

REBECCA M. GUNN

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EDUCATION

- Doctor of Business Administration, in Marketing, Anderson University (Indiana), 2015
- Master of Business Administration, in Management, Oral Roberts University, 2011
- Bachelor of Arts, Organizational/Interpersonal Communication, Oral Roberts University, 2005 (minors in Business and Human Resource Management)
- Study Abroad, Oxford University, 2004

ACADEMIC EXPERIENCE

Fall 2011-present

College of Business, Oral Roberts University, Tulsa, Oklahoma

- Associate Professor of Marketing (Fall 2017-present)
- Assistant Professor of Marketing (Fall 2014-Spring 2017)
- Instructor of Marketing (Fall 2011-Spring 2014)
- Adjunct Faculty Member (Summer 2011)

Courses Taught:

Principles of Marketing (MKT 130)
Consumer Behavior (MKT 333)
Promotional Management (MKT 334)
International Marketing (MKT 361)
Marketing Research (MKT 445)
Communications in Contemporary Business (GBUS 504)
Research Methodology (GBUS 598)
Marketing Management (GMKT 564)

Online Courses Written:

LMKT 333 Consumer Behavior
LMKT 445 Marketing Research
LMKT 455 Marketing Management

PUBLICATIONS & PRESENTATIONS

Publications

Dulaney, E., & Gunn, R. (2017). Situational crisis communication theory and the use of apologies in five high profile food poisoning incidents. *Indiana Academy of the Social Sciences*.

Dulaney, E., Bates, M.O., Berg, P.E., Forbes, B., Gunn, R., Koontz, R., Mathern, A.M., Mullen, K.C., Strifler, J.E., & Thomas, B.J. (2015). Faith integration in the classroom: A plural view. *Christian Business Academy Review*, 55-62.

Gunn, R. (2017). Silent travelers: Barriers to providing eWOM. *Tourism Travel and Research Association: Advancing Tourism Research Globally*, 24. Retrieval from http://scholarworks.umass.edu/ttra/2017/Academic_Papers_Oral/24

Gunn, R. (2013). Empowerment in management: Past, present, & future implications. *Mustang Journal of Marketing & Management*, 3, 129-137.

Gunn, R. (2013). A historical perspective on managerial empowerment. *Mustang Journal of Marketing & Management Conference Proceedings*, 3, 45-49.

Presentations

Gunn, R. (2017). Silent travelers: Barriers to providing eWOM. *Tourism Travel and Research Association Conference*, Quebec City, Canada.

Gunn, R. (2013). Empowerment in management: Past, present & future implications. *Mustang International Academic Conference*, Dallas, Texas.

Gunn, R., Gunn, S., & Soto, L. (2010). What will South American countries learn from Chile's success? *Pan-Pacific Business Association*, Bali, Indonesia.

Posters Presented

Berg, T., Gunn, R., & Mathern, A. (2017). Recalculating the bottom line: How the F.L.E.X. Plan may help to increase short-term resiliency in students and redefine organizational success. Presented at the *Christian Business Faculty Association* October 2017 in San Diego, California.

Gunn, R., Berg, T., & Mathern, A. (2017). Confirmation bias in academic achievement. Presented at the *Christian Business Faculty Association* October 2017 in San Diego, California.

RECOGNITION AND HONORS

- ORU College of Business Scholar of the Year, 2017
- Writing Across the Curriculum Award, 2015
- ORU College of Business Faculty Member of the Year, 2014
- Sam Walton Fellow, Enactus, 2013-2014
- Utica Square Photography Award, 2013
- ACBSP Leadership Award, 2011
- Utica Square Photography Award, 2010

- ORU Employee of the Year, 2009

OTHER RESEARCH ACTIVITY

Marketing Research Projects

- Jimmy's New York Pizzeria Marketing Plan (2018) (professor & students)
- PieBros Marketing Plan (2018) (professor & students)
- ORU Study Abroad Programs marketing research (2018)
- Nordaggio's Coffee marketing research project (2017) (professor & students)
- ORU Study Abroad Programs marketing research (2017) (professor-led with students)
- Jimmy's New York Pizza marketing research project (2017) (professor & students)
- Accent retailer marketing research project (2017) (professor & students)
- Mayflower Moving Company marketing research project (2017) (professor & students)
- Johnita Collins, Anit-bullying mentorship program (2017) (professor & students)
- Welch State Bank Marketing Plan (2017) (professor & students)
- Camp Loughridge Marketing Plan (2017) (professor & students)
- Bank of Cherokee County Marketing Plan (2017) (professor & students)
- Blue Spectrum (Paul Baker) marketing research project (2016) (professor-led with students)
- Bowl N Spoon marketing research project (2016) (professor & students)
- Merritt's Bakery marketing research project (2016) (professor & students)
- Concentrate Coffee marketing research project (2016) (professor & students)
- Sound Mind Clinic marketing research project (2016) (professor & students)
- Quik Trip marketing research project (2016) (in correlation with several classes)
- Regent Bank (2016) (professor-led with students from all classes)
- Sweet T's Product Launch (2015) (professor-led with students)
- ORU Ph.D. Program in Global Christian Studies program (2015) (professor-led with students)
- ORU Online Studies (2010)
- ORU Degree Completion Program (2010)
- ORU Athletics (2009)

