

RANDALL S. HANSEN, PH.D.

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PROFESSIONAL PROFILE

- Accomplished marketing professor with comprehensive blend of hands-on professional, entrepreneurial, and academic marketing experiences.
- Innovative, passionate, and effective teacher devoted to education and learning, committed to empowerment and student achievement, including both personal and professional growth.
- Successful entrepreneur, who founded and managed one of the oldest and most comprehensive career-development websites, Quintessential Careers (now Quintessential Live Career); currently marketing and managing a smaller stable of empowering websites, EmpoweringSites.com.
- Consummate marketer who is passionate about the potential and impact of marketing globally.

EDUCATION

- **Doctor of Philosophy in Marketing**, Florida State University, College of Business, Tallahassee, FL
SUPPORT AREA: Strategic Management
- **Master of Arts in Communications**, University of Florida Graduate School, Gainesville, FL
SUPPORT AREA: Marketing Magazines
- **Bachelor of Science in Magazines**, Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY
- **Bachelor of Science in Marketing Management**, Syracuse University, School of Management, Syracuse, NY

ACADEMIC/TEACHING EXPERIENCE

Adjunct Professor of Management, Business, and Economics, Virginia Wesleyan University, 2017-Present

- Teach graduate-level Marketing Management class in online MBA program.

Lecturer of Marketing, California State University San Marcos, College of Business Administration, 2017-Present

- Teach marketing and business classes, including: Foundations of Marketing; Senior Experience.

Professor of Marketing, Stetson University, School of Business Administration, DeLand, FL, 1992 to 2008

- Associate Professor, 1998-2006.
- Assistant Professor, 1992-1998.
- Taught marketing and business classes to lower-level, upper-level, and graduate students in class sizes averaging 25 students, including *Principles of Marketing*, *Consumer Behavior*, *Channels of Distribution*, *Advertising and IMC*, *Marketing Management*.
- Introduced several new courses into the marketing curriculum, including *Internet Marketing*, *Global Marketing*, *Gender Issues in Marketing*, *Seminar in Marketing*.
- Conducted workshops for adjunct instructors and first-year business course student co-teachers.

Teaching Assistant, The Florida State University, College of Business, Tallahassee, FL, 1990 to 1992

- Taught Principles of Marketing to classes of 60 to 150 students.

Adjunct Professor, Tallahassee Community College, Tallahassee, FL, 1989 to 1992

- Taught Introduction to Business and Introduction to Management to classes averaging 40 students.

ACADEMIC HONORS AND AWARDS, CERTIFICATIONS

- TrueColors Personality System Facilitator, 2005.
- Certified Electronic Career Coach, 2003.
- Recipient, Hand Award for Research Excellence, Stetson University, 1996
- Nominee, McEniry Award for Teaching Excellence, Stetson University, several years
- Nominee, Teacher of the Year Award, School of Business Administration, Stetson University, several years
- American Marketing Association Doctoral Consortium Fellow, 1991
- *Wall Street Journal* Achievement Award, Syracuse University, 1982
- Outstanding Graduate, School of Management, Syracuse University, 1982

COURSES TAUGHT

Undergraduate

- Principles of Marketing
- Advertising and Promotion Management
- Consumer Behavior
- Channels of Distribution
- First-Year Business Experience: How to Succeed in the Business School

- Marketing Management
- Marketing Career Development
- Introduction to Business
- Introduction to Management
- Freshman Business University Experience

Graduate

- Marketing Decision-Making
- Strategic Management

COURSES DEVELOPED AND INTRODUCED

- Global Marketing
- Gender Issues in Marketing
- Internet/E-Marketing
- Seminar in Marketing
- Marketing as Portrayed in the Movies

TEACHING INTERESTS

- Advertising/Promotion Management
- Marketing Principles/Foundations
- Internet/Digital Marketing
- Marketing Career Development
- Global Marketing
- Branding
- Marketing Management
- Entrepreneurial Marketing
- Marketing Strategy
- Professional Selling

TEACHING EVALUATIONS

- Quantitative scores nearly always exceed 4 on a 5-point scale in which 5 is top score.
- Qualitative comments consistently include words such as “passionate,” “inspiring,” “empathy,” “knowledge”
- See *Teaching Evaluation Supplement to CV*, with detailed quantitative and qualitative teaching evaluations, available upon request.
- Older teaching/course evaluations can be found at this URL: <http://www.randallshansen.com/vita.html>.

