

PHILIP J. BOUTIN, JR.

College of Business Administration
Department of Marketing & Logistics
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EDUCATION

Doctor of Philosophy (Ph.D.) [IN PROGRESS]

Major: *Marketing*, Minor: *Global Strategic Management*
University of Tennessee, Knoxville, TN

Expected Graduation: 2011

Selected Coursework: *Analysis of Variance for the Social Sciences • Consumer Behavior Research • Contemporary Issues in International and Intercultural Communication and Information (Mediated Public Diplomacy) • International Business Theory • Multiple Regression for the Social Sciences • Multivariate Statistics • Seminar in Contemporary Marketing Thought • Seminar in Qualitative Research Methods • Seminar in Quantitative Research Methods • Seminar in Theoretical Foundations • Special Topics in International Politics (International Political Economy) • Teaching Preparation Seminar*

Master of Science (M.S.)

Major: *International Business*
Southern New Hampshire University, Manchester, NH

Graduation: September 2007

Selected Coursework: *Brand Management • Fiscal and Monetary Policies and Practices • Integrated Marketing Communications • International Negotiations • International Trade and Competitiveness • Multinational Business Strategy • Multinational Corporate Environment • Multinational Corporate Finance • Multinational Corporate Management • Seminar in Multinational Business*

Master of Business Administration (M.B.A.)

Major: *Marketing*
Southern New Hampshire University, Manchester, NH

Graduation: January 2004

Selected Coursework: *Advertising Management • Consumer Behavior • Managerial Economics • Market Research • Marketing Strategies • Multinational Market Strategies • Production and Operations Management • Quantitative Analysis for Decision-Making • Research Methods In Business • Statistics*

Bachelor of Arts (B.A.)

Major: *Communication*, Minor: *English*
University of New Hampshire, Durham, NH

Graduation: December 1991

Selected Coursework: *Advertising as Social Communication • Essay Writing • Introduction to Argumentation • Introduction to Group Process • Introduction to Mass Communication • Introduction to Prose Writing • Media and Social Thought • Media, Culture, and Society • Newswriting • Propaganda and Persuasion • Public Speaking • Survey of Marketing • Writing Fiction*

TEACHING & RESEARCH INTERESTS

Business-to-Business Marketing • Buyer Behavior (Business & Consumer) • Electronic Commerce • Foreign Direct Investment • Global Outsourcing & Offshoring • Integrated Marketing Communications • International/Multinational Marketing • Internet/Web Marketing • Market Entry Strategies • Marketing Management • Strategic Marketing

PROFESSIONAL ACADEMIC EXPERIENCE

Instructor/Guest Lecturer – College of Business Administration
University of Tennessee, Knoxville, TN

August 2007 – Present

Courses Taught as Instructor:

- MKT 300 – “Marketing and Supply Chain Management” (Fall 2009)
- MKT 460 – “Global Marketing Strategy” (Summer 2009)
- MKT 456 – “Integrated Marketing Communications Management” (Spring 2009)
- MKT 350 – “Customer Value Analysis” (Fall 2008, Summer 2008)

Class Sessions Taught as Guest Lecturer:

- MKT 460 – “Global Marketing Strategy” (Summer 2008)
- BA 332 – “Demand Management” (Spring 2008)
- MKT 452 – “Product/Service Management” (Fall 2007)

Graduate Assistant – College of Business Administration
University of Tennessee, Knoxville, TN

August 2007 – Present

As graduate research assistant, complete various tasks to assist and support members of the Department of Marketing and Logistics at the University of Tennessee, including serving as a research assistant for Associate Professors Dr. Kenneth B. Kahn (Fall 2007 semester) and Dr. Daniel J. Flint (Spring 2008 semester), and Assistant Professor Dr. Sujan Dan (Fall 2008 and Spring 2009 semesters). As graduate teaching assistant, completed various tasks to assist and support the teaching activities of Associate Professor Dr. Mark A. Moon and his “Demand Management” (BA 332) undergraduate course (Fall 2007 and Spring 2008 semesters).

