

KEVIN E. McEVOY, PhD
University of Connecticut
One University Place, Stamford, CT 06901
(203) 251-8478 kevin.mcevoy@uconn.edu
<https://www.linkedin.com/in/kevin-mcevoy-99a0b916/>
<https://scholar.google.com/citations?user=tJmMMa0AAAAJ&hl=en>
Updated July 20, 2020

EDUCATION

Academic

Ph.D. , New York University, Business Education	2010
M.B.A. , Boston College Graduate School of Management, Marketing	1981
B.A. , Boston College Political Science (Magna cum Laude)	1975
Certificate , Executive Sales Management, Columbia University Graduate School of Business	1989
Coursework, University of Connecticut, Communications & Adult Education Departments	2002-2003
Coursework, Fairfield University School of Education & Allied Professions	2002

Professional & Technical

Production Science Certificate Seminar (Bread & Rolls), American Institute of Baking	1992
Production Science Certificate (Sweet Goods), American Institute of Baking	1992
Presentation Skills Certificate, The Executive Technique, The Connellan Group, Inc.	1985

ACADEMIC EXPERIENCE

Appointments (chronological)

Assistant Professor in Residence, University of Connecticut-Stamford	Fall 2011- Present
Instructor in Residence, University of Connecticut-Stamford	Fall 2004 - Fall 2011
Adjunct Professor, University of Connecticut-Stamford	Spring 2001- Fall 2004
Adjunct Professor, Fairfield University	Fall 2002 – Spring 2004

Credit Courses Taught (alphabetical order)

Graduate

Consumer Behavior	Summer 2010
Consulting Services	Fall 2001-Fall 2002
Integrated Marketing Communications	Ongoing
Marketing Management	Ongoing
Marketing Management Course, EMBA	Fall 2007

Undergraduate

Consumer Behavior	Ongoing
Integrated Marketing Communications	Ongoing
Introduction to Marketing	Ongoing
Professional Selling Course	Ongoing
Sales and Sales Management, Fairfield University	Fall 2002-Spring 2004

Reported Course Outcomes (Spring 2001-present)

The means of all officially recorded median Student Evaluation of Teaching (SET) scores:

Based on a **5 point scale** (Spring 2013-present):

34 undergraduate courses: **4.95**

29 graduate courses (incl. 1 EMBA course): **4.93**

63 total courses: **4.94**

Based on a **10 point scale** (Spring 2001-Fall 2012):

44 undergraduate courses: **9.65**

39 graduate courses: **9.28**

83 total courses: **9.48**

Total courses taught (2001-present): **146**

Ongoing courses above have been redeveloped in 2020 for distance learning delivery while maintaining the core pedagogical constructs originally developed of: experiential learning; a high degree of interactivity; weekly personalized feedback; individual and team activities; construction of individual personalized toolboxes for continued lifelong learning and development; and content delivery in a synchronous environment.

Independent Studies, Internships, Honors Supervision

Independent Study Projects Supervised, MBA Level (**over 21** projects to date) Ongoing

Independent Study Projects Supervised, BS Level (**over 40** projects to date) Ongoing

Internship Projects Supervised, BS Level (**over 24** projects to date) Ongoing

Honors Projects Supervised, BS Level (**8** projects to date) Ongoing

Foreign Study

MBA student supervision and advisement on site, Uruguay and Argentina March, 2014

Executive Education

Supply Chain Management Executive Education Program June 2009

Service Education

Pre-College Seminars taught for the Office of Early College Programs August, 2014, 2015, 2016, 2017

Student Club Faculty Advisor

Stamford Marketing Club Fall-2015-Present

Husky Entertainment Club. Fall-2005-Spring-2006

Committee Memberships

Digital Media & Design Department Search Committee for 2 Tenure Track positions Spring 2019

Scholarship Committee-All schools, Stamford Campus Spring 2017, 2018, 2019, 2020

Scholarship Committee School of Business Stamford Campus Spring 2017, 2018, 2019, 2020

Part-Time MBA Program Evaluation Committee 2015-2017

Stamford Expansion Committee 2014-2015

Academic Misconduct Committee-Stamford Campus 2009-2016

Director's Advisory Council, Stamford Campus 2013-2016

Community College & UConn Business Gateway Committee 2010-2011

PUBLICATIONS

Academic & Research Publications

- McEvoy, Kevin E. (2019). The Toolbox—an Innovation Connecting Marketing Education and Practice. In S. Brock & Peter McAliney (Eds.), *Discourses on Business Education at the College Level: On the Boundaries of Education at the College Level: On the Boundaries of Content and Praxis* (pp. 36-43). New York, NY: Touro University Press.
- McEvoy, Kevin E. (2019). The Care and Feeding of Interns: A Framework for Maximizing Intern Learning and Productivity. In Sabra Brock & Peter McAliney (Eds.), *Discourses on Business Education at the College Level: On the Boundaries of Content and Praxis* (pp. 179-199). New York, NY: Touro University Press.
- A Bridge Between School and Work: The Student Toolbox*. Business Education Forum. Published April, 2018, Vol. 72, Number 4, pp. 34-35.
- Creating a Learning Environment: A Case Study of an Innovative Marketing Internship Program. (Doctoral Dissertation)*. Retrieved from ProQuest Dissertations and Theses. (UMI No. 3427003). Published in 2010.

