

**Cheryl Luczak PhD.**

**Associate Professor of Marketing**

**Graham School of Management, Saint Xavier University**

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## Experience

**Saint Xavier University, Graham School of Management** 2008-Current

**Associate Professor, Marketing** 2013-Current

**Assistant Professor, Marketing** 2008-2013

**Director, Center for Service Excellence** 2008-Current

**Chair, Marketing Department** 2013-2016

- Developed a new concentration in Internet Marketing and Social Media at both the undergraduate and graduate levels.
- Developed a certificate program in Internet Marketing and Social Media at the Graduate level.
- Designed and taught several on-line graduate courses in the MBA program.
- Actively participated as a member of the AACSB Executive Committee for Graham School of Management. Created and implemented a strategic plan designed to meet the accreditation standards for AACSB resulting in a successful bid for accreditation by the Graham School of Management.
- Designed and taught numerous courses in the undergraduate and graduate business programs including: Digital Media and Internet Marketing, Integrated Marketing Communication and Search Engine Optimization, Digital Content and Social Media, Marketing Strategy and Services, Online and Traditional Consumer Behavior, and Advertising and Promotions.
- Developed and executed a successful study abroad program focusing on a non-profit organization in Romania, through a partnership with the Romanian Children's Relief Organization. Eleven students participated in the trip to Romania.
- Established the Graham School of Management's Center for Service Excellence, designed to provide hands on experiential learning through student led projects and encourage collaboration with community businesses partners. To date, the center has partnered with over forty businesses and non-profit organizations

- Developed a partnership with the Network for Teaching Entrepreneurship. Through this partnership undergraduate business students serve as mentors to high school students from the Chicago area.

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## Education

University of Illinois – Chicago, IL <b>Ph.D. Marketing</b>	2009
Northeastern Illinois University, – Chicago, IL <b>MBA Marketing</b>	2003
Northern Illinois University – DeKalb, IL <b>BS Finance</b>	1988

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## Teaching

### Courses Taught

- Internet Marketing and Search Engine Optimization
- Social Media and Content Creation
- Marketing Strategy
- Consumer Behavior
- Advertising and Promotions
- Marketing Services
- Marketing Management
- Sales Management
- Retail Sales
- Customer Service

## Scholarship

### Awards and Nominations

- “Best Paper Award” given for “The Appropriateness and Effectiveness of Cross-aged Peer to Peer Mentoring in the Learning Environment” Hongkong 35th International Conference on Business, Economics, Social Science & Humanities, Hongkong (2018).
- Nominated for the Graham School’s Teaching Excellence Award (2015).
- “Distinguished Research Award” given for: "A Quantitative Study of Business Owners and Perceived Network Benefits: Collectivist vs. Individualist Based Cultures," Luczak, Cheryl, Sumaria Mohan-Neill and Gerald Hills, *Allied Academies International Conference*, New Orleans, Louisiana (2013).

- “Distinguished Research Award” given for: “A Theoretical Framework for Service SME’s Based on Culture, Market Orientation and Network Benefits,” Luczak, Cheryl, Sumaria Mohan-Neill and Gerald Hills, *Allied Academies International Conference*, Las Vegas, Nevada. (2009)
- “Distinguished Research Award” given for: “In-Branding – Development of a Conceptual Model,” Luczak, Cheryl, Waldemar Pfoertsch, Jennifer D. Chandler and Frederick Beuk, 2007 *Allied Academies International Conference*, Jacksonville, Florida.

## Grants

### For faculty -student

- Provost-Senate Research Award for faculty – student research collaboration (2018)
- Dean’s Professional Development Funds for International Conference (2018)
- Summer Research Grant - Saint Xavier University, Graham School of Management (2009, 2010, 2014)
- CIDAT Grant for “Exploring iPads in the Classroom (2013).
- Title III Community-Based Learning Course Development Grant for the development of a Marketing Service Leadership course (2012)
- CELE Faculty Grant from the Advanced Instructional and Distance Learning Technology Team for the development of a synchronous course in Services Marketing (2011).

