

**Amy A. Lavin**  
**Curriculum Vitae**

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**HIGHLIGHTS:**

- Academic Director of MS-Digital Innovation in Marketing Program
- Assistant Academic Director – Online Programs (OMBA, OBBA)
- Awards: MS-DIM Professor of the Year Award (2019, 2017), Full Time MBA Faculty Member of the Year Award (2020), Fox Honors Faculty of the Year Award (2019) AIS Professor of the Year award (2019), Adjunct Faculty of the Year Award (2015)
- Dean’s Teaching Fellow (2018-2020), Fox Honors Faculty Fellow (2019-2021)

**EDUCATION:**

**Ed.D, Education Administration**

Temple University, Philadelphia, PA  
Degree Awarded: May 2019

**Master of Business Administration**

Temple University, Philadelphia, PA  
Dean’s Certificate of Excellence  
Degree Awarded: January 2004

**Direct Marketing Certificate**

Pennsylvania State University, Frazer PA  
Certificate Awarded: 2001

**Bachelor of Business Administration**

Temple University, Philadelphia, PA  
Cum Laude  
Degree Awarded: May 2000

**CERTIFICATIONS:**

Google Analytics IQ Certification – Current as of 2021  
Adobe Creative Campus Fellow – Current as of 2021

**ACADEMIC EXPERIENCE:**

**Temple University (July 2011 – Present)**

**Department of Management Information Systems**

Assistant Professor of Practice (2015-Present)

Director, MS-Digital Innovation in Marketing (2015-Present)

Assistant Online Academic Director Fox School of Business (2018-Present)

Adjunct Instructor (2011-2015)

**NON-ACADEMIC EXPERIENCE:**

Technical Training Manager, Temple University 2010-2015

Technical Team Manager, SunGard Higher Education 2008-2010

Senior Functional Consultant, SunGard Higher Education 2006-2008

Software Licensing Manager, Temple University, Philadelphia 2004-2006

Assistant Bursar, Billing and Reporting, Temple University, Philadelphia 2001-2004

Marketing Associate, AEGON Direct Marketing Services 2000-2001

Marketing Intern, AEGON Direct Marketing Services 1999

**ORGANIZATION MEMBERSHIPS:**

Association for Information Systems

**AWARDS AND RECOGNITIONS:**

- MIS Department Full Time Faculty Member of the Year (2021)
- Full Time MBA Faculty Member of the Year (2020)
- Fox Business Honors Faculty Member of the Year (2020)
- Fox & STHM Impact Award (2020)
- MS-Digital Innovation in Marketing, Faculty Member of the Program (2017, 2019)
- Honors Teaching Fellow (2019-2021)
- AIS Student Chapter Professor of the Year (2019)
- Dean's Teaching Fellow (2018)
- MIS Faculty Leadership Award (2017)
- MIS Adjunct Teacher of the Year Award (2015)

**Teaching Activity**

**Course taught**

MIS0855 (online): Data Science

MIS2101 (online & face to face): Information Technology in Organizations

MIS2502 (face to face): Data Analytics  
 MIS3506 (face to face): Digital Solutions Studio  
 MIS5001 (face to face): Information Technology in Organizations  
 MIS5101 (online): Business Intelligence  
 MIS5302 (face to face): Information Technology in Organizations  
 MIS5651 (online): MS-Digital Innovation in Marketing Capstone  
 MIS5801 (face to face, TUJ): Information Systems in Organizations

**Professional Activity**

**Consulting / Advisories**

Provided technical consulting for IBIT related projects, developed online options for previously non-online clients. Along side a team of students, provided consulting and development work for three projects focused on education and sales for small businesses, transforming from no online presence to the availability of online services.	Jun-Aug 2020
Temple University – Small Business Development Workshop: “Creating Your Own Corner of the Internet – Basics of Building a Website” Workshop. Developed and delivered content for the SBDC in a webinar format.	Jun-Nov 2020
Provided technical consulting for NEIL, including the design and implementation of an employee survey	Jun – Aug 2017

**Broadcast Interviews**

Online retailing and Cyber Monday, NBC News Today	11/27/2017
Interviewed on "CBS 3 News", CBS	4/17/2017

**Service**

MS-Digital Innovation in Marketing Recruiting	2015-present
Target Case Competition	2017-present
Faculty Engagement Committee	2016-present
AMCIS Paper Reviewer	2018-present
MIS Awards Committee	2017-present

