

University Faculty Resume
2015

I. Personal Information:

Ashley J. Kilburn
Associate Professor, Tenured
126D College of Business and Global Affairs

II. Educational Credentials:

August 2006	Ph.D., University of Memphis, Marketing (Minor: Management)
August 2001	M.B.A., University of Tennessee Martin
August 2000	B.S., Business Administration, Accounting, University of Tennessee Martin

III. Employment History:

2015-present	Coordinator, MBA Program, University of Tennessee at Martin, Martin, TN.
2011-present	Associate Professor, University of Tennessee at Martin, Martin, TN.
2006-2011	Assistant Professor, University of Tennessee at Martin, Martin, TN.
2005-2006	Instructor, University of Tennessee at Martin, Martin, TN.
2002-2006	Graduate Assistant, University of Memphis, Memphis, TN.
2003-2004	Part-time Instructor, Online University Studies, University of Tennessee at Martin, Martin, TN.

IV. Scholarly Activity:

A.

Grimmer, Martin, Ashley Kilburn and Morgan Miles (forthcoming), "The Impact of Purchase Situation on Realized Pro-environmental Consumer Behavior", *Journal of Business Research*.

Ashley Kilburn, Brandon Kilburn and Kevin Hammond (in review), "Assessing Electronic Service Quality in Online Higher Education: A generalization of the E-S-QUAL Scale"; *Quality Assurance in Education*.

Ashley Kilburn, Brandon Kilburn and Tommy Cates, "Drivers of Student Retention: System Availability, Privacy, Value and Loyalty in Online Higher Education", *Academy of Educational Leadership Journal*, Vol. 18:4, pp. 1-14, 2014.

Ashley Kilburn and Brandon Kilburn, "Linking the Classroom to the Living Room: Learning through Laughter with *The Office*," *Academy of Educational Leadership Journal*, Vol. 16:2, ;pp. 21-31, 2012.

Brandon Kilburn and Ashley Kilburn, "The Team Vs. The Individual: Login Activity as a Predictor of Web-based Simulation Team Success," *Academy of Educational Leadership Journal*, Vol. 16:3, 2012.

Brandon Kilburn, Ashley Kilburn and Sam Faught, "Web-Based Simulation Team Success: The Role of Pre-Competition Assessment, Group Size and Group Average GPA," *Journal of Learning and Administration in Higher Education*, Vol. 6:2, pp. 89-94, 2010.

Ashley Kilburn and Janice Hanna, "Utilizing Corporate-Sponsored National Competition as a Learning Tool," *The Journal of Learning in Higher Education*, Vol. 6:1, pp. 31-36, 2010.

Ashley Kilburn, "Building Quality Internal Exchange: The Role of the Organization and the Individual in Internal Customer Orientation," *Academy of Marketing Studies Journal*, Vol. 13:1, pp. 79-87, 2009.

;Ashley Kilburn and Brandon Kilburn, "Internal Relationship Quality: The Impact of Relationship Quality on Internal Customer Perceptions," *Academy of Marketing Studies Journal*, Vol. 12:1, pp. 43-56, 2008.

Marla Stafford, Ashley Kilburn and Barbara Stern, "The Effects of Reserve Prices on Bidding Behavior in Online Auctions," *International Journal of Internet Marketing and Advertising*, Vol. 3:3, pp. 240-253, 2006.

Marla Stafford, Ashley Kilburn and Charlotte Allen, "The Use of Pricing Information in Service Advertisements: A Comparison of Retail Versus Professional Services," *Services Marketing Quarterly*, Vol. 27:1, pp. 1-22, 2005.

David Allen, Ashley Kilburn, and Brandon Kilburn, "Retaining a Diverse Workforce through Internal Marketing: A Practical Tool for Tomorrow's Workforce," *NACE Journal*, Summer, pp. 34-40, 2005.

B.

Ashley Kilburn and Brandon Kilburn, (in review) "Building Collegiate Loyalty: The Mediating Role of Perceived Value in the E-Service Quality-Loyalty Linkage in Online Higher Education", *American Marketing Association Summer Conference*, Chicago, IL.

Grimmer, Martin, Ashley Kilburn and Morgan Miles (forthcoming), "The Impact of Purchase Situation on Realized Pro-environmental Consumer Behavior", *Global Innovation and Knowledge Academy*, Valencia, Spain.

