

ROLAND L. LEAK

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ACADEMIC APPOINTMENTS

North Carolina Agricultural & Technical State University (NC A&T) Greensboro, NC

Willie A. Deese College of Business and Economics

2015 – Present **Associate Professor of Marketing**

- 2019 – 2020 Faculty Advising Award (*College of Business & Economics*)
- 2018 – 2019 Outstanding Teacher of the Year (*College of Business & Economics*)

2009 – 2015 **Assistant Professor of Marketing**

University of South Carolina (USC) Columbia, SC

Darla Moore School of Business

2005 – 2009 **Graduate Instructor/Graduate Research Assistant**

EDUCATION

2009 **PhD**, Business Administration (Marketing Concentration/Social Psyc Cognate), USC

1998 **MBA**, Marketing, Wake Forest University

1996 **BS**, Marketing, NC A&T

1996 **BS**, Management, NC A&T

RESEARCH INTEREST

Ethnicity, Race, Ideological influences, Social Identity, Stereotyping

IN DISCIPLINE PUBLICATIONS

(Marketing, Consumer Behavior, Business, Social Psychology, and related disciplines)

1. **Leak, R.L.**, McNeil, K.R., & Crockett, D. (2021). Does history really matter: Investigating historical branded executions' effects on contemporary consumer attitudes. *Journal of Consumer Affairs*
2. Woodham, O.P., Hamilton, M.L., & **Leak, R.L.** (2017). I know what I like, I like what I know: How breadth of brand experience and cognitive effort influence brand switching. *Journal of Marketing Theory and Practice*, 25 (2), 141-159
3. **Leak, R.L.**, Woodham, O.P., & McNeil, K.R. (2015). Speaking candidly: How managers' political stances affect consumers' brand attitudes *Journal of Product and Brand Management*, 24 (5), 494-503

4. **Leak, R.L.**, Woodham, O.P., & Stone, G.W. (2015). Felt discrimination increases offensiveness of stereotyped out-group depictions. *Journal of Consumer Marketing*, 32 (1), 26-33
5. Stone, G.W., Coley, L.S., & **Leak, R.L.** (2014). Towards a global consumer “eco-orientation” model: A cross-national perspective. *Journal of International Consumer Marketing*, 26 (4), 311-328
6. **Leak, R. L.** (2014). Situational effects of ethnic phenotype in marketing: Investigating inter- and intra-ethnic preferences for minorities in advertisements. *Academy of Marketing Studies Journal*, 18 (2), 135-147
7. Madden, T.J., Dillon, W.R., & **Leak, R.L.** (2010). Students’ evaluation of teaching: Concerns of item diagnosticity. *Journal of Marketing Education*, 32 (3), 264-274

INTERDISCIPLINARY PUBLICATIONS

1. Luster-Teasley, S., Hargrove-Leak, S., Gibson, W. & **Leak, R.L.** (2017). Case studies in sustainability used in an introductory laboratory course to enhance laboratory instruction. *Journal of STEM Education: Innovations and Research*, 18(2), 30-39
 - Oversight and recommended analyses of behavioral data for this publication
 - Research based on **grant (award number: A15-0014-001)** – 9/1/2014 – 8/31/2017
 - i. Consulted on interdisciplinary funded research grant (Roles: Statistician/Evaluator)
 - ii. Luster-Teasley, S., Hargrove-Leak, S., Gibson, W. (Principal Investigators)
 - iii. Funding agency: National Science Foundation
 - iv. Project funded amount for NC A&T: \$191,161

IN DISCIPLINE PROCEEDINGS/CONFERENCE PRESENTATIONS

1. Cort, K.T., & **Leak, R.L.** (2020). The Impact of Verified (Unverified) Online Product Consumer Reviews on Consumer Product Attitudes. *Atlantic Marketing Association*
 - *Best Abstract, Social Media Track*
2. Stone, G.W., Jacobson, E. & **Leak, R.L.** (2019). An Exploratory Investigation of the Factors Influencing Consumer Opinions of Fracking: Investigating the Attitudes of North Carolina, New York, and Pennsylvania Residents. *Association of Marketing, Theory and Practice*
3. Winchester, D.D. & **Leak, R.L.** (2018). “Get Me,” I’ll Hire You: Role of Empathy in Black Consumers’ Choice to Use a Financial Advisor. *Center for Financial Planning: Academic Research Colloquium for Financial Planning and Related Disciplines*
4. **Leak, R.L.** & McNeil, K.R. (2016). The Colorblind Minority: The Effects of “Not Seeing Race” on Ethnic Minorities’ View of Racially Charged Communications. *Society for Marketing Advances*
5. McNeil, K.R. & **Leak, R.L.** (2016). Peak Experiences and the Peak Model: Enticing the Millennial Market. *Society for Marketing Advances*

