

Mr. Rob G. Simon
University of Nebraska-Lincoln
Marketing
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Education

MBA, University of Nebraska-Lincoln, 1999.
Major: Marketing and Management Information Systems

BA, University of Nebraska-Lincoln, 1989.
Major: Psychology and Political Science

Academic, Government, Military and Professional Positions

Academic

IBUS Fellow, University of Nebraska-Lincoln, International Business, College of Business.
(January 2016 - Present).

Associate Professor of Practice, University of Nebraska–Lincoln, Department of Marketing,
College of Business. (September 2012 - Present).

Assistant Professor of Practice, University of Nebraska–Lincoln, Department of Marketing,
College of Business Administration. (August 2008 - August 2012).

Adjunct Instructor, Bellevue University, Department of Business and Gallup Undergraduate
Program. (August 2003 - 2010).

Adjunct Instructor, Nebraska Wesleyan University, Department of Marketing. (2004 - 2009).

Lecturer and Adjunct Instructor, University of Nebraska–Lincoln, Department of Marketing,
College of Business Administration. (August 2001 - August 2008).

Academic - Post-Secondary

Social Engagement Teaching Fellow, University of Nebraska-Lincoln, College of Business. (May
2020 - Present).

Professional

Owner, XS Solution. (2005 - Present).

Business Development and Marketing, Smart Surplus. (2005 - 2007).

Wholesale Business Manager and Public Relations Director, Sell2All Inc. (2001 - 2005).

CEO, Marketing Manager, Operations Director, Ben Simon's Inc. (1985 - 2001).

Licensures and Certifications

Search Committee Certification, EAD, University of Nebraska-Lincoln. (October 31, 2014 - August
31, 2023).

Professional Certified Marketer, American Marketing Association. (May 2012 - May 2015).

Professional Memberships

American Collegiate Retail Association. (2004 - Present).

American Marketing Association Lincoln Chapter. (1995 - Present).

Nebraska Retail Federation. (1995 - 2002).

Development Activities Attended

Continuing Education Program, "Aspirational Teaching Institute: Striving for Student Success in Gateway Courses," University of Nebraska-Lincoln, Teaching & Learning Center. (January 2022 - May 2022).

Continuing Education Program, "Learning Communication - Teaching Skillfully," University of Nebraska-Lincoln, Teaching & Learning Center. (January 2022 - May 2022).

Conference Attendance, "The Teaching Professor Virtual Conference," Magna Publications. (June 2021).

Conference Attendance, "Fall Teaching and Learning Virtual Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2020).

Continuing Education Program, "Certificate of Engagement," University of Nebraska-Lincoln, Teaching & Learning Center, Lincoln, Nebraska, United States. (August 2020).

Continuing Education Program, "Summer Institute for Online Teaching," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (July 2020).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2019).

Conference Attendance, "Innovation in Pedagogy and Technology Symposium," University of Nebraska-Lincoln, Lincoln, NE. (May 2019).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (February 2019).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2018).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (May 2018).

Continuing Education Program, "Teaching Book Club Learning Community," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (September 2017 - December 2017).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2017).

Continuing Education Program, "Teaching and Learning Retreat," University of Nebraska-Lincoln, Lincoln, NE, United States. (June 2017).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (March 2017).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (October 2016).

Conference Attendance, "Teaching Professor Conference," Faculty Focus, Washington, DC. (June 2016).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln, Lincoln, NE. (April 2016).

Conference Attendance, "Retailing Symposium," National Retail Federation, New York City, NY. (August 2015).

Study Abroad, Brazil. (June 2015).

Conference Attendance, "Blended & Online Learning Colloquium," University of Nebraska-Lincoln. (2014).

Conference Attendance, "Innovation in Pedagogy & Technology Symposium," University of Nebraska-Lincoln. (2014).

Conference Attendance, "Teaching and Learning Symposium," University of Nebraska-Lincoln. (2014).

Workshop, "Workshop on Technology in Teaching," UNL. (October 2013).

Workshop, "Workshop on Blended and Hybrid Teaching," UNL. (November 2012).

Continuing Education Program, "Summer Institute on Online Learning," UNL Extension, Lincoln, NE. (May 2012 - June 2012).

Continuing Education Program, "Peer Review of Teaching," UNL. (August 2011 - May 2012).