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

Founder/CEO/CMO, EmpoweringSites.com, 2007-Present

- Manage day-to-day operations of a portfolio of empowering websites.
- Lead strategic development, content creation, and marketing of websites.
- Brainstorm new content, features, and tools for websites.

Founder/Webmaster/CMO, Quintessential Careers, 1996 to 2015

- Managed all aspects of web-based career and job-search information-services business.
- Conducted active white-hat SEO and social media/marketing strategic initiatives.
- Produced original career-management and job-search content for 5,500+ page website.

Assistant to the Dean, College of Business, Florida State University, Tallahassee, FL, 1991 to 1992

- Assisted in marketing college.
- Handled college's public-relations functions.
- Developed and published external newsletters and magazines.

Market Research Manager, *Business Month* Magazine, Goldhirsh Group, New York, NY, 1987 to 1989

- Played vital role in advertising sales turnaround.
- Developed, planned, and produced sales presentations.
- Originated, supervised, and produced subscriber and readership studies.

Marketing and Sales Information Manager, *PEOPLE* Magazine, Time, Inc., New York, NY, 1985 to 1987

- Produced strategic marketing plans for magazine's major advertising categories, including automotive, beverage alcohol, and financial services.
- Participated in setting departmental marketing objectives.
- Developed and modified multimillion-dollar in-house marketing and advertising research computer system.

Market Research Analyst, *The New Yorker* Magazine, Conde Nast, New York, NY, 1985

- Managed in-house research computer system; updated department's computer capabilities.
- Spearheaded revision of advertising tracking computer system that saved an average of 20 business hours weekly.
- Assisted sales representatives on research, presentations, and sales calls.

SCHOLARLY CONTRIBUTIONS

Refereed Journal Publications

- Hansen, K, Hansen, Randall S., Oliphant, G., and Oliphant R. (2009), "Best Practices in Preparing Students for Mock Interviews," *Business Communication Quarterly*, 72 (3), 318-327.
- Hansen, Randall S. and K. Hansen (2007), "The Student Experience in Speed Teaming: A New Approach to Team Formation," *Journal of College Teaching and Learning*, 4 (7), 69-78.
- Hansen, Randall S. (2006), "Benefits and Problems with Student Teams: Suggestions for Improving Team Projects," *Journal of Education for Business*, 82 (1), 11-19.
- Hansen, Randall S. (2002), "Integrating Career Development Techniques into the Business School Curriculum: Tools for Better Preparing Our Graduates for Successful Careers," *International Business & Economics Research Journal*, 1 (2), 73-82.

Refereed Journal Publications ~ *continued*

- Hansen, Randall S. (2001), “The MBA Career Portfolio: A Strategic Tool for Developing and Implementing a Successful Job Search,” *Career Planning and Adult Development Journal*, 17 (3), 14-24.
- Hansen, Randall S. and K. S. Hansen (1995), “Incorporating Writing Across the Curriculum into an Introductory Marketing Course,” *Journal of Marketing Education*, 17 (1), 3-12.
- Hansen, Randall S. (1992), “A Multi Dimensional Scale for Measuring Business Ethics: A Purification and Refinement,” *Journal of Business Ethics*, 11, 523-534.