## Refereed Publications

- Luczak, C. (2019), “Cross-aged Peer to Peer Mentoring Program in the Learning Environment” IIER International Conference on Advancements in Business Management and Information Technology, IRAJ Research Forum Conference Proceedings.
- Luczak, C., Kalbag, A., (2019), “The Appropriateness and Effectiveness of Cross-aged Peer to Peer Mentoring in the Learning Environment”, *International Journal of Humanities, Arts and Social Sciences (IJHSS)*" Vol. 4, Issue. 2.
- Luczak, C., Mohan-Neill, S and Hills, G., (2013), “A Quantitative Study of Business Owners and Perceived Network Benefits: Collectivist vs. Individualist Based Cultures” *Academy of Entrepreneurship Journal*. V.16, n.2.

- Luczak, C., (2013), "Customer Orientations': Does Your Customer Want a Relationship?" *Academy of Marketing Studies Journal* v.18, n. 2.
- Luczak, C. and Younkin, N., (2011), "Net Generation: A Conceptual Framework of the Consumer Socialization Process" *Academy of Marketing Studies Journal* v. 16, n.2.
- Luczak, C., Mohan-Neill, S and Hills, G. (2010), "A Theoretical Framework for Service SME's Based on Culture, Market Orientation and Network Benefits" *Academy of Entrepreneurship Journal*, v.16, n. 2.
- Luczak, C., Pfoertsch, W., Chandler, J. and Beuk, F. (2007), "In-Branding – Development of a Conceptual Model" *Academy of Marketing Studies Journal*, v.11, n. 2.
- Beuk, F., Luczak, C. and Pfoerstch, W. (2007) "Classification of Brands the Case for B2B and B2B2C, 2007 Academies of Marketing Studies, V.12, n.1

### Refereed Proceedings

- Luczak, C. and Younkin, N. (2017) "The Fit between Social Media Engagement and Social Consumption in Purchase Behavior" *2017 IAABR/Academic OASIS-Orlando International Academic Conference. (Abstract Only)*
- Luczak, C. and Younkin, N. (2011), "Net Generation: A Conceptual Framework of the Consumer Socialization Process" *2011 Allied Academies International Conference, Orland, Florida.*
- Luczak, C., and Mohan-Neill, S. (2009), "A Theoretical Framework for Service SME's Based on Culture, Market Orientation and Network Benefits" *2009 Allied Academies International Conference, Las Vegas, Nevada .*
- Luczak, C., Pfoertsch, W., Chandler, J. and Beuk, F. (2007), "InBranding – Development of a Conceptual Model" *2007 Allied Academies International Conference, Jacksonville, Florida.*
- Pfoertsch, W., Luczak, C., Beuk, F. and Linder, C. (2007), "B2B Brand Definition: Understanding the Role of Brands in Business and Consumer Markets" *2007 Allied Academies International Conference, Jacksonville, Florida.*
- Luczak, C., Monllor, J. and Attaran, S. (2006), "Derived Value through Increased Innovation", *2006 Allied Academies International Conference, New Orleans, Louisiana.*
- Monllor, J., Luczak, C. and Attaran, S. (2006), "Self-service technology encounters: A comparison of customer satisfaction involving failure and recovery between

service firms”, 2006 *Allied Academies International Conference*, New Orleans, Louisiana.

