

BELA FLORENTHAL, Ph.D.
Professor of Marketing
Management, Marketing & Professional Sales, Room 3045
Cotsakos College of Business
William Paterson University
1600 Valley Rd., Wayne, NJ 07470
Telephone: (office) 973-720-3679, (cell) 317-874-8997
E-mail: florenthalb@wpunj.edu

POSITIONS	2019 – present Professor of Marketing, William Paterson University 2015 – 2019 Associate Professor of Marketing, William Paterson University 2010 – 2015 Assistant Professor of Marketing, William Paterson University 2004 – 2010 Assistant Professor of Marketing, Butler University
EDUCATION	Ph.D., (Marketing) Smeal College of Business Administration, Pennsylvania State University, PA, August 2004 Master of Science in Business Administration, Technion-Israel Institute of Technology, Haifa, Israel, July 1997 B. A. in Extended Economics, <i>cum laude</i>, University of Haifa, Haifa, Israel, July 1988
TEACHING EXPERIENCE	<u>2004 – present:</u> Independent studies (undergraduate and graduate levels) Marketing Internships (supervisor, undergraduate level) Thesis I & II (undergraduate level – honors courses) Marketing Communication Strategy (undergraduate level) Marketing Management (undergraduate level) Marketing Management (MBA level) Practicum (undergraduate & graduate levels) Marketing Research (undergraduates) Marketing Research (MBA level) Consumer Behavior (undergraduate level) Consumer Behavior (MBA level) Principals to Marketing (undergraduate level, WP Online)
RESEARCH INTERESTS	Positive Psychology, Motivation, Social Media, Non-profits, E-learning, Interactivity, E-tailing/retailing, Culture-based behavior, and Eco-friendly marketing.
PAPERS UNDER REVIEW AND	Florenthal, Bela (2023) “How a Small Player Can Succeed in a Well-Established Offline and Online Fundraising Market: Raise Craze

REVISION

Case Study” submitted to the *Southeast Case Research Journal* (1/4/2023).

Florenthal, Bela, Lisa Chestnutt, Victoria Szabo (2023), “The Impact of Intentional Prosocial (Wellness) Behavior on College and High School Students”, the conference paper is being revised and will be submitted to a peer-reviewed journal in Marketing Education (FSRF 2022 project).

WORKING PAPERS

Florenthal, Bela, Lisa Chestnutt, Victoria Szabo (2024), “Developing and Testing a Synthesized Acts of Kindness (AOKs) Framework”, submitted to KindFund grant (5/25/2023), targeting a conference and a peer-reviewed journal in Marketing Education.

Florenthal, Bela (2023) “#BeKind2 - A Case Study” targeting case study peer-reviewed journal.

REFEREED JOURNAL ARTICLES

Florenthal, Bela and Manar Awad (2021), “A Cross-Cultural Comparison of Millennials’ Engagement with and Donation to Nonprofits: A Hybrid U&G and TAM Framework,” published online in *International Review on Public and Nonprofit Marketing*, 8(4), 629-657, ISSN: 1865-1992 (ART 2019-2021 project), DOI: 10.1007/s12208-021-00292-5.

Florenthal, Bela, Susan Godar, and, Manar Awad (2020), “Nonprofits Meet Millennials: A Hybrid Approach of U&G and TAM to Identify the Drivers of Donation Behavior,” *Young Consumers*, 21(4), pp. 435-449, <https://doi.org/10.1108/YC-03-2020-1106> (sponsored by Fellowship 2017 by CCOB’s Policy and Practice Initiative), (ART 2019-2021 project), ISSN: 1747-3616.

Florenthal, Bela (2019), “Young Consumers’ Motivational Drivers of Brand Engagement Behavior on Social Media Sites: A Synthesized U&G and TAM Framework,” *Journal of Research in Interactive Marketing*, 13(3), 351-391, <https://doi.org/10.1108/JRIM-05-2018-0064>, (ART 2017-2019 project, ISSN: 2040-7122).

Florenthal, Bela (2019), “Students’ Motivation to Participate via Mobile Technology in the Classroom: A Uses and Gratifications Approach,” forthcoming in the *Journal of Marketing Education*, 4(3), 234–253 (winner of the Jim Kobs Best Pedagogical Paper Award, ISSN: 0273-4753), Manuscript ID: 0273475318784105.

Florenthal, Bela (2018), “Student Perceptions of and Satisfaction with Mobile Polling Technology: An Exploratory Study,” the *Journal for Advancement of Marketing Education*, 26(2), 44-57, ISSN: 2326-3296.

