
ALESIA (LISA) C. TROY

Spring 2022

Department of Marketing | Mays Business School
Texas A&M University
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EDUCATION

Ph.D. (Marketing) Texas A&M University, August 1997
M.B.A. Texas A&M University, December 1988
B.S. (Marketing) Utah State University, March 1987

Dissertation: “An Investigation of the Relationship Between the Amount of Market Information Obtained by an Organization and its Product Idea Generation Capability”

TEACHING AND RESEARCH INTERESTS

TEACHING

Primary interests: Advertising and Branding, Marketing Research, Principles of Marketing

RESEARCH

Primary research stream: Product innovation, including organizational innovativeness, product innovation performance, and new product development strategies; customer satisfaction; consumer related health and wellness issues.

SOCIETAL IMPACT STATEMENT

My teaching and departmental/college service emphasis is on providing students with guidance and experiences that help them reach their potential in their chosen field. Position students for success is one of the key ways to ensure a productive and healthy society, and I strive to work individually with students as much as possible. More directly, my classes all include conversations or units on marketing's impact on society (both positive and negative) and we pursue philanthropic marketing activations in all case classes. In my personal life, I also focus my service on education. As an adult leader for both Boy Scouts and 4-H, I mentor children and teens and help guide them on a strong future path.

BUSINESS EXPERIENCE

Exxon Company, USA. Financial Analyst, Marketing and Production Departments, 1988-1991. Primary duties included integrating and reporting financial information and writing speeches for top management. Special assignments included developing TQM projects, designing and teaching course on financial reporting and accounting to engineering staff, and serving on the Texas A&M MBA recruiting team.

EXPERIENCE AND ACCOMPLISHMENTS 2008-PRESENT

TEACHING EXPERIENCE

Visiting Associate (2008-2009), Clinical Associate Professor (2009-2015), Clinical Professor (2015-present), Texas A&M University: Courses taught include principles of marketing, marketing research, principles of advertising, advanced advertising case competition, advertising planning and research, digital marketing simulation, and graduate-level principles of marketing, branding, and consulting.

Teaching Philosophy: My goal is not just to achieve excellence in the classroom through rigorous, innovative, and relevant classes, but also to help students on other fronts, including helping them grow professionally by securing internships and networking and facilitating participation in extracurricular activities specifically aimed at enhancing marketing and advertising-related skills.

GRANTS, AWARDS, AND HONORS

- Department of Marketing Herb Thompson teaching award (2021)
- Mays summer teaching excellence grant (2011-2012, 2014-2017)
- American Advertising Federation 10th District Educator of the Year (2015)
- Association of Former Students college-level teaching award (2015)
- Howdy Camp student-nominated namesake, Texas A&M University (2014)
- Outstanding professor recognition, Texas A&M Pi Beta Phi (2012)
- SRATE teaching award recipient, top 10% system-wide (Spring 2011)
- Mays mini-research grant (2010)
- SLATE teaching award recipient, top 5% system-wide (Spring 2010)
- Center for Teaching Excellence Teaching Innovation grant (2009)
- SLATE award finalist, top 25% system-wide (Fall 2009)
- Physician's Centre guest coach, student nominated award (2009)