Class at UNL, "Advanced Statistics EDPS 860," UNL Ed Psych Department, Lincoln, NE. (June 2011 - July 2011).

Continuing Education Program, "Present Peer Review of Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2007 - 2010).

Class, "Statistical Methods EDPS859," UNL Ed Psych Department, Lincoln, Ne. (June 2010 - July 2010).

Audited Portion of a Class in Psychometric Methods, "Seminar in Psychometric Methods," UNL Psychology Department, Lincoln, Nebraska. (August 2009 - October 2009).

UNL Class in Qualitative Research, "Qualitative Approach to Education Research," UNL Educational Psychology Department, Lincoln, Nebraska, USA. (July 2009 - September 2009).

Continuing Education Program, "Summer Institute on Online Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2006 - 2007).

Continuing Education Program, "Summer Institute on Online Teaching," University of Nebraska-Lincoln, Lincoln, NE. (2004).

Awards and Honors

Beta Gamma Sigma Business Honorary. (2008).

Professor of the Month Award, College of Business Administration, UNL. (December 2007).

Excellence in Teaching Award Nomination, College of Business Administration at the University of Nebraska-Lincoln. (2007).

Hugh Wales Award for Faculty Advisor of the Year, National American Marketing Association. (2007).

Outstanding Faculty Advisor, American Marketing Association. (2007).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

BSAD 491, International Studies in Business and Economics; Virtual Brazil, 3 courses.

GRBA 813, Managerial Marketing, 4 courses.

MRKT 341, Marketing, 59 courses.

MRKT 399, Special Project, 21 courses.

MRKT 425, Retailing Management, 54 courses.

MRKT 442, Marketing Management, 29 courses.

MRKT 443, Retail Management, 2 courses.

MRKT 490, Special Topics in Marketing; Union Pacific, 33 courses.

MRKT 898, Seminar: Special Topics; Union Pacific, 4 courses.

MRKT 996, Directed Reading or Research, 3 courses.

RAIK 341H, Honors: Marketing, 5 courses.

Non-Credit Instruction

Travel With Students, CIMBA. (May 2022 - June 2022).

Travel With Students, CIMBA. (May 2019 - June 2019).

Continuing Education, Executive Education Program, College of Business, University of Nebraska-Lincoln. (October 2018).

Travel With Students, CIMBA. (May 2018 - June 2018).

Oath (formerly Yahoo) Marketing Challenge Judge, Oath, 12 participants. (November 2017).

UP Case Competition Coach, Union Pacific, 16 participants. (April 2017).

UP Case Competition Coach, Union Pacific, 4 participants. (2016).

Yahoo Advertising Challenge Judge, Yahoo, 12 participants. (2016).

UP Case Competition Coach, Union Pacific, 4 participants. (2015).

UP Case Competition Coach, Union Pacific, 4 participants. (2014).

Awards and Honors

- Nominated, 2020-2021 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (January 2021).
- Nominated, 2019-2020 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (January 2020).
- Faculty Teaching Award, Department of Marketing, University of Nebraska-Lincoln, College of Business Administration. (May 2016).
- Honorary Faculty Member, Delta Sigma Pi, University of Nebraska-Lincoln Chapter. (May 2016).
- Nominated, 2015-2016 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (February 2016).
- Most Valuable Professor, Delta Sigma Pi, University of Nebraska-Lincoln Chapter. (November 2015).
- Nominated, 2013-2014 College Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business Administration. (2014).
- Nominated, 2012-2013 College Excellence in Teaching Award, College of Business Administration. (2013).
- Shuler-Kistiakowsky Faculty Award, College of Business Administration, UNL. (March 2010).
- William G. Alstadt 2009-2010 Outstanding Faculty Member Award. (2009).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

- Cummins, S. M., Peltier, J. W., Pomirleanu, N., Cross, J., Simon, R. G. (2015). Evaluating Educational Practices for Positively Affecting Student Perceptions of a Sales Career. *Journal of Marketing Education*, 37(1), 25-35.
- Peltier, J. W., Cummins, S., Pomirleanu, N., Cross, J., Simon, R. G. (2014). A Parsimonious Instrument for Predicting Intent to Pursue a Sales Career: Scale Development and Validation. *Journal of Marketing Education*, 36(1), 62-74.
<http://jmd.sagepub.com/content/36/1/62.full.pdf+html>

Conference Proceedings

- Gentry, J. W., Kaulbach, M., Smith, A., Simon, R. G., Feinstein, A. H., Burns, A. C. (2015). *The Changing Academic Environment: What Role Will Experiential Learning Play in the Survival of Higher Education*. 42nd Annual Association for Business Simulation and Experiential Learning Conference Proceedings.
- Gentry, J. W., Kaulbach, M., Smith, J. A., Simon, R. G., Feinstein, A. (2014). *Distance Learning and ABSEL--Revisited for the Nth Plus 1 Time*. 41st Annual Association for Business Simulation and Experiential Learning Conference Proceedings.