Bela Florenthal, Manar Awad, Giuliana Campanelli Andreopoulos, and John Malindretos (2017), “How a Burger King Franchise Can

- Succeed in a Competitive Fast Food Industry: A Case Study,” the *Southeast Case Research Journal*, 14(2), 77-101, ISSN: 1938-2154.
- Chao, Mike Chen-Ho and Bela Florenthal (2016), “A Comparison of Global Companies’ Performance on Twitter and Weibo,” the *International Journal of Business Environment*, 8(3), 242-264, ISSN: 1740-0589.
- Florenthal, Bela (2016), “The Value of Interactive Assignments in The Online Learning Environment,” *Marketing Education Review*, 26 (3), 154-170, ISSN: 1052-8008 (DOI: 10.1080/10528008.2016.1204895).
- Florenthal, Bela and Mike Chen-Ho Chao (2016), “A Cross-Cultural Comparison of a Global Brand’s Strategies on Micro-Blogging Sites: Sina Weibo vs. Twitter,” the *International Journal of Online Marketing*, 6(4), 54-72, ISSN: 2156-1753 (DOI: 10.4018/IJOM.2016100104).
- Florenthal, Bela (2015), “Applying Uses and Gratifications Theory to Students’ LinkedIn Usage” *Young Consumers*, 16(1), 17-35, ISSN: 1747-3616.
- Polakowski, Christopher and Bela Florenthal (2014), “BrandCo: Development and Marketing of a Social Media Index,” the *International Journal of Interactive Marketing Communications*, 6(2), 53-64.
- Florenthal, Bela and Yulia Tolstikov-Mast (2012), “Organizational Culture: Comparing Faculty versus Staff Perspectives,” the *Journal of Higher Education Theory and Practice*, 12(6), 81-90.
- Florenthal, Bela, Priscilla A. Arling, Deborah Skinner, Kathryn W. King, and Patrick J. Rondeau (2012), “Enhancing the Traditional IMC Recruitment Plan to Gauge the Impact of Vodcast Usage on Students’ Attitudes and Behavioral Intentions,” the *International Journal of Integrated Marketing Communications*, 4(1), 61-77.
- Florenthal, Bela and Priscilla Arling (2011), “Do Green Lifestyle Consumers Appreciate Low Involvement Green Products?” the *Marketing Management Journal*, 21 (2), 43-53. (Database: Business Source Premier)
- Florenthal, Bela and Aviv Shoham (2010), “Four-Mode Channel Interactivity Concept and Channel Preferences,” *Journal of Services Marketing*, 24 (1), 29-41. (Database: ECONIS)
- Florenthal, Bela and Peter Grossman (2009), “Barriers to Adoption of Hybrid Cars in the Midwest: Focusing on Generation Y,” *Journal of Business and Behavioral Sciences*, 21(1), 64-79.
- Florenthal, Bela, Yulia Tolstikov-Mast, and Nazli Yilmazsoy (2009)

- “Understanding Organizational Culture from Multiple Perspectives: Faculty-Staff Relations Analysis,” the *Journal of Academic Administration in Higher Education*, 5(1), 29-41.
- Florental, Bela (2009), “Consumers’ Perception and Value of Off-line Channels’ Interactivity: An Exploratory Study,” *Journal of Business and Public Affairs*, 3(1), 1-13. (Database: ECONIS)
- Florental, Bela, Yagi Noriko, and Hongjiang Xu (2009), “Marketing Feng Shui to Asia: A Case Study,” *Korean Journal of Marketing* (special issue), 11 (2), 1-20. (Database: Korean Studies Information Service System - KISS)
- Florental, Bela and Gregory E. Osland (2009), “High- versus Low-Context National Cultures: Preferences for Type of Retailer and for Human Interaction,” *Indian Journal of Economics and Business*, Special Issue, March, 97-109. (Database: Business Insights: Essentials)
- Florental, Bela (2008), “Can Adjusted Web-based Interactivity Measures Capture Interactive Differences between Web Stores and Physical Stores?” *Journal of the International Society of Business Disciplines*, 4 (2), 2-11.
- Florental, Bela (2008), “Attribute-Benefit Matrix: The Impact on Experts and Novices,” *Indian Journal of Economics and Business*, Special Issue, 45-52. (Database: ECONIS)
- Florental, B., and Shoham, A. (2007), “A Four-mode Measure of Perceived Channel Interactivity: An Exploratory Study,” *Journal of Business and Behavioral Sciences*, 16 (1), 147-167.
- Florental, B. (2007), “Matching 'E-tailing' Strategies to Customers' Behavior: Three Levels of Interaction,” *Journal of Business and Public Affairs*, 1(2), 2-19. (Database: ECONIS)
- Florental, Bela and Aviv Shoham (2001), “The Impact of Persuasive Information on Changes in Attitude and Behavioral Intentions Toward Risky Sports for Arousal Seeking Versus Arousal Avoidance Individuals,” *Sport Marketing Quarterly*, 10 (2), 83-95. (Database: Business Source Premier)
- Florental Bela and Aviv Shoham (2000), “Value Differences between Risky Sports Participants and Non-Participants,” *Sport Marketing Quarterly*, 9 (1), 26-33. (Database: Business Source Premier)
- Kropp, Fredric, Marilyn Jones, Gregory Rose, Aviv Shoham, Bela Florental, and Bongjin Cho (1999), “Group Identities: A Cross-Cultural Comparison of Values and Group Influences,” *Journal of Euromarketing*, 8 (1/2), 117-131.