Conference Proceeding Publications

- McEvoy, K. E. (2020, March). *The Psychographic Continuum*. Organization of Social Sciences and Behavioral Research Conference Proceedings, Online (New Orleans, LA).
- McEvoy, K. E. (2019, September). *The Water Bottle Experiment*. Marketing Management Association Conference Proceedings, Santa Fe, NM on September 20, 2019.
- McEvoy, K. E. (2019, July) *Is Ethics in Society a Mandate or Urban Legend?* Organization of Social Sciences and Behavioral Research Conference Proceedings, Niagara Falls, Ontario, Canada.
- McEvoy, K. (2019). The Effect of Greetings on Retail Sales.
- McEvoy, K. (2018). The Personal Toolbox Project. Marketing Management Association .
- McEvoy, K. Knock, knock who's there? Millennials!
Date Published: April (2nd Quarter/Spring) 2018
- McEvoy, K. Smartphones-Student Aid or Distraction? Or both?
Date Published: April (2nd Quarter/Spring) 2018
- McEvoy, K. Ethics-Marketing Mandate or Mirth?
Date Published: December 2017
- McEvoy, K. (2017, March). *A New Tool for Self-Directed Life-Long Learning and Professional Development -Creating and Maintaining the Personal Toolbox*. International Organization of Social Sciences and Behavioral Research Conference, New Orleans, LA.
- McEvoy, K. (2017, March). *Test-Takers or New Marketers? Advantages the Project-Driven Course*. Presentation for the Academy of Business Research Conference, New Orleans, LA.
- McEvoy, K. (2016, November). *Marketing and Politics-Becoming One in the Same?* Presentation for the Academy of Business Research Conference, San Antonio, TX.
- McEvoy, K., Jackson, N. C. Mindfulness, Marketing and Management: Is It All That?
Academy of Business Research, Date Published: April (2nd Quarter/Spring) 2016
- McEvoy, K. The Case Study of an Exemplary MBA-Level Internship.
Academy of Business Research, Date Published: November 2015.
- McEvoy, K. Pirates of the Couponers. Academy of Business Research, Date Published: August 2015
- McEvoy, K. The Case Study of an Exemplary MBA-Level Internship. Conference Proceedings Date Published: November 2015
- McEvoy, K. The Toolbox-An Innovation Connecting Marketing Education and Practice.
Conference Proceedings Academy of Business Research, Date Published: November 2014

Professional & Trade Publications

- McEvoy, K. (2020, March 26). Online Classes. *UConn Marketing Today*. Retrieved from <https://preview.mailerlite.com/c1j6f5/1385664488300091269/f5v6/> om March 26, 2020 at 3:28 PM.
- Are You a Millennial in Disguise? Take the Quiz!* University of Connecticut School of Business Blog (January 29, 2018). https://www.business.uconn.edu/2018/01/29/are-you-a-millennial-i...rce=soap&utm_medium=txt&utm_term=&utm_content=&utm_campaign=news
- The Foundation of Personal Development*. The Quest for Diversity Newsletter. (2007, June).
- Shoppers helping retailers helps shoppers*. Stamford Business Outlook, (2005, November, 1, pp. 7).
- Keeping the Brand Faith*. Food & Beverage Marketing. (1997, May, pp. 34).
- DSD or cross-docking--or both?* Progressive Grocer, (1997, March, pp. 23).

Business & General Publications

- McEvoy, K. (2020, June 7). What's in the swamp? Alligators? No, lobbyists. *Stamford Advocate*, A22. Also, <https://www.stamfordadvocate.com/opinion/article/Opinion-What-s-in-the-swamp-Alligators-No-15321801.php>
- McEvoy, K. (2020, January 21). Oscar's bad example. *Stamford Advocate*, A9.
- McEvoy, K. (2019, November 19). Women's college sports at a cultural crossroads. *Stamford Advocate*. Retrieved on November 19, 2019 from <https://www.pressreader.com/usa/stamford-advocate/20191119/281694026615648>.
- McEvoy, K. (2019, October 16). Selling socialism in the U.S. and capitalism in China. *Stamford Advocate*, A9.
- McEvoy, K. (2019, September 22). D.C. pitches itself as a state. Again. *Stamford Advocate*, A19.
- McEvoy, K. (2019, September 5). Smartphones-blessing or curse? *Stamford Advocate*, A15.
- McEvoy, K. (2019, July 26). The cost, and value, of college. *Stamford Advocate*, A13.
- McEvoy, K. (2019, June 13). Who decides what products are seen? *The Stamford Advocate*, A13.
- McEvoy, K. (2019, May 16). Can marketing Stamford ignite state? *The Stamford Advocate*, A15.
- McEvoy, K. (2019, April 20). Founding Fathers still smartest in the room. *The Stamford Advocate*, A9.
- McEvoy, K. (2019, March 31). The year baseball, race and culture changed. *The Stamford Advocate*, A14.
- McEvoy, K. (2019, February 13). Holiday, or marketing opportunity? *The Associated Press*. Retrieved from: <https://www.apnews.com/13f3847ff99844fe909bb64575ba351f>
- McEvoy, K. (2019, February 3). Is the Super Bowl worth all the fuss? *The Stamford Advocate*, A14.
- McEvoy, K. (2019, January 11). Political Candidates as Brands-Politics meets Marketing. *The Stamford Advocate*, A7.
- McEvoy, K. (2019, January 1). What do New Year's Celebrations Celebrate? *The Stamford Advocate*, A9.
- McEvoy, K. (2018, December 15). What saying Happy Holidays says about us. *The Stamford Advocate*, A9.
- McEvoy, K. (2005, November 1). Shoppers helping retailers helps shoppers. *Stamford Business Outlook*, pp. 7.

