Dr. Kimberly Pellegrino

Education

Doctor of Business Administration/Management (AACSB) - Louisiana Tech University

Major: Management
Minors: Accounting and Quantitative Analysis
Dissertation:
Strategic Thinking Ability: Cognitive and Personality Effects

Masters of Business Administration (MBA) - West Virginia University (WVU)

B.S.B.A. in Management - The Pennsylvania State University (Penn State)

Certifications: Teaching Online
Blackboard Specialist
Zenger-Miller Facilitator

Specializations

Strategy, Leadership, Organizational Behavior and Human Resource Management

Student Learning Technologies Employed

- Blackboard
- Canvas
- Blackboard Ultra
- Capstone **www.capsim.com**
- Comp-XM **www.capsim.com**
- The Business Strategy Game **www.bsg-online.com**
- Glo-BUS Strategy Simulation **www.Glo-BUS.com**
- Planet Jockey Emotional Intelligence Leadership Game **www.eigames.com**
- Planet Jockey Ethics Game **www.eigames.com**
- GoVenture CEO **www.goventureceo.com**
- Virtual Leader **www.simulearn.com**
- The Ethics Game **www.ethicsgame.com**
- Blackboard Collaborate
- Microsoft Teams
- Microsoft Forms
- Google Docs
- Zoom
- Power point
- YouTube
- Turnitin.com
- Connect
- Business Source Complete
- Plunkett's Research

Courses Taught

Undergraduate:

- Strategic Management
- Senior Project (strategy-based capstone)

- Leadership
- Organizational Behavior
- Principles of Management

Graduate:

- Strategic Management
- Leadership
- Organizational Behavior
- Organizational Theory
- Business Research Methods

- Human Resource Management
- Cases in Human Resource Management
- Introduction to Business
- International Business
- Business Statistics
- Small Business Management

Teaching Experience

2005-present: Tenured Associate Professor of Management, Florida Memorial University

2000-2004: Assistant Professor of Management, Florida Memorial University

1998-2000: Assistant Professor of Management, Cameron University and University of Oklahoma European MBA program

1994-1998: Assistant Professor of Management, Tarleton State University

Refereed Journal Articles

(2022) "COVID, Customer Loyalty and Sacrificial HR strategies among Customer Service Representatives: Evidence Across Industries", with R. Pellegrino, *Advances in Business Research*, Volume 12, pp 13-25.

(2021) "Marketing Medical Marijuana in Florida: A Research Methodology", with R. Pellegrino, J. Preston Jones, and M. Orezzoli, *Journal of Marketing Development and Competitiveness*, Volume 15, Number 3.

(2019) "Is It Live or is it Memorex?: An Examination of Online and Traditional Delivery Modes in a Sales Course" with R. Pellegrino, *Journal of Strategic and International Studies*, Volume XIV Number 2.

(2016) "Advertising in the Hispanic Market" with R. Pellegrino and D. Perkins, *Journal of Management and Marketing Research*, Volume 20.

(2014) "Call of Duty in the Classroom: Can Gamification Improve Ethical Student Learning Outcomes?" with R. Pellegrino and D. Perkins, *Journal of Business Ethics Education*, Volume 11.

(2008) “Transforming the Sales Force Through Leadership Training.” *Journal of Contemporary Business Issues*. Fall.

(2001) “Behind the Mind of the Strategist.” With J.Carbo, *The TQM Magazine,* Vol. 13, No. 6, October.

(2000) Age Old Business Traditions: Alive and Well in the New Millennium?” with J. Carbo and R. Pellegrino, *Journal of Contemporary Business Issues*, Vol. 8, No. 1, pp. 1-7, Spring.

(2000) “A Cross-Cultural Gender Examination of Needs and Their HR Implications: A Comparison of Navajo and Anglo College Students” with R. Pellegrino, D. Amyx and D. Bristow, *Proceedings of the American Society of Business and Behavioral Sciences*, February.

(1999) “Sexual Harassment: Is the Media Manipulating the Facts?” with J. Carbo and R. Pellegrino, *Journal of Individual Employment Rights*, Vol. 8, No. 1.

Refereed Proceedings

(2025) “Cannabis and Capitalism: Marketing Implications. Proceedings of the Academy of Business Research, New Orleans, March 2025.

(2020) “Marketing Medical Marijuana in Florida: A Research Methodology” with R. Pellegrino, P. Jones and M. Orezzoli, Proceedings of the American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2016) “Advertising in the Hispanic Market” with R. Pellegrino and D. Perkins, *Proceedings of the AABRI International Conference*, Orlando.

(2014) “Can a Cheat Sheet Prevent Cheating Among Marketing Students?" with R. Pellegrino and C. Saffici, Proceedings of the Academy of Business Disciplines, Vol 16.