### Peer-Reviewed Conference Presentations

- Luczak, C. (2020), “THE IMPACT OF STUDENT MENTORING IN THE BUSINESS EDUCATION SETTING “ *International Conference on New Business Models ( EUICBM )*, Costa Rica
- Luczak, C. (2019), “Cross-aged Peer to Peer Mentoring Program in the Learning Environment” *IIER International Conference on Advancements in Business Management and Information Technology*, Miami, Fl.
- Alotaibi, S. and Luczak, C. (2018), “Testing the Validation of Consumer Ethnocentrism Tendencies scale (CETSCALE) In Saudi Arabia” *Harvard-2018 International Journal of Arts & Science Conference*, Boston Mass.
- Luczak, C. and Kalbag, A. (2018), “The Appropriateness and Effectiveness of Cross-aged Peer to Peer Mentoring in the Learning Environment” *Hongkong 35th International Conference on Business, Economics, Social Science & Humanities*, Hongkong
- Luczak, C. and Younkin, N. (2017) “The Fit between Social Media Engagement and Social Consumption in Purchase Behavior” *2017 IAABR/Academic OASIS-Orlando International Academic Conference*.
- Luczak, C. (2015) "Exploration into the Relationship between Customer Involvement and Innovation in Service Firms" *2015 International Journal of Arts & Sciences' International Conference for Business and Economics*, Barcelona, Spain.
- Luczak, C., (2015) "The appropriateness and effectiveness of student-led mentoring in learning the environment" *2015 Academic Forum's Spring Conference*, Puerto Vallarta, Mexico.
- Luczak, C. (2013), “Service Companies: Derived Value” *2013 International Business and Social Sciences Research Conference*, Cancun, Mexico.
- Luczak, C., (2013), “A Quantitative Study of Business Owners and Perceived Network Benefits: Collectivist vs. Individualist Based Cultures” *2013 Allied Academies International Conference*, New Orleans, Louisiana.
- Luczak, C., Mohan-Neill, S and Hills, G., (2013), “Customer Orientations’: Does Your Customer Want a Relationship?” *2013 Allied Academies International Conference*, New Orleans, Louisiana.
- Luczak, C. and Younkin, N. (2012), “Service Learning: A Bridge to Community Partnerships” *2012 WBM International Research Conference*, Honolulu, Hawaii.

- Luczak, C. and Younkin, N. (2012), “An Exploration into the Appropriateness of Relationship Marketing and Transactional Marketing with Respect to Consumer Orientations” 2012 *WBM International Research Conference*, Honolulu, Hawaii.
- Luczak, C. and Younkin, N. (2011), “Net Generation: A Conceptual Framework of the Consumer Socialization Process” 2011 *Allied Academies International Conference*, Orland, Florida.
- Luczak, C., and Mohan-Neill, S. (2009), “A Theoretical Framework for Service SME’s Based on Culture, Market Orientation and Network Benefits” 2009 *Allied Academies International Conference*, Las Vegas, Nevada .
- Luczak, C., Pfoertsch, W., Chandler, J. and Beuk, F. (2007), “InBranding – Development of a Conceptual Model” 2007 *Allied Academies International Conference*, Jacksonville, Florida
- Pfoertsch, W., Luczak, C., Beuk, F. and Linder, C. (2007), “B2B Brand Definition: Understanding the Role of Brands in Business and Consumer Markets” 2007 *Allied Academies International Conference*, Jacksonville, Florida.
- Luczak, C. (2006), “Service Companies: Derived Benefits through Networks”, *American Marketing Association Educators Conference*, Chicago, Illinois.
- Luczak, C. (2006) “Is Your Customer Mr. Right? Choosing the Right First Customers” 2006 *UIC Entrepreneurship Symposium and Conference*, Chicago, Illinois.
- Luczak, C., Monllor, J. and Attaran, S. (2006), “Derived Value through Increased Innovation” 2006 *Allied Academies International Conference*, New Orleans, Louisiana.
- Monllor, J., Luczak, C. and Attaran, S. (2006), “Self-service technology encounters: A comparison of customer satisfaction involving failure and recovery between service firms” 2006 *Allied Academies International Conference*, New Orleans, Louisiana.
- Luczak, C. (2005), “Exploration into Consumers’ Perceptions of Trust and Satisfaction: Start-up Businesses versus Established Businesses” 2005 *UIC Entrepreneurship Symposium and Conference*, San Francisco, California.

### **Invited Workshos**

- Workshop on Social Media, April 2019, LCI Brands, Elk Grove, IL.

