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College Park, MD 20742  
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## **EDUCATION**

1990 Ph.D. in Marketing University of North Carolina at Chapel Hill  
1980 B.S. Chemical Engineering West Virginia University

## **PROFESSIONAL EXPERIENCE**

2019-Present Associate Chair of the Marketing Department, Robert H. Smith School of Business,  
University of Maryland

2014-Present Clinical Professor, Marketing Faculty, Robert H. Smith School of Business,  
University of Maryland

2012-2014 Distinguished Tyser Teaching Fellow, Marketing Faculty, Robert H. Smith School  
of Business, University of Maryland

2006-2012 Tyser Teaching Fellow, Marketing Faculty, Robert H. Smith School of Business,  
University of Maryland

1998-2006 Teaching Professor, Marketing Faculty, Robert H. Smith School of Business,  
University of Maryland

2001-2006 Director of Business, Society, and the Economy Program for College Park Scholars,  
University of Maryland

1998-2001 Associate Director of Business, Society, and the Economy Program for College Park  
Scholars, University of Maryland

1990-1997 Assistant Professor, Marketing Faculty, Robert H. Smith School of Business,  
University of Maryland

1986-1990 Graduate Assistant, Research and Teaching, University of North Carolina at Chapel  
Hill

1982-1984 Process Engineer, Exxon Chemical Americas, Baytown, Texas

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1980-1982 Design Engineer, Exxon Chemical Americas, Baytown, Texas

1978-1979 Student Engineer, summers, Consolidated Gas Supply Corporation, Clarksburg, West Virginia

## **HONORS AND AWARDS**

2020 Teaching Innovation Grant Award, University of Maryland, for Marketing Principles and Organization BMGT 350 Course

2019 Most Valuable Professor (MVP), awarded by student athlete from University of Maryland Women's Field Hockey Team

2018 Distinguished Teaching Award, R.H. Smith School of Business, Recognition for Outstanding Contributions to Learning

2018 Winner, Faculty Advisor of the Year, Phi Kappa Psi Fraternity, University of Maryland Inter-Fraternity Council

2018 Most Valuable Professor (MVP), awarded by student athlete from University of Maryland Men's Lacrosse Team

2017 Most Valuable Professor (MVP), awarded by student athlete from University of Maryland Women's Lacrosse Team

2014 Most Valuable Professor (MVP), awarded by student athlete from University of Maryland Men's Lacrosse Team

2013 Teaching Innovation Support Award, R.H. Smith School of Business, Funding for Project Entitled "Infusing Active Learning Experiences into Marketing Principles BMGT 350"

2013 Winner of "My Favorite Professor," Sponsored by the Dean's Student Advisory Council

2010 – 11 Philip Merrill Faculty Mentor Award, Center for Teaching Excellence, University of Maryland

2007 – 08 Top 15 Per Cent Teaching Award, R.H. Smith School of Business

2006 – 07 Philip Merrill Faculty Mentor Award, Center for Teaching Excellence, University of Maryland

2006 College Park Scholars Service Recognition Award, University of Maryland

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- 2004 Outstanding Teacher Award, Center for Teaching Excellence, University of Maryland (Now called Philip Merrill Faculty Mentor Award)
- 2000 - 01 Lilly-Center for Teaching Excellence Teaching Fellow, University of Maryland
- 2000 American Association of Higher Education Summer Academy, University of Maryland team member
- 1999 Krowe Award for Teaching Innovation, R.H. Smith School of Business
- 1999 Outstanding Teacher Award, Center for Teaching Excellence, University of Maryland (Now called Philip Merrill Faculty Mentor Award)
- 1997 Pan Hellenic Association Nomination for Outstanding Teaching, University of Maryland
- 1995 Teaching Syllabus Award, R.H. Smith School of Business
- 1994 Outstanding Teacher Award, Center for Teaching Excellence, University of Maryland (Now called Philip Merrill Faculty Mentor Award)
- 1994 One of four Finalists for the Ferber Award, Journal of Consumer Research, for best article published based on dissertation, Association for Consumer Research
- 1993 Krowe Award for Outstanding Teaching, R.H. Smith School of Business
- 1993 Top 15 Per Cent Teaching Award, R.H. Smith School of Business
- 1988 American Marketing Association Doctoral Consortium Fellow

### **CURRICULUM ENHANCEMENT and CONTINUING EDUCATION**

Pearson Digital Learning Summit, Kissimmee, Florida, February 21-23, 2019.

McGraw-Hill's Principles of Marketing Symposium, Del Mar, California: February 27 – March 1, 2014.

Pearson Innovation Insights, Las Vegas Nevada, September 25 – 27, 2014.

Chesapeake Project Workshop, Integrating Sustainability Across the Curriculum, University of Maryland; May 28 – 29, 2009.

The Art and Craft of Discussion Leadership Conference  
Harvard Business School; Boston, Massachusetts, June 13-14, 2008.

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Lilly Conference on College and University Teaching  
Pomona, California; March 17-18, 2006.

American Marketing Association Summer Educators Conference  
Chicago, Illinois; August 4-7, 2006.