(2013) "Can Ethics be Taught? A Novel Approach to Ethics Instruction in an MBA Program using Gamification and an Integration Strategy" with R. Pellegrino and D. Perkins, *Proceedings of the Academy of Business Disciplines*, Vol. 15.

(2012) "The Management of Marketing Representatives" with R. Pellegrino and D. Perkins, *Proceedings of the Academy of Business Disciplines*, Vol. 14.

(2012) "A New Measure of Wellness" with R. Pellegrino and C. Saffici, *Proceedings of the American Society of Business and Behavioral Science*s, Volume 19, February.

(2010) “Using Benchmarks in the Assessment of an MBA Program” with R. Pellegrino, C. Lee and A. Entessari, *Proceedings of the American Society of Business and Behavioral Sciences*, Volume 17, Number 1, February.

(2009) “Using Strategic Management Principles, SHRM Theory and Organizational Theories to

Make Practical, Legal, Ethical and Strategic Employment Law Related HR Decisions." With J. Carbo and R. Pellegrino, *Proceedings of the Academy of Business Disciplines*, Vol. 11.

(2009) "Launching a New MBA Program in a Highly Competitive Environment: Market Research and Strategies for Success" *Proceedings of the American Society of Business and Behavioral Sciences*, February.

(2006) "Developing Effective Sales Managers Through Leadership Training: A Rationale and Research Design" with D. Perkins and R. Pellegrino, *Proceedings of the American Society of Business and Behavioral Sciences*, February.

(2005) "A Comparison of Black Male and Female Spokesperson Skin Tone Effects on Purchase Intention by Black Consumers" with R. Pellegrino, and U. Perez, *Proceedings of the American Society of Business and Behavioral Sciences*, Volume 12 Number 1, pp 1468 to 1473, February.

(2004) "The Marketing of America: Global Trends in Human Rights Issues." With J. Carbo and R. Pellegrino, *Proceedings of the American Society of Business and Behavioral Sciences*, Vol. 11, No. 1, 1130 – 1142, February.

(2004) "Skin Tone Effects on Spokesperson Perception by Black Consumers: A Methodology." With R. Pellegrino, U. Perez, and R. Labadie, *Proceedings of the American Society of Business and Behavioral Sciences*, Vol. 11, No. 1, 1126-1129, February.

(2003) "Why Strategic Thinking Fails: The Missing Link." With R. Pellegrino, *Proceedings of the American Society of Business and Behavioral Sciences*, Vol. 10, No. 1, 1286-1293, Las Vegas.

(1999) "A Methodology for Assessing Buyer Behavior: Price Sensitivity and Value Awareness in Internet Auctions." With R. Pellegrino and D. Amyx. *Proceedings of the American Society of Business and Behavioral Sciences*, Vol. 9, No. 1, Las Vegas.

(1999) "Can Seinfeld be Sexual Harassment?" with J. Carbo and R. Pellegrino, *Proceedings of the American Society of Business and Behavioral Sciences*, February.

(1997) "Strategic Thinking: Has the Hispanic Market Been Overlooked?" with R. Pellegrino, *Proceedings of the Conference on Hispanic and Latino Studies*, February.

(1997) "Coffee, Tea, or Ethics: What You Weren't Told About the McDonald's Hot Coffee Case," with R. Pellegrino, *Proceedings of the National Conference on Applied Ethics*, February.

Refereed Presentations

(2025) “Cannabis and Capitalism: Marketing Implications. Academy of Business Research, New Orleans, March 2025.

(2020)“COVID, Customer Loyalty and Sacrificial HR Strategies among Customer Service Representatives. Evidence Across Industries” with R. Pellegrino, Advances in Business Research, November.

(2020) “Marketing Medical Marijuana in Florida: A Research Methodology” with R. Pellegrino, P. Jones and M. Orezzoli, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2016) “Advertising in the Hispanic Market” with R. Pellegrino and D. Perkins, AABRI International Conference, Orlando, Florida, January.

(2013) "Can Ethics be Taught? A Novel Approach to Ethics Instruction in an MBA Program using Gamification and an Integration Strategy" with R. Pellegrino and D. Perkins, *The Academy of Business Disciplines*, Fort Myers, Florida, November.

(2012)"The Management of Marketing Representatives" with R. Pellegrino and D. Perkins, T*he Academy of Business Disciplines*, Fort Myers, Florida, November.

(2012)"A New Measure of Wellness" with R. Pellegrino and C. Saffici, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2010)“Using Benchmarks in the Assessment of an MBA Program” The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2009)“Using Strategic Management Principles, SHRM Theory and Organizational Theories to Make Practical, Legal, Ethical and Strategic Employment Law Related HR Decisions.” With J. Carbo and R. Pellegrino, The Academy of Business Disciplines, Fort Myers Florida, November.