Simon, R. G., Gentry, J. W. (2011). *Use of a Simulation in a Large Class Environment For A Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met.* 38th Annual Association for Business Simulation and Experiential Learning Conference Proceedings.

Other

Simon, R. G. (2005). Upper Saddle River, NJ: E-Marketing, 4th Edition/Prentice Hall.

Presentations Published in Proceedings

Simon, R. G., Midwest Recycler's Annual Meeting, "Marketing 101 for Small Businesses," Midwest Recycler's Association. (2006).

Presentations Given

Simon, R. G., UNL Century Club on Teaching Large Classes, "Evolving a Face to Face Class to 400 Students: The Good, the Bad and the Ugly," University of Nebraska-Lincoln, Lincoln, NE. (October 2018).

Simon, R. G., Nebraska Press Association, "Retail from a Retailer's Perspective," Lincoln, NE. (April 2018).

Simon, R. G., Fall Teaching and Learning Symposium, "Course Design and the Peer Review of Teaching," University of Nebraska-Lincoln, Lincoln, NE. (October 2016).

Gentry, J. W. (Presenter & Author), Kaulbach, M. (Author Only), Smith, J. Alexander (Author Only), Simon, R. G. (Author Only), Feinstein, A. H. (Author Only), Burns, A. C. (Author Only), ABSEL Conference, "The Changing Academic Environment: What Role Will Experiential Learning Play in the Survival of Higher Education," Association for Business Simulation and Experiential Learning, Las Vegas, NV. (March 2015).

Gentry, J. W., Kaulbach, M., Smith, J. Alexander, Simon, R. G., ABSEL Conference, "Distance Learning and ABSEL--Revisiting the Nth Plus 1 Time," Association for Business Simulation and Experiential Learning, Orlando, FL. (March 2014).

Simon, R. G. (Presenter & Author), Gentry, J. W. (Author Only), ABSEL Conference, "Use of a Simulation in a Large Class Environment for a Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met." (2011).

Simon, R. G. (Presenter & Author), Symposium on Enhancing Learning and Teaching at UNL: Looking Back and Forward, "Use of A Simulation in A Large Class Environment for A Marketing Principles Class: A Qualitative Analysis of Whether Learning Objectives Were Met," Peer Review of Teaching Project, UNL. (February 10, 2011).

Simon, R. G., "Retail Marketing and Inventory Management for Small Businesses," Nebraska Hometown Retailers Association, Lincoln, NE. (2008).

Simon, R. G., Midwest Recycler's Annual Meeting, "Marketing 101 for Small Businesses," Midwest Recycler's Association. (2006).

Evans, R. (Presenter & Author), Simon, R. G. (Author Only), Peterson, S. J. (Author Only), Wagner, T. (Author Only), Midwest Academy of Management, "Becoming Students of Language in the Workplace: Studying Language in Order to Manage Change," Ann Arbor, Michigan. (1997).

Media Contributions

Internet

WalletHub. Interview on Car Insurance Companies using Influencers and Endorsers (October 2022).

Nerdwallet. Interview on Retail Credit Cards (2021).

WalletHub. Interview on Recommendations for purchase of Comprehensive Insurance (June 30, 2021).

Newspaper

Omaha World Herald. Nebraska Retailers and Consumer Experts Warn of Potential Inventory Shortage (October 15, 2021).

Omaha World Herald. Where are Parents Shopping for Toys Now that Toys 'R' Us is Closed? Everywhere (December 2018).

Omaha World Herald. Article on The Frost Effect on Husker Gear. (December 2017).

Omaha World Herald. Article on popular toys for the holidays. (November 2017).

Milwaukee Journal Sentinel. Article on Implications of Cabela's sale to Bass Pro Shop and retail trends. (October 2017).

