

LINDA VORCE GERBER, Ph.D.

ADDRESS

5015 West Frances Place
Austin, Texas 78731

PHONE & E-MAIL

(512) 371-7300
linda.gerber@.mcombs.utexas.edu

EDUCATIONAL BACKGROUND

- B.B.A. The University of Texas at Austin, 1973
(Major: Marketing)
- Ph.D. The University of Texas at Austin, 1983
(Major: Marketing, with subspecialties in International Business and Educational Psychology). Dissertation: "Decision-Making Protocols for Family Economic Decisions: An Empirical Study"

Research Interests

Strategic Marketing, Global Marketing, International Business, Business Education

Teaching Interests

International Business, Marketing Management, Marketing Strategy and Policy

PROFESSIONAL BACKGROUND

- 1997- Present Senior Lecturer, The University of Texas at Austin. Responsibilities include teaching Marketing and International Business courses at the graduate and undergraduate level
- 2008 – Present Faculty Supervisor, International Business Major, The University of Texas at Austin. Responsibilities include general administrative oversight, curricular planning, program information and promotion, and student advising
- 1999 – 2008 Assistant Department Chair, Department of Marketing, The University of Texas at Austin. Responsibilities include general administrative oversight, coordinating faculty recruiting, class scheduling, student advising and serving as administrative head in the Chair's absence.
- 1999 – 2006 Associate Director, Center for Customer Insight (CCI), The University of Texas at Austin. Duties involved curriculum development, coordination of Center activities, development of promotional materials, coordination of practicums and working with the Director on Center planning and direction.

- 1991-1999 Director for Academic Programs, Center for International Business Education and Research (CIBER), The University of Texas at Austin. Duties included planning and oversight of all academic programs related to the Center's activities and serving as administrative head in Executive Director's absence. Specific duties were direct supervision of all College Study Abroad Programs, MBA Language Track Program, and College of Business undergraduate commercial language programs in Spanish, German, and French, reporting activities related to Center's grants with U.S. Department of Education, as well as, administration of special conferences and research projects. (Acting Director, January – July 1999)
- 1990-1997 Lecturer, The University of Texas at Austin. Same as Senior Lecturer above.
- 1985-1989 Assistant Professor and Academic Coordinator (Masters of Science in Business Administration Program), Boston University Overseas Programs. Responsibilities included teaching graduate courses in marketing management and management policy, hiring and supervising lectures, coordinating among business program faculty, scheduling classes, academic policy decisions, supervision of student records, program marketing activities, and coordinating with field representatives, Army educational personnel and other academic coordinators and administrative staff.
- 1981-1984 Assistant Professor, The American University, Washington, D.C. Responsibilities included teaching graduate and undergraduate courses in introductory marketing, marketing research, strategic planning, and marketing management.
- 1978-1984 Assistant Professor, The University of Missouri at Columbia. Responsibilities included teaching graduate and undergraduate students in marketing management, marketing research, and consumer behavior.
- 1977-1978 Lecturer, The University of Texas at San Antonio. Responsibilities included teaching classes in introductory marketing, marketing management, sales management, salesmanship, and consumer behavior.
- 1973-1977 Teaching Assistant, The University of Texas at Austin. Responsibilities included grading and research assistance to departmental faculty, and teaching courses in consumer behavior, promotional policy, and marketing management. During this time I served one year as an editorial assistant with the *Journal of Marketing*.

Professional Activities

Paper Discussant, Southern Marketing Association Meetings, New Orleans, Louisiana, March 1980.

Session Chair, Consumer Behavior Track, Southern Marketing Association Meetings, New Orleans, Louisiana, March 1980.

Reviewer, Education Track, American Marketing Association, Educators Conference, 1982.

Guest Editor, Marketing News, July 1984.

Panelist, AIESEC European Conference, May 1987.

Reviewer, Association of Decision Sciences Annual Conference, 1989

Reviewer, International Marketing Track, Southern Marketing Association Annual Educators' Conference, 1991

Reviewer, Academy of International Business Annual Educators' Conference, 1991

Reviewer, Macromarketing Annual Conference, 1991

Invited Participant, UCLA Conference on Integration of Foreign Language and Culture Education with Studies in Business and Economics, Los Angeles, California, March 1991.

Conference Chair "Internationalizing Business Education Symposium," Austin, Texas, May 1991.

Participant and Session Facilitator for Michigan State University--CIBER Roundtable on Internationalizing Business Schools and Faculty, East Lansing, Michigan, June 1991.