Summer Institute to Integrate East Asia into Undergraduate Education, Freeman Foundation,  
University of Maryland; 2 week workshop, Summer 2004.

## **TEACHING**

Courses Taught at Robert H. Smith School of Business:

### **Undergraduate:**

Marketing Principles and Organization (BMGT 350) – COURSE COORDINATOR  
Marketing Principles and Organization for Business Honors Students (BMGT 350H)  
Introduction to Business for College Park Scholars (BMGT 110S)  
Consumer Analysis (BMGT 451)  
Capstone Marketing Strategy Class – Marketing Policies and Strategy (BMGT 457)

### **Graduate:**

MBA Marketing Management (BUSI 650)  
MBA Consumer Behavior (BUMK 715)  
MBA Brand Management (BUMK716)  
MBA Marketing Strategy (BUMK 757)  
MBA Group Field Projects  
Doctoral Seminar, Consumer Behavior (BMGT 808C)

Courses Taught at Kenan-Flagler School of Business, University of North Carolina at Chapel Hill

### **Undergraduate:**

Marketing Principles

## **PUBLICATIONS**

Schuhwerk, Melody and Roxanne Lefkoff-Hagius, “Green or Non-Green? Does Type of Appeal Matter when Advertising a Green Product?,” *Journal of Advertising*, Summer 1995, 45-54.

Mason, Charlotte H., Yih Hwai Lee, and Roxanne Lefkoff-Hagius, “Seeing Double? Consumers’ Perceptions of Similarity Between Original Products and Knockoffs,” *Advances in Consumer Research*, 1995

Lefkoff-Hagius, Roxanne and Charlotte H. Mason, “Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference,” *Journal of Consumer Research*, 20, June 1993, 100-110.

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Lefkoff-Hagius, Roxanne and Charlotte H. Mason, "The Role of Tangible and Intangible Attributes in Similarity and Preference Judgments," *Advances in Consumer Research*, eds. Goldberg, Marvin E., Gerald Gorn, and Richard W. Pollay, 17, 1989, Provo, UT: Association for Consumer Research, 135-143

## **PRESENTATIONS**

"Incorporating Auto-Graded Writing Assignments into the Marketing Principles Course," Pearson Symposium, Philadelphia, PA, February 27, 2015.

"Infusing Active Learning Experiences into Marketing Principles BMGT 350," Smith School Teaching Workshop, University of Maryland, October 25, 2013.

"Advertising Green Products," College Park Scholars 10<sup>th</sup> Anniversary Lecture Series, University of Maryland, April 12, 2005.

"The Strategy Board Competition: An Innovative Active Learning Experience for Business Students," Hawaii International Conference on Business, Honolulu, Hawaii, June 2002.

"Green or Non-Green? Does Type of Appeal Matter when Advertising a Green Product?" Georgetown University CIBER Workshop on "How National Culture Affects Environmentalism, Implications for International Business," July 1994.

"Does Society Matter? Investigating Tradeoffs Between Individual and Group Interests in Prosocial Consumer Behavior," with Sanjit Sengupta, Marketing and Public Policy Conference, Michigan State University, June 1993.

## **SERVICE**

Associate Chair, Marketing Department, Robert H. Smith School of Business, Spring 2019 – Present

Chair, Marketing Department Curriculum Committee, Robert H. Smith School of Business, 2019 – Present

Chair, Search Committee for Professional Track Faculty Member, Robert H. Smith School of Business, 2020

Member, Salary Review Committee, Robert H. Smith School of Business, 2019-2020

Panel Moderator, Sustainable from the Start: Building Sustainability into the Foundation of Your Startup, Center for Social Value Creation and Dingman Center for Entrepreneurship, Robert H. Smith School of Business, April 24, 2020

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Judge, Social Impact Marketing Case Competition, Center for Social Value Creation, Robert H. Smith School of Business, November 18, 2019

Member, Undergraduate Oversight Committee, Robert H. Smith School of Business, Fall 2017 – Spring 2018

Chair, Class Size and Format Committee, Robert H. Smith School of Business, Fall 2017 – Spring 2018

Member, Business Analytics Committee, Robert H. Smith School of Business, Fall 2017 – Spring 2018

Member, Search Committee for Professional Track Faculty Member, Robert H. Smith School of Business, 2017

Member, Service Evaluation Task Force, Robert H. Smith School of Business, 2017

Reviewer, Study Abroad Applications, Robert H. Smith School of Business, 2015 – 2017

Member, Critical Thinking Champions, Robert H. Smith School of Business, Fall 2014 – 2016

Course Coordination for BMGT 350, Marketing Principles Core Course, Marketing Department, Robert H. Smith School of Business, Fall 2013 – Present

Marketing Department Learning Assessment Coordination, Fall 2008 – 2016.