FSBM Scholarship Committee	2018-present
Masters Program Committee	2018-present
AIS Student Case Competition Judge	2019
AIS Student Competition Advisor	2018-present

## Publications & Presentations

- Customer Experience & the Metrics of Success – HBA MasterClass presentation (April 2021)
- Lambert, S., Lavin, A., & Paris, D. (2021) “L’Oreal USA: Digitally Optimizing Consumer Insights.” Case Study, Forthcoming by Ivey Publishing, Ontario Canada.
- Lambert, S., Lavin, A. (2021) “Higher Education: Differentiating Through Academic Innovation and Student Engagement in Challenging Times. Forthcoming: Journal of Education Advancement and Marketing, Summer 2021
- Moderator – Navigating a post COVID-19 world. Sponsored by Temple University’s AIS chapter. April, 2021
- Paris, D., Wilcox, J., Lavin, A., & Lambert, S. (2019) “Opera Philadelphia: Segmentation Strategies for Changing Markets.” Ivey Publishing Case # 9B19A039. Ontario, Canada: Ivey Publishing.
- AMCIS 2019: Lavin, A. Innovation in the IS Classroom: Live Clients in the Classroom TREO Talk Paper -Americas Conference on Information Systems, Cancun, Mexico. *(Presenter)*
- ICIS 2019 - "Lavin, A., Martin, M.C., “The Challenge of Engaging Graduate Students in Online Classes, Applying an Engagement Framework for Student Success.” TREO Talk Paper, in the Proceedings of the International Conference on Information Systems, Munich, Germany, December 15-18, 2019. Link: to be added once available. *(Presenter)’”*
- Lavin, Amy A., “Student Characteristics for Success in Online vs. Face to Face Environments.” (Ed.D diss., Temple University, 2019)
- Digital Summit Conferences (Event Participation) 2018-2019
  - Raleigh, Atlanta, Philadelphia, Boston, Chicago, Dallas
- Lavin, A., Martin, M.C., Sclarow, S., “Innovating in the IS Classroom: Teaching Process Diagrams to Undergraduate Students.” TREO Talk Paper, in the Proceedings of the International Conference on Information Systems, San Francisco, California, December 13-16, 2018. <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1404&context=icis2018#>
- Lavin, A., Martin, M.C., Sclarow, S., “Radically Redesigning Introductory MIS Large-Scale Lectures: Creating Enhanced Learning Environments.” Completed Research Paper, in the

Proceedings of the International Conference on Information Systems, San Francisco, California, December 13-16, 2018. (*Presenter*)

- Journal of Education Advancement and Marketing: “Is engagement the answer to the challenges of online education? (Publication) September 2018
- Social Media Strategies Summit (Event Participation) 2018
- Preparing Students to be the Next Generation of Marketers (Non-Research Presentations) 2018
- Bucks County Courier Times/The Intelligencer (Text interview) 2018
- Digital Summit - Raleigh (Event participation) 2017
- The Challenge of Differentiation: Creating a Unique Brand Promise that Resonates with Prospective Students (Non-Research Presentations) 2018
- Scholastic Lightning Talk - What's Next in Digital Marketing (Non-Research Presentations) 2017
- Making Sense of the Data - Linking Marketing & Innovation (Non-Research Presentations) 2017
- Las Vegas Sun (Text interview) 2017
- Digital Summit - Philadelphia (Event participation) 2017
- AMCIS: Innovation and Engagement in a 100% Online Program (Non-Research Presentations) 2017
- NRF - Retail's Academic Symposium (Event participation) 2017
- Digital Summit - Denver (Event participation) 2017
- Digital Summit - Atlanta (Event participation) 2017
- Shapiro, Joan P; Stefkovich, Jaqueline A. (2010). Case Study Contribution in Ethical Leadership and Decision Making in Education. Abingdon, Oxon Routledge.
- Internet Summit – Raleigh, NC – The Future of Content Marketing, (Non-Research Presentations) 2016
- Digital Summit – Philadelphia, PA– The Future of Content Marketing, (Non-Research Presentations) 2016
- AMCIS - Integrating and Innovating - MS-Digital Innovation in Marketing Degree. (Non-Research Presentations) 2016
- Doyle, M. J., & Lavin, A. (2016, August). Death to Course in a Box. In *AMCIS*. San Diego, California
- Mele, C. (2017, March). How to Log Off of Facebook Forever, With All Its Perks and Pitfalls. Wall Street Journal. Retrieved from <https://www.nytimes.com/>