**PAPERS
PRESENTED IN
CONFERENCES**

- Florenthal, Bela and Lisa Chestnutt (2023), “The Impact of Intentional Prosocial (Wellness) Behavior on College and High School Students”, presented and published in the proceedings (extended abstracts), ACME 2023 conference, *Houston, TX, March 8-11, 2023 (attending virtually)*.
- Florenthal, Bela and Lisa Chestnutt (2022), “High School Students Earn College Credits by Engaging In “Spread Kindness” Project”, a position paper, presented and published in the proceedings (extended abstracts), *2022 MEA Conference, Virtual/Seattle, WA, April 21-23, 2022*.
- Florenthal, Bela (2021), “Project “Spread Kindness,”” position paper, presented and published in the proceedings (extended abstracts), *Virtual 2021 MMA Fall Educators’ Conference, October 13-15, 2021*.
- Florenthal, Bela (2021) “How a Small Player Can Succeed in a Well-Established Offline and Online Fundraising Market: Raise Craze Case Study,” *26th Annual Jacobs & Clevenger Case Writer’s Workshop, Virtual 2021 MMA Fall Educators’ Conference, October 13-15, 2021* (winner of second place).
- Florenthal, Bela and Manar Awad (2019), “Hedonic and Social Drives of Millennials’ Engagement with and Donation to Nonprofits: A Cross-Cultural Comparison,” *Association of Marketing Theory and Practice 2019 Annual Meeting*, March 21-23, Charleston, SC.
- Florenthal, Bela, Susan Godar, and, Manar Awad (2018), “Nonprofits Meet Millennials: A Hybrid Approach of U&G and TAM to Identify the Drivers of Donation Behavior,” *2018 Society for Marketing Advances Conference*, Oct. 31 – Nov. 3, West Palm Beach, FL (sponsored by Fellowship 2017 by CCOB’s Policy and Practice Initiative).
- Florenthal, Bela (2018), “Antecedents of Millennials’ Band Engagement on Social Media Sites: An Integrated Conceptualization,” the *Association of Marketing Theory and Practice 2018 Annual Meeting*, Ponte Vedra Beach, Florida, March 14 – 17, 2018.
- Florenthal, Bela (2017), “Students’ Motivation to Participate via Mobile Technology in the Classroom: A Uses and Gratifications Approach,” the *Marketing EDGE Direct/Interactive Marketing Research Summit 2017*, October 7-8, New Orleans, LA (winner of the Jim Kobs Best Pedagogical Paper Award).
- Bela Florenthal, Manar Awad, Giuliana Campanelli Andreopoulos, and John Malindretos (2017), “How a Burger King Franchise Can Succeed in a Competitive Fast Food Industry: A Case Study,” the *Jacobs & Clevenger Case Writers’ Competition, Marketing EDGE Direct/Interactive Marketing Research Summit 2017*,

