

Dr. Christopher M. Monos

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Fox School of Business
Department of Marketing and Supply Chain Management
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Education

Ph.D., Columbia University, 1997.

Major: Measurement, Evaluation and Applied Statistics

Supporting Areas of Emphasis: Psychometrics

Dissertation Title: Learning and Use of Hierarchically Structured Categories in a Social Context

MA, Fairleigh Dickinson University, 1988.

Major: Industrial Psychology

Dissertation Title: Attribution Manipulation Following Failure and its Effect on Measures of Self Efficacy

BS, Albright College, 1986.

Major: Psychobiology

Academic, Government, Military and Professional Positions

Academic

Assistant Professor (Practice), Fox School of Business, Temple University. (July 1, 2010 - Present).

Professional

Vice President, Account Management, Brand and Communications, GfK Custom Research North America. (September 1, 2005 - December 31, 2009).

Global Director, Marketing Science Group, GfK Martin Hamblin. (July 1, 2004 - August 31, 2005).

Vice President, Copernicus Marketing Consulting. (July 4, 2002 - July 1, 2004).

Engagement Manager, Vivaldi Brand Leadership. (July 1, 2001 - July 1, 2002).

Principal Consultant, Corporate and Operations Strategy, PricewaterhouseCoopers. (September 1, 1997 - June 30, 2001).

Independent Research and Statistical Consultant, Guideline Research, Research Perspectives, Advanced Analytics. (January 1, 1993 - August 31, 1997).

Project Director, Research International. (September 1, 1989 - June 30, 1992).

Professional Memberships

American Marketing Association.

Development Activities Attended

Workshop, "Case Writing Workshop," Fox School of Business - CITL, Philadelphia, PA, USA. (June 4, 2018 – June 5, 2018).

Seminar, "4th Annual Planning for Qualitative Research: Design, Analysis and Software Integration," Social Science Data Library at Temple University, Philadelphia, PA, USA. (January 16, 2013 - January 18, 2013).

Seminar, "Big Data Symposium: Temple University Fox School of Business," Institute for Business & Information Technology (IBIT), Philadelphia, PA, USA. (May 21, 2012).

Workshop, "Choice Based Conjoint Analysis," FSB Center for Statistical Analysis, Philadelphia, PA, USA. (April 26, 2012).

Seminar, "Teaching How the Mind Works," Fox School of Business - CITL. (January 15, 2012).

Seminar, "Integration of International Business into Courses," Fox School of Business - CITL. (May 15, 2011).

Seminar, "Teaching Large Sections," Fox School of Business - CITL. (March 30, 2011).

Workshop, "Develop Grading Rubrics for Writing Assignments," Fox School of Business - CITL. (May 20, 2010).

TEACHING

Teaching Experience

Temple University

BA 3103, Integrated Business Applications, 53 sections.

MKTG 3509, Customer Data Analytics, 36 sections.

MKTG 3511, Marketing Research, 8 sections.

MKTG 3596, Consumer and Buyer Behavior, 6 sections.

MKTG 5111, Customer Data Analytics, 1 section

MKTG 5602, Quantitative Methods in Marketing, 4 sections

STAT 5604, Experiments: Knowledge by Design, 4 sections

BA 9814: Advanced Quantitative Research Methods: Methodology Mentor, 1 section

Columbia University

Probability and Statistical Inference (Graduate level), 2 sections

RESEARCH

Published Intellectual Contributions

Journal Articles

Blau, G., Monos, C., Boyer, E., Davis, K., Flanagan, R., Brooks Lopez, A., Tatum, D. S. (2013). Correlates of Injury-Forced Work Reduction for Massage Therapists and Bodywork Practitioners. *International Journal of Therapeutic Massage and Bodywork*, 6(3), 1-8.

Blau, G., Chapman, S., Boyer, E., Flanagan, R., Lam, T., Monos, C. (2012). Correlates of Safety Outcomes during Patient Ambulance Transport: A Partial Test of the Haddon Matrix. *Journal of Allied Health, 41*(3), e69-e72.

Blau, G., Monos, C., Brooks Lopez, A., Boyer, E., Davis, K., Flanagan, R., Lam, T., Konda, S. (2012). Exploring Correlates of Work Exhaustion and Physical Exhaustion for a Sample of Massage Therapists and Body Workers. *Career Development International, 17*(5), 414-434.

SERVICE

College Service

Member of Faculty Senate for Fox School of Business (Spring, 2017 – Spring, 2020)

Department Service

Instructor for Quant Camp for Marketers Educational Series (Spring, 2017 – Present)

Academic Director of Consumer Insights and Marketing Analytics, Consumer Insights and Marketing Analytics. (July 1, 2013 – December, 2016).

Committee Member, Faculty Engagement Committee. (August 15, 2012 – May 1, 2016).

Judge, Target Case Competition 2014. (March 1, 2014 - March 15, 2014).

Judge, Target Case Competition 2013. (March 1, 2013 - March 15, 2013).

Committee Member, Marketing and Business Analytics. (May 1, 2012 - December 1, 2012).

Faculty Mentor. (October 1, 2011 - February 15, 2012).

College Service

MKTG 5602: Quantitative Methods in Marketing: Online Course Development. (July, 2017 – March, 2018).

MKTG 3509: Customer Data Analytics: Online Course Development. (September, 2015 - Present).

Judge, Case Competition, Be Your Own Boss Bowl 2014. (March 15, 2014 - April 15, 2014).

BA 3103: Integrated Business Applications: Online Course Development. (May 1, 2013 - May 31, 2013).

Consulting

For Profit Organization, Therapy Resource Center, LLC, Wyomissing, PA. (January 31, 2011 - Present).

For Profit Organization, McDonald's, Oak Brook, IL 60523. (January 15, 2010 - May 15, 2010).