CITATIONS

Newspaper & Magazine Interviews & Citations (alphabetical order by author)

- Bartmettler, S. (2002). Vanille mixt den markt auf. coca cola: Mit vanille-beimischungen will branchenleader coke verfolger pepsi auf distanz halten. [Coca Cola-With Vanilla additives, Coke tries to hold off Pepsi]. *Facts Magazine*, 20 (5), 86-87.
- Brown, M. (2011, March 2). Marketing strategies change with times. *Norwalk Hour*, pp. A9.
- Davis, H. (2007, June 6). Greenwich woman finds her creative voice with marketing firm. *Stamford Advocate*, pp. A11-A12.
- Davis, H. (2007, April 4). Off the shelves-Westport firm's displays make products stand out. *Stamford Advocate*, pp. A9-A10.

- Davis, H. (2007, March 28). Antares plays the market Developer debuts games made by Greenwich firm. *Stamford Advocate*, pp. A11-A12.
- Davis, H. (2006, October 25). Making a mark: Pitney Bowes plan striking ad campaign. *Stamford Advocate*, pp. A11-A12.
- Deotte, M. (2007). *Stamford Students Visit NBC-Universal Studios*. Retrieved May 18, 2007 from <http://www.business.uconn.edu/cms/cms/p242/a312>
- Deotte, M. (2007). *Three in a row for Kevin E. McEvoy*. Retrieved April 11, 2007, from <http://www.business.uconn.edu/cms/cms/p242/a297>
- Doan, L. (2008, August 21). Seminar helps seniors connect with cellphones. *Hartford Courant*, pp. E1, E4.
- Elbar, L. (2012, January 24). Priceline sends Shatner's Negotiator over a cliff. *Stamford Advocate*. pp. B10-11.
- Elterich, G. & McGown, A. (2007, April). Husky Voices. *Hartford Magazine*, pp. 14.
- Gallagher, P. (2012, November 5). Ad spending swells as campaigns hit home stretch. *Fairfield County Business Journal*, pp.19, 23.
- Ginocchio, M. (2008, June 17). Webloyalty buys California firm. *Stamford Advocate*, pp. B6, B8.
- Ginocchio, M. (2008, June 6). Citizens ventures out to a new 'Frontier.' *Stamford Advocate*, pp. C7-C8.
- Ginocchio, M. (2008, May 24). Case closed: G-Oil goes criminal on 'CSI.' *Stamford Advocate*, pp. C3.
- Ginocchio, M. (2008, February 21). Starbucks closure is grounds for a giveaway. *Stamford Advocate*, pp. B5-B6).
- Ginocchio, M. (2008, January 19). Priceline stays with Shatner in new ads. *Stamford Advocate*, pp. C3.
- Gosselin, K. (2008, April 8). Renovated Hartford pub awaits new tenant. *Hartford Courant*, pp. E1, E4.
- Healy, P. (2008, May 22). Hub lists top ten. *Stamford Advocate*, pp. B1-B2.
- Healy, P. (2008, May 11). Longtime car dealer sees gains in giving back. *Stamford Advocate*, pp. E1, E6.
- Healy, P. (2008, February 7). Marketing officer focuses on Internet. *Stamford Advocate*, pp. B5-B6).
- Healy, P. (2008, January 5). Marketing firm lines up pop stars for MasterCard. *Stamford Advocate*, pp. C3.
- Healy, P. (2006, May 21). Colangelo the conqueror. *Stamford Advocate*, pp. F1, F6.
- Hennessy, C. (2011, January 11). Seeing Ones. *Stamford Advocate*, pp. A1, A4.
- Houten, B. V. (1997, April 15). Learning Latin. *Restaurant Business*, 96 (8) 58, 59, 62, 66, 68.
- Insights on the Frontier of Marketing. (2014, Summer). *UConn Business Magazine*, 4 (3), 6, 16.
- Juliano, M. (2016, March 7). Digital Marketing Firm Continues to Grow. *Waterbury Republican-American*, pp. C1, C2.
- Juliano, M. (2011, January 25). Former Stamford resident starts up coupon site. *Stamford Advocate*, pp. B13.
- Juliano, M. (2010, December 19). New website, logo look to the future. *Stamford Advocate*, pp. C1.
- Juliano, M. (2010, October 31). Brynwood revamps Balance Bar. *Stamford Advocate*, pp. C1.
- Juliano, M. (2010, August 11). Silver Census markets miCard. *Stamford Advocate*, pp. C14.
- Juliano, M. (2010, March 10). Leverage Marketing acquires Brookfield shop. *Stamford Advocate*, pp. A7, A9.
- Juliano, M. (2010, February 17). Wilton resident nets Lax.com. *Stamford Advocate*, pp. A7-A8.
- Juliano, M. (2010, February 14). Source Marketing lands Charlie the Tuna. *Stamford Advocate*, pp. C1.
- Juliano, M. (2010, January 26). Smart Business Moves broadens its reach at expo. *Stamford Advocate*, pp. A9, A11.
- Juliano, M. (2009, December 24). Salzman lists top trends for 2010. *Stamford Advocate*, pp. A9, A11.
- Juliano, M. (2009, December 10). Darien resident leads law firm's top marketing. *Stamford Advocate*, pp. A13, A15.
- Juliano, M. (2009, October 23). Antelope Networks leap into action. *Stamford Advocate*, pp. A15, A17.
- Juliano, M. (2009, October 10). Jet company rebrands as CitationAir. *Stamford Advocate*, pp. A12.
- Juliano, M. (2009, September 1). How-to video lifts Vineyard Vines. *Stamford Advocate*, pp. B2.
- Juliano, M. (2009, August 9). Pitney Bowes partners with Canon in Japan. *Stamford Advocate*, pp. F1.
- Juliano, M. (2009, July 30). Rising Sun Books drops process to \$1. *Stamford Advocate*, pp. A10.
- Juliano, M. (2009, July 26). Norwalk Marketing firm expands in recession. *Stamford Advocate*, pp. C1, C3.