### **Works in Progress**

- “Social Media and socially conscious consumption: public vs. private self and purchase behavior”  
This paper is the follow up to the 2017 Oasis Conference and incorporates suggestions that were received from the conference.
- “Local Consumption: the effects of social media and community events”  
This paper is based on a survey of 433 local shoppers in the Beverly area of Chicago. The survey was carried out in partnership with the “Beverly Area Professional Association”
- “Exploration into the impact of student-led consulting projects for business and nonprofit organization partners”  
The purpose of this study is to achieve a greater understanding of the dynamics of school-business partnerships and experiential learning including impact and positive developmental outcomes on the students and business partners. This research looks at student-led consulting projects for local businesses carried out over a five year period through the analysis of about 300 student surveys and over 40 surveys completed by business owners and non-profit managers. The goal is to determine the impact of experiential based learning on the business community and the students.

### University Service

2008-Current	Director, Center for Service Excellence
2010-15, 2017-2018	Faculty Senate (elected by faculty)
2018	Review Committee for the Provost-Senate Research Awards
2017	Ad Hoc Course Grade Grievance Committee
2016-2017	Election Committee Member
2013-2016	Chair, Marketing Department
2012-2015	Chair of Saint Xavier University’s Library Review Board (Appointed by Provost)
2013-2015	Co-chair of Search Committee for University Director of the Library (Appointed by Provost)
2011-2015	Saint Xavier University’s Board of Directors Committee on Finance (Appointed by President)
2012	Search Committee for the Position of Executive Director of External and Legislative Affairs for Saint Xavier University (Appointed by Dean)
2010--2012	Faculty Development Day Committee
2011-2012	Schmitt Scholars Selection Committee
2010-2011	Senate Subcommittee to Review University-wide Committees
2009-2011	Chair of the GSM Undergraduate Curriculum Review Committee (Appointed by Dean, elected chair)
2008-2011	GSM Scholarship Committee

### Reviewing Activities

2017	Session Chair 2017 IAABR/ Academic OASIS - ORLANDO International Academic Conference
2009	UIC Entrepreneurship Symposium and Conference
2008	UIC Entrepreneurship Symposium and Conference
2007	American Marketing Association Educators Winter Conference
2007	UIC Entrepreneurship Symposium and Conference
2006	UIC Entrepreneurship Symposium and Conference
2005	Association for Consumer Research – Latin American Conference

### **Professional Accomplishments**

- Established the Saint Xavier Graham School of Management's Center for Service Excellence, which serves students, alumni, and the business community as they pursue service excellence through innovative workshops, student consulting` projects and hands on experience in the business arena.
- Co-Developed a new MBA level concentration in Internet Marketing and Social Media..
- Co-Developed a new Undergraduate level concentration in Internet Marketing and Social Media.
- Designed one of the first on-line graduate synchronous courses taught in the Graham School of Management's Graduate MBA program, supported through a Title III Grant.
- Developed a custom training program for a major international trucking company designed to enhance participants' knowledge and skills in the application of marketing channels and logistics, pricing and customer collaboration at the firm level.
- Served as a mentor for an SXU student's Senior Honors Project (2011-2012)

### **Professional Development and Workshops Attended**

- Workshop - *Exploring iPads in the Classroom* - sponsored by CIDAT and Title III (2013)
- Workshop - *Developing a Premier Service-Learning Course* (2012)
- Workshop - *Risk Management for Community-Based Learning Courses* (2012)
- Conference - *11th International Association for Research on Service-Learning and Community Engagement 2011 Annual Conference* (2011)
- Conference - *Jossey-Bass Online Teaching and Learning Conference* (2011)
- Course -*Web 2.0 Tools for Teaching, Learning, and Research Hybrid Course* sponsored by the Office of Information Resources and Technology and the Center for Creating Engaged Learning Environments of Saint Xavier University (2009)
- Course -*Structural Equation Modeling at Virginia Commonwealth University's Center for Advancement of Research Methods & Analysis.* (2008)