014: Visitor Profile Study for Kinston, NC Department of Economic Development. MS in Sustainable Tourism student project to increase visitor awareness for town attractions/destinations. Results and recommendations to be presented to board in Spring 2015.

2014: Customer Relationship Management Presentation to *The Daily Reflector* Newspaper's Annual Advertiser's meeting in Greenville, NC

2013: Eastern North Carolina Entrepreneurship Summit - Panel Moderator, Introduced 4 panel members and served as moderator for session on risk assessment in agritourism

2013: Tourism Development Authority Directors' Meeting, Presentation of green product/service adoption with an Overview of the MS in Sustainable Tourism program here at ECU.

2012: New Start-up company called Sprout, Organized campus visit and presentation for a start-up company that is educating K-12 on solar energy.

2011: Presentation on Green Product Adoption to the Outer Banks Chamber of Commerce in Kitty Hawk, NC.

2009 & 2010: Tourist Behavior Research Project. Collected Data at 2009 & 2010 NC Seafood Festival in Morehead City, NC. Presented results to Board of Directors.

2008-2009: Climate, Weather and Tourism Workshop Panel Moderator: Panel Moderator for the Climate, Weather and Tourism Workshop, Sponsored by Center for Sustainable Tourism at East Carolina University, Greenville, NC.

Additional Service

2008-Present: M.S. in Sustainable Tourism Program Oversight Committee
Committee member involved with the curriculum development, student admissions, program promotion and ongoing management of M.S. in Sustainable Tourism Degree Program

Fall 2013: Panel Member - New Faculty Orientation: Invited by Center for Faculty Excellence and the Dean of the College of Business to be a panel member for New Faculty Orientation. I was recruited as a newly tenured faculty member and talked about the tenure process at ECU

2012-2013: Special Committee on Student Retention: Invited by Executive Director for Retention Programs and Undergraduate Studies

Fall 2011 & Fall 2012: Invited by the Office of Faculty Excellence to present in one of their sponsored university wide sessions. The presentation is entitled: Using the Presentation Style of Pecha Kucha to Improve Student Presentations

Fall 2012: Teaching & Learning Ad Hoc Committee: Invited to join committee that was created for the Fall Semester of 2012 only. The goal was to strengthen the institution and focus on student learning outcomes, identifying what processes needed improvement.

Summer 2012: Search Committee Member (Elected) for the Center for Sustainable Tourism Faculty Position/Director of the Masters in Sustainable Tourism Program

Spring 2011- Summer 2012: Financial Aid Office Research – Worked with Director of Financial Aid Office to research the effectiveness as well as overall perceptions of the Financial Aid office. Surveys were created and launched to: Students, Student Employers, Parents and Faculty. Data was analyzed and written up for SACS accreditation requirements and FAO internal process improvement

Fall 2010: Sustainability in Fashion Event, Panel Member

Spring 2010: Sustainability Conference at Longwood University in Farmville, VA. with 4 ECU students

2009-2011: Beta Gamma Sigma; Secretary and member of Nominating Committee

2008-2010: Research/Creative Activity Committee Member

2008-2009: College of Business Open House

2008-2009: College of Business New Student Orientation

Fall 2008: Panel Moderator, Climate, Weather and Tourism Workshop. Workshop sponsored by the National Climatic Data Center, the North Carolina Sea Grant Office, and the Center for Sustainable Tourism at East Carolina University

Service to the Profession

2014 - Present: Editorial Review Board Member, *Journal of Services Marketing*

2010 - Present: Reviewer for *Journal of Services Marketing*; 6-8 manuscript reviews per year.

2016: Ad hoc reviewer, *Journal of Environmental Psychology*

2016: Ad hoc reviewer, *Journal of Tourism Management*

2016: Ad hoc reviewer, *Journal of Tourism Insights*

2012: Ad hoc reviewer, *Journal of Advertising*

2010-2011: Atlantic Marketing Association, Track Chair of Sustainability Issues in Marketing for 2011 conference in Savannah, Georgia.

2010, 2012: Ad hoc reviewer, *Marketing Education Review*

2008: Atlantic Marketing Association, Track Chair of the Marketing Education & Pedagogy track. Track received the most submissions. Savannah, Georgia.

2008-2009: Atlantic Marketing Association, Session Chair: Marketing Education & Pedagogy, Savannah, Georgia.

2007-2008: Academy of Marketing Science, two manuscript reviews, Vancouver, British Columbia, Canada.

Honors and Awards

Fall 2015 Faculty Hooder at College of Business Commencement Ceremony based on MBA student feedback, selected as 1 of the top 3 College of Business faculty members MBA students felt contributed the most to their educational experience at ECU.

Fall 2014 College of Business Faculty Fellowship (3 year term): This award recognizes faculty for their record of excellence in research or teaching, to encourage and reward continued excellence, and encourage dissemination of applicable knowledge to others in and out of the College of Business.

2014 ECU Scholar -Teacher Award: This award recognizes outstanding faculty members who integrate scholarship and teaching. Those chosen for this honor must demonstrate excellence in the classroom, have an outstanding record of scholarly achievement, successfully incorporate research/creative activity in teaching, and mentor developing scholars – both students and faculty. Recipients are selected by the Faculty Advisory Committee.

2013 Nominee, university wide Alumni Award for Outstanding Teaching

2012 University wide recognition from the Provost for ECU's "Just Takes One" initiative honoring teaching and student dedication. Based on student feedback, selected as 1 of the top 10 professors at ECU (and the only one from the College of Business) who made the most significant positive contribution to a student's education.

2012 Award for Outstanding Affiliate Faculty Member (first recipient) based upon contributions to the research, academic and outreach functions of the Center for Sustainable Tourism, and involvement with the Master of Science in Sustainable Tourism graduate students

2012 Finalist, university wide Alumni Award for Outstanding Teaching

2011 Nominee, university wide Alumni Award for Outstanding Teaching

Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2014, Fall 2014: Faculty Marshal of Marketing & Supply Chain Management Department for College of Business Commencement Ceremony (Elected by the Marketing & Supply Chain Management students).