Recruitment Plans & Reports

- ORU Graduate College of Business (2009)
- ORU Graduate College of Business (2008)
- ORU International Recruitment (2008)

In fulfillment of a requirement for doctoral studies with Anderson University, researched and wrote the following papers:

- Gunn, R. (2014). Factors that motivate and barriers that hinder the contribution of electronic word of mouth (eWOM) communication on user-generated content (UGC) sites relating travel, tourism, and hospitality experiences by United States travelers.

- Gunn, R. (2014). Learning through the use of social media within the college classroom. A study using the social platform Edmodo.
- Gunn, R. (2013). Motivational factors among young U.S. consumers to contribute written eWOM in user-generated websites relating their travel and hospitality experiences.
- Gunn, R. (2013). Factors that motivate young U.S. consumers to contribute written electronic word of mouth (eWOM) communication in user-generated (UG) contexts relating their travel and hospitality experiences.
- Gunn, R. (2013). Considering cultural comparisons of contributing & consuming WOM & eWOM
- Gunn, R. (2013). Faith integration in the marketing classroom.
- Gunn, R. (2012). Facebook's aggregation of user generated content
- Gunn, R., (2012). Marketing analysis of the 'Degree in Three' program at Oral Roberts University
- Gunn, R. (2012). Electronic word of mouth and its uses on social networking sites by college students in concordance with the service-oriented industry
- Gunn, R. (2011). Empowerment in management: Past, present, and future implications.
- Gunn, R. (2011). Analysis of Oral Roberts University (considers the Christian perspective woven within the history of the university).

In fulfillment of a requirement for doctoral studies with Anderson University, researched and conducted the following presentations:

- Gunn, R. (2015). Factors that motivate & barriers that hinder eWOM on UGC sites relating travel experiences.
- Gunn, R. (2014). What factors motivate and what factors hinder the contribution of electronic word of mouth communication (eWOM) on user-generated content (UGC) sites relating travel and hospitality experiences?
- Gunn, R. (2014). Learning using social media in the college classroom.
- Gunn, R. (2013). Research Methodology: Causality.
- Gunn, R. (2013). Global Business Practices: Ethics.
- Gunn, R. (2013). Ethics in marketing: Marketing & advertising.
- Gunn, R. (2013). Ethics in marketing: Retailing
- Gunn, R. (2013). Marketing & Christianity.
- Gunn, R., & Bates, M. (2013). Technology & privacy.
- Gunn, R. (2013). Global business practices: Federal Republic of Nigeria.
- Gunn, R. (2013). Global business practices: Albert 'Jack' Stanley in Nigeria.
- Gunn, R. (2013). Best practices education workshop: Testing & grading.
- Gunn, R. (2012). Is it ethical for Facebook to aggregate user generated content for third-party targeted advertising purposes?
- Gunn, R. (2012). Principal component analysis.
- Gunn, R. (2012). Customer-centric marketing & radical innovation.
- Gunn, R., & Kaminski, H. (2012). Faculty time allocations & research vs. teaching
- Gunn, R. (2012). Finance: Options.
- Gunn, R. (2012). Financial statement analysis: Ratios.

- Gunn, R. (2012). Using recommendations and referrals (as a form of word of mouth) within the context of social networking sites (SNSs).
- Gunn, R. (2011). Management guru: Chester Barnard,
- Gunn, R., Goza, R., & Kaminski, H. (2011). Management guru: Henry Mintzberg.
- Gunn, R. (2011). Economics: Obesity rates & potential causes.