Brandon Kilburn and Ashley Kilburn, "Practice Makes Perfect: The Impact of Longitudinal Quizzing on Computer Simulation Group Performance", (2014), *Association for Business Simulation and Experiential Learning Conference*, p. 33, Orlando, FL.

Kevin Hammond, Nathan Hammond, Brandon Kilburn, Ashley Kilburn and Gene Brown, "Mutual Respect and Mutual Trust within Channels of Distribution", *Marketing Management Association Spring Conference Proceedings* (2014), p. 61, Chicago, IL.

Ashley Kilburn, Brandon Kilburn and Tommy Cates, "Drivers of Student Retention: System Availability, Privacy, Value and Loyalty in Online Higher Education", *Allied Academies Fall International Conference, Academy of Educational Leadership Proceedings, 18 (2)*, p. 19, 2013, San Antonio, TX (internet division).

Ashley Kilburn, Brandon Kilburn, Tommy Cates, Derrick Hansen, Derek Ezell, and Joel Flowers, "A Generalization of the E-S-QUAL Scale to Online Higher Education", *Society of Business Research Conference Proceedings, 2012*, Nashville, TN.

Ashley Kilburn and Brandon Kilburn, "The Generalizability of The CICO Scale: A Multi-Organization Assessment of Reliability," *Clute Institute 2012 Orlando International Academic Conference Proceedings*, p. 133, 2012, Orlando, FL.

Ashley Kilburn and Brandon Kilburn, "Linking the Classroom to the Living Room: Learning through Laughter with *The Office*," *Allied Academies Spring International Conference, Academy of Educational Leadership Proceedings*, 2011, Orlando, FL.

Brandon Kilburn and Ashley Kilburn, "The Team vs. the Individual: Login Activity as a Predictor of Web-Based Simulation Team Success," *Allied Academies Spring International Conference, Academy of Educational Leadership Proceedings*, p. 41, 2011, Orlando, FL.

Ashley Kilburn and Brandon Kilburn, "The Development of an Internal Customer Orientation Measure: CICO," *Association of Marketing Theory & Practice Conference Proceedings (2011)*, Panama City Beach, FL.

Brandon Kilburn, Ashley Kilburn and Sam Faught, "Web-Based Simulation Team Success: The Role of Pre-Competition Assessment, Group Size and Group Average GPA," *International Conference on Learning and Administration in Higher Education Proceedings*, p. 78, *Winner, Best Paper Award*, 2010, Nashville, TN.

Janice Hanna and Ashley Kilburn, "Marketing-Driven Business Models: Where Invention Meets Discipline," *International Conference on Learning and Administration in Higher Education Proceedings*, p. 165, 2010, Nashville, TN.

Ashley Kilburn and Janice Hanna, "Utilizing Corporate-Sponsored National Competition as a Learning Tool," *International Conference on Learning and Administration in Higher Education Proceedings*, p. 569. *Winner, Best Paper Award*, 2009, Nashville, TN.

Ashley Kilburn, "Building Quality Internal Exchange: The Role Of The Organization and the Individual in Internal Customer Orientation," *Allied Academics International Conference, Proceedings of the Academy of Marketing Studies*, Vol. 15:2, pp. 306-307. *Allied Academics International Conference Award Winner, Academy of Marketing Studies Track*, 2008.

Ashley Kilburn, Brandon Kilburn, Sandipen Sen, and Tommy Cates, "Internal Exchange Partner Relationship Quality as a Predictor of Internal Service Quality," *Annual Meeting of the Association of Marketing Theory and Practice*, p. 38, 2008, Savannah, GA.

Ashley Kilburn and Brandon Kilburn, "Internal Relationship Quality: The Impact of Relationship Quality on Internal Customer Perceptions," *Allied Academics International Conference, Proceedings of the Academy of Marketing Studies*, Vol. 12:2, pp. 13-14, 2007. *Allied Academics International Conference Award Winner, Academy of Marketing Studies Track*.

Ashley Kilburn, Brandon Kilburn and Tommy Cates, "The Role of Internal Customer Orientation in Psychological Contract Formation," *Association of Marketing Theory & Practice Conference Proceedings*, 2007, FL.

Ashley Kilburn, Jeff Thieme and Greg Boller, "The Positive and Negative Consequences of Internal Customer Orientation on Internal Customer-Supplier Relationship Quality," *American Marketing Association Winter Educator's Conference Proceedings*, pp. 101-102, 2006, St. Petersburg, FL.

