

Jason D. Oliver

Roger Williams University
Gabelli School of Business
Office: SB312
Bristol, RI 02809
joliver@rwu.edu

Education

Ph.D.	The University of Rhode Island (Marketing)	May 2007
M.B.A.	The University of Rhode Island	May 2000
B.S.	Clemson University (Finance Major, Accounting Minor)	May 1995

Appointments

Visiting Assistant Professor – Marketing Department

Roger Williams University, Bristol, RI

September 2016 – Present

Associate Professor –

Journal Publications (*cont'd.*)

Oliver, Jason D. and Kowalczyk, Christine M. (2013), "Modifying the Presentation Style of Pecha Kucha to Improve Student Group Presentations," *Marketing Education Review*, 23(1), 55–58.

Oliver, Jason D. (2013), "Promoting Sustainability by Marketing Green Products to Non-Adopters," *Gestion 2000*, 30(3), 77-86.

Oliver, Jason D. and Ashley, Christy (2012), "Creative Leaders' Views on Managing Advertising Creation," *Journal of Marketing Theory and Practice*, 20(3), 335-348.

Ashley, Christy, Oliver, Jason D., Rosen, Deborah E., and Ferris-Costa, Kathleen (2011), "Consumer and Retailer Attitudes toward Branded Events in Retail Settings," *Journal of Marketing at Retail*, 1(1), 13-21.

Oliver, Jason D. and Deborah E. Rosen (2010), "Applying the Environmental Propensity Framework: A Segmented Approach to Hybrid Electric Vehicle Marketing Strategies," *Journal of Marketing Theory and Practice*, 18(4), 377-393.

Oliver, Jason D. and Seung-Hee Lee (2010), "Hybrid Car Purchase Intentions: A Cross-Cultural Analysis," *Journal of Consumer Marketing*, 27(2), 96-103.

Ashley, Christy and Jason D. Oliver (2010), "Creative Leaders: 30 Years of Big Ideas," *Journal of Advertising*, 39(1), 115-130.

Book Chapters

TEACHING

Roger Williams University

Undergraduate Courses

Principles of Marketing – Fall 2016 – Present, Introduces students to the marketing discipline with an overview of key concepts and applications.

Social Media Marketing – Fall 2016 – Present, Comprehensive look at the theory and practical implications of how social media can be used strategically from a marketing perspective.

East Carolina University

Graduate Courses

Marketing Strategy – Fall 2015 – Spring 2016, Capstone marketing course for MBA program. Online Delivery/Distance Education.

Development and Management of Sustainable Tourism – Spring 2015, Developed course (*in 2009*) and went through the university curriculum approval process for the Interdisciplinary Master of Science in Sustainable Tourism, the nation's only such degree program.

Sustainability Marketing – Spring

Non-Thesis Project Committee Member

Sara Phelps, M.S. in Sustainable Tourism (2017). Non-Thesis Project titled: "Incorporating Sustainably into North Carolina 4H Clubs".

Julia McNeil, M.S. in Sustainable Tourism (Fall 2016). Non-Thesis Project Title: "Creating a Solar Energy Education Center".

Chris Johnson, M.S. in Sustainable Tourism (Graduated Spring 2014). Non-Thesis Project Title: "Sustainable Practices of Music Festivals and Events".

Community Outreach

2014: Visitor Profile Study for Kinston, NC Department of Economic Development. MS in Sustainable Tourism student project to increase visitor awareness for town attractions/destinations. Results and recommendations to be presented to board in Spring 2015.

2014: Customer Relationship Management Presentation to *The Daily Reflector* Newspaper's Annual Advertiser's meeting in Greenville, NC

2013: Eastern North Carolina Entrepreneurship Summit - Panel Moderator, Introduced 4 panel members and served as moderator for session on risk assessment in agritourism

2013: Tourism Development Authority Directors' Meeting, Presentation of green product/service adoption with an Overview of the MS in Sustainable Tourism program here at ECU.

2012: New Start-up company called Sprout, Organized campus visit and presentation for a start-up company that is educating K-12 on solar energy.

2011: Presentation on Green Product Adoption to the Outer Banks Chamber of Commerce in Kitty Hawk, NC.

2009 & 2010: Tourist Behavior Research Project. Collected Data at 2009 & 2010 NC Seafood Festival in Morehead City, NC. Presented results to Board of Directors.

2008-2009: Climate, Weather and Tourism Workshop Panel Moderator: Panel Moderator for the Climate, Weather and Tourism Workshop, Sponsored by Center for Sustainable Tourism at East Carolina University, Greenville, NC.

Additional Service

2008-Present: M.S. in Sustainable Tourism Program Oversight Committee
Committee member involved with the curriculum development, student admissions,

2008: Atlantic