PROFESSIONAL DEVELOPMENT

Courses completed at Anderson University (2011-2014):

BSNS 7720 – Advanced Research Methods (2014)
 BSNS 7852 – Teaching Practicum in Marketing (2014)
 BSNS 7090 – Best Practices in College Teaching (2013)
 BSNS 7112 – Global Business Practices in Marketing (2013)
 BSNS 7912 – Advanced Application of Ethical Reasoning in Marketing (2013)
 BSNS 7710 – Research Methods (2013)
 BSNS 7922 – Advanced Topics in Marketing (2013)
 BSNS 7902 – Seminar in Marketing (2012)
 BSNS 7080 – Conceptual Foundations in Accounting and Finance (2012)
 BSNS 7060 – Conceptual Foundations in Marketing (2012)
 BSNS 7700 – Applied Statistics (2012)
 BSNS 7100 – Foundations of Applied Ethics (2012)
 BSNS 7010 – Development and Role of Christian Higher Education (2011)
 BSNS 7070 – Conceptual Foundations of Economics (2011)
 BSNS 7050 – Conceptual Foundations of Management (2011)

Class attended through the Eighth Floor (a technology and learning consortium for educators):
 Photoshop (2011)

SEMINARS & PROFESSIONAL MEETINGS ATTENDED

Professional Meetings

- Christian Business Faculty Association, San Diego, California, 2017
- Tourism Travel and Research Association Conference, Quebec City, Canada, 2017
- American Marketing Association local chapter meeting, Tulsa, Oklahoma, 2015
- Mustang International Academic Conference, Dallas, Texas, 2013
- Pan-Pacific Business Association, Bali, Indonesia, 2010

Seminars

- Gray, T. (2017, April). Flourish & Publish.
- McGuire, S. (2016, April). Getting students to focus on learning instead of grades: Metacognition is the key. Tulsa, Oklahoma.
- Harrison, B. (2014, March). Increase event. Kapalua, Maui, Hawaii.
- Anderson University Residencies

Anderson, Indiana, January 2014
Anderson, Indiana, August 2013
Anderson, Indiana, May 2013
Anderson, Indiana, January 2013
Anderson, Indiana, August 2012
Anderson, Indiana, May 2012
Anderson, Indiana, January 2012
Anderson, Indiana, August 2011
Anderson, Indiana, May 2011

ACADEMIC SERVICE

- Faculty Advisor, Marketing Society,. 2017 – ongoing.
- Peer Reviewer, *A Friend of a Friend* (Burkus, 2018). Publishing information forthcoming.
- Reviewer, *Under New Management* (Burkus, 2016). Houghton Mifflin Harcourt: New York, NY
- Reviewer, *Marketing* (Grewal & Levy, 2015). McGraw-Hill: New York, NY
- Reviewer, *The Myth of Creativity* (Burkus, 2013). Jossey-Bass: San Francisco, CA
- Moderator, *Mustang International Academic Conference*, Dallas, Texas, 2013

PROFESSIONAL SERVICE

- Photographer and Owner of RGun Photography, Broken Arrow, 2017-present
- Small Group Co-Leader, The Assembly at Broken Arrow, 2017-present
- Volunteer, The Assembly at Broken Arrow, Tulsa, 2013-present
- Consultant, Miss Oklahoma contestant, 2012

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- Society of Human Resource Management
- Who's Who Among American Colleges and Universities
- Alpha Lambda Delta
- Gamma Beta Phi

UNIVERSITY SERVICE

University Awards Committee, 2018-present
College Policy Committee, Chair, 2017-present
Honors Program, Associate Director, 2016-present
Honors Program Committee, 2016-present
Whole Person Christian Worldview Committee, 2016-2018
Faculty Retreat Committee, 2016-2018
Global Learning Center Committee, 2016
University Planning Council, 2015-2016

Presidential appointed Multi-disciplinary subcommittee, 2015-2016
College Policy Committee, 2014-current
College of Business Dean Search committee, 2013
Curriculum Committee, 2011-current
Task Force Committee, 2011
Editor of several training manuals and reports, 2007-2011

PRIOR EXPERIENCE NOT IN EDUCATION

- Graduate Business Representative & Recruiter | Oral Roberts University, 2008-2011
 - o Conducted over 25 presentations in classes on a yearly basis regarding the Graduate School of Business
 - o Effectively communicated with prospective students, increasing the total amount of enrolled students by 50% within 18 months while also saving 33% of the allotted budget
 - o Traveled to nearby colleges to recruit students to the program
 - o Implemented and organized a new annual event for prospective students that brought in 25% of newly enrolled students each year
- Admissions Counselor & Recruiter | Oral Roberts University, 2005-2007
 - o Oversaw and managed the recruitment of all prospective students within the Midwest region (14-19 states) to include travel for numerous college fairs, civic events, and church conferences resulting in a 23% average annual increase in regional student enrollment for two consecutive years
 - o Managed and motivated ten student workers through weekly meetings and formal training sessions in addition to assisting with the coordination of campus-wide events such as College Weekends and various ministry conferences
 - o Effectively communicated with prospective students and parents through multiple venues and assisted with detailed questions about the admissions and financial aid processes and organized the selection criteria for high profile academic awards and scholarships