- October 7-8, New Orleans, LA (winner of the first place).
- Florenthal, Bela (2017), “Students’ Perception of and Satisfaction with Mobile Polling Technology: An Exploratory Study,” the *2017 Marketing Educators’ Association Conference*, San Diego, CA, April 6-8 (ART 2015 – 2017 project).
- Chao, Mike Chen-Ho and Bela Florenthal (2016), “A Comparison of Global Companies’ Performance on Twitter and Weibo,” the *2016 China Marketing International Conference*, July 8-11, Qingdao, China.
- Florenthal, Bela, Jaclyn Antonacci, Jamie Bailey, Treasa Kearney, Chris Maher, Kyung-Hyan (Angie) Yoo (2016), “Special Session Topic: How Can Social Media Serve Higher Education to Engage Students?” the *Marketing Management Association 2016 Spring Conference*, Chicago, IL, April 13-15.
- Bela Florenthal, Giuliana Andreopoulos, and Lorraine Jugenheimer (2015), “Interior Craft, INC.: Expansion into New Markets and Development of Online Presence,” A Case Study, *NACRA 2015 Conference, Case Study Embryo Workshop*, October 8-10, Orlando, FL.
- Florenthal, Bela (2015), “Increasing Engagement in the Classroom Through Interactive Technologies,” the *2015 NJEdge.Net Faculty Best Practices Showcase*, March 13, New Jersey City University. Jersey City, NJ.
- Florenthal, Bela and Christopher Polakowski (2014), “BrandCo: Development and Marketing of a Social Media Index,” A Case Study, presented in the Jacobs & Clevenger Case Writers’ Competition, *Marketing EDGE Direct/Interactive Marketing Research Summit*, San Diego, CA, October 25-26 (won first place).
- Florenthal, Bela (2014), “The Value of Interactivity to Millennials in the On-line Learning Environment,” the *Marketing Management Association Educators’ 2014 Conference*, September 17-19, San Antonio, TX (won the Outstanding Paper in Interactive Marketing Education award sponsored by the Journal of Research in Interactive Marketing).
- Kunz, David, Bela Florenthal, and Jenna Parker (2014), “Effectively Using Publisher Software Resources,” accepted as panel presentation at the *Marketing Management Association Educator’s 2014 Conference*, September 17-19, San Antonio, TX.
- Florenthal, Bela and Mike Chen-ho Chao (2013), “Cross-cultural Comparison of Microblogging Sites: Sina Weibo vs. Twitter,” the *Marketing EDGE Direct/Interactive Research Summit*,

Chicago, IL, October 12-13.

- Florenthal, Bela, Yagi Noriko, and Hongjiang Xu (2013), "How Chinese Feng Shui Culture Shapes Consumer and Business Decisions: A Conceptual Framework," the *Society for Marketing Advances Conference*, Hilton Head, SC, October 29-November 2. (Abstract in Database: Database: Business Source Premier)
- Florenthal, Bela and Michael Dykhouse (2012), "How College Students Use LinkedIn, Why Some Don't Use It, and Why It Is Important," the *Marketing EDGE Research Summit*, October 13-14.
- Florenthal, Bela, Priscilla A. Arling, Deborah Skinner, Kate King, and Patrick J. Rondeau (2011), "Vodcast Impact on Students' Attitudes and Behavioral Intentions," the *Marketing EDGE Research Summit*, October 1-2.
- Betts, Stephen, Bela Florenthal, Rajiv Kashyap, and Raza Mir (2011), "The Past, Present and Future of Sustainability: Theoretical and Empirical Perspectives," panel at *PRME Conference* at Rowan University, April 1st.
- Florenthal, Bela and Yulia Tolstikov-Mast (2011), "Organizational Culture: Comparing Faculty versus Staff Perspectives," *Marketing Management Association conference*, March 23-25.
- Florenthal, Bela and Priscilla Arling (2010), "Do Consumers with Green Lifestyles Appreciate Green Attitudes of Low Involvement Products?" *Marketing Management Association conference*, March 24-26.
- Osland, Gregory E., Robert Mackoy, and Bela Florenthal (2010), "A Framework for Analyzing Ecolodge Performance: Product Offerings, Including Educational Services," *Marketing Management Association conference*, March 24-26.
- Florenthal, Bela and Aviv Shoham (2009), "Antecedents of Preferences for Retail Channel Interactivity," *16th international conference on Recent Advances in Retailing and Services Science*, Niagara Falls, Canada, July 6-9.
- Florenthal, Bela and Kathryn King (2009), "Restructuring a Retail Strategy to Address Generation Y Preferences: A Case Study," *16th international conference on Recent Advances in Retailing and Services Science*, Niagara Falls, Canada, July 6-9.
- Florenthal, Bela, Yulia Tolstikov-Mast, and Nazli Yilmazsoy (2009), "Understanding Organizational Culture from Multiple Perspectives: Faculty and Staff Relationship Analysis," *International Conference on Learning and Administration in Higher Education*, Nashville, TN, May 25-27.