Omaha World Herald. Article on Cabela's sale to Bass Pro Shop (March 2017).

Omaha World Herald. Article on changes for retailer Richman Gordman (October 2015).

Lincoln Journal Star. Article on Nebraska Crossing (November 2013).

Omaha World Herald. Article on Nebraska Crossing (October 2013).

Omaha World Herald. Future of Small Business Technology (August 2013).

Omaha World Herald. Article on Small Businesses selling to WalMart and Target. (February 2012).

Associated Press. Article on Zombie Marketing (October 2011).

Columbus Telegram. Impact of dollar stores on WalMart. (February 2011).

Radio

Nebraska Public Radio. Interview on the use of Groupon and Living Social in retail today. (February 2011).

TV

KLKN-TV (Lincoln). Interview on Challenges of Retail Christmas 2021 (November 24, 2021).

Channel 10/11. Online Shopping for the Holiday Season (November 2016).

KOLN TV. Interview on Multiple retail store closings in Lincoln, NE. (January 2009).

KOLN TV. Discussed the Upcoming Holiday Shopping Season (November 2008).

Contracts, Grants and Sponsored Research

Grant

Simon, R. G., "Ethics Curriculum Development Grant-Marketing," Sponsored by Business Ethics Program, NU Foundation, \$2,000.00. (2009). Current Status: Awarded.

Awards and Honors

Outstanding Article of the Year for 2015, Journal of Marketing Education. (April 2016).

SERVICE

University Service

Committee Member, Center for Transformative Teaching Support Network. (August 2022 - Present).

Committee Member, Undergraduate Committee. (September 2019 - Present).

Transfer Credit Evaluator, Marketing Department Undergraduate Program. (August 2019 - Present).

Marshal Corps. (2019 - Present).

Co-organizer, Marketing Advisory Board. (January 2008 - Present).

Department Liaison, AMA Lincoln Chapter. (August 2007 - Present).

Judge, New Ventures Competition. (2022).

Committee Member, Evaluation Advisory Committee. (September 2021 - May 2022).

Committee Member, Assistant Professor of Practice Search Committee. (December 2021 - March 2022).

Committee Member, Teaching and Learning Center Faculty Director Search Committee. (November 2021 - January 2022).

Judge, 1, 2, 3, Quick Pitch Competition. (2021).

Table Host, Global Cafe. (2021).

Judge, New Ventures Competition. (2021).

Research and write up 2021 Biennial Report for the Department of Marketing. (2021).

Committee Member, Search Committee, Raikes School Marketing PoP. (September 2021 - November 2021).

Committee Member, Evaluation Advisory Committee. (September 2020 - May 2021).

Committee Member, Evaluation Advisory Committee. (September 2019 - May 2020).

Committee Member, Husker Business Lab. (June 2015 - May 2020).

Judge, 1, 2, 3, Quick Pitch Competition. (2019).

Table Host, Global Cafe. (2019).

Judge, New Ventures Competition. (2019).

Committee Member, Assistant Professor of Practice Search Committee. (August 2019 - September 2019).

Committee Member, Search Committee, Raikes School Marketing PoP. (September 2018 - July 2019).

Committee Member, Evaluation Advisory Committee. (September 2018 - May 2019).

Committee Member, Strategic Planning Programs Task Force. (January 2019 - April 2019).

Judge, 1, 2, 3, Quick Pitch Competition. (2018).

Judge, New Ventures Competition. (2018).

Committee Member, Academic Program Review Committee for External Review of the Department of Textiles, Merchandising & Fashion Design. (October 2018).

Brand Advisory Council, University of Nebraska-Lincoln. (March 2018 - October 2018).

Committee Member, Evaluation Advisory Committee. (September 2017 - May 2018).

Judge, 1, 2, 3, Quick Pitch Competition. (2017).

Judge, New Ventures Competition. (2017).

Committee Member, Marketing Department, Assurance of Learning. (2014 - 2017).

Committee Member, Service and Experiential Learning Work Group. (July 2017 - September 2017).

Committee Member, Search Committee for International Business Coordinator. (July 2017).

Committee Member, Evaluation Advisory Committee. (September 2016 - May 2017).

Committee Member, Undergraduate Committee. (August 2014 - May 2017).

Committee Member, Faculty Search Committee, Assistant Professor, College of Textiles, Merchandising and Fashion Design. (August 2016 - October 2016).