- Juliano, M. (2009, May 22). Bug splats no match for Honeywell. *Connecticut Post*, pp. A17.
- Juliano, M. (2009, April 4). TFI builds brand identity. *Stamford Advocate*, pp. C6.
- Juliano, M. (2009, January 4). Star-powered sales. *Stamford Advocate*, pp E1, E6.
- Juliano, M. (2008, December 12). Company illustrates downtown. *Stamford Advocate*, pp B11-B12.
- Juliano, M. (2008, November 29). Agency aims to boost film's fun. *Stamford Advocate*, pp. A20.
- Juliano, M. (2008, August 28). Priceline 'negotiator' comes in at 24. *Stamford Advocate*, pp. C1-C2.
- Just, O. (2013, January 31). AXE to take swing at Super Bowl. *Stamford Advocate*, pp. B8, B10.
- Just, O. (2012, November 18). Stamford parade sponsors lift balloons, spirits. *Stamford Advocate*, pp. C1-C2.
- Just, O. (2012, August 28). 'Soup for soul' plans soup for stomach. *Stamford Advocate*, pp. B10, B11.
- Just, O. (2012, August 4). Litchfield, Wilton marketing firms merge. *Stamford Advocate*, pp. B12.
- Just, O. (2012, June 10). Wüsthof marketing campaign 'defines the Edge.' *Stamford Advocate*, pp. C1.
- Just, O. (2012, May 25). Catapult, RPM combine marketing teams in Westport. *Stamford Advocate*, pp.C1-C2.
- Lee, R. (2014, September 23). GE spin-off sets image. *Stamford Advocate*, pp. A8.
- Lee, R. (2014, January 25). Super Bowl keeping Norwalk ticket broker busy. *Stamford Advocate*, pp. B8.
- Lee, R. (2013, October 4) Around-the-world sailing: Backing sought for American entry to Volvo competition. *Stamford Advocate*, pp. B6.
- Lee, R. (2013, April 12). Stamford marketer brings iconic Sunoco can to NASCAR fans. *Stamford Advocate*, pp. B6.
- Lee, R. (2012, November 21). Eco-friendly holiday shopping: Danbury Retailer joins in 'Green Tuesday.' *Stamford Advocate*, pp. B10-11.
- Lee, R. (2012, January 18). Westport man, former ad agency CFO, named president of digital marketing firm. *Stamford Advocate*. pp. A10-11.
- Lee, R. (2011, November 20). Media Storm opens Los Angeles office. *Stamford Advocate*. pp. D1.
- Lee, R. (2011, October 9). Madonia restaurant in Stamford finds a new way to attract customers. *Stamford Advocate*. pp. C1.
- Lee, R. (2011, March 27). D. L. Ryan's 'etail solutions' targets consumer packaged goods. *Stamford Advocate*. pp. C1.
- Lee, R. (2011, January 28). Choyce Peterson study shows tenants making moves. *Stamford Advocate*. pp. B7.
- Lee, R. (2010, November 9). Priceline introduces improved car rental site. *Stamford Advocate*. pp. B2.
- Lee, R. (2010, October 20). Gault brings back its 'Oldest Boiler' contest. *Stamford Advocate*, pp. B16, B18.
- Lee, R. (2010, September 7). GE Cap ads highlight personal touch. *Stamford Advocate*. pp B1.
- Lee, R. (2010, June 19). PR firm creates teen Sisterhood. *Stamford Advocate*, pp. B1.
- Lee, R. (2010, June 10). D.L. Ryan reorganizes its management. *Stamford Advocate*, pp. B10.
- Lee, R. (2010, February 13). In the mood for Valentine's Day? Nivea wants to know. *Stamford Advocate*. pp. A14.
- Lee, R. (2010, January 27). Long-standing CDHM Advertising makes a move. *Stamford Advocate*. pp. A10.
- Lee, R. (2009, October 1). Salzman returns to Euro RSCG in new role. *Stamford Advocate*, pp A11.
- Lee, R. (2009, August 16). New Web site offers boating business a safe haven. *Stamford Advocate*, pp. C1-C2.
- Lee, R. (2009, June 13). Chicken Soup seeks members. *Stamford Advocate*, pp. C1.
- Lee, R. (2009, June 9). Catapult garners Promo's top marketing honor. *Stamford Advocate*, pp B1, B3.
- Lee, R. (2009, May 16). King-Casey opens in Riyadh. *Stamford Advocate*, pp. B1.
- Lee, R. (2009, April 7). Media Networks bringing ads to your handheld. *Stamford Advocate*, pp B9.
- Lee, R. (2009, March 27). Seelert bestows wisdom in book. *Stamford Advocate*. pp. A9.
- Lee, R. (2009, January 30). HSR heads campaign for Pitney Bowes. *Stamford Advocate*, pp. A16-A17.
- Lee, R. (2008, July 24). Waiting in the wings with high-end advertising ideas. *Stamford Advocate*, pp. C1-C2.

