

Janice E. Taylor

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EDUCATION:

- Masters of Business Administration, University of Rhode Island, 1977
Concentration: Decision Sciences
Honors: Beta Gamma Sigma
- Bachelor of Arts, Bucknell University, 1972
Major: English
Minor: Art History

ADMINISTRATIVE/TEACHING EXPERIENCE:

- Miami University (1986-present)
Senior Lecturer
Developed and taught undergraduate, graduate and online courses in Marketing Principles, Honors Marketing Principles, Branding and IMC, Entrepreneurship, Global Marketing, Consumer Behavior, Marketing Research and Marketing Management
- Miami University (2003-2005, 2014-present)
Director Business Honors & Scholars Program
- Miami University (2012-2014)
Associate Director, Center for Business Excellence
- Miami University, Advisor Business Honors Program (2005-2014)
- Sinclair Community College, Instructor (2000-2003)
- American University, Instructor (1983-1986)
- North Kingstown High School, English Teacher (1972-1975)

BUSINESS EXPERIENCE:

- Techna Power Protection Ltd., Director (2004-present)
 - ~ Manage circuit breaker distributorship
 - ~ Provide customer service and telemarketing
 - ~ Invoice customers for all shipped inventory

- ~ Update computerized inventory
- Warehouse Research Center, Assistant Director (1992-1999)
 - ~ Conducted and analyzed research for the Warehousing Education Research Council
 - ~ Published reports for members of WERC
- Marriott Corporation, Director of Strategic Planning (1980-1983)
 - ~ Developed and implemented strategic plans for Marriott's Restaurant division
 - ~ Conducted competitor analysis for the fast food division
 - ~ Developed and implemented acquisition strategy for fast food division
- RJR Nabisco, Assistant Director of Strategic Planning (1978-1980)
 - ~ Implemented RJR Nabisco acquisition of the Del Monte Corporation
 - ~ Developed strategic plans for the Del Monte division
 - ~ Conducted competitor analysis for the Del Monte division
 - ~ Analyzed acquisition opportunities for the Del Monte canned fruit group
- Crocker National Bank, Manager Financial Analysis (1977-1978)
 - ~ Analyzed the bank's loan portfolio and created strategies for improving returns
 - ~ Created and delivered weekly reports to the Asset and Liability Management Committee

UNIVERSITY AWARDS:

- Effective Educator Nominee (14 times)
- ASG Outstanding Professor Nominee (12 times)
- 2014 recipient of Excellence in Career Development Award
- Beta Gamma Sigma Distinguished Faculty Member (3 times)
- Miami University Alumni Association Enrichment Lecture Award Recipient (2 times)
- Excellence in Teaching Award from the National Society of Leadership and Success (2014)
- Named Honorary Member of Delta Sigma Pi
- Named Honorary Member of Golden Key National Honor Society
- Order of Omega Outstanding Faculty Member Award 2005
- Keynote speaker and recipient of Outstanding Faculty Member Award at University Honors Graduation 2003
- Recipient of Orton Association Award for work with learning disabled students
- Outstanding Faculty Award from the Office of Greek Affairs

STUDENT RESEARCH/EXPERIENTIAL LEARNING:

Undergraduate Research Forum Advising:

- "Social Rejection and Heuristics within Advertising," Rebecca Nall (2015)
- "Are Consumers the New Advertisers," Daniel Moses (2015)
- "Corporate Culture in Korea and the USA: A Study of Samsung and Apple," Nicole Ward (2014)
- "In Group Favoritism," Peter Kistner and David Kiyosaki (2014)
- "Competitive Social Media Marketing Implementation Strategy," Rachel Stewart and Kristin Bell (2013)
- "Assessing the Correlation Between Gender and Confidence in Mathematical Skills," Nicole Onorato and Susanne Schott (2013)

- Deloitte Consulting, *Battle of Ohio Case Competition*: (2011-present)
 - ~ Advise two teams of eight students who compete with twelve additional teams of students from universities in Ohio.
 - ~ teams have won and finished in top three for the past four years

- Chicago Ad Week: (2012-present)
 - ~ Created and lead twenty-four students for one-week immersion program in Chicago, IL.
 - ~ Visit advertising, media and social media firms
 - ~ Advise student each year on project created by FCBCChicago
 - ~ Placed 8 students in positions in advertising agencies in first two years of the program

- Abercrombie & Fitch (2011- present)
 - ~ Lead students each semester in MKT 291H working on a client project for A&F
 - ~ Program is in its fifth year

- Consumer Behavior Client Projects (2012-present):
 - ~ Smooth Ambler, craft bourbon distillery
 - ~ Oxford Free Clinic
 - ~ Fire Safety Association
 - ~ Classic Leather Furniture
 - ~ Tag Galyean, architect and designer

- Wall Street Journal Competition (2014-present)
 - ~ Led team of three students to competition at Texas A&M
 - ~ Competed with 10 teams across the US

PUBLICATIONS:

- "Effective Motivation and Retention Techniques in the Warehousing Industry," *Warehousing Education and Research Council*, 1998
- "Relationship Between Warehouse Space and Labor Requirements," *Warehousing Education and Research Council*, 1997

- "Compensation Techniques in Warehousing Industry," *Warehousing Education and Research Council*, 1997
- "Salaries and Wages of Warehousing Personnel II," *Warehousing Education and Research Council*, 1997
- "Feasibility of Certification in Warehousing Associations," *Warehousing Education and Research Council*, 1996
- "Werc Watch Reports," *Warehousing Education and Research Council*, 1994-1999
- "Contract Warehousing: How It Works and How to Make It Work Effectively," *Warehousing Education and Research Council*, 1993

UNIVERSITY SERVICE:

- Chair, FSB Honors Committee (2014-present)
- Member, Undergraduate Studies Committee (2011-2014)
- Reader, Urban Leadership Internships (2005-present)
- Advisor, MAD, Miami Advertising (2014-present)
- Advisor, EBC Consulting (2014-present)
- Advisor, Kappa Kappa Gamma Sorority (2010-present)
- Advisor, Pi Beta Phi Sorority (2013-present)
- Advisor, Delta Gamma Sorority (1996-present)
- Advisor, AISEC (1999-2008)
- Advisor KEYS (1988-1992)
- Red Carpet Days Speaker
- Freshmen Orientation Advisor
- Supervised over 30 Independent studies
- Supervised over 15 Honors Thesis
- NCAA Recertification Committee
- Reader and interviewer for Harrison Scholarships

CONSULTING AND EDITORIAL REVIEW:

- Wiley Publishing, *Marketing Principles*, McCarthy, 2000
- McGraw-Hill Publishing, *Integrated Marketing Communications*, Crowe and Baack, 2000
- Irwin Publishing, *Basic Marketing Principles*, McCarthy and Perreault, 2000
- Wiley Publishing, *International Marketing*, Kotabe and Helsen, 1999
- Wiley Publishing, *Global Marketing Management*, Kotable and Helsen, 1999
- Making College Count, 1997
- ReMax and Associates, 1996
- Austin Press, member of outstanding teacher panel, 1996
- US Golf Association, 1985
- United Way, 1985