Selected Duties & Responsibilities:

- Collected, reviewed, and analyzed selected literature for research projects being conducted by various faculty members.
- Assisted with creation and proctoring of course exams.
- Submitted completed exams for electronic grading then reported results to students using Blackboard Academic Suite™ software.
- Served as sole lecturer for selected class sessions.
- Held weekly office hours to assist students and answer questions on course and its content.

Research Associate – CEU Business School
Central European University, Budapest, Hungary

November – December 2006

Completed research and wrote report of findings titled, “Business Process Outsourcing/Shared Services Sector in Hungary” for CEU Graduate School of Business Associate Professor Dr. Yusaf H. Akbar to supplement his research and assist his writing of one or more future research articles.

RESEARCH – PUBLICATIONS/CONFERENCES/PRESENTATIONS

Invited Presentations/Conference Papers/Presentations (Not Peer Reviewed)

Flint, Daniel J., Christopher P. Blocker, and **Philip J. Boutin, Jr.** (2008, December 10), “Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty,” *The Otago Forum II*, Otago University, New Zealand.

Boutin, Jr., Philip J. (2009, February 6), “A Structural Model of Virtual Community Participation for the Exchange of Product and Service Information and Opinions,” *2009 Southeast Marketing Symposium*, University of Alabama, Tuscaloosa, Alabama.

Manuscripts Under Review

Flint, Daniel J., Christopher P. Blocker, and **Philip J. Boutin, Jr.** (2009), “Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty,” *Industrial Marketing Management*, forthcoming.

Manuscripts in Progress

Boutin, Jr., Philip J., “A Structural Model of Virtual Community Participation for the Exchange of Product and Service Information and Opinions,” to be submitted to the *Journal of Consumer Research*.

Boutin, Jr., Philip J., “International Internet Marketing Strategic Planning/Management Process: A Conceptual Model,” to be submitted to *2010 Academy of Marketing Science (AMS) Annual Conference*.

Boutin, Jr., Philip J., “The Country of Origin (COO) Construct & Its Effect on Consumer Behavior: A Review of the Literature,” to be submitted to the *2010 American Marketing Association (AMA) Winter Marketing Educators' Conference*.

Boutin, Jr., Philip J., “The Dimensions and Indicators of Political Instability and their Impact on Inward Flows of Foreign Direct Investment: Studies at the Country and Firm Levels,” to be submitted to *2010 Academy of International Business (AIB) Annual Conference*.

Boutin, Jr., Philip J., “Usage and Standardization/Adaptation of International Internet Marketing (IIM) Communications: A Conceptual Model,” to be submitted to the *Journal of Electronic Commerce Research*.

Boutin, Jr., Philip J., Arsev Aydinoglu, Monia Colon-Aguirre, Jeremy Hughes, Sabrina Page, and Katerina Spasovska, “A Model of Global Mediated Public Diplomacy,” to be submitted to *International Journal of Press/Politics*.

PROFESSIONAL INDUSTRY EXPERIENCE

Director of Marketing

November 2003 – November 2006

Kennedy Information, Inc., Peterborough, NH

Developed, planned, directed, and analyzed integrated marketing, communications, and sales activities for promoting and selling Management & IT Consulting business unit’s products, services, and events from November 2003 to February 2005. After being reassigned by firm’s Executive Team following changes to firm’s organizational structure, and strategic focus, managed, and improved the planning, direction, execution, and analysis of online marketing activities and strategies for Management & IT Consulting business unit, including promotion of its online events (e.g., audio/Web conferences) and ConsultingCentral.com Web portal (www.consultingcentral.com) from February 2005 to November 2006.