- Lee, R. (2008, January 2). S. Norwalk media firm launches new brand. CT. Post.com. Retrieved from http://docs.newsbank.com/s/InfoWeb/aggdocs/AWNB/11DEED375D135C00/0F4DBBBDD0D99E09?p_multi=CTPB&s_lang=en-US
- Lee, R. (2007, December 29). Norwalk ad shop goes creativity retro. *Stamford Advocate*, pp. C3.
- Lee, R. (2007, December 6). Stamford agency makes over the public's perception of the Nathaniel Witherell. *Stamford Advocate*, pp B1-B2.
- Lee, R. (2007, October 9). Norwalk firm gets in contest's driver's seat. *Stamford Advocate*, pp A8-A9.
- Lee, R. (2007, September 13). Norwalk-based Growth Engine helps Thomas' innovate and diversify. *Stamford Advocate*, pp B1, B3.
- Lee, R. (2007, August 17). Focus Vision offers firm global reach. *Stamford Advocate*, pp C7-C8.
- Lee, R. (2007, July 27). Westport firm has its eye on the Middle East. *Stamford Advocate*, pp C7-C8.
- Lee, R. (2007, July 14). Showtime for Unilever: Caress line targets Hispanic market. *Stamford Advocate*, pp. A8.
- Lee, R. (2007, May 9). Westport firm establishes new unit for interactive marketing services. *Stamford Advocate*, pp. A10.
- Lee, R. (2007, March 17). Speed 'king.' *Stamford Advocate*, pp. A9.
- Lee, R. (2007, March 8). Westport firm's magazine draws industry leaders. *Stamford Advocate*, pp. B1-B2.
- Lee, R. (2007, January 30). Marketing Merger. *Stamford Advocate*, pp. A10, A13.
- Lee, R. (2006, December 29). Media Storm hired to spread "Dirt." *Stamford Advocate*, pp. B6-B7.
- Lee, R. (2006, November 23). Darien firm helps clients distinguish themselves. *Stamford Advocate*, pp. B1-B2.
- Lee, R. (2006, November 7). A. C. Nielsen makes a set back into Stamford. *Stamford Advocate*, pp. A15.
- Lee, R. (2006, October 19). Day spa site to get makeover. *Stamford Advocate*, pp B1-B2.
- Lee, R. (2006, September 30). New Catapult discipline will develop in-store marketing campaigns. *Stamford Advocate*, pp B6.
- Lee, R. (2006, August 23). Emcor enlists in child-recovery cause. *Stamford Advocate*, pp. A12.
- Lee, R. (2006, June 22). Web developer holds key for prisoner help site. *Stamford Advocate*, pp. B1-B2.
- Lee, R. (2006, June 9). Westport firm expands after TV success. *Stamford Advocate*, pp. B9-B10.
- Lee, R. (2006, May 24). Toyota aligns with Norwalk's Velocity. *Stamford Advocate*, pp. A11-A12.
- Lee, R. (2006, April 27). Thinking outside the blue box: Darien agency to revamp Q-tip promotional plan. *Stamford Advocate*, pp. C1, C3.
- Lee, R. (2005, December 22). Stamford man establishes marketing research firm with a focus on new methods. *Stamford Advocate*, pp. C1, C3.
- Lee, R. (2005, November 10). Survey to ponder the pitch. *Stamford Advocate*, pp. B1, B3.
- Lee, R. (2005, October 27). How is your marketing doing? *Stamford Advocate*, pp. B1-B3.
- Lee, R. (2005, October 13). Firm launches new unit Catapult joins area's 'marketing mecca.' *Stamford Advocate*, pp. C1.
- Lee, R. (2005, August 18). Promotion lets women write personal ads to have lunch with TV personality. *Stamford Advocate*, pp. C1-C2.
- Lee, R. (2005, August 4). On the cutting edge. *Stamford Advocate*, pp. C1-C3.
- Lee, R. (2005, June 30). Authors ask: How much value does your customer give you? *Stamford Advocate*, pp. C1-C3.
- Lee, R. (2005, May 31). Allied domeq places big bets on poker promo. *Stamford Advocate*, pp. B10-B11.
- Lee, R. (2005, March 3) Creating a winning design. *The Stamford Advocate*, pp. B1, B3.
- Lee, R. (2005, January 18). Cracker reels in spunky spokesfish. *Stamford Advocate*, pp. B6-B7.
- Lee, R. (2004, December 18). Pepperidge farm puts goldfish in the movies. *Stamford Advocate*, pp. B6.
- Lee, R. (2004, November 18). Wilton firm sells recipe for marketing success. *Stamford Advocate*, pp. B6, B8.
- Lee, R. (2004, August 25). Everyday athletes to get magazine exposure. *Stamford Advocate*, pp. A9-A10.
- Lee, R. (2004, August 17). Research firm to use text messaging to reach youth. *Stamford Advocate*, pp. A8-A9.

