Dr. Gail M. Zank

Texas State University
McCoy College of Business
Department of Marketing
(512) 245-3196
gz10@txstate.edu

Institutions of Higher Education Attended

PHD, Texas A&M University.

MBA, Texas A&M University.

BS, Marquette University.

Previous Teaching Positions

Professor, McCoy College - Texas State University. (September 2016 - Present).

Associate Professor, Texas State University-San Marcos. (September 2005 - September 2016).

Assistant Professor, Texas State University-San Marcos. (September 2001 - September 2005).

Assistant Professor, Texas A&M University. (1999 - 2001).

Lecturer, Texas A&M University. (1997 - 1998).

Visiting Assistant Professor of Marketing, Texas A&M University. (1997 - 1998).

Assistant Professor, Eastern Connecticut State University. (1993 - 1997).

Assistant Professor, University of Central Florida. (1990 - 1993).

Significant Professional Works

Conference Proceedings

Grumbein, A., Guillory, M. Dee, Zank, G. M. (2022). Using Competitions as a Learning Tool. Paper presented at Marketing Management Association Fall Educators' Conference, San Antonio, TX.

Refereed Journal Articles

Rayburn, S. W., Anderson, S. T., Zank, G. M., McDonald, I. N. (2022). M-atmospherics: From the Physical to the Digital. *Journal of Retailing and Consumer Services, 64*, 1-9 (Quality Indicators: CABS: 2, ABDC: A, Marketing Dept: B+, Impact Factor: 7.13).