Ashley Kilburn, Joel Collier, and Marla Stafford, "The Prodigal Customer: Defining and Understanding the Returning Customer," *Society for Marketing Advances Annual Conference Proceedings*, pp. 289-290, 2005, San Antonio, TX.

David Allen, Ashley Kilburn and Brandon Kilburn, "Internal Market Orientation as a Tool for Fostering Organizational Social Capital and Retaining Valued Employees," *Symposium on Social Capital and Voluntary Turnover, Academy of Management Proceedings*, pp. 27-28, 2005, Honolulu, HI.

Marla Stafford, Ashley Kilburn, and Barbara Stern, "Online Auctions and Buyer Bidding Behavior" *American Marketing Association Winter Proceedings*, pp. 258-259, 2005, Chicago, IL.

C.

Denise Williams, Melanie Young, Brandon Kilburn and Ashley Kilburn (forthcoming) "P³ - Pathfinding, Preparation & Personality for MBAs", *Academic Business World International Conference*, Nashville, TN.

Dexter Davis, Ashley Kilburn, Sean Walker, and Denise Williams, "Standardizing Internship Processes: Things we learned and things we want to learn", *Academic Business World International Conference*, 2014, Nashville, TN.

Ashley Kilburn and Brandon Kilburn, "Internal Market Orientation: Impacts on Dimensions of Job Satisfaction," *American Society of Business and Behavioral Sciences Annual Meeting*, 2005, Las Vegas, NV.

D.

Ashley Kilburn and Brandon Kilburn, "The Mediating Role of Perceived Value in the e-Service Quality-Loyalty Linkage among Online Higher Education Students", Project RITE (Research of Instructional Technology in Education) \$3,000 Grant, awarded 2013.

Ashley Kilburn, “Web-Based Simulation Team Success: The Role of Assessment, Group Size and Group Average GPA”, University of Tennessee Martin Office of Research, Grants and Contracts, \$1,000 Technology Grant, awarded, 2010.

Ashley Kilburn and Brandon Kilburn, “360° Assessment”, Grant Proposal for State of Tennessee 2009 Request for Proposals #31902-00032, Result: not awarded, 2009.

David Allen, Ashley Kilburn and Brandon Kilburn, “The Role of Internal Market Orientation in Retaining Diverse Talent”, *Research Proposal for the NACE Foundation 2004 Request for Proposals on The Role of Organizational Culture in Attracting and Retaining Diverse Talent*, \$10,000, awarded, 2005.

V. Faculty/Teaching Development Activities:

2015	UT Outstanding Alumni Teaching Award Finalist
2015	Ad Hoc reviewer, American Marketing Association Summer Conference
2014-present	Editorial Review Board Member, Academy of Marketing Studies Journal, Allied Academies (3-year term)
2014-present	Ad Hoc reviewer, Journal of Business & Economic Perspectives
2010-present	Reviewer, Association of Marketing Theory and Practice Annual Conference
2014	Chapter Reviewer, McGraw Hill, <i>Marketing, M</i> , 5e, Chapter 3.
2014	Ad Hoc reviewer, ABSEL Annual Conference
2014	Cengage’s Write Experience Pilot Online Classroom, Marketing 301
2014	Attendant, ABSEL Conference, Orlando, FL
2014	Coffey Outstanding Teacher Award Nominee for CBGA
2013	Presenter, Allied Academies Conference, Internet Division
2013	CBGA Excellence in Graduate Teaching Award
2013-2014	Member, Allied Academies Educational Leadership Track
2012-2013	Chapter Reviewer, McGraw Hill, <i>Marketing, M</i> , 5e & 4e, Chapters 3 & 4 Grewal; <i>Marketing, M</i> , 3e, Chapter 2.
2011-2013	Ad Hoc Reviewer, Clute Institute
2012	CITI (Collaborative Institutional Training Initiative) Training Renewal
2012	Attendant & Presenter, Clute Institute International Academic Conference, Orlando, FL.
2012	UT Emergency Management Training
2011	Attendant, Advertising Women of New York (AWNY) Annual Career Conference & Professor’s Workshop, New York, NY.
2011	Attendant & Presenter, Allied Academies Spring International Conference, Orlando, FL.
2011	Attendant & Presenter, Academy of Marketing Theory and Practice Annual Meeting, Panama City, FL.
2011	UT Information Security Awareness Training
2011	Best Faculty Member, Alpha Delta Pi Sorority
2010	Attendant & Presenter, International Conference on Learning and Administration in Higher Education, Nashville, TN.
2010	Attendant, Qualtrics Web Training
2009	CBGA Excellence in Undergraduate Teaching Award