Refereed Conference Proceedings

- Hansen, Randall S. and K. Hansen (2007). “The Student Experience in Speed Teaming: A New Approach to Team Formation.” Proceedings of the 2007 College Teaching and Learning Conference.
- Hansen, K. and Hansen, Randall S. (2006). “Using a Career Portfolio to Sustain a Competitive Advantage: An Online Focus Group Study Using an Asynchronous Board.” Proceedings of the 2006 Society for Advancement of Management International Business Conference.
- Hansen, K. and Hansen, Randall S. (2006). “The Impact of Writing Responses to Expected Interview Questions: A Writing-to-Learn Approach.” Proceedings of the 2006 ABSEL Conference.
- Hansen, K. and Hansen, Randall S. (2006). “Using an Asynchronous Discussion Board for Online Focus Groups: A Protocol and Lessons Learned.” Proceedings of the 2006 Applied Business Research Conference and The 2006 College Teaching and Learning Conference.
- Hansen, K. and Hansen, Randall S. (2005). “Employment Interview Preparation: A Writing-to-Learn Approach.” Proceedings of the 2005 Applied Business Research Conference and The 2005 College Teaching and Learning Conference.
- Hansen, Randall S. (2001), “Integrating Career Development Techniques into the Business School Curriculum: Tools for Better Preparing Our Graduates for Successful Careers,” winner of Best Paper Award, International Business & Economics Research Conference Proceedings.
- Hansen, Randall S. (1998), “Combining Marketing Principles with Career Preparedness in a Principles of Marketing Class: The Marketing Career Journal,” *Marketing: A Sharper Focus* (Proceedings of the Atlantic Marketing Association 14th Annual Conference), vol. 14, 151-158.
- Oliphant, G. and Randall S. Hansen (1996), “The Job Market Approach to Team Formation,” in *Marketing: Moving Toward the 21st Century* (Southern Marketing Association Proceedings), 159-163.
- Hansen, Randall S. (1995), “Writing Across the Curriculum (WAC): A Mandate for Marketing,” *Atlantic Marketing Association Proceedings*, vol. 11, 168-174.
- Hansen, Randall S. and J. D. Cradit (1993), “Understanding Consumers’ Perceptions of Marketing Ethics: An Examination of Dimensional Evaluation,” in *Marketing: Satisfying a Diverse Customerplace*, Tom Massey Jr., editor. Kansas City: Southern Marketing Association, pp. 100-103.
- Hansen, Randall S. (1993), “Using the List of Values (LOV) for Classifying and Positioning Services,” *Atlantic Marketing Association Proceedings*, 375-379.
- Taylor, S.A., Hansen, Randall S., and R. Heines (1992), “Service Quality: An Examination Using Multi Dimensional Scaling,” *Southern Marketing Association Proceedings*, 401-405.
- Hansen, Randall S. (1991), “Examining the Link Between Organizational Effectiveness and Social Responsiveness: A Strategic Typology,” *Southern Management Association Proceedings*.
- Hansen, Randall S. (1991), “The Use of Observation Techniques in Evaluating Consumer Packaging,” *Southern Marketing Association Proceedings*, 512-515.
- Hansen, Randall S., K.S. Hansen, and S.A. Taylor (1991), “The Ethical Implications of Television Advertising to Young Children: An Advertising Effects Model,” *Southern Marketing Association Proceedings*, 359-363.

Refereed Conference Proceedings ~ *continued*

- Hansen, Randall S. and R.C. Ford (1991), “Intent and Opportunity as Predictors of Ethical Decision Making: A Comprehensive Ethical Decision Making Model,” Annual Meeting of the Society for Business Ethics.
- Taylor, S.A., J.J. Cronin, and Randall S. Hansen (1991), “Schema and Script Theory in Channels Research,” AMA Winter Educators Conference Proceedings, 15-24.
- Hansen, Randall S. (1990), “Incorporating Ethics into Strategic Management: An Ethical Decision Making Approach,” Southern Management Association Proceedings, 192-194.
- Hansen, Randall S. (1990), “Making Ethical Marketing Decisions,” *Developments in Marketing Science*, 13, 254-258.