- Florenthal, Bela and Peter Grossman (2009), “Barriers to Adoption of Hybrid Cars in the Midwest: Focusing on Generation Y,” *American Society of Business and Behavioral Sciences* (ASBBS), 16th International Conference, Las Vegas, February 19-22.
- Florenthal, Bela and Gregory E. Osland (2008), “High- versus Low-Context National Cultures: Preferences for Type of Retailer and for Human Interaction,” Voted as Best Session Paper, *Applied Business and Entrepreneurship Association International*, Kauai, Hawaii, Nov. 16-20.
- Florenthal, Bela, Dan McQuiston, and Robert Mackoy (2008), “Design of a New Undergraduate Course: Analytical Methods in Marketing,” *Applied Business and Entrepreneurship Association International*, Kauai, Hawaii, Nov. 16-20.
- Florenthal, Bela (2008), “Consumers’ Perception and Value of Off-line Channels’ Interactivity: An Exploratory Study,” *8th Annual Hawaii International Conference on Business*, Waikik Beach, Hawaii, May 22-25.
- Florenthal, B. (2007), "Attribute-Benefit Matrix: The Impact on Experts and Novices," Voted as Best Session Paper, *Applied Business and Entrepreneurship Association International*, Maui, Hawaii, Nov. 16-20.
- Florenthal, Bela and Aviv Shoham (2007), “A Four-mode Measure of Perceived Channel Interactivity: An Exploratory Study,” *American Society of Business and Behavioral Sciences* (ASBBS), 10th International Conference, Waikiki Beach, Hawaii, June 28-30.
- Florenthal, Bela (2007), “Can Adjusted Web-based Interactivity Measures Capture Interactive Differences between Web Stores and Physical Stores?” *International Society of Business Disciplines* (ISOBDD) semi-annual spring conference, Las Vegas, Nevada, March 18-21.
- Florenthal, Bela and Gregory E. Osland (2006), “The Impact of “Emotional Warmth” on Preference for Human Interaction and Channel Preference: A Cross-cultural Analysis,” *Academy of Marketing Conference*, London, England, July 4-6.
- Florenthal, Bela and William T. Ross (2006), “Do Consumers Consider Off-line Channels to be Interactive and Should Researchers Do the Same?” *Society for Consumer Psychology*, Miami, Florida, Feb. 9-13.
- Florenthal, Bella and Aviv Shoham (2000), “Value Structure and Value

**PAPERS IN
REFEREED
CONFERENCE
PROCEEDINGS**

- Preference in a Religious Group: A Case of Israeli Religious Jews," *Society for Consumer Psychology*, Scottsdale, Arizona.
- Florenthal, Bella and Aviv Shoham (1999), "Perceived Exporting Barriers and Capabilities of Service Firms: Differences between Exporting and Non-Exporting Firms," *American Marketing Association*, St. Petersburg, Florida.
- Florenthal, Bela and Jason Hoffmann (2011), "College Student's Consumption Decision Making Process for Low Involvement Products," *Marketing Management Association Conference 2011 Proceedings*, 22-27.
- Shoham, Aviv and Bela Florenthal (2001), "Values, Conformity, and Demographics as Determinants of the Importance of Fashion Attributes," in Susan E. Heckler and Stewart Shapiro (eds.), *Society for Consumer Psychology*, Conference Proceedings, 76.
- Florenthal, Bela and Aviv Shoham (1999), "An Israeli Study on the Effectiveness of Standardized Television Commercials," *European Advances in Consumer Research*, 4, 325-331. (Database: British Library Document Supply Centre Inside Serials & Conference Proceedings)
- Florenthal, Bela, Miriam Treister, and Aviv Shoham (1999), "The Influence of Social Values and Demographics on Role-Relaxed Behavior," in Proceedings of the Society for Consumer Psychology, Madhu Viswanathan, Larry Compeau, and Manoj Hastak (eds.), *Society for Consumer Psychology*, Conference Proceedings, 162-5. (Database: British Library Document Supply Centre Inside Serials & Conference Proceedings)
- Shoham, Aviv, Bela Florenthal, and Fredric Kropp (1999), "Children's Influence in Family Purchasing Decisions: An Israeli Replication," in Ajay K. Manrai and H. Lee Meadow (eds.), *World Marketing Congress*, 9, 87-91.
- Shoham, Aviv, Bela Florenthal, Fredric Kropp, and Gregory M. Rose (1998), "The Relationship Between Values and Thrill- and Adventure-Seeking in Israel," *European Advances in Consumer Research*, 3, 333-338.
- Shoham, Aviv, Bela Florenthal, Gregory M. Rose, and Fredric Kropp (1998), "Differences in Value Importance: The Impact of Age and Gender in the Israeli Population," in Joseph W. Alba and J. Wesley Hutchinson (eds.), *Advances in Consumer Research*, Provo UT: Association for Consumer Research, 25 (1), 468-474. (Database: Business Source Premier)
- Shoham, Aviv, Bela Florenthal, Fredric Kropp, and Gregory M. Rose (1997), "The Relationship Between Values and Thrill-and-Adventure-Seeking in Israel," in Basil G. Englis and Anna

Olofsson (eds.), *European Advances in Consumer Research*, Provo, UT: Association for Consumer Research, 3, 333-338.