Panelist, "The Role of Overseas Programs" at the American Marketing Association Faculty Consortium on Global Marketing, Georgetown University, Washington, D.C., July 1991.

Invited Participant, UCLA Conference on Integration of Foreign Language and Culture Education with Studies in Business and Economics, Los Angeles, California, February, 1992.

Special Session Chair, "The Role of CIBERs in Fostering International Business Activity," Academy of International Business--Southwest Annual Conference, San Antonio, Texas, March 1992.

Professional Activities (cont.)

Panelist, "Designing the International Marketing Curriculum" at "Internationalizing Business Education" Symposium, Dallas, Texas, October 1992.

Panelist, Special Joint Session, "Resources for Internationalization of the Business Curriculum" at Academy of International Business - Southwest Annual Meeting, New Orleans, Louisiana, March 1993.

Invited Participant, UCLA Conference on Integration of Foreign Language and Culture Education with Studies in Business and Economics, San Diego, California, February, 1993.

Conference Chair, "Internationalizing Business Education Symposium" at UT-CIBER Conference, Austin, Texas, September 1993.

Reviewer, U.S. Department of Education "Business and International Education" Grant Program, December, 1993

Invited Participant, UCLA Conference on Integration of Foreign Language and Culture Education with Studies in Business and Economics, Los Angeles, California, February 1994.

Reviewer, U.S. Department of Education "Center for International Business Education and Research (CIBER)" Grant Program, December, 1994

Evaluator, The MEXUS Program - Undergraduate Dual Degree Program at San Diego State University, UABC, and CETYS for U. S. Department of Education, FIPSI Grant Program, 1994 and 1995.

Invited Speaker, "Building Intra-university Linkages" and group leader at 1995 AACSB *Going International* Seminar, Denver, Colorado, March 1995.

"Language Programs in the Mainstream MBA: Blueprints and Architectural Notes". Paper presented at the 1995 Conference on Languages and Communication for World Business and the Professions, Ypsilanti, Michigan, March 1995.

Invited Participant, UCLA Conference on Integration of Foreign Language and Culture Education with Studies in Business and Economics, Ypsilanti, Michigan, March 1995.

Invited Speaker, UT- Pan American Faculty Consortium, "Grant Proposals that Win," April 1995.

Invited Speaker, "International Marketing: Entry Strategies" Austin Chapter of American Marketing Association, February 1996.

Professional Activities (cont.)

Conference Chair, Business and International Education Annual Director's Meeting *Business Latin America* (for U.S. Department of Education), Nuevo Laredo, Texas and Monterrey, Mexico, February 5 - 10, 1996.

Program Speaker, "Successful Grant Writing", Business and International Education Annual Director's Meeting, Nuevo Laredo, Texas, February 1996.

Panel Discussant, "Internationalizing Professional School Programs," Annual Conference of International Studies Association San Diego, March 1996.

Invited Speaker, "Strategic Marketing," Austin Chapter of American Marketing Association, May 1996.

Invited Speaker, "The Role and Character of the International Business Curriculum". *Internationalizing Business Education Sixth Annual Symposium*, Southwestern Louisiana State University, February 13, 1997.

Invited Speaker, "Funding Sources of International Business Education Programs. *Internationalizing Business Education Sixth Annual Symposium*, Southwestern Louisiana State University, February 13, 1997.

Invited Speaker, "Developing Effective International Business Programs". Mississippi State University, March 18, 1997.

Developed nine hour program on Strategic Marketing for Austin Chapter of American Marketing Association. Program delivered on March 3, 10, & 17, 1997.

Program Coordinator, CIBER Directors' Meeting, Monterrey, Mexico, October 1997.

Reviewer, U.S. Department of Education "Center for International Business Education and Research (CIBER)" Grant Program, December 1997.

Invited Speaker, "New Role of International Marketing," Steinbeis Transferzentrum, Stuttgart, Germany, January 29 & 30, 1998.

Delivered workshop on Strategic Marketing for American Marketing Association, Austin, Texas, February 9 & 16, 1998.

External Evaluator, Title VI B Business and International Education Grant, St. Mary's University, San Antonio, Texas, March 11, 1998.

Professional Activities (cont.)

Invited Speaker, "Marketing's Role in Engineering and New Product Development," Steinbeis Transferzentrum EMBA, Stuttgart, Germany, November 12 & 13, 1998.

Delivered workshop on Strategic Marketing for American Marketing Association, Austin, Texas, November 19, 1998.

