

Magdoleen Ierlan

Associate Professor of Marketing

*Le Moyne College – Madden School of Business
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EDUCATION

PhD, Marketing, State University of New York at Binghamton

Comprehensive Exams August 2008

Dissertation Defense July 2011

MBA, Le Moyne College, Syracuse, New York, 2003

B. S. Business Administration, Concentration in Operations Management, Minor in Management Information Systems, Le Moyne College, Syracuse, New York, 1991

CERTIFICATIONS

Property and Casualty Agency License, 2002, renewed annually

AREAS OF EXPERTISE

Consumer Behavior, Social Media Marketing, Green Marketing

ACADEMIC/TEACHING EXPERIENCE

- MKT 401 – Marketing Research
- MKT 402 – Marketing Management
- MKT 407 – Social Media Marketing
- MKT 430- Consumer Behavior
- MKT435– Green Marketing
- MKT440 – Sports Consortium
- MKT 601 – Marketing Strategy (MBA)
- STA 201- Statistics I
- STA 202 – Statistics II
- AVS 101- Advisement Seminar
- Learning Community Advisor

COLLEGE AND SCHOOL OF BUSINESS CONTRIBUTIONS

Heights Global Marketing, Syracuse, New York

2016- present

Supervisor/CEO

- Student run marketing firm.

Co-Chair Athletic Discernment Committee 2017-2018

Faculty Senate Executive Board, 2015-2018

Faculty representative for the Board of Trustees Facilities Committee, 2014-2017

Marketing Program Director, 2012- Present

Chair of Search Committee – Assistant Marketing Professor, 2014-2015, 2016-2017

AARP, 2012- 2014, 2016-2017

Madden School of Business Curriculum Committee, 2012- Present

First Year Advisor, 2009-Present

Learning Community Advisor, CEOs, 2010-2015

Madden School of Business Assessment Committee, 2012-2014

Mission Statement Subcommittee, 2012-2013

Inter-collegiate Athletic Board, 2011-2014

Search Committee – Dean of Madden School of Business, 2013

HONORS AND AWARDS

NEH Grant for "Ethics, Values, and Professional Life," \$100,000 2018-2021

PROFESSIONAL EXPERIENCE

Gerace-Ierlan Insurance Agency, Inc. Syracuse, New York

2002 – present

Vice President, Property and Casualty Insurance Agency

Board of Directors, AGB International Management Corp. – 1996 – present

Board of Directors, Gerace-Ierlan Insurance Agency, Inc. – 2002 - present

Board of Directors, Sustainability for Scholarships, Inc. – 2014 – present

Board of Directors, UMercatus, Inc. - 2016 - present

PROFESSIONAL AFFILIATIONS

American Marketing Association

Association of Consumer Research

SCHOLARSHIP

Peer-Reviewed Journals

Rai, D. Wilson, C. and Ierlan, M. (2016). "The Influence of Scheduling Style on Assortment Size." *Management & Marketing*, 11(4), Pages 553–565

Ierlan, M and Considine, J (2015). "An Investigation Into How Consumer Spending Is Influenced by Atypical Spending in Comparative Reference Groups" *e-Journal of Social & Behavioural Research in Business* 6(1).

Chatterjee, S., Jiraporn, N., Heath, T.,B., Ierlan, M., & Pitman, G.,A. (2014). "How consumers value transactions that entail using windfall money to offset missed price discounts." *European Journal of Marketing*, 48(5), 1113.

Peer-Reviewed Paper Presentations

"The Influence of Scheduling Style on Variety Seeking", Society of Marketing Advances Conference 2015 (San Antonio, TX), November 2015 with Dipankar Rai.

"Addressing Sustainable Challenges in the Arctic through Strategies and Partnerships Reflecting Jesuit Values" in the 21st Annual World Forum, International Association of Jesuit Business Schools (IAJBS) Conference, July 2015 with M. Grabowski.