Committee Member, General Committee, at large PoP. (August 2013 - August 2016).

Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).

Faculty Advisor, Union Pacific Case Study Competition. (2015).

Transfer Credit Evaluator, Marketing Department Undergraduate Program. (August 2014 - December 2015).

Committee Member, Center for Sales Excellence Professor of Practice Search Committee. (March 2015 - September 2015).

Committee Member, Evaluation Advisory Committee. (August 2014 - May 2015).

Committee Member, Committee to develop relationships with universities in Porto Alegre, Brazil. (May 2014 - May 2015).

Faculty Advisor, Union Pacific Case Study Competition. (2014).

Committee Member, Evaluation Advisory Committee. (August 2013 - May 2014).

Committee Member, Faculty Search Committee, Assistant Professor of Practice. (March 2013 - May 2014).

Faculty Advisor, AMA Student Chapter. (August 2012 - May 2014).

Committee Member, Search Committee, UNL Liason Instructor at Xian College, Xian China. (January 2013 - July 2013).

Committee Member, International Orientation Planning Team. (October 2012 - May 2013).

Committee Chair, CBA Century Club. (August 2012 - May 2013).

Committee Member, Evaluation Advisory Committee. (August 2012 - May 2013).

Committee Member, Teaching-Learning for the 21st Century Action Group. (January 2013 - February 2013).

Committee Chair, Faculty Search Committee - Assistant PoP. (January 2012 - April 2012).

Faculty Advisor, AMA Student Chapter. (August 2003 - May 2011).

Attendee, Meeting, Strategic Taskforce on Undergraduate Education. (September 2010 - December 2010).

Committee Member, UniversCo Board. (2005 - 2008).

Committee Member, Museum Store in Morrill Hall Board. (2002 - 2005).

Professional Service

Judge, Global Online Marketing Academic Challenge. (2022).

Judge, National Collegiate AMA Website Competition. (2022).

Judge, Global Online Marketing Academic Challenge. (2021).

Judge, National Collegiate AMA Website Competition. (2021).

Reviewer/Discussant, Conference Paper, Association for Business Simulation and Experiential Learning Conference. (November 2020).

Judge, National Collegiate AMA Website Competition. (2019).

Judge, National Collegiate AMA Website Competition. (2018).

Reviewer/Discussant, Conference Paper, Association for Business Simulation and Experiential Learning Conference. (October 2018 - November 2018).

Judge, National Collegiate AMA Website Competition. (2017).

Reviewer/Discussant, Conference Paper, Association for Business Simulation and Experiential Learning Conference. (October 2016 - November 2016).

Reviewer/Discussant, Conference Paper, Academy of Marketing Sciences. (2015).

Judge, National Collegiate AMA Website Competition. (2015).

Judge, National Collegiate AMA Website Competition. (2014).

Judge, National Collegiate AMA Website Competition. (2013).

Public Service

Board Member, Lincoln Calling Music and Education Festival, Lincoln, NE. (May 2019 - Present).

Board Member, Downtown Civic Ventures Investment Committee, Lincoln, NE. (December 2010 - 2020).

Working with the Association on retail retention and recruitment, Downtown Lincoln Association, Lincoln, NE. (March 2007 - 2020).

Member, Lincoln Chamber of Commerce, Lincoln, NE. (1990 - 2020).

Board Member, Lincoln American Marketing Association. (2005 - 2017).

Board Member, Lincoln Goodwill, Lincoln, NE. (October 2011 - November 2016).

Board Member, Juvenile Diabetes Research Foundation, Major Gifts Committee. (August 2006 - August 2009).

Member, Public Policy Committee of the Lincoln Chamber of Commerce. (2004 - 2007).

Board Member, Jazz in June Program. (2004 - 2006).

Officer, President/Elect/Past, Lincoln Chapter of the Juvenile Diabetes Research Foundation. (2003 - 2005).

Board Member, Lincoln Chapter of the Juvenile Diabetes Research Foundation. (1999 - 2005).

Board Member, Better Business Bureau. (1998 - 2002).

Board Member, Nebraska Retail Federation. (1995 - 2001).

Chairperson, City of Lincoln Transportation Board, Lincoln, NE. (1991 - 1993).

Awards and Honors

Service, University

2020 College of Business Faculty Service Award, University of Nebraska-Lincoln, College of Business. (2020).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2020).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2017).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2015).