TEACHING AND STUDENT-SERVICE RELATED ACCOMPLISHMENTS

- Led development of and continue to facilitate an undergraduate advertising program in the Department of Marketing (2008-present)
 - Ongoing leadership and administration of advertising track for marketing majors
 - Reorganized advertising certificate program into a professional distinction program
 - Spearheaded development of a certificate in advertising for undergraduate business majors
 - Developed and continue to teach a high-impact series of 2 courses to enable students to participate in a national student advertising competition
 - Texas A&M advertising team placed in the top 5 each year in the 10th District event and placed first in 2012, going on to place in the top 10 at national competition
 - Feedback from recruiters indicates Texas A&M marketing majors are significantly more prepared for ad agency positions since the inception of the case competition
 - Served as faculty advisor for the Aggie Advertising Club 2008-present
 - Supervised student-run organization: club has grown from 14 to 50+ members annually
 - Coordinated and annually accompanied groups of students to national and district advertising conferences and competitions
 - Coordinated and centralized information of advertising-specific scholarships and internships for students: 25+ students to date have received scholarships totaling more than \$65,000.
 - Secured grants and sponsorships for development and ongoing support of the advertising program
 - Supervised students raising travel funds to support national student advertising competition participation (students raised approximately \$12,000 per year, (2010-present)
 - Received Association of Former Students SOFAB grants for Aggie Advertising Club to support advertising competition team (2018-present: \$10,000).
 - Received Advertising Education Foundation of Houston grants to assist students traveling to national American Advertising Federation conferences (2010-2014 and 2016-present, \$11,000 total)
 - Received Advertising Education Foundation of Houston general grant for advertising program (2010, 2011, 2013-2017: \$4,300 total)
 - MKTG 447 Students received a total of \$10,000 of research travel grants from Office of Undergraduate Research (2012, 2014)
 - Assisted individual students in securing national participation and recognition in various national advertising programs and awards.
 - Vance and Betty Lee Stickell Internship national winners (2011, 2014, 2018, 2021, 2022)
 - AAF Initiative Futures Board (2012)
 - AAF Most Promising Minority Program (2012, 2017, 2018, 2022)
 - Attended numerous industry and university professional enhancement sessions, including Center for Teaching Excellence Faculty Teaching Academy (2009, 2010), Mays Academy on Learning and Teaching and other programs (2013, 2014, 2018-2021)

PROFESSIONAL ACTIVITIES AND SERVICE

- University-level Student Media Advisory Board member, 2018-2020
- Member, MS Marketing program committee, 2016-present
- Member, Department of Marketing undergraduate curriculum committee, 2016-present
- Board member, Advertising Education Foundation of Houston, 2013-present
- Faculty mentor, Executive MBA capstone course, Mays Business School, 2012-present

- Member, MS Business program planning committee, Mays Business School, 2014-2015
- Member of various review university curriculum and center review committees, 2014-present
- Judge, MBA case competition, Mays Business School, 2012-present
- Judge, freshman PREP case competition, 2013
- Invited guest speaker, PhD seminar in sports management, 2013
- Member of American Advertising Federation national and Houston chapters, 2010-present
- Editorial review board member, *Journal of the Academy of Marketing Science*, 2010-2013 and *ad hoc* reviewer 2001-2010 and 2013-present
- *Ad hoc* reviewer for *Journal of Marketing*, 2009-present
- *Ad hoc* reviewer for *Journal of Product Innovation Management*, 2009-present
- External reviewer for candidates applying for promotion and tenure, 2014 and 2019.

COMMUNITY SERVICE

- Adult leader, Brazos 4-H Archery Club, 2013-present
- Adult leader, Boy Scout Troop 1222, 2016-present
- Volunteer staff, Gunnison Valley Observatory, summers 2014, 2016-present
- Volunteer, German Shorthaired Pointer and Vizsla rescue, 2007-present

PUBLICATIONS IN REFEREED JOURNALS

- Troy, Lisa C., Tom Hirunyawipada, and Audhesh K. Paswan, (2008), "Cross-Functional Integration and New Product Performance: An Empirical Investigation of the Findings," *Journal of Marketing*, 72 (November), 132-46.
- Szymanski, David M., Michael W. Kroff, and Lisa C. Troy (2007), "Innovativeness and New Product Success: Insights from the Cumulative Evidence," *Journal of the Academy of Marketing Science*, 35 (March), 35-52.
- Paswan, Audhesh K., and Lisa Troy (2004), "Non-Profit Organization and Membership Motivation: An Exploration in the Museum Industry," *Journal of Marketing Theory and Practice*, Spring, 12 (2), 1-15.
- Hise, Richard T., Jong-Kuk Shin, Moshe Davidow, John Fahy, Roberto Solano-Mendez, and Lisa C. Troy (2004), "A Cross-cultural Analysis of the Geographical Knowledge of U.S., Irish, Israeli, Mexican, and South Korean Business School Students," *Journal of Teaching in International Business*, 15 (3), 7-26.
- Troy, Lisa C., David M Szymanski, and P. Rajan Varadarajan (2001) "Generating New Product Ideas: An Initial Investigation of the Role of Market Information and Organizational Characteristics," *Journal of the Academy of Marketing Science*, 29 (Winter) 88-100.
- White, J. Chris, Lisa C. Troy, and R. Nicholas Gerlich (2000), "The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New Product Acceptance Decisions," *Journal of the Academy of Marketing Science*, 28 (Spring) 291-98.

