

DAVID HOROWITZ

DrHo.ro

Department of Business • School of Business and Economics • Sonoma State University
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EDUCATION

Florida State University, Tallahassee, FL
Doctor of Philosophy in Business Administration, April 2007
Dissertation Title: “Applying Cultural Consensus Analysis to Marketing”

San Diego State University, San Diego, CA
Master of Business Administration, June 2003

Stanford University, Stanford, CA
Bachelor of Science, June 2000
Industrial Engineering and Engineering Management

RECOGNITIONS

Most downloaded journal article in 2010 at *Consumption Markets & Culture* for “A Review of Consensus Analysis Methods in Consumer Culture, Organizational Culture and National Culture Research,” (2009), 12 (1), 46-64.

SSU TEACHING

BUS 360: Introduction to Marketing
BUS 366: Retail Management
BUS 367: Consumer Behavior
BUS 396W: The Global Wine Industry
BUS 461: Promotion Management
BUS 462: Marketing Research
Professional Development Course: Introduction to Wine Blogging

SSU RESEARCH AND PUBLICATIONS

RESEARCH INTERESTS

Marketing education: Teaching marketing classes with new technology.

REFEREED JOURNAL ARTICLES

“‘Cult’ Wine?” accepted for issue 18-1 of the *Journal of Food Products Marketing*.

“A Review of Consensus Analysis Methods in Consumer Culture, Organizational Culture and National Culture Research,” (2009), *Consumption Markets & Culture*, 12 (1), 46-64.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

“How to Write Your Own Marketing Ebook,” presented at the *Marketing Educators’ Association 2011 Conference*, San Diego, California. April 21-23, 2011.

“An Analysis of Teaching Marketing Classes with the WordPress Content Management System,” presented at the *Marketing Educators’ Association 2010 Conference*, Seattle, Washington. April 8-10, 2010.

“‘Cult’ Wine?” presented at the *Bacchus Goes Green Fourth Interdisciplinary and International Wine Conference*, Dijon, France. July 8-10, 2009.

REFEREED JOURNAL BOOK REVIEWS

Book review of “The New Community Rules: Marketing on the Social Web,” (2010), *Journal of Product and Brand Management*, 19 (6).

Book review of “Gen Buy: How Teens, Tweens, and Twenty-somethings are Revolutionizing Retail,” (2010), *Journal of Consumer Marketing*, 27 (6).

MANUSCRIPTS IN PROGRESS

“Learn, Practice and Teach Search Engine Optimization,” manuscript submitted to the *Marketing Educators’ Association 2012 Conference*, Long Beach, CA. April 19-21, 2012.

“An Analysis of Teaching Marketing Classes with the WordPress Content Management System,” submitted to the *Journal of Modern Education Review*.

“Teaching Publishing and Graphic Design in Marketing Classes with Online Tutorials,” submitted to the *Marketing Education Review* special issue on “Teaching Innovations.”

SELF-PUBLISHED EBOOKS

“Marketing Research with Tumblr,” (Fall 2011), *DrHo.ro*.
<http://drho.ro/marketing-ebooks/research-with-tumblr>

“Promotions with WordPress,” (Fall 2011), *DrHo.ro*.
<http://drho.ro/marketing-ebooks/promotions-with-wordpress>

“Retailing with Adobe,” (Fall 2011), *DrHo.ro*.
<http://drho.ro/marketing-ebooks/retailing-with-adobe>

SELF-PUBLISHED WEB PAGES

“Marketing Research with Tumblr Spring 2012,” (Fall 2011), *DrHo.ro*.

<http://drho.ro/marketing-classes/research/spring-2012>

“Promotions Fall 2011,” (Fall 2011), *DrHo.ro*.

<http://drho.ro/marketing-classes/promotios/fall-2011>

“Retailing Fall 2011,” (Spring 2011), *DrHo.ro*.

<http://drho.ro/marketing-classes/retailing/spring-2011>

SSU SERVICE

UNIVERSITY SERVICE

University Professional Development Subcommittee, 2011 – Present.

SCHOOL OF BUSINESS AND ECONOMICS SERVICE

Invited Speaker to the EMBA Social Media and Internet Marketing class on April 2, 2010.

Invited Speaker to the Faculty Development Committee’s October 27, 2009 meeting on the *Future of Teaching: How to Adapt and Thrive (or Survive)*.

DEPARTMENT OF BUSINESS ADMINISTRATION SERVICE

Department of Business Administration Marketing Area Coordinator, 2011 – Present.

Faculty Advisor to the *Sonoma State University Marketing Club*, 2010 – Present.