(2009) “Launching a New MBA Program in a Highly Competitive Environment: Market Research and Strategies for Success” The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2006) “Developing Effective Sales Managers Through Leadership Training: A Rationale and Research Design” with D. Perkins and R. Pellegrino, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2005) “A Comparison of Black Male and Female Spokesperson Skin Tone Effects on Purchase Intention by Black Consumers” with R. Pellegrino, and U. Perez, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2004) “The Marketing of America: Global Trends in Human Rights Issues.” With J. Carbo and R. Pellegrino, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2004) "Skin Tone Effects on Spokesperson Perception by Black Consumers: A Methodology." With R. Pellegrino, U. Perez, and R. Labadie, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(2003) "Why Strategic Thinking Fails: The Missing Link." With R. Pellegrino, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada..

(2002) "A Methodology for Assessing Buyer Behavior: Price Sensitivity and Value Awareness in Internet Auctions." With R. Pellegrino and D. Amyx. The American Society of Business and Behavioral Sciences, Las Vegas, Nevada.

(2000) "A Cross-Cultural Gender Examination of Needs and Their HR Implications: A Comparison of Navajo and Anglo College Students" with R. Pellegrino, D. Amyx and D. Bristow, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(1999) "Can Seinfeld be Sexual Harassment?" with J. Carbo and R. Pellegrino, The American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

(1997) "Strategic Thinking: Has the Hispanic Market Been Overlooked?" with R. Pellegrino, Conference on Hispanic and Latino Studies, February.

(1997) "Coffee, Tea, or Ethics: What You Weren't Told About the McDonald's Hot Coffee Case," with R. Pellegrino, National Conference on Applied Ethics, Long Beach California, February, (Winner: best presentation).

Highlights of Service Activities

- CLEO evaluator
- Redesigned and refreshed the MBA for asynchronous online delivery. Redesigned and refreshed seven of the ten courses for asynchronous online delivery (2025)
- Task force member: Pilot Program Blackboard Ultra (training and implementation)
- Design of capstone business courses at both the undergraduate (includes management, marketing, finance and accounting majors) and graduate levels. Design of Leadership courses at both the undergraduate and graduate level. Design and implementation of the first hybrid and online courses in the School of Business.
- Introduced gamification to the School of Business with the use of multiple business simulations across various courses. Gamification brings experiential learning to the business curriculum.
- Plan and implementation of assessment measures for the Business Administration major that led to successful SACS and ACBSP reaccreditation
- Design and implementation of an assessment plan and assessment measures for the MBA (with R. Pellegrino) that led to successful accreditation by both SACS and ACBSP
- MBA assessment report (with R. Pellegrino): Seven years of reports.

- Undergraduate assessment report during both ACBSP and SACS reaccreditation around 2008/2009
- Faculty Development Coordinator (one year)
- Program Coordinator Business Administration (two years)
- Faculty Handbook Committee (revisions): Five years of service: 2010-2012, 2013 – 2014, and 2016 to 2018.
- Faculty Senator: 2006 - present
- Curriculum and Instruction Committee: 2022 - present
- Faculty Evaluation Committee (2016-2017): Redesigned the faculty evaluation form
- Faculty Retirement Committee (2016): Redesigned the retirement plan for the university
- Benefits Committee
- Chair, Grade Appeals Committee: 2009 - 2020
    - Redesigned the grade appeals process including new guidelines for students, new committee processes and detailed reports that conform with legal guidelines.
- Strategic Planning Steering Committee (one year)
- Chair, Faculty Awards Committee 2005 – 2013 and 2016
    - Redesigned the awards process including ensuring that the teacher of the year is selected by students and award winners are chosen based on more objective standards and not political standards.
    - Redesigned the awards process again in 2016 to ensure scholar and service awards are given based on measurable, quantifiable rubrics adding transparency to the process.
- Member, Faculty Awards Committee 2001-2005
- Senior Project Presentation Series: 2003 to present
- Curriculum design of numerous courses that involved approval by the Curriculum & Instruction committee and Academic Council.

Awards

Certificate of Appreciation – Senior Class – Florida Memorial University – 2000/2001
Teacher of the Year – School of Business – Florida Memorial University 2001/2002
Teacher of the Year – School of Business – Florida Memorial University 2002/2003
Teacher of the Year – School of Business – Florida Memorial University 2003/2004
Teacher of the Year – Florida Memorial University – 2003/2004
(Chaired this committee from 2005 – 2016, As Chair of this committee I was excluded from award consideration)
Teacher of the Year - School of Business – 2016/2017
Scholar of the Year – School of Business – 2016/2017

Consulting Projects

Small Business Development Center training

Leadership training

Zenger Miller/Achieve Global training