Workshop Coordinator, "Internationalizing Business Education", NASBITE Annual Meeting, Detroit, May 2, 1999

External Evaluator, Title VI B Business and International Education Grant, University of the Incarnate Word, San Antonio, Texas, June 4, 1999

External Evaluator, International Programs, University of South Florida, Tampa, November 11, 1999.

Invited speaker, "Writing Successful BIE Grant Proposals", at American Marketing Association Winter Educator's Conference, San Antonio, Texas, February 2000.

Session Chair, International Marketing Session for AIB-SW Conference, San Antonio, Texas, March 2000.

External Evaluator, Title VI B Business and International Education Grant, University of the Incarnate Word, San Antonio, Texas, August, 2000

Invited presentations on "Keys to Building Successful International Programs" and "Best Practices in Study Abroad" at AACSB "Internationalizing Business Education" Conference, Los Angeles, March 2001.

External Evaluator of International Programs at University of Wisconsin, May 2001.

External Evaluator of International Programs at University of Alabama at Huntsville, June 2002 and May 2003

AACSB Planning Committee for international conference AACSB "2002 Strategic Alliances Conference: Building Partnerships and Understanding", Grenoble, France, October 2002

Invited presentation on "The Challenge of Measurement: Metrics for Assessing Student Programs, Language, and International Experiences", at AACSB "2002 Strategic Alliances Conference: Building Partnerships and Understanding", Grenoble, France, October 2002

Invited Speaker, "Basics of Marketing Management", Steinbeis Transferzentrum EMBA Program, Stuttgart, Germany, November 2002.

Professional Activities (cont.)

Invited Speaker, "Global Marketing", Steinbeis Transferzentrum EMBA Program, Berlin, Germany, November 2003.

Invited Speaker, "Basics of Marketing Management", Steinbeis Transferzentrum EMBA Program, Berlin, Germany, October 2004.

External Evaluator of U.S. Department of Education BIE Grant, Idaho State University, February 2004.

Invited speaker, Texas L.E.A.D. (Learning, Education, and Diversity), "Marketing in a Multi-cultural America", July 2004

Paper reviewer, Academy of International Business 2005 Annual Educators Conference (Conference in July and review in January 2005)

Invited Speaker, "Basics of Marketing Management", Steinbeis Transferzentrum EMBA Program, Berlin, Germany, September 2005.

Grant evaluator, CIBER grant application, The George Washington University, September 2005

External evaluator, CIBER, The George Washington University, 2011

Paper reviewer, Academy of International Business 2011 Annual Educators Conference

Invited Speaker, "Current Global Economic Crises: Tipping the Scales of Power", Annual Roundtable of International Affairs Society, UT- Austin, 2011

Paper reviewer, Academy of International Business 2012 Annual Educators Conference

Publications

"Journal Proliferation: The Benefits, Problems, and Solutions," *Marketing News*, July 20, 1984.

"Linkages with Overseas Business Schools: Keys to Success" (with Robert T. Green) in *Internationalizing Business Education: Meeting the Challenge*, S. Tamer Cavusgil, Editor, MSU Press, East Lansing, MI, 1993.

"Strategic Partnerships for Global Education: Linkages with Overseas Business Schools" (with Robert T. Green), *Journal of International Marketing*, Vol. 4, Number 3, pp. 89 - 100, 1996 and "Toward Global Education: Strategic Partnerships with Overseas Institutions" *Selections*, pp. 32-39, Winter 1997.

Publications (cont.)

“Report on Program Evaluation: Title VI B Business and International Education Program”. Report for U.S. Department of Education. December 1998.

“Best Practices in Study Abroad” – Invited paper for Roundtable on International Business Education sponsored by the CIBER at Michigan State University held East Lansing Michigan, September 2001.

“Best Practices in Study Abroad”, in *Study Abroad Programs in Business Schools: Issues and Recommendations by Leading Educators*. Michigan State University, May 2002.

“Title VI-B BIE Funding, a Survey of Success,” Chapter 14 in *A Field Guide to Internationalizing Business Education*, Edited by Robert F. Scherer, Sarah T. Beaton, M. Fall Ainina, and Jeffrey F. Meyer. The Center for International Business Education and Research, Austin, Texas, 2000. Reprint by Williams Custom Publishing, 2003.