Department of Business Administration Faculty Hiring Committee, Fall 2010 – Spring 2011.

BUS 230B Course Review Committee, 2011.

Department of Business Administration Faculty Hiring Committee, Summer 2010.

Faculty Advisor to the *Sonoma State University Wine Club*, 2007 – 2010.

BUS 344 Course Review Committee, 2009 – 2010.

PROFESSIONAL SERVICE

Reviewer for the *Journal of Marketing Education*, October 2011.

Reviewer for the *Journal of Marketing Education*, October 2010.

Referee for submissions to the Emerald Book Proposal *Higher Education with Social Media: Applications in Student Affairs, Enrollment Management, Alumni, Careers, and other Functions* in July 2010.

Reviewer for the 2010 *Marketing Educators’ Association Conference* in Seattle, Washington.

Reviewer for the 2009 Fourth Annual *Consumer Culture Theory Conference* in Ann Arbor, Michigan.

Reviewer for the *Marketing Educators’ Association 2009 Conference* in Newport Beach, CA.

Reviewer for the *Consumer Culture Theory Conference 2008* in Boston, MA.
Reviewer for the *Society for Marketing Advances 2007 Conference* in San Antonio, TX.

COMMUNITY SERVICE

Board Member (Secretary 2008 – Present) of the *Wine Library Associates of Sonoma County*. 2007 – Present.

Member of the *Santa Rosa Active 20-30 Club*. 2009 – Present.

Member of the *Santa Rosa Web & Interactive Media Pros*. 2011 – Present.

Member of the *Russian River Valley Winegrowers' Millennial Council*, 2010.

Member of the *Academy of Wine Communications*. 2009 – 2010.

PRIOR TO APPOINTMENT AT SSU TEACHING

Spring 2007:	MAR 3053: Consumer Behavior (2 Sections)
Fall 2006:	MAR 3023: Basic Marketing Concepts
Summer 2006:	MAR 3023: Basic Marketing Concepts
Spring 2006:	MAR 3023: Basic Marketing Concepts
Fall 2005:	MAR 3023: Basic Marketing Concepts (2 Sections)
Summer 2005:	MAR 3023: Basic Marketing Concepts

PRIOR TO APPOINTMENT AT SSU RESEARCH

REFEREED JOURNAL ARTICLES

“A Voice From the Silent Majority: A Comparative Analysis of Noncomplainers,” (with Clay M. Voorhees and Michael K. Brady) (2006), *Journal of the Academy of Marketing Science*, 34 (4).

“Measuring Motivations for Online Opinion Seeking,” (with Ronald E. Goldsmith) (2006), *The Journal of Interactive Advertising*, (6) 2, 1-16.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Tumbat, Gulnur and David Horowitz, “Culture Creators: Co-Production in Second Life,” presented at the *Advances in Consumer Research 2007 North American Conference*, Memphis, TN. October 26, 2007.

Horowitz, David M. and Gulnur Tumbat, “Culture Creators: Co-Production Revisited,” presented at the *2007 Consumer Culture Theory Conference*, Toronto, ON. May 27, 2007.

Horowitz, David M., Michael K. Brady, and Clarence Gravlee, “The Cultural Domain of Disney World Among Florida Undergraduates,” presented at the *2006 Consumer Culture Theory Conference*, South Bend, IN.

Horowitz, David M. and Ray Benedictus, “How Marketer-Caused Deception Can Teach People Marketing Ethics,” published in the *2006 Marketing and Public Policy Conference Proceedings*, Long Beach, CA.

Brady, Michael K., Michael J. Brusco, David M. Horowitz, and Clay M. Voorhees, “An Empirical Investigation of Employee Motivations and Customer Consequences of Service Sweethearting,” published in the *2005 Frontiers in Services Conference Proceedings*, American Marketing Association, Phoenix, AZ.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz, “The Rest of the Iceberg: An Examination of Noncomplaining Service Customers,” published in the *2005*

American Marketing Association Winter Educators' Conference Proceedings, San Antonio, TX.

Ronald E. Goldsmith and David M. Horowitz, "Status Consumption and Consumer Self-Confidence: An Empirical Investigation of the relationship Between Two Consumer Psychology Constructs," published in the *2004 Society for Marketing Advances Conference Proceedings*, St. Pete Beach, FL.

PRIOR TO APPOINTMENT AT SSU SERVICE

Reviewer: 2006 Consumer Culture Theory Conference, South Bend, IN
Assistant Rugby Coach, FSU Men's Rugby Club, Tallahassee, FL, 2003 – 2007