

MICHAEL L. CAPELLA

ACADEMIC EXPERIENCE:

Dean

College of Business

(2019 – Present)

Loyola University New Orleans

- Chief Academic Officer for programs in Accounting, Analytics, Economics, Finance, International Business, Management and Marketing as well as MBA & JD/MBA, serving 550+ students
- Promotion and tenure decision duties for 21 full-time faculty
- Hiring and retention decisions for 14 part-time/adjunct faculty
- Manage College of Business staff of 11, including 4 Directors
- Revised Mission and Vision statements with emphasis on three pillars: Ethics, Entrepreneurship and International Business
- #14 ranking in *U.S. News & World Report* 2022 Best Graduate Entrepreneurship Program
- #26 ranking in *U.S. News & World Report* 2022 Best Graduate International Business Program
- Improved first-year retention rates with curricular revisions and enhanced student engagement activities and outreach
- Revenue and operating income increased over 10% with the launch of new graduate programs and growth in enrollments
- Advanced the diversity of the College with new faculty hires
- Manage the Loyola College of Business Visiting Committee
- Steward annual College donations of approximately \$750,000
- Chaired College of Nursing & Health Dean Search Committee

New Program Development:

- Online Masters of Marketing & Communication in collaboration with the Loyola College of Music and Media
- Online Masters of Healthcare Management in collaboration with the Loyola College of Nursing and Health
- Global MBA/Triple Masters with partners at SKEMA Business School (Paris) and Munich (Germany) School of Management at Ludwig-Maximilians University
- Physician's MBA in partnership with Ochsner Health Systems developed with launch planned for January 2022
- Created undergraduate Entrepreneurship major for fall 2022
- Established Certificates in Data Analytics, Digital Marketing, Portfolio Management and Entrepreneurship

Associate Dean, Graduate & Executive Programs

Villanova School of Business (2012 – 2019)

Villanova University

- Responsible for MBA, JD/MBA, Executive MBA, and three Masters in Accounting, Finance, and Analytics
- Managed two offices with a staff of 18, including 4 Directors
- Increased overall enrollment in Graduate Programs by 50+%
- Launched online MBA and Master of Science in Analytics
- #13 *U.S. News & World Report* 2019 Best Online MBA
- #2 *U.S. News* 2019 Best Online Graduate Business Program
- Implemented customized Master of Accounting for KPMG
- Created and founded Villanova MBA Alumni Association
- Developed Graduate Business Alumni Advisory Council
- Profit and loss responsibilities with revenue of ~ \$24 MM

Professor of Marketing

(2015 – 2019)

Villanova University

- Editorial Review Board membership at five academic journals
- Chaired five College committees and served on 10+ others
- Faculty Program Coordinator, Villanova University
International Ambassadors, Rome, Italy, 2011–2018

Associate Professor of Marketing

(2011 – 2015)

Villanova University

- Summer Research Support Program recipient, 2007–2018
- Villanova School of Business Emerging Scholar Award, 2012
- Developed experiential and service learning projects for both graduate and undergraduate courses

Assistant Professor of Marketing

(2005 – 2011)

Villanova University

- Courses taught: Strategic Marketing Management (MBA), Decisions in Marketing (MBA), International Marketing, Competitive Effectiveness (cross-disciplinary six credit class), Marketing Management, and Marketing of Services
- Villanova University Office of Research and Sponsored Projects Summer Research Fellowship, 2006

Visiting Professor

Klagenfurt University (Austria)

(Summer 2010)

- Taught International Marketing Management to undergraduate students from Austria

Visiting Lecturer

Munich School of Management (Germany)

(Spring 2009)

- Taught Strategic Marketing Management to undergraduate students from Germany

Lecturer
Department of Marketing (2004 – 2005)
Mississippi State University

- Taught two sections of the capstone course in Marketing

Graduate Teaching Assistant
College of Business and Industry (2002 – 2003)
Mississippi State University

- 2005 Mississippi State University College of Business and Industry Graduate Student Research Award Recipient
- 2003 Donald Zacharias Teaching Assistant of the Year, Doctoral Level, Mississippi State University

**INDUSTRY
EXPERIENCE:**

H. C. Brill Company, Inc. (1993 – 2001)
Bakery ingredients manufacturer and the largest producer of ready-to-use cake icings in the United States with annual sales over \$250 million

Sales Representative – Los Angeles, CA (1997 – 2001)
Responsible for Southern California and Southern Nevada territory

- Successful in relationship marketing with large retail grocers and restaurant chains in Southern California and Nevada
- Worked directly with The Cheesecake Factory corporate office to get finished product into all of their restaurant locations
- Expanded territory sales by establishing new wholesale accounts and introducing new products to intermediaries
- Supervised and trained a sales assistant as well as technical service representatives deployed within grocery clients