- Lee, R. (2004, August 12). Nat Nast shirts go hollywood. *Stamford Advocate*, pp.
- Lee, R. (2004, July 8). Convention is a sales opportunity. *Stamford Advocate*, pp. B6, B8.
- Lee, R. (2004, July 1). Marketers value customer equity. *Stamford Advocate*, pp. C6-C7.
- Lee, R. (2004, June 17). A niche soap goes for a ride. *Stamford Advocate*, pp. B6, B8.
- Lee, R. (2004, June 1). Area beverage companies launch new promotions. *Stamford Advocate*, pp. C7.
- Lee, R. (2004, April 23). SoBe wins kudos for visual marketing. *Stamford Advocate*, pp. C7-C8.
- Lee, R. (2003, August 13). Peppers & Rogers sell their business. *Stamford Advocate*, pp. A9-A10.
- Lucas, J., Lomuscio, J. (2007, June 17). Stealth marketing hits SoNo scene. *Stamford Advocate*, pp. A1, A4.
- Machcinski, M. (2006, August 2). Beck's beckons: Norwalk importer sells lifestyle, not just beer. *Stamford Advocate*, pp. A9-A10.
- On the Cutting Edge (2005, August 4). *Stamford Advocate*, pp. C1, C3.
- Schott, P. (2020, February 18). Fitness firm takes aim at Peloton. *Stamford Advocate*, pp. A1, A7.
- Schott, P. (2018, December 20). XPO comes under increasing security. *Connecticut Post*, pp. B1-B2
- Schott, P. (2018, December 8). McMahon's XFL set to challenge NFL. *Stamford Advocate*, pp. A-6.
- Schott, P. (2018, December 1). Starwood hit by cyber breach. *Stamford Advocate*, pp. A-6.
- Schott, P. (2018, June 14). NBC Sports teams up with Telemundo for Work Cup coverage. *Stamford Advocate*, pp B1-B2.
- Schott, P. (2018, July 1). SmackDown, Raw deals highlight WWE growth. *Stamford Advocate*, pp. C1, C3.
- Simms, J. (2020, June 14). Modern Formals mobile store proves popular with customers. *Record-Journal*, C1. Also retrieved on June 20, 2020 from <https://www.myrecordjournal.com/News/Southington/Southington-News/Modern-Formals-goes-Mobile>
- Soule, A. (2020, January 27). Sikorsky helicopter in Kobe Bryant crash has solid safety record. *Stamford Advocate*, A4.
- Sturdevant, M. (2009, December 17). The Hartford Launches Marketing Campaign to Mark 200 Years in Business. *Hartford Courant*, pp. A10.
- Weinstein, H. (2007, May 20). Colleges replacing traditional books with graphics-rich options. *Stamford Advocate*, pp. F1, F6.

Online & Blogs Interviews & Citations (chronological order)

- WalletHub, (2020, June 20). Best Citi Credit Cards-ask the experts. Retrieved on June 10, 2020 from https://wallethub.com/credit-cards/citibank/#expert=Kevin_McEvoy.
- McEvoy, K (2020, March 26). Online Classes. *UConn Marketing Today*. Retrieved from <https://preview.mailerlite.com/c1j6f5/1385664488300091269/f5v6/> on March 26, 2020 at 3:28 PM.
- WalletHub, (2019, November 27). Gas Credit cards-ask the experts. Retrieved on November 27, 2019 from https://wallethub.com/credit-cards/gas/expert#Kevin_McEvoy
- Finder, (2019, November). Hotel Credit Cards *Ask the Experts Finder.com* Retrieved on June 8, 2020. <https://www.finder.com/credit-cards/hotel-credit-cards>.
- Finder, (2019, December 3). When is a hotel credit card worth it-ask the experts. Retrieved on December 3, 2019 from <https://www.finder.com/credit-cards/hotel-credit-cards>
- McCann, A. (2019). 2019's Best Places to Celebrate Easter. Retrieved April 17, from <https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#expert=kevin-mcevoy>
- WalletHub, (2019, May 21). American Express Credit cards-ask the experts. Retrieved from https://wallethub.com/creditcards/americanexpress/#expert=Kevin_McEvoy

Newsletters- Professional, Trade & Academic Citations (alphabetical by author)

- Hall, C. (2019, September 3). *Marketing's Kevin McEvoy Earns Recognition as UConn Standout*. UConn Today. Retrieved on September 3, 2019 from <https://today.uconn.edu/school-stories/marketings-kevin-mcevoy-earnsrecognition-uconn-standout/>

- Hall, C. (2018, November 26,). *Students visit RazorFocus, Learn Marketing Research*. Retrieved November 28, 2018 from <https://www.business.uconn.edu/2018/11/26/students-visit-razorfocus-learn-marketing-research/>
- Hall, C. (2016, September). Their success is my success. *UConn School of Business Pressroom*. Retrieved from <http://www.business.uconn.edu>.
- McAliney, P. (2007). *DPE alpha chapter members...in the news and on the go*. Retrieved April 28, 2007, from <http://steinhardt.nyu.edu/alt/index.php/page83>
- McEvoy, K. (1995, March). Häagen-Dazs taps McEvoy to direct foodservice push. *Modern Foodservice News*. Two Questions Series with Kevin McEvoy, PhD, Marketing. (2020, April). *MBA Cohort*.
MBA Cohort, 29 N Ridge Rd, Old Greenwich, CT 06870-1114
- Udo-Okon, O. (2013, January). Professor Spotlight-Professor Kevin McEvoy. *The Stamford View*, pp7.