Selected Achievements:

- Oversaw 23.48 percent year-over-year increase in the Management & IT Consulting business unit’s Net Sales Revenues in 2004 relative to 2003 while keeping 2004 Selling Expenses 19.4 percent below budget to help business unit surpass its budgeted 2004 Operating Profit by 33.13 percent and its 2003 Operating Profit by 23.92 percent.
- Led ConsultingCentral.com Web portal to its highest levels of success through improved site design, usability, content, and marketing/SEO efforts. Average monthly online gross sales revenues increased by 169.67 percent in October 2004-October 2006 period vs. pre-October 2004 period. Monthly number of unique visitors increased by 31.92 percent and number of visits increased by 95.67 percent in October 2006 vs. October 2004.

Director of Business Management & Marketing

January 2001 – March 2003

Tree Care Industry Association, Manchester, NH

Developed, planned, directed, and analyzed integrated marketing, communications, and sales activities for association's products, services, and events, including business management educational workshops and seminars. Assisted Vice President of Business Management, Safety & Education with development and management of current, new, and revised products, programs, and services, including establishment and modification of pricing, as well as management and analysis of related marketing budgets and Profit & Loss (P&L) statements. Developed and served as editor and main content contributor of new monthly *Tree Care Manager* e-newsletter providing business management advice and resources for association members.

Selected Achievements:

- Led association to highest single-year product sales revenue total in its history in 2001, with revenues exceeding the previous year's total by 10.3 percent and the 2001 budgeted amount by 18.84 percent.
- Increased paid attendance for business management educational seminars held at association's annual TCI Expo nationwide trade show by 100.8 percent (from an average of 102.5 attendees per session prior to 2001, to 137.5 in 2001, and to 205.8 in 2002) through improved topic selection, higher-quality speakers and presenters, and superior promotional efforts.

Marketing Services Manager

May 1999 – September 2000

marketreach, inc., Bedford, NH

Marketing Coordinator

October 1998 – May 1999

United Plastic Fabricating, Inc., North Andover, MA

Marketing Coordinator

November 1997 – January 1999

Megatech Corporation, Tewksbury, MA

Marketing Assistant/Database Manager

October 1995 – November 1997

The Landlord Connection, Inc., Manchester, NH

Freelance Sports Print Journalist & Radio Talk Show Host

September 1992 – April 1996

MULTIPLE PUBLICATIONS & RADIO STATIONS/NETWORKS, NH & MA

Marketing/Client Services Assistant

June 1992 – October 1993

Computer Management Dynamics, Inc., Amherst, NH

AREAS OF PROFESSIONAL INDUSTRY EXPERTISE

Advertising (Print, Web) • Budget & Financial Management • Channel & Partner Marketing • Channel Sales • Collateral Development • Copywriting & Editing • Database Marketing • Direct Marketing (E-Mail, Fax, Mail, Telemarketing) • Industry, Market & Competitive Analysis • Integrated Marketing Communications • Market & Marketing Research • Marketing Strategy & Tactical Planning • Product & Service Development • Project Management • Public Relations • Search Engine Marketing & Optimization • Telesales (Inbound & Outbound) • Web Site Development & Management

MEMBERSHIPS & AFFILIATIONS

Current:

American Marketing Association, Chicago, IL (2006 – Present)

Academy of International Business, East Lansing, MI (2007 – Present)

Academy of Marketing Science, Coral Gables, FL (2007 – Present)

Delta Mu Delta International Honor Society in Business Administration, Brookfield, IL (2004 – Present)

Golden Key International Honour Society, Atlanta, GA (2008 – Present)

Past:

International Business Association of Southern New Hampshire University, Manchester, NH (2006 – 2007)

Manchester (NH) Young Professionals Network, Manchester, NH (2006 – 2007)

American Society of Association Executives, Washington, DC (2001 – 2003)

AWARDS & HONORS

Inducted into Golden Key International Honour Society (2008)

Named by Southern New Hampshire University's School of Business as Outstanding Graduate in Master of Science in International Business Program (2007)

Inducted into Delta Mu Delta International Honor Society in Business Administration (2004)

Named by Southern New Hampshire University's School of Business as Outstanding Graduate in Master of Business Administration Program (2004)