6. Woodham, O.P., Hamilton, M.L. & **Leak, R.L.** (2015). Exploring the effects of cognitive effort and product category exposure on brand switching. *American Marketing Association (AMA) Summer Educator's Conference*
7. **Leak, R.L.** (2014). Brand History and Issue Centrality. *Atlantic Marketing Association*
8. **Leak, R.L.** (2013). Non-Native American minority reaction to use of Native American iconography in branding. *Society for Marketing Advances*
9. **Leak, R.L.** (2008). All in the family: The effect of a product platform's presence on consumer perceptions of price fairness. *Society for Consumer Psychology*
10. Craig, A.W., **Leak, R.L.**, & Poynor, C. (2007). The second wind phenomenon: Recovery from cognitive fatigue with sensory arousal. *Association for Consumer Research*

INVITED PANELS/PRESENTATIONS

1. Race in Markets Panel (2021). American Council on Consumer Interests (ACCI) Conference.

SUBMITTED ARTICLES

1. Grantham, K., McNeil, K.R., Taylor, G.A., & **Leak, R.L.** (Submitted). Building Connections in Co-Production Environments. *Atlantic Marketing Journal*

EDITORSHIPS/CURATIONS

Leak, R.L., and Modrak, R. (2021). Power and Race's Effects on Commerce in a Post-George Floyd Era. *Spark* (Online Magazine of [National Center for Institutional Diversity](#)).

COURSES TAUGHT W/ BULLETIN DESCRIPTIONS

NC A&T

Business of Sports and Entertainment (Department of Management Special Topics Course)

The Business of Sports and Entertainment is a course utilizing group discussions, case studies, and projects to examine best practices and winning strategies in the worlds of film, television, publishing, music, and sports. The course will use the Harvard Case Method to better understand managing products, talent, trends, digital technology, and business models in entertainment and sports. The class will require students to use their business analytical skills and decision-making ability to apply theoretical business knowledge to real-world scenarios. The Business of Sports and Entertainment is best suited for those who have career aspirations to work on the business side of sports and entertainment.

- *Developed/implemented team taught course*

Consumer Behavior

This course develops the knowledge of the behavioral content of marketing in consumer, industrial, and international fields. Examines the applicable theory, research findings, and concepts that are provided by psychology, sociology, anthropology, and marketing. The course stresses the conceptual models of buyer behavior based upon sources of influence: individual, group, cultural environment.

Marketing Concepts

This course provides an introduction to marketing activities of organization and individuals. It focuses on formulating viable market objectives, assessing opportunities, evaluating ethical issues, and developing a marketing strategy. The course also emphasizes a global orientation and the development of problem solving skills.

- Developed/implemented “auditorium sized” section

Marketing Management (Senior Capstone)

This course provides an analysis of the fundamental and emerging issues that influence decisions involved in planning and managing marketing activities to create value for customers. It combines theory and application in teaching students how to make decisions about segmentation/targeting, product, price, distribution, promotion, the marketing environment and electronic commerce.

Marketing Research

This course covers the types of research techniques used by businesses to coordinate marketing activities with consumer demand. Emphasis is placed upon survey, observational and experimental techniques used in marketing research.

Retailing

This course emphasizes retail store management. Attention is given to store location, layout, personnel, organization, buying, inventory, sales promotion, customer services and operating expenses.

- Developed/implemented course

Strategic Marketing (MBA Course)

This course provides a comprehensive view of strategic marketing decision-making. Students gain a deeper understanding of a customer orientation, competitor analysis, environmental scanning, and the role of marketing in an organization. Students are exposed to the marketing tools and processes used by managers including marketing research, data analytics, customer service and value analysis, brand equity and product management, integrated marketing communications, pricing strategies, salesforce effectiveness, and distribution strategies.

USC

Marketing Strategy and Planning (Senior Capstone)

Management of marketing organizations and integration of functions, with emphasis on planning and designing strategies and applying tools and techniques for problem solving and decision making.

PROFESSIONAL EXPERIENCE

2004 – 2005	Channel Marketing Manager, <i>Kidde PLC</i> , Mebane, NC
2001 – 2004	Marketing Manager, <i>Sara Lee Corporation (SLC)</i> , Winston-Salem, NC
1999 – 2001	Assistant Marketing Manager, <i>SLC</i> , Winston-Salem, NC
1998 – 1999	Marketing Assistant, <i>SLC</i> , Winston-Salem, NC
1997 – 1998	Brand Management Intern, <i>SLC</i> , Winston-Salem, NC
1996	Business Process Architecture Intern, <i>NationsBank</i> , Charlotte, NC
1995	Commodities Merchandising Intern, <i>Cargill</i> , Wichita, KS
1994	Production Management Intern, <i>Burlington Industries</i> , Matkins, NC