Shoham, Aviv, Gregory M. Rose, Fredric Kropp, and Bela Florenthal (1997), "Value Differences in Religious Subcultures: A Case Study of Druze and Jews in Israel," *Society for Consumer Psychology*, Conference Proceedings, 5-10.

Dalakas, Vassilis, Fredric Kropp, Aviv Shoham, and Bela Florenthal (1997), "Special Group Identities: A Cross-Cultural Investigation of the Commercial Implications of Team Identification," Proceedings of *Sixth Symposium of Cross-Cultural Consumer and Business Studies*, ed. Scott M. Smith, December, Honolulu, Hawaii.

Kropp, Fredric, Marilyn Jones, Gregory M. Rose, Aviv Shoham, Bela Florenthal, Bongjin Cho (1997), "Special Group Identities: A Cross-Cultural Comparison of Values, Attitudes, and Behaviors," in Proceedings of the Sixth Annual Symposium on Cross-Cultural Issues in Business, Lynn R. Kahle (Ed.), *Society for Consumer Psychology*, Conference Proceedings, 268-274.

CHAPTERS IN EDITED BOOKS

Florenthal, Bela and Ashley Ismailovski (2019), "Chapter 4: Case Study Methodology: An Analysis of Effective Methods in Business Cases," in *Case Study Methodology in Higher Education*, editors: Annette Baron and Kelly McNeal, publisher: IGI Global, Hershey, PA, 60- 82 (ISBN-9781522594291).

Florenthal, Bela Manar Awad, Giuliana Campanelli Andreopoulos, and John Malindretos (2018), "How a Burger King Franchise Can Succeed in a Competitive Fast Food Industry: A Case Study," in *The IMC Sourcebook Book: Readings and Cases in Integrated Marketing Communications*, editors: Susan K. Jones and J. Steven Kelly, 1st Ed., Libertyville, IL: Midwest Marketing Education Foundation, 149-169 (ISBN-13: 978-1980324546).

Florenthal, Bela, Janine Jansen, Giuliana Campanelli Andreopoulos, and John Malindretos (2016), "NextWaveWeb: How to Incorporate Social Media and E-Commerce into the Company's Strategy," in *The IMC Case Book: Cases in Integrated Marketing Communications*, editors: Susan K. Jones and Steven Kelly, 1st Ed., Libertyville, IL: Midwest Marketing Education Foundation, 121-141 (ISBN-13: 978-0692666692).

Polakowski, Christopher and Bela Florenthal (2016), "BrandCo: Development and Marketing of a Social Media Index," in *The IMC Case Book: Cases in Integrated Marketing Communications*, editors: Susan K. Jones and Steven Kelly, 1st Ed., Libertyville, IL: Midwest Marketing Education Foundation, 44 -72 (ISBN-13: 978-0692666692).

Florenthal, Bela and Mike Chen-ho Chao (2015), "Corporate

Communicative Engagement in Microblogging: Cross-cultural Analysis of Weibo and Twitter,” in *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, edited by Janée N. Burkhalter, and Natalie T. Wood, Hershey, PA: IGI Global, 40-66.

Florenthal, Bela and Aviv Shoham (2009), “Matching 'E-tailing Strategies to Customers' Behavior: Three Levels of Interaction,” in *Electronic Markets: Benefits, Costs, and Risks*, edited by Craig Standing, Hampshire, UK: Palgrave Macmillan, 11-35. (Database: ECONIS)

HONORS AND AWARDS

Summer Research Support for Prosocial Behavior Research Project with Lisa Chestnutt, FSRF 2022.

Second Place in The Jacobs & Clevenger Case Writers' Competition, 2021

The Jim Kobs Best Pedagogical Paper Award, Marketing EDGE Research Summit, 2017

First Place in The Jacobs & Clevenger Case Writers' Competition, 2017

Summer Research Fellowship, CCOB's Policy and Practice Initiative, 2017

Beta Gamma Sigma Outstanding Chapter Advisor Award, 2015

First Place in The Jacobs & Clevenger Case Writers' Competition, 2014

The Outstanding Paper in Interactive Marketing Education Award Sponsored by the Journal of Research in Interactive Marketing, 2014

Provost's Sunset Symposium: *The Value of a Sunset: Tourism, Sustainability and the Environment* Award, 2010

- Presented research project that resulted from collaboration with Butler Business Accelerator's client.