Hise, Richard, Moshe Davidow, and Lisa C. Troy, (2000), "Global Geographical Knowledge of Business Students: An Update and Recommendations for Improvement," *Journal of Teaching in International Business*, 11 (4), 1-22.

Szymanski, David M., Lisa C. Troy, and Sundar G. Bharadwaj (1995), "The Order of Entry--Market Share Relationship: An Empirical Synthesis and Reexamination," *Journal of Marketing*, 59 (Oct), p. 17-33.

INVITED PUBLICATIONS AND PRESENTATIONS

Szymanski, David M., Lisa C. Troy, and Sundar G. Bharadwaj (2009): findings from a 1995 *Journal of Marketing* article included in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, Dominique M. Hanssens, ed. Marketing Science Institute, Cambridge, MA, p. 29.

Szymanski, David M., Michael W. Kroff, and Lisa C. Troy (2004), "Are More Innovative Products Really More Successful?" in *PIMS in Retrospect and Prospect*, Paul W. Farris and Michael J. Moore, eds.

Troy, Lisa C. (1998), "Using Mini Assignments to Increase Class Participation," in *Great Ideas for Teaching Marketing* (4th edition), Joseph F. Hair, Jr., Charles W. Lamb, Jr., and Carl McDaniel, eds., Cincinnati, OH: South-Western College Publishing.

Panel Discussion on "Green Marketing," Special Session at the 1996 Southwestern Federation of Academic Disciplines, San Antonio Texas, March 1996.

Troy, Lisa C. (1993) "Consumer Environmental Consciousness: A Conceptual Framework and Exploratory Investigation," presented at the University of Houston Doctoral Symposium, Houston, Texas.

PRESENTATIONS AT NATIONAL CONFERENCES

Szymanski, David M. and Lisa C. Troy (2010), "The Role of Salesperson-generated Satisfaction in Retail Store Performance: A Decompositional Approach" presented at AMA Winter Educators' Conference, New Orleans, LA, February 10-14.

Szymanski, David M., Michael Kroff, and Lisa C. Troy (2002), "Are More Innovative New Products Really More Successful? An Empirical Synthesis of the Research," presented at AMA Summer Educators' Conference, San Diego, CA, August 6-9 (Awarded Best Paper in Conference).

Szymanski, David M. and Lisa C. Troy (2001), "A Multi-Constituency Model of New Product Performance," presented at AMA Winter Educators' Conference, Scottsdale, AZ, February 16-19.

Troy, Lisa C. and Brian Anderson (2000), "Effectiveness of Green Product Certification: A Contingency Investigation," presented at AMA Winter Educators' Conference, Chicago, IL, August 6 (Awarded Best Paper in Track)

Troy, Lisa C., J. Chris White, and R. Nicholas Gerlich (2000), "Product Uniqueness and Retail Buyer's Decision to Accept New Products," presented at AMA Winter Educators' Conference, San Antonio, Texas, February 6. (Awarded Best Paper in Track)