Sales Assistant – Orlando, FL (1995-1996)

- Relocated to Central Florida after promotion to sales assistant
- Assigned the Winn Dixie Orlando account with 100+ stores
- Managed and strengthened customer relationships through improved customer service and product promotion
- Increased retail grocery sales through innovative marketing

Sales/Service Representative – Atlanta, GA (1993-1994)

- Trained current end users on proper handling techniques
- Traveled throughout Georgia promoting products to existing customer base

- EDUCATION:**
- PhD, Marketing** (2002 – 2005)
Mississippi State University, Mississippi State, MS
 - Dissertation Title: “A Review of the Effect of Advertising on Cigarette Initiation, Continuation and Brand Behavior: A Mixed Method Approach” (Cynthia Webster, Chair)
 - MBA, International Business** (1991 – 1992)
Georgia State University, Atlanta, GA
 - Interned with Canadian Consulate General
 - BBA, Marketing** (1987 – 1991)
Mississippi State University, Mississippi State, MS
 - Financed college with scholarships and work

ACADEMIC

JOURNAL PUBLICATIONS:

- “Anti-service as Guiding Maxim: Tough Lessons from a Maximum Security Prison”
Journal of Service Research (2016)
 Volume 19, Issue 1, Pages 57-71
 Ronald Paul Hill, Michael L. Capella, Justine Rapp, & Gramercy Gentlemen
- “Consumption Restrictions in a Total Control Institution: Participatory Action Research in a Maximum Security Prison”
Journal of Public Policy & Marketing (2015)
 Volume 34, Issue 2, Pages 156-172
 Ronald Paul Hill, Justine Rapp, Michael L. Capella & Gramercy Gentlemen
- “Incivility in Political Advertisements: A Look at the 2012 Presidential Election”
International Journal of Advertising (2015)
 Volume 34, Issue 5, Pages 812-839
 Ronald Paul Hill, Michael L. Capella, & Yoon-Na Cho
- “The Financial Impact of Loyalty Programs in the Hotel Industry: A Social Exchange Theory Perspective”
Journal of Business Research (2014)
 Volume 67, Issue 10, Pages 2139-2146
 Johnny Lee, Michael L. Capella, Charles R. Taylor, Meg Luo, & Colin B. Gabler
- “Impoverished Consumers, Catholic Social Teaching, and Distributive Justice”
Journal of Business Research (2014)
 Volume 67, Issue 2, Pages 32-41
 Ronald Paul Hill & Michael L. Capella

- “The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergames and Advertising in Social Network Games”
Journal of Advertising (2013)
Volume 42, Issue 2-3, Pages 95-112
Ralf Terlutter & Michael L. Capella
- “Exploring the Effects of Odd Pricing: An Examination Using Adaptation-Level Theory”
Journal of Product & Brand Management (2013)
Volume 22, Issue 1, Pages 87-94
Brian R. Kinard, Michael L. Capella, & P. Greg Bonner
- “Sound Disclosures: Assessing When a Disclosure is Worthwhile”
Journal of Public Policy & Marketing (2012)
Volume 31, Issue 2, Pages 313-322
John C. Kozup, Charles R. Taylor, Michael L. Capella, & Jeremy Kees
- “Measuring the Impact of Tobacco Harm Reduction Information in Advertising in the Presence of a Government Mandated Warning”
Journal of Consumer Affairs (2012)
Volume 46, Issue 2, Pages 235-259
Michael L. Capella, Charles R. Taylor, & Jeremy Kees
- “A Review of the Effect of Cigarette Advertising”
International Journal of Research in Marketing (2011)
Volume 28, Issue 3, Pages 269-279
Michael L. Capella, Cynthia Webster, & Brian R. Kinard
- “The Impact of Violence Against Women in Advertising”
Journal of Advertising (2010)
Volume 39, Issue 4, Pages 37-52
Michael L. Capella, Ronald Paul Hill, Justine Rapp, & Jeremy Kees
- “Do Pharmaceutical Marketing Activities Raise Prices? Evidence from Five Major Therapeutic Classes”
Journal of Public Policy & Marketing (2009)
Volume 28, Issue 2, Pages 146-161
Michael L. Capella, Charles R. Taylor, Randall Campbell, & Lance Longwell