Summer Research Grant, College of Business, Butler University, 2009

Holcomb Awards Committee Grant, Butler University, 2009

Summer Research Camp Grant, Butler University, 2008

Holcomb Awards Committee Grant, Butler University, 2006

Smeal College of Business Administration, the Pennsylvania State University, Smeal Dissertation Research Grant, 2003

Faculty of Industrial Engineering, Technion-Israel Institute of Technology, Haifa, Israel, Scholarship 1995-1999

Department of Economics, Haifa University, Haifa, Israel, Scholarship 1985-1987

**RESEARCH
SEMINARS &
PRESENTATIONS**

Explorations, WPU, April 20-21, 2023

- Presented: “The Impact of Intentional Prosocial (Wellness) Behavior on College and High School Students”

Explorations, WPU, April 2, 2018

- Presented: “Nonprofits Meet Millennials: A Conceptual Framework”

New Jersey Social Media Summit at WPU, April 10, 2015

William Paterson University Research and Scholarship Day, Wayne, NJ, Spring 2015

- Presented: “Increasing Engagement in the Classroom Through Interactive Technologies” (Technology Across the Curriculum sponsored session)

William Paterson University Research and Scholarship Day, Wayne, NJ, Spring 2014

- Presented: “A Cross-Cultural Comparison of Micro-Blogging Sites: Sina Weibo vs. Twitter” (Cotsakos College of Business sponsored session)

William Paterson University Research and Scholarship Day, Wayne, NJ, Spring 2013

- Presented: “How to Help College Students Utilize LinkedIn to Promote Their Professional Identity” (Technology Across the Curriculum sponsored session)

William Paterson University Author Recognition Reception and Showcase, Wayne, NJ, Spring 2013

Florenthal, Bela and Yulia Tolstikov-Mast (2012), “Organizational Culture: Comparing Faculty versus Staff Perspectives,” the *Journal of Higher Education Theory and Practice*, 12(6), 81-90.

Florenthal, Bela, Priscilla A. Arling, Deborah Skinner, Kathryn W. King, and Patrick J. Rondeau (2012), “Enhancing the Traditional IMC Recruitment Plan to Gauge the Impact of Vodcast Usage on Students’ Attitudes and Behavioral Intentions,” the *International Journal of Integrated Marketing Communications*, Spring, 61-77.

William Paterson University Author Recognition Reception and Showcase, Wayne, NJ, Spring 2012

- “Do Green Lifestyle Consumers Appreciate Low Involvement Green Products?” the *Marketing Management Journal*, 2011, 21 (2), 43-53.

William Paterson University Research and Scholarship Day, Wayne,

NJ, Spring 2011

- Presented: “College Student’s Consumer Decision Making Process for Low-Involvement Products”
- Presented: “Interactive Assignments on Connect to Enhance Student Learning” (Technology Across the Curriculum session)

Cotsakos College of Business, William Paterson University Research Day, Wayne, NJ, Fall 2010.

- Presented: “Do Consumers with Green Lifestyles Appreciate Green Attitudes of Low Involvement Products?”

RefWorks workshops, WPU, NJ, Fall 2010

Qualitative Analysis Workshop, Ann Arbor, MI, 2009

The Butler University College of Business Faculty Summer Camp, Indianapolis, IN, 2008

CARMA summer short courses: Structural Equation Models (basic and advanced), Richmond, VA, 2006.

Haring Symposium, Indiana University, Bloomington, Indiana, 2003

European Institute for Advanced Studies in Management (EIASM), Doctoral Seminar on Managerial Issues in Marketing, Brussels, Belgium, 1998

TEACHING AWARDS

Principles of Marketing, Faculty of Industrial Engineering, Technion-Israel Institute of Technology, Haifa, Israel (1997)

Strategic Management, Faculty of Industrial Engineering, Technion-Israel Institute of Technology, Haifa, Israel (1996)

WORK EXPERIENCE

Economist and Financial Analyst, Bank Leumi, Haifa, Israel, 1989-1993

TEACHING WORKSHOPS & PRESENTATIONS

WP Online Workshop, June 2021

Quality Matters Workshop, December 5, 2014

McGraw-Hill Marketing Management Symposium, March 27-29, 2014

Writing Across the Curriculum Workshop, August 20-22, 2012

Online Pedagogy Institute, WPU, July 11 – 22, 2011

12th Annual Faculty Best Practices Showcase, NJEDge.net, March 2011

- Presented: “Interactive Assignments on Connect to Enhance Student Learning”

Blackboard Refresher, WPU, NJ, Spring 2011

Blackboard Refresher, WPU, NJ, Fall 2010

Center for Faith and Vocation Workshop, Butler University,

Indianapolis, IN, 2009-2010
Intensive Writing Workshop, Butler University, Summer 2009
Teaching Workshop for International Business, Spring 2008
“Better Thinking” seminar, Butler University, Fall 2007
Experiential Classroom Workshop, Syracuse University, NY, 2005
Teaching Assistantship Workshop, Technion-Israel Institute of
Technology, Haifa, Israel, 1996