Broadcast Media Interviews

- McEvoy, K (2006, October 27). Radio Interview on WNLK Norwalk, CT.

PRESENTATIONS

Academic & Colloquia Presentations

- Do Entertainment Awards Increase Tickets Sales?* Academy of Business Research Conference, New Orleans, LA, online presentation on March 25, 2020.
- The Psychographic Continuum*. Organization of Social Sciences and Behavioral Research Conference, New Orleans, LA, online presentation on March 25, 2020.
- The Water Bottle Experiment*. Marketing Management Association Conference, Santa Fe, NM on September 20, 2019.
- Is Ethics in Society a Mandate or Urban Legend?* Organization of Social Sciences and Behavioral Research Conference, Niagara Falls, Ontario, Canada, online presentation on July 31, 2019.
- Knock, knock. Who's there? Millennials!* Paper presented at the Academy of Business Research Conference in New Orleans, LA, March 22, 2018
- Smartphones-Student Aid or Distraction? Or both?* Paper presented at the International Organization of Social Sciences and Behavioral Research Conference in New Orleans, LA, March 20, 2018.
- A New Tool for Self-Directed Life-Long Learning and Professional Development – Creating and Maintaining the Personal Toolbox*. Paper presented at the International Organization of Social Sciences and Behavioral Research Conference in New Orleans, LA, March 23, 2017.
- Test-Takers or New Marketers? Advantages the Project-Driven Course*. Paper presented at the Academy of Business Research Conference in New Orleans, LA, March 23, 2017.
- Marketing and Politics-Becoming One in the Same?* Paper presented at the Academy of Business Research Conference presentation in San Antonio, TX, November 3, 2016.
- Mindfulness, Marketing and Management: Is It All That?* Paper presented at the Academy of Business Research Conference presentation in New Orleans, LA March 24, 2016. Co-authored with Dr. Nicole C. Jackson, UConn, Stamford, CT.
- Pirates of the Couponers: The Curse of the Coupon Black Market*. Paper presented at the Academy of Business Research Conference presentation in San Antonio, TX, September 24, 2015.
- The Toolbox - An Innovation Connecting Marketing Education and Practice*. Paper presented at the Academy of Business Research Conference presentation in New Orleans, LA March 26, 2015.
- An Analysis of an Exemplary Marketing MBA Internship Program*. Paper presented at the Academy of Business Research Conference presentation in San Antonio, TX, November 6, 2014.
- Political Candidates as Brands*, Paper presented at the Faculty Research Colloquium at the University of Connecticut-Stamford, Stamford, CT., September 19, 2012.

Social Media for Small Business, First County Bank Regional Seminar Presentation, October, 2011.
The Interaction of Organizational Affordances & Individual Learner Characteristics in Early Workplace Experience. Paper presented at the Annual Meeting of the Delta Pi Epsilon National Honorary Graduate Society, San Francisco, CA, November, 2009.
First Year Workplace Learning Experiences of New MBA Marketing Graduates. Paper presented at the Annual Meeting of the American Educational Research Association, New York, NY, March, 2008.
Workplace Learning in Today's Business Environment. Paper presented at the Faculty Research Colloquium at the University of Connecticut-Stamford, Stamford, CT., April, 2007

Service Presentations

Fraud Prevention for the Elderly, Edge Hill Senior Center, October, 2014
How to Effectively Market Your Business Locally, First County Bank Regional Seminar Presentation, March, 2011
How to Make your Online Business More Effective, First County Bank Regional Seminar Presentation, October, 2011
To MBA or to Not MBA, That is The Question, MOD Business Networking Group, January, 2010
Advertising Today, Stamford Women's' Fellowship Networking Group, October, 2004
Make a Name for Yourself, UBS, May, 2004

ACADEMIC DISTINCTIONS/AWARDS

TEACHING DISTINCTIONS

State Awards

Citation for the Excellence Award for Teaching Promise, 2006-07, *Connecticut General Assembly*.
Citation for Instructional Excellence 2006-07, *Governor of Connecticut, M. Jodi Rell*,

University Awards

Faculty Excellence in Graduate Teaching Award , *UConn Foundation*, October 3, 2019.
Teaching Scholar Award 2009-2010, *University of Connecticut Institute of Teaching and Learning*.
Award for Instructional Excellence 2006-07, *UConn Institute of Teaching and Learning*.

School of Business Awards

Undergraduate Teaching Excellence Award 2018-19
Teaching Innovation Award 2015-16
Undergraduate Teaching Excellence Award 2012-13
Graduate Teaching Excellence Award 2011-12.
Undergraduate Teaching Excellence Award 2006-07

Stamford Campus Award

Faculty Recognition Award 2015-16

Stamford Student Government Association Awards

Professor of the Year Award 2006-07
Professor of the Year Award 2005-06
Professor of the Year Award 2004-05
Adjunct Professor of the Year Award 2003-2004

American Association of University Professors (AAUP) Award

Excellence Award for Teaching Promise 2006-07

RESEARCH DISTINCTIONS/AWARDS

American Education Research Association (AERA) Award

Dissertation of the Year Award for 2010, *Creating a Learning Environment: A Case Study of an Innovative Marketing Internship Program*. American Education Research Association Workplace Learning Special Interest Group.