- 2009 CITI (Collaborative Institutional Training Initiative) Training
- 2009 Attendant & Presenter, International Conference on Learning and Administration in Higher Education, Nashville, TN.
- 2009 Graduate Faculty Online Teaching Special Topics Training: Adobe Connect, Blackboard
- 2008 Participant, AWARE Training. Presented by UTM Public Safety and Grief Counseling Center, UT Martin.
- 2008 Participant, How to Teach Online, Spring.
- 2007 Participant, Blackboard Training presented by UTM ITC, UT Martin.
- 2007 Participant, Teaching Effectiveness Seminar on Service Learning, UT Martin.
- 2007 Participant, Blackboard Training Sessions: Blackboard Basics and Blackboard Assignment Tool presented by UTM ITC, UT Martin

VI. Public Service/University Service/Consulting Activity:

A.

- 2014 Co-Professor for Town & Gown partnership between MKTG 710 and the Martin Business Association.
- 2014-present External Evaluator, UTM Title III Grant (5-year grant: 2014-2019)
- 2014 Tennessee Government Management Institute (TGMI) Session Co-Leader, *Leading and Following in Transitional Situations, The Leader's Brand: Leader brand personality, identity, awareness and equity*, Montgomery Bell State Park, 2014.
- 2014 Tennessee Department of Financial Institutions (TDFI), Dunagan Chair of Excellence in Banking (survey construction and analysis)
- 2013 Tennessee Government Management Institute (TGMI) Session Co-Leader, *Leading and Following in Transitional Situations, The Leader's Brand: Leader brand personality, identity, awareness and equity*, Natchez Trace State Park, 2013.
- 2012 Tennessee Government Management Institute (TGMI) Session Co-Leader, *Leading and Following in Transitional Situations*, Montgomery Bell State Park, 2012.
- 2011 Tennessee Government Management Institute (TGMI) Session Co-Leader, *Transitional Leadership*, Montgomery Bell State Park, 2011.
- 2011-2012 3rd-4th Grade Sunday School Teacher, Bradford First Baptist Church.
- 2011-2013 Cal Ripken League T-ball (4-6 year olds) Assistant Coach

B.

- 2015 UTM Facilities Fee Committee Member
- 2015 Member, Promotion & Tenure Committee, Department of Management, Marketing and Information Systems
- 2014-present 2nd Reader, University Scholar Jonathan Hewlett
- 2014 Professor, 3-Student CBGA Experiential Learning Fund Attendance, Advertising Women of New York (AWNY) Annual Career Conference & Professor's Workshop, New York, NY.

2014 Chair, POM Search Committee
 2014 Chair, Marketing Search Committee
 2012-2013 Member, CBGA Dean Search Committee
 2009-present Ad Hoc Reviewer, Allied Academies
 2012-present Member, Faculty Senate; Undergraduate Council
 2012-present CBGA Graduate Committee
 2011-2013 Member, UTM Honor's Council
 2011-2012 Member, Faculty Research & Development Committee
 2011-2012 Research Advisor, University Scholars Program, Joel Flowers
 2008-2010 Member, University Institutional Review Board
 2006-present Co-Advisor, Pi Sigma Epsilon
 2006-present SOAR
 2010-2013 Reviewer, International Conference on Learning and Administration in Higher Education
 2009 Session Moderator & Reviewer, International Conference on Learning and Administration in Higher Education
 2008 Ad Hoc Reviewer, *Journal of the Academy of Business Administration*
 2007-2013 Member, Allied Academies Marketing Studies Track
 2007 Reviewer, Southern Management Association Annual Conference
 2006 Reviewer, *Academy of Management Annual Meeting*
 2005 Ad Hoc Reviewer, *Marketing Theory*
 Ad Hoc Reviewer, *Journal of Business Research*
 2003-2007 Member, American Marketing Association
 2003-2007 Member, Society for Marketing Advances
 2005-2006 Member, American Academy of Advertising
 2005-2007 Member, Academy of Management
 2006 Session Chair, American Marketing Association, Winter Educator's Conference
 2005 Doctoral Consortium, American Marketing Association
 2005 Session Chair, American Marketing Association, Winter Educator's Conference
 2003 Doctoral Consortium, Society for Marketing Advances
 2003 Session Chair and Discussant, American Marketing Association, Summer Educator's Conference