Teaching Experience

Graduate

Marketing Management
Marketing Research
Strategic Market Planning
Business Policy
Building an E-Business
Global Business Studies – Latin America
Practicums in Marketing and Customer Insight
Global Business Studies – Australia
Customer Strategy
Advanced Marketing Management (College of Engineering ENM Program)

Undergraduate

Promotional Policies
Consumer Behavior
Principles of Marketing
Marketing Research
Sales Management
Marketing Policies
International Business Operations
International Trade and Investment
International Marketing and Consumer Behavior in Europe
International Corporate Management
Foundations of Marketing
Marketplace: International Corporate Management (Simulation Director)

University Service

University of Missouri

Dean Search Committee (1980)

Undergraduate Curriculum Committee (1980-81)

University Service (cont.)

American University

Executive Committee of the Center for Development for Women Executives (1981-82)

Faculty Research Grant Committee (1982-83)

University Conduct Council (1982-83)

Dean Search Committee (1983)

Chair, Marketing Week Committee (1983, 1984)

Boston University Overseas Programs

Academic Coordination Committee (1986, 1987, 1988)

University of Texas

University:

Speaker, Experienced Faculty Conference (1991)

Speaker, New Faculty Seminar (1991)

International Education Fee Scholarship Committee (1992-93, Chair 1993-94,
1994-95, 1995-96, 2004-05, 2005-06)

Presenter, Honors Colloquium (1993, 1995, 2001, 2002, 2003, 2004, 2005)

Faculty Mentor, Honors Colloquium (1993, 1994, 1995)

Vice President's Study Abroad Advisory Committee (1997, 1998)

Provost's Ad Hoc Study Abroad Advisory Group, (2002 – 03)

CLIP's Advisory Group (2002 – 04)

Faculty Council (2006 – 2007)

International Programs and Studies Committee, Vice-chair (2006 – 07), Chair (2007 –
2008), Member (2008 – 09)

Study Abroad Advisory Committee (2009 – 2013)

College:

Business Foundations Program Committee (1991)

LEAD Program Speaker (1991, - 97, and 2000 – 2005)

Marketing Speaker, Parents Day (1992, 2000, 2001, 2002)

Freshman Orientation Faculty Participant (1992)

Faculty Representative, Freshman Orientation (1992, 1994)

Developed MBA Language Track (1993)

Commencement Address from CBA Faculty (1993)

Faculty Sponsor, AIESEC (1993, 1994, 1995)

Coordinator, Regional Markets Symposia for ITESM MBA Program (1994)

Speaker, UT Austin - UT Pan American Doctoral Conference (1994)

Globalization Committee for Strategic Planning Task Force (1997)

International Programs Speaker, Parents Day (1997, 1998)

University Service (cont.)

Developed Grant Proposal for Cargill Fellows Program (1997) (funded for 3 years)
Faculty Sponsor, Business Students Abroad (1998, 1999)
Chair, Undergraduate Student Affairs Committee, (2001-2002)
BBA Internship Task Group, (2004-2005, 2005 – 2006)
Major Mania – International Business, coordinator and panelist (2005 - 2008)
Undergraduate Programs Committee, (2009-2010)
CIBER Advisory Board, (2005 – 2013)
Non-tenure Track Faculty Merit Review Committee (2010-2011)
Dean's Advisory Committee (2009 – 2013)

Department:

Strategic Planning Committee for Undergraduate Marketing Programs (1996)
Strategic Planning Subcommittee on Teaching (1998)
Chair, Teaching Committee (1999)
Grant proposal author – Heinz Foundation (\$100,000 over two years - 2003, 2004)
Department "Model of Marketing" Task Group, 2004
Undergraduate Curriculum Committee, Chair (2006-2007)
Undergraduate Curriculum Committee, (2009 - 2010)
L'Oreal Brandstorm Faculty Advisor (2008 – 2013)
Faculty Director, International Business Major (2008 – 2013)
Department Undergraduate Curriculum Committee (2012 - 2013)

Awards and Grants

American Marketing Association Dissertation Research Grant, 1978

Eugene and Dora Bonham Memorial Fund, award for graduate research study in business,
The University of Texas at Austin, 1978

Faculty Research Grant, University of Missouri-Columbia, 1980

Phi Chi Theta Award for contributions to women in management, The University of
Missouri

Faculty Service Award 1981-1982, The American University

Center for International Business Education and Research (CIBER) Grant Program, U.S.
Department of Education, 1993-96, 1996-99, 1999-2002 (approximately \$1M for each
three-year grant)

Marketing Department Nominee, The Hank and Mary Harkins Foundation Award for
Effective Teaching in Large Undergraduate Classes, 1994, 1999

Undergraduate International Studies and Foreign Language Grant Program, U.S.
Department of Education, 1995-97 (\$148,000 award for two years)

Outstanding Faculty Advisor for the National Academic Advising Association (NACADA)
– UT Nominee. (2008)