Conference Presentations Awards

Best Conference Session Award, *Is Ethics in Society a Mandate or Urban Legend?* Organization of Social Sciences and Behavioral Research Conference, Niagara Falls, Ontario, Canada, online presentation on July 31, 2019.

Best Conference Session Award, *Smartphones-Student Aid or Distraction? Or both?* International Organization of Social Sciences and Behavioral Research Conference in New Orleans, LA, March 20, 2018.

Best Conference Session Award, *Ethics- Marketing Mandate or Mirth?* Academy of Business Research Conference presentation in San Antonio, TX November 2, 2017.

Best Conference Session Award, *Test-Takers or New Marketers? Advantages if the Project Driven Course*. Academy of Business Research Conference presentation in New Orleans, LA March 23, 2017

Best Conference Session Award, *Marketing and Politics-Becoming One in the Same?* Paper presented at the Academy of Business Research Conference presentation in San Antonio, TX, November 3, 2016.

Best Conference Paper Session Award, *Mindfulness, Marketing and Management: Is It All That?* Academy of Business Research Conference presentation in New Orleans, LA March 24, 2016

Best Conference Paper Session Award, *The Toolbox: An Innovation Connecting Marketing Education with Practice*. Academy of Business Research Conference presentation in New Orleans, LA March 26, 2015.

Best Conference Paper Presentation, Delta Pi Epsilon Alpha Chapter at New York University, 2008

ACADEMIC SERVICE

Journal Editorial

Journal of Marketing Perspectives 2016-present

Academy of Business Research Journal 2014-present

Delta Phi Epsilon, National Honorary Graduate Society for Business Education 2007

Organization

Chief Learning Officer's Human Capital LearningElite Reviewer 2017-present

Chief Learning Officer *Business Intelligence Board* member 2011-present

American Education Research Association Workplace Learning SIG Reviewer 2011-present

McKinsey Consulting *Executive Research Panel* member 2008-present

Delta Phi Epsilon, National Honorary Graduate Society for Business Education, Reviewer 2004-present

Food Engineering Magazine *Executive Advisory Board* member 1990-2001

PROFESSIONAL EXPERIENCE

Positions Held

Vice President- Marketing , TSI Broadband, New York, NY	2000-2001
Vice President-Sales & Marketing , Display Technologies, College Point, NY	1999-2000
Consultant , Good Humor/Breyers (Unilever), Keebler; Colgate-Palmolive; Dole Foods; McNeil Consumer (J&J); S.C. Johnson Wax; Whitehall-Robins; American Home Products; Ducon Ltd.; Kirin Packaging; Health Insurance Plan (HIP) of New York; Citibank.	1996-1999
National Channel Development Manager , Häagen-Dazs (Pillsbury Co.), Teaneck, NJ	1995-1996
National Sales Manager, Sales and Marketing Manager, Brand Marketing Manager Bakery Foodservice & Bakery Retail product groups, Pepperidge Farm, Inc. (Campbell Soup Co), Norwalk, CT	1982-1995
Assistant Product Manager, Marketing Staff Assistant -Colgate-Palmolive Company, NY, NY	1981-1982
Sales Representative , General Foods Corporation, Dedham, MA	1977-1981
Automobile Claims Representative , Aetna Insurance Company, Boston, MA	1975-1977

Professional Distinctions (Selected)

Marquis Who's Who Lifetime Achievement	2020
Emerald's Who's Who of Executives and Professionals	2007-2008
Who's Who Among America's Teachers	2006-2007
Cambridge Who's Who	2007
Heritage National Registry of Who's Who	2004
Nationwide Register's Who's Who in Executives and Businesses	1998-2006
International Who's Who of Entrepreneurs	1999
International Who's Who of Professionals	1999
Marquis Who's Who	1998
National Registry of Who's Who in Executives and Professionals	1998
Who's Who in Media and Communications	1998
Who's Who Worldwide Registry	1993-1995

CREATIVE WORKS

Creative Publications

- McEvoy, K. (2002). In the Green Ocean Eyes of My Lighthouse Lady. The Best Poems of 2002, ISBN 1582352496. Owings Mills, MD: The National Library of Poetry.
- McEvoy, K. (2002). Sunny Moon. Letters from the Soul, ISBN 0-7951-5160-8. The International Library of Poetry.
- McEvoy, K. (1999). View From The Hill. Reflections. Conway, AR: Wordshop Publications.

Creative Awards

- Creative Writing Award**, Haiku Poem Contest Winner by Poetry.Com. December 12, 2005
- Creative Writing Award**, Haiku Poem Contest Winner by Poetry.Com. April 4, 2005
- Editor's Choice Award** for Achievement in Poetry by the International Library of Poetry. 2002

VOLUNTEER SERVICE ACTIVITIES

- President** 1993-2005; **Board Member** 1992-1993, Woodfield Village Condominium 1992-2005

Owners Association Board of Directors, Fairfield, CT
President, Pepperidge Farm Management Organization 1992-1993
Committee Member, 70 Strawberry Hill Condominium Owners Association, Stamford, CT 1981-1984

PERSONAL INTERESTS

Certified Open Water Suba Diver, Professional Association of Diving Instructors (PADI)
Creative writing- poetry and short story
Kyokushin Karate, Sempai Nidan (Second Degree Black Belt), retired.
Meditation training, practice, and research