

Alex D. Stein

Alex D. Stein, Ph.D.

1158 Waterwheel Drive

Yardley, PA 19067

H: 215-321-6489

C: 814-404-7317

astein@temple.edu

astein5955@verizon.net

Education:

PhD in Business Administration, with emphasis in Marketing, Fox School of Business and Management, Temple University, 2007, *Dissertation Topic*: “Intra-organizational and Interorganizational Dimensions for Successful Integrated CRM Systems in B-to-B Settings.”

Awarded Temple University Doctoral Fellowship

MBA, emphasis in Marketing, Fox School of Business and Management, Temple University, 1979

BS in Commerce, double major in Marketing and Management, Rider University, 1977

Academic Appointments:

Temple University (Fall 2010 to present)

Department of Marketing

Fox School of Business and Management

MBA Academic Programs Director

Assistant Professor and Core Course Coordinator of BA 3103: Integrative Business Applications

Goucher College (Fall 2006 to Spring 2010)

Department of Management

Assistant Professor of Management

Courses Taught (Temple University, Goucher College, The Wharton School of UPenn, Rutgers University Camden, and Rider University)

Undergraduate:

Business Strategy

Business Strategy – online

Consumer Behavior

International Business

Introduction to Management

Marketing Communications

Marketing Management

Marketing Management – online

Marketing Research

New Product Development

Sales Force Management

MBA:

- Business-to-Business Marketing Management
- Marketing Case Analysis
- Marketing Research
- Marketing Strategy
- Marketing Program Metrics – online

Research Areas:

- Customer Relationship Management
- Marketing Management
- Business Strategy
- International Marketing

Journal Publications:

Blau, G., J. DiMino, P. DeMaria, A. Stein, S. Casper, C. Beverly, M. Chessler (2016) “Exploring undergraduate differences in anxiety about meeting their assigned therapist,” *College Student Journal*, Vol 50, No. 4, p. 551.

Stein, Les and Alex Stein (2016) “Re-thinking America's Teacher Education Programs,” *The Clearing House: A Journal of Educational Strategies, Issues and Ideas*, published online 03 Aug 2016.

Blau, G., J. DiMino, N. Sheridan, A. Stein, S. Casper, M. Chessler, and C. Beverly (2015) “Wait Time for Counseling Affecting Perceived Stigma and Attitude toward the University,” *College Student Journal*, Vol. 49, No. 2, p. 280-290.

Blau, G., J. DiMino, N. Sheridan, A. Stein, S. Casper, M. Chessler, and C. Beverly (2015) “Exploring Primary Referral Source Impact on Student Initial Perceptions of Counseling,” *The Journal of College Counseling*, Vol. 49, No. 1, p. 41-48.

Stein, Alex D., Michael F. Smith and Richard A. Lancioni (2013) “The Development and Diffusion of Customer Relationship Management (CRM) Intelligence in Business-to-Business Settings,” *Industrial Marketing Management*, Vol. 42, No. 6, p. 855-861.

Stein, Alex, Michael Smith, and Richard A. Lancioni (2010) “Industrial Organization and Customer Service Orientation: The Impact on Customer Service Orientation in B-to-B Markets,” *Journal of Management and Public Policy*, Vol. 1, No. 2, p. 52-77.

Stein, Alex and Michael Smith (2009) “CRM Systems and Organizational Learning: An Exploration of the Relationship between CRM Effectiveness and the Customer Orientation of the Firm in Industrial Markets,” *Industrial Marketing Management*, Vol. 38, No. 2, p. 198-206.

Stein, Alexander D., Richard A. Lancioni, and Michael F. Smith (2006) "Inter-Departmental PriceSetting in Industrial Markets: Organizational Perspectives and Recommendations," *The Journal of Professional Pricing*, Vol. 15, No. 1, p. 22-25.

Books:

Stein, Alex D., Michael F. Smith, and Les Stein (2018) *The Value Frontier: An Introduction to Competitive Business Strategies*, 2nd Ed., Dubuque, Iowa: Kendall-Hunt Publishing Company.

Stein, Les, Jessica Stein, and Alex Stein (2013) *Education Disrupted: Saving Our Failing Schools*, Lanham, Maryland: Rowman & Littlefield Education.

Research Grants Received:

2005 Center for International Business Education Research (CIBER) (\$2,000), for "The Impact of CRM System Implementation on International Business Strategy" with Michael F. Smith.

2005 Center for International Business Education Research (CIBER) (\$10,000), for "The Impact of Terrorism on Global Supply Chains" with Richard Lancioni and Michael F. Smith.

Conference Presentations:

Bora Ozkan and Alex Stein, "Experiential Learning in Temple University's Fox School MBA Programs" at the *2022 Part-time & Online MBA Conference* (October 9-12, 2022, Tulsa and Stillwater, OK).

Alex D. Stein, "The Promise of CRM: What Are the Keys to Successful Implementation?" at the *VCF Supply Chain Conference* sponsored by Trading Partners Collaboration (June 12 - 14, 2006, Teaneck, NJ).

Richard Lancioni, Hope Jensen Schau, Michael F. Smith, and Alex Stein, "U.S. Energy, Security and Regional Business Impacts of Foreign Terrorism on East Coast Supply Chains and Its Effect on Global Competitiveness" at the *6th Annual Business Forum* sponsored by CIBER (April 9, 2005, Philadelphia, PA).

Non-Academic Management Positions Held:

Siemens Corporation (1984-2002)

Managing Director, Siemens Corporation, Inc. (2000-2002)

Vice President, Marketing, Siemens Medical Systems (1997-1999)

Director, Strategic Planning, Siemens Medical Systems (1995-1997)

Director, Strategic Planning, Siemens Corporation, Inc. (1990-1995)

Senior Strategic Planner, Siemens Corporate Research and Support (1984-1990)

Dataquest, Inc., division of Dun & Bradstreet, Inc. (1982-1984)

Manager and Senior Industry Analyst

Hazeltine Corporation, Computer Terminals Division (1980-1982)

Manager and Marketing Research Analyst

Consulting Services:

Creative Marketing Initiatives, LLC, *strategic planning and marketing consulting*

Professional Service:

Ad-hoc reviewer for *Industrial Marketing Management*, 2012.

Ad-hoc reviewer for the *Journal of the Academy of Marketing Science* 2007.

Ad-hoc reviewer for *Communications of the Association of Information Systems*, 2006.

Professional Affiliation:

American Marketing Association