- “The Impact of Social Presence on Technology Based Self-Service Use: The Role of Familiarity”
Services Marketing Quarterly (2009)
Volume 30, Issue 3, Pages 303-314
Brian R. Kinard, Michael L. Capella, & Jerry L. Kinard
- “Smokeless Tobacco Products as a Harm Reduction Mechanism: A Research Agenda”
Journal of Public Policy & Marketing (2008)
Volume 27, Issue 2, Pages 187-196
Charles R. Taylor & Michael L. Capella
- “The Effect of Cigarette Advertising Bans on Consumption: A Meta-Analysis”
Journal of Advertising (2008)
Volume 37, Issue 2, Pages 7-18
Michael L. Capella, Charles R. Taylor, & Cynthia Webster
- “The De-Marketing of Smokeless Tobacco for Harm Reduction”
Journal of Consumer Marketing (2007)
Volume 24, Issue 2, Pages 68-70
Michael L. Capella
- “Does DTC Prescription Drug Advertising Provide Information or Create Market Power? Evidence from the U.S. and New Zealand”
Advances in International Marketing (2007)
Volume 18, Pages 9-30
Charles R. Taylor, Michael L. Capella, & John C. Kozup
- “Teenagers and Shopping Media: A Consumer Socialization Perspective”
Journal of Retailing (2006)
Volume 82, Issue 2, Pages 137-153
Jason E. Lueg, Nicole Ponder, Sharon Beatty, & Michael L. Capella
- “Relationship Marketing: The Influence of Consumer Involvement on Perceived Service Benefits”
Journal of Services Marketing (2006)
Volume 20, Issue 6, Pages 359-368
Brian R. Kinard & Michael L. Capella
- “The Impact of Customer-to-Customer Interactions in a High Personal Contact Service Setting”
Journal of Services Marketing (2005)
Volume 19, Issue 7, Pages 482-491
Robert Moore, Melissa Moore, & Michael L. Capella

PUBLISHED BOOK CHAPTERS:

- “Advertising and Cigarette Consumption” in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research, 2nd edition* edited by Dominique M. Hanssens, Chapter 14, Page 172, Marketing Science Institute (2015)
- “Pharmaceutical DTC Advertising Provides Valuable Information to Health Care Consumers,” in *Advertising and Society: Controversies and Consequences, 2nd edition* edited by Carol Pardun, Chapter 9, Pages 146-154, Wiley-Blackwell (2014)
- “The Impact of Violence Against Women in Advertising,” in *Advertising and Violence: Concepts and Perspectives* edited by Nora J. Rifon, Marla B. Royne, and Les Carlson, Pages 94-112, M.E. Sharpe (2014)

EDITORIAL REVIEW BOARD MEMBERSHIPS:

- Journal of Public Policy & Marketing
- Journal of Consumer Affairs
- Journal of Advertising
- International Journal of Advertising
- Journal of Global Scholars of Marketing Science

COMMITTEE CHAIR POSITIONS:

- Loyola University New Orleans College of Nursing and Health Dean Search, 2019–2020
- Villanova School of Business Executive Education (Taskforce), 2016–2017
- Villanova School of Business Graduate Curriculum, 2013–2016
- Villanova School of Business E-Learning (Taskforce), 2013–2016
- Villanova School of Business MBA Program Admissions and Academic Standing, 2012–2016
- Villanova School of Business Graduate Fellow’s Program Selection, 2012–2013

AWARDS AND HONORS:

- 2016 Emerald Publishing Group Citation of Excellence Award for “The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergimes and Advertising in Social Network Games” (2013)
- Best Reviewer of the International Journal of Advertising, 2016
- Villanova School of Business Emerging Scholar Award, 2012
- 2008 Best Article Award, Journal of Advertising, for “The Effect of Cigarette Advertising Bans on Consumption: A Meta-Analysis”
- Thomas Ponzurick Top Paper in Conference Award, 2007 Association of Marketing Theory and Practice Conference
- Villanova University Office of Research and Sponsored Projects Summer Research Fellowship, 2006
- Best Conference Paper Award, Marketing and Public Policy Conference, 2006
- 2005 Mississippi State University College of Business and Industry Graduate Student Research Award Recipient
- 2003 Donald Zacharias Teaching Assistant of the Year, Doctoral Level, Mississippi State University

OTHER ACADEMIC ACTIVITIES:

- Book Review of “Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing” by Mark Schaefer in Psychology & Marketing (2013), Volume 30, Issue 7, Pages 83-88
- Special Issue Co-Editor “Advergimes, In-Game Advertising, and Social Media Games,” Journal of Advertising (2013)
- American Academy of Advertising Publications Committee Chair (2012–2013)
- Visiting Research Lecturer, Munich School of Management, Munich, Germany (October 2012)
- Director, Board of the Academy of Business Education, elected to three-year term (2009–2011)