IN THE MEDIA

Lindner, Linda (2022, December 21), “Business professor at William Paterson teaches marketing while students learn to ‘Spread Kindness’ through their brand,” *ROI-NJ.com*

“North Jersey companies ramp up social media efforts,”
NorthJersey.com (2012)

“Services Marketing; Studies from Butler University yield new information about services marketing,” *Marketing Weekly News* (2010)

“Artisans craft national niche,” *Indianapolis Business Journal* (2009)

MEMBERSHIPS

American Marketing Association

Society for Marketing Advances

Marketing Management Association

SERVICE

WPU

Member, Branding and Identity Working Group, Spring 2022 - present

Member, Professional Enrichment (PE) taskforce, Summer 2021 - 2022

Member, Academic Assessment Committee, Summer 2020 – Fall 2021

Member, Assessment Council, Fall 2016 – Fall 2021

Coordinator, Assurance of Learning, Summer 2016 – Fall 2021

Chair, Assurance of Learning Committee, Fall 2016 – Fall 2021

Coordinator, Assembly (College) Meetings, Fall 2017 – Fall 2019

Member, Commission Meetings (Fall 2016 – Spring 2019)

Member, Paterson Metropolitan Region Research Center, Fall 2015 – Spring 2016

Member, Retention and Reappointment Committee, Fall 2015 – Spring 2017

Member, Marketing Task Force, Fall 2014 – Spring 2016

LinkedIn Presentation, Hillel Event, Spring 2016

Member, Marketing and Public Relations Advisory Committee, 2014 – 2016

Member, Engagement, Innovation, Impact Committee, 2014 – 2015
Member, Advisory Committee of the Paterson Metropolitan Research Center, Spring 2015 – Spring 2016

Member, IT Advisory Board, Fall 2013 – Fall 2016

Member, Strategic goal E1 subcommittee, Fall 2012 - 2014

Member, Faculty Senate Technology Council, Fall 2011 - 2015

Co-Chair, Technology Across the Curriculum Committee, Fall 2012 - 2015

Business Honors Program Director, Fall 2011 – Spring 2017

- Developed the new business honors program

President of Beta Gamma Sigma, Fall 2010 - 2015

Chair of the AACSB Standard 10 committee, Fall 2013 – Spring 2014

- Put together a report about faculty-student engagement for the AACSB review

MOOCs panel – co-facilitator, Fall 2013

E-books panel – presented the topic of e-textbooks, Spring 2012

Developed a new cross-discipline course: “Fashion, Design, and Food: The strength of Italy in the world economy,” Spring 2011- Fall 2011

- In collaboration with Giuliana Andreopoulos from Finance and Economics department
- For business and non-business students

Member on the Marketing Search Committee, Fall 2011 – Spring 2012

Member on the Management Search Committee, Fall 2011 - Spring 2012

Advisor for the Marketing Club, Fall 2010 – Spring 2012

- Student organization that involves marketing activities and meetings
- Run Google Challenge with club members, Spring 2011

Member on the Assessment Committee, Fall 2010 - present

Member on the Search Committee, ad hoc Spring 2011

BUTLER UNIVERSITY (2004-2010)

Student Advisor

Advising students in class registration, career planning, study abroad plans, and personal challenges.

Serve on Campus Climate Committee

Advancing “Community of Care” campaign among students

Serve on Faculty-Staff Relations Committee

Advancing interactions between faculty and staff

Serve on Holcomb Award Committee

Evaluating proposals of faculty members for university grants.

Serve on the Honor Board

Evaluating and approving honor students’ thesis proposals.

Served on Top 100 Students Committee (ad hoc), 2008

Assessing students’ performance (academic, leadership, and service)

Participated in the Butler Business Scholars Events in Spring 2006, 2008

Participated in Faculty Development trips to Chile (Winter 2006), China (Winter 2007), and France (Summer 2008)

Roundtables Presentations

Presented two papers to College of Business faculty.

Participated in Real Business Experience workshops, Summer 2006

Associate Editor, the *Journal of eCommerce Business*, 2015 – present

Member, Editorial Advisory Board, the *Young Consumers*, 2013 – present

Ad hoc Reviewer, the *Marketing Education Review*, 2015

Reviewer, the *Journal of Research in Interactive Marketing*, 2013 - present

Reviewer, the *Management Research Review* journal, 2013 - present

Reviewer, the *Journal of Asia-Pacific Business*, 2012 - present

Reviewer, *Young Consumers* journal, 2011 - present

Board Member, Central Indiana Friends of Jung, 2006

Marketing Committee Member, Ambassadors for Children, Spring 2006.

COMMUNITY SERVICE