- Troy, Lisa C. and Moshe Davidow (1998), "The Relationship Between Customer-Perceived Product Innovativeness and a New Product's Potential for Success," presented at AMA Winter Educators' Conference, Austin, Texas, February 22.
- Troy, Lisa C., David M. Szymanski, and P. Rajan Varadarajan (1997), "An Investigation of the Relationship Between Market Information and an Organization's Product Idea Generation Capability" presented at AMA Summer Educators' Conference, Chicago, Illinois, August 4.
- Troy, Lisa C. (1995), "How Does International Market Participation Contribute to Product Innovation Performance?" presented at AMA Winter Educators' Conference, San Diego, California, February 13.
- Szymanski, David M. and Lisa C. Troy (1994) "The Order of Entry-Market Share Relationship: An Integrative Analysis," presented at AMA Summer Educators' Conference, San Francisco, California, August 7.
- Troy, Lisa C. (1994), "Environmental Responsiveness and Marketing Strategy: A Framework for Analysis," presented at AMA Winter Educators' Conference, St. Petersburg, Florida, February 22.
- Troy, Lisa Collins (1993) "Consumer Environmental Consciousness: A Conceptual Framework and Exploratory Investigation," presented at AMA Summer Educators' Conference, Boston, Massachusetts, August 5.

RESEARCH IN PROGRESS

- "New Product Development Alliances: An Empirical Review of Antecedents and Success,"
Co-authors: Tanawat Hirunyawipada, Satish Jayachandran
Target: *Journal of the Academy of Marketing Science*
Status: Revising for submission

EXPERIENCE AND ACCOMPLISHMENTS PRIOR TO 2008

TEACHING EXPERIENCE

University of North Texas (Assistant Professor of Marketing 2001-2004): Courses taught include Marketing Research, Global Marketing, New Product Development, and Marketing Thought (doctoral seminar). Helped develop a Product Development Certification program for undergraduate students.

Utah State University (Assistant Professor 1996-2001): Courses taught include Principles of Marketing and Retailing Management. Also supervised MBA and senior-level independent marketing projects and initiated dialog to establish a joint engineering and marketing course on new product development.

Texas A&M University (Instructor 1993-1996): Courses taught include International Marketing Management and New Product Planning and Development. Received Texas A&M University Association of Former Students University-Wide Distinguished Teaching Award (1995), and McDonald's Outstanding Achievement Award in Teaching (1996).

GRANTS AND AWARDS

- New Faculty Summer Research Grant, University of North Texas (2003)
- Women and Gender Research Institute Travel Award, Utah State University (2001, 2000, 1998, 1997)
- Research and Travel Award, Utah State University (2001, 2000, 1998).
- Utah State University Summer Research Grant (1999)
- McDonald's Outstanding Achievement Award in Teaching (1996)
- Doctoral Student Research Grant, Office of Graduate Studies, Texas A&M University (1996)
- University-Wide Graduate Student Distinguished Teaching Award, presented by the Association of Former Students, Texas A&M University (1995)
- Doctoral Student Teaching Award, Department of Marketing, Texas A&M University (1995)
- Doctoral Student Research Grant, Center for Retailing Studies, Texas A&M University (1994)

RESEARCH HONORS

- Best Paper in Conference, American Marketing Association Summer Educators' Conference (2002)
- Best Paper in Track, American Marketing Association Winter Educators' Conference (2000)
- Best Paper in Track, American Marketing Association Summer Educators' Conference (2000)
- Richard D. Irwin National Doctoral Dissertation Fellowship (1995).
- AMA Doctoral Consortium Fellow (1995).
- Doctoral Student Research Award, Department of Marketing, Texas A&M University (1995)
- Best Paper Award, International Association of Business Communication (1994).
- Recipient of Regents' Fellowship, Texas A&M University (1987-1988), and (1991-1994)

PROFESSIONAL ACTIVITIES AND SERVICE

- Vice President of Programming for Dallas-Fort Worth chapter of the Product Development and Management Association (2002-2004)
- Track chair for American Marketing Association Summer Educators' Conference Technology and Marketing track (2001)
- Ongoing reviewer for national American Marketing Association conferences, Association of International Business conferences, and Product Development and Management Association conferences (1998-present)
- Ongoing paper discussant or session chair for American Marketing Association conferences (1998-present)
- Reviewer for Product Development and Management Association Doctoral Dissertation Award (1999-2001)
- Member of American Marketing Association (1991-present)
- Member of the Product Development and Management Association (1999-2004)