Judge, American Marketing Association Annual Case Competition, Robert H. Smith School of Business, Fall 2010 – 2016

Faculty Advisor, Phi Kappa Psi Fraternity, University of Maryland, Fall 2010 – Present

Member, Student Honor Council, University of Maryland, Fall 2012 – 2016

Member, Faculty Council, Robert H. Smith School of Business, Fall 2012 – Spring 2014

Panel Moderator, Careers in Retailing, Robert H. Smith School of Business, February 19, 2013

Panelist, Women in Business, Smith School Women's Society, Robert H. Smith School of Business, April 25, 2012

Gemstone Thesis Faculty Committee Member, Fall 2011 - Spring 2012.

Member, Campus Writing Board, University of Maryland, Summer 2010 – Spring 2014

Member, Salary Review Committee, Robert H. Smith School of Business, Spring 2010

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Course Coordination for BMGT 457, Capstone Marketing Strategy Course, Marketing Department, Robert H. Smith School of Business, Fall 1995 – Spring 2013

Member, Search Committee for Dean of the Robert H. Smith School of Business, Fall 2008-Spring, 2009.

Faculty Advisor to students Rafael Green and Shaba Nassar, on their consumer research exhibited at University of Maryland Undergraduate Research Day, April 22, 2009.

Faculty Advisor to Atholton High School Student, Courtney Bibbs, on her project for the Gifted and Talented Research Program, Fall 2008 – Spring 2009.

Member, Search Committee for Tyser Teaching Fellows in Logistics, Business, and Public Policy Department, Spring 2007 – Spring 2008.

Member, Search Committee for Associate Dean and Director of Letter and Sciences, Spring 2006.

Gemstone Thesis Faculty Committee Member, Fall 2007 - Spring 2008.

Member, Marketing Scholarship Committee, Spring 2007.

Sponsor of annual “Strategy Board Competition,” College Park Scholars and R.H. Smith School of Business. In total mentored 592 students in their projects for 44 different companies which I personally arranged and managed. I won the Krowe Award for Teaching Innovation for developing this successful project. 1998 – 2006.

Team Building Ropes Courses for Business, Society and the Economy Students, 1998 – 2006

Chaperone students on spring weekend Field Trips to New York City, 2005 – 2006.

Chaperone students on fall weekend Field Trips to Hershey, Pennsylvania, 2001 – 2006.

Speaker at Freshman Orientation for College Park Scholars, 2000 – 2006.

College Park Scholars Service Day, Accompanied students to off campus locations to help in a variety of community projects, 1998 – 2006.

College Park Scholars Breakfast/Lunch and Citation Ceremony, Meet with students and their families during “Family Weekend” and then participate in award ceremony, 1998 – 2006.

Selection of Business, Society, and the Economy (BSE) Award Winners, 1999 – 2006.

Web Site Enhancement Project for Business, Society, and the Economy (BSE), Fall 2005.

Liaison with Black & Decker, 2002 – 2007.

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Member, Campus Wide Committee to Investigate the First Year Experience, 2001-02

Member, Search Committee for Marketing Teaching Professor, 2000

Member, Search Committee for D & T Teaching Professor, 2000

Member, Search Committee for Logistics Teaching Professor, 2000

Member, Selection Committee for students applying to R.H. Smith School of Business Honors Program, 2001-02

Thesis Advisor, Business Honors Students Lisa Detig, Randy Stoudt, Elise West, 1997 – 2002.

Visit Maryland Day, Talked to prospective students and their parents and exhibited students' Strategy Boards, 1999 – 2001.

Reviewer, "Advances in Consumer Research," 1992 – 1997.

Reviewer, "Doctoral Dissertation Award Competition," 1996 – 1997.

Discussant, "Consumer Assertiveness and Corporate Response," Marketing and Public Policy Conference, May 19, 1995.

Reviewer, "Marketing and Public Policy Proceedings," 1995.

Reviewer, "American Marketing Association Summer Educator's Conference," 1995

Reviewer, "Academy of Marketing Science," 1994.

Faculty Advisor, student chapter of the American Marketing Association, R.H. Smith School of Business, 1991- 1994.

Session Chair, "Country-of-Origin and Price as Heuristic Cues for Quality," Association of Consumer Research, October 21, 1994.

Moderator for Career Week Panel Program, "Career Options in Marketing and Promotion," Sponsored by the University of Maryland Career Center and the American Marketing Association, 1994.

Assisted the Center for Learning and Competitiveness in the School of Public Affairs by teaching marketing to a group of visiting students from Denmark, 1994.

Session Chair, "Knowledge, Involvement, and Expertise," Association of Consumer Research, October 8, 1993.



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Panel Member, “Entrepreneurs’ Workshop: Marketing Strategies for Entrepreneurial Companies,”  
Michael D. Dingman Center for Entrepreneurship, September 27, 1993.

Advisor to PhD Student Melody Schuhwerk, First Year Research Project, 1991 – 1992.

Member, Doctoral Dissertation Committees for Cynthia Hanson, Fred Beasley, Kurt Welsch,  
1991– 1995.

Member, Undergraduate Committee, R.H. Smith School of Business, 1991 – 92.

Faculty Sponsor of “Apple Computer Case Competition” for senior undergraduate marketing  
students, Fall 1990.