Magazines and Newsletters

- Hansen, Randall S. (2017), “Why and How Job-Seekers Should Harness the Power of Branding to Propel Their Careers,” *Career Developments*, Spring, 33 (2), 6-11.
- Hansen, Randall S. (2005), “Raising the Stakes: Don’t Leave Getting a Raise to Chance,” *Making Waves*, 02 (01), 12-13+.
- Hansen, Randall S. (2003), “What’s Your Major? Undeclared? Have No Fear; These Six Steps Can Put You on the Path to Finding Your Ideal Career,” *Exabode*, 01 (02), 24-27.
- Hansen, Randall S. (1999), “Your Job Skills Portfolio: Giving You an Edge in the Marketplace,” *ArtJob*, 19 (17), 1+.
- Hansen, Randall S. (1999), “When Job-Hunting: Dress for Success,” *Godly Business Woman Magazine*, 1 (5), 41.
- Hansen, K.S. and Randall S. Hansen (1999), “Choosing the Right Cover Letter,” *National Business Employment Weekly*, Jan. 24-30, 21-22.
- Hansen, Randall S., (1997), “The Marketing Career Journal: A New Teaching Tool,” *CareerWatch*, (Spring), 6.
- Hansen, Randall S. (1995), “Tips for Overcoming the Fear of Writing,” *The Diary*, (Autumn), 7, 21.
- Hansen, Randall S. (1994), “Using the Internet in Marketing Classes,” *Marketing Educator*, 13 (4), 3.
- Hansen, Randall S. (1993), “Clear, Concise Writing is Especially Important for Marketers,” *Marketing News*, 27 (19), 20.

Books

- Hansen, Randall S., and K.S. Hansen (2008), *The Complete Idiot’s Guide to Study Skills*. Indianapolis, IN: Alpha Books.
- Hansen, Randall S. (2007), *The Complete Idiot’s Guide to Choosing a College Major*. Indianapolis, IN: Alpha Books.
- Hansen, K.S. and Randall S. Hansen (2001), *Dynamic Cover Letters*, Third Edition. Berkeley, CA: Ten Speed Press.
- Hansen, Randall S., and K.S. Hansen (1997), *Write Your Way to a Higher GPA: How to Dramatically Boost Your Grade Point Average Simply by Sharpening Your Writing Skills*. Berkeley, CA: Ten Speed Press.
- Hansen, K.S. and Randall S. Hansen (1995), *Dynamic Cover Letters*, Second Edition. Berkeley, CA: Ten Speed Press.
- Hansen, K.S., and Randall S. Hansen (1990), *Dynamic Cover Letters*. Berkeley, CA: Ten Speed Press.

Peer-reviewed Chapters in Books

- Oliphant, R.J., G.C. Oliphant, and Randall S. Hansen (2002), “Making Group Formation a Job Market Experience,” in *Great Ideas for Teaching Marketing*, 6th edition, Joseph F. Hair Jr., C. McDaniel, and C. W. Lamb, Jr., editors. Cincinnati, OH: South-Western.
- Hansen, Randall S. (1998), “Communication Across the Curriculum: Tools To Redesign a Marketing Course,” in *Electronic Communication Across the Curriculum*, A. Young, D. Selfe, and D. Reiss, editors. Urbana, IL: NCTE.

Chapters in Books

- Hansen, Randall S. (2007), “Dealing with a Bad Boss - Strategies for Coping” in *Managing the Boss*, K.B.S. Kumar, editor. India: ICFAI Books.
- Hansen, K.S. and Randall S. Hansen (2003), “The Basics of a Dynamic Cover Letter,” in *Business Writing*, Pallavi Landit Laisram, editor. Hyderabad, India: ICFAI Books.
- Hansen, Randall S. (2002), “Making the Most of Your Internships,” in *The Last Job Search Guide You’ll Ever Need: How to Find – or Get – the Job or Internship of Your Dreams!*, Steven Rothberg, editor. Minneapolis, MN: Adguide Publications.

Ezine and Web-based Articles/Blog Posts ~ A representative sample of about 300+ articles, blog posts

Current: *EmpoweringAdvice* (<http://www.empoweringadvice.com/>)

- Hansen, Randall S. (2017), “Five Keys to Making Successful Presentations,” November 30.
- Hansen, Randall S. (2017), “Why Toastmasters? Five Reasons to Join a Toastmasters Club,” November 28.
- Hansen, Randall S. (2017), “Five Essential Career Branding Elements/Tools,” October 31.
- Hansen, Randall S. (2017), “10 Tips For Succeeding in Online College Courses,” October 26.
- Hansen, Randall S. (2017), “How to Use LinkedIn Effectively – and Efficiently – for Your Professional Gain,” October 18.
- Hansen, Randall S. (2017), “The Art of Asking for a Favor: 5 Tips for Success,” October 3.
- Hansen, Randall S. (2017), “Job-Hunting? Review These Five Red Flags About Questionable Employers,” August 30.
- Hansen, Randall S. (2017), “Five Tips for Spreading Positivity,” August 2.
- Hansen, Randall S. (2017), “5 Steps, 5 Minutes: Change Your Life for the Better,” July 26.
- Hansen, Randall S. (2017), “For Career Success, Five Key Personal Branding Tips,” July 13.
- Hansen, Randall S. (2017), “Five Reasons Why You Need a Personal Mission Statement,” July 11.
- Hansen, Randall S. (2017), “Ten Things You Can Do to Change Your Bad Mood,” July 5.
- Hansen, Randall S. (2017), “Practice Positivity: Five Tips for How to Be More Positive,” June 15.
- Hansen, Randall S. (2017), “Five Things We Can Do to Help Veterans in Our Community,” June 2.
- Hansen, Randall S. (2017), “Five Ways to Maximize Your Personal Productivity,” May 30.
- Hansen, Randall S. (2017), “Five Ways to Restore Grace and Meaning to Your Life,” April 12.
- Hansen, Randall S. (2017), “Job-Hunting? Common Resume Errors to Avoid.” April 3.
- Hansen, Randall S. (2017), “Job-Hunting? Five Essential Elements of Job-Seeker Resumes,” April 3.

Past: *MightyRecruiter Blog* (<https://www.mightyrecruiter.com/author/randall/>)

- Hansen, Randall S. (2016), “10 Critical Phone Interview Screening Questions.” August 31.
- Hansen, Randall S. (2016), “Online Prescreening Questions: Can They Help You Hire More Effectively?” July 28.
- Hansen, Randall S. (2016), “The Secret to Successful Summer Hiring: Employee Referrals,” June 2.
- Hansen, Randall S. (2016), “Veteran Hiring Tips: Employers & Recruiters Share Tried-and-Tested Advice,” May 26.

Past: *Quintessential Careers* (<https://www.livecareer.com/quintessential/web-master/>)

- Hansen, Randall S. (2014), “Tips for Using Storytelling to Strengthen Your Job-Search,” November 3. (Part of Job Action Day 2014.)

Ezine and Web-based Articles/Blog Posts ~ *continued*

- Hansen, Randall S. (2013), "How To Successfully Transition from Military to Civilian: A Guide For Veterans and Former Military Personnel," November 4. (Part of Job Action Day 2013.)
- Hansen, Randall S. (2013), "How and Why Employers Should Hire Military Veterans," November 4. (Part of Job Action Day 2013.)
- Hansen, Randall S. (2012), "Personal Branding Advice from Top Career Experts," November 5. (Part of Job Action Day 2012.)
- Hansen, Randall S. (2011), "15 Quick Tips for Career Branding Success," December 12.
- Hansen, Randall S. (2011), "Another Option After High School: Trade/Vocational Schools," October 17.
- Hansen, Randall S. (2011), "15 Quick Tips for Obtaining Your Next Promotion," September 12.
- Hansen, Randall S. (2011), "15 Quick Tips For Succeeding as a Solopreneur," February 14.
- Hansen, Randall S. (2011), "Are You Ready to Start and Run Your Own Business? A Quintessential Careers Entrepreneurship Assessment," February 14.
- Hansen, Randall S. (2010), "How to Build and Expand Your Career Network: 10 Proven Techniques," *Quintessential Careers QuintZine*, 11 (05), June 14.
- Hansen, Randall S. (2010), "Handy (and Strategic) Tips for Dealing With Office Politics," *Quintessential Careers QuintZine*, 11 (04), May 17.
- Hansen, Randall S. (2010), "10 Rules of a Good Job-Search," *Quintessential Careers QuintZine*, 11 (03), March 8.
- Hansen, Randall S. (2010), "Turning Your Hobby into a Full-Time Business? Answer These Questions First" *Quintessential Careers QuintZine*, 11 (02), February 8.
- Hansen, Randall S. (2010), "Job-Hunting's Parallels With Dating: Steps on How to Find Your Next Successful Employer Relationship" *Quintessential Careers QuintZine*, 11 (02), February 8.
- Hansen, Randall S. (2010), "Five Career Resolutions You Need to Make -- and Keep," *Quintessential Careers QuintZine*, 11 (01), January 11.
- Hansen, Randall S. (2009), "Career Networking Assessment for Job-Seekers: A Quintessential Careers Quiz," *Quintessential Careers QuintZine*, 10 (12), December 14. Hansen, Randall S. (2009), "Career Planning for Millennials, Gen Y, Twenty-Somethings," *Quintessential Careers QuintZine*, 10 (11), November 16.
- Hansen, Randall S. (2009), "10 Things (Activities) You Can Do Today for Your Job Search," *Quintessential Careers QuintZine*, 10 (10), November 2.
- Hansen, Randall S. (2009), "How to Get Started on Your Resume: A Five-Step Primer for College Students and Recent College Grads," *Quintessential Careers QuintZine*, 10 (09), September 21.
- Hansen, Randall S., and K. Hansen (2009), "Branding Your Resume," *Quintessential Careers QuintZine*, 10 (09), September 21.
- Hansen, Randall S. (2009), "Are You Ready to Choose a College Major? A Quintessential Careers Quiz," *Quintessential Careers QuintZine*, 10 (08), August 17.
- Hansen, Randall S. (2009), "Mature Job-Seeker Quiz: What Are You Communicating to Hiring Managers? A Quintessential Careers Quiz," *Quintessential Careers QuintZine*, 10 (07), July 20.
- Hansen, Randall S. (2009), "A Taxonomy of Common Types of Co-Workers," *Quintessential Careers QuintZine*, 10 (06), June 22.
- Hansen, Randall S. (2009), "Workplace Relationships Quiz: What Kind of Co-Worker Are You? A Quintessential Careers Quiz," *Quintessential Careers QuintZine*, 10 (06), June 22.

(For articles older than 2009, please see my online vita: <http://www.randallsbhansen.com/vita.html>)

Video Posts

- Hansen, Randall S. (2017-Present), YouTube Channel: <https://www.youtube.com/c/RandallHansen>.

Presentations and Workshops

- Hansen, Randall S. and W. Neu (2017), “Next Stop on the Path to Your Career: Brand U,” presented to the Marketing Society, California State University San Marcos, March 28, San Marcos, CA.
- Hansen, Randall S. (2010-2016), “Resume and Job Applications for High School Students,” and “Job Interviewing for High School Students,” presented annually to students at Kettle Falls High School, Republic High School, Curlew High School, Washington.
- Hansen, Randall S. (2007), “How to Search for a Job Abroad,” presented at Global Career Conference 2007, University of Florida, Gainesville, FL.
- Hansen, Randall S. and K.S. Hansen (2006), “Quintessential Careers Real World Clinics.” Presented at colleges and universities throughout Florida, November 3-16.
- Hansen, Randall S. (2006), “Resume Writing for Teens.” Presented at 2006 Rotary Youth Leadership Awards (RYLA), Stetson University, June 3, DeLand, FL.
- Hansen, Randall S. (2006), “The 7 Habits of Highly Effective Teens.” Presentation/workshop, 2006 Rotary Youth Leadership Awards (RYLA), Stetson University, June 1, DeLand, FL.
- Hansen, Randall S. (2006), “Career Planning Workshop.” Conducted at ALANA Day, Stetson University, April 18, DeLand, FL.
- Hansen, Randall S. (2006), “Transition from College to the ‘Real World,’” presented at the Senior Symposium: Life After Stetson, Stetson University, April 8, DeLand, FL.
- Hansen, Randall S. and K.S. Hansen (2006), “Interviewing Skills,” presented at the Senior Symposium: Life After Stetson, Stetson University, April 8, DeLand, FL.
- Hansen, Randall S. (2005), “The Use of a First-Year Business Experience Course: A Detailed Examination (and Best Practices) of All Private U.S. AACSB-Accredited Undergraduate Business Schools.” Presented at 2005 AACSB Undergraduate Programs Conference, November 18-19, Tampa, FL.
- Hansen, Randall S. (2005), “Resume Writing for Teens.” Presented at 2005 Rotary Youth Leadership Awards (RYLA), Stetson University, June 11, DeLand, FL.
- Hansen, Randall S. (2005), “The 7 Habits of Highly Effective Teens.” Presentation/workshop, 2005 Rotary Youth Leadership Awards (RYLA), Stetson University, June 9, DeLand, FL.
- Hansen, Randall S. (2005), “BN109 Workshop.” Half-day workshop developed for all BN109 instructors, Stetson University, April 28, DeLand, FL.
- Hansen, Randall S. (2004), “10 Tips for Getting Good (or Better) Grades.” Presented as keynote speaker for Pi Beta Phi Scholarship Banquet, Stetson University, November 22, DeLand, FL.
- Hansen, Randall S. and K. S. Hansen (2004), “Career Planning and Networking.” Full-day presentation/workshop developed for EMBA students, Stetson University, July 10, Celebration, FL.
- Hansen, Randall S. (2003), “The Real World Panel: What I Wish I’d Known When I Graduated.” Organized and moderated panel discussion of recent alumni discussing job-hunting, workplace issues, and graduate school, annual event of the School of Business Administration at Stetson University, Dec. 3, DeLand, FL.
- Hansen, Randall S. and K. S. Hansen (2003), “First-Year Students: Eight Steps to Getting Your Career on Track Early.” Presented to combined class of first-year business students, Dec. 2, Stetson University, DeLand, FL.
- Hansen, Randall S. (2003), “Writing a Resume That Helps Land the Interview: 10 Guidelines for New College Grads.” Presented to the student chapter of the Florida Public Relations Association (FPRA), Nov. 6, DeLand, FL.
- Hansen, Randall S. (2003), “To MBA...or Not to MBA.” Moderated panel discussion on the value of the MBA degree to AMA Atlanta members, May 13, Atlanta, GA.
- Hansen, Randall S. (2003), “Ten Things to Remember Through High School.” Presented to Career Development students at Kell High School, May 12, Marietta, GA.

Presentations and Workshops ~ *continued*

- Hansen, Randall S. (2002), “The Real World Panel: What I Wish I’d Known When I Graduated.” Organized and moderated panel discussion of recent alumni discussing job-hunting, workplace issues, and graduate school, an annual event of the School of Business Administration at Stetson University, Dec. 4, DeLand, FL.
- Hansen, Randall S. (2002), “Developing Eye-Catching and Successful Flyers,” a presentation on successfully using flyers in marketing and promotion campaigns, presented to the Stetson University Student Leaders Council, Sept. 23, DeLand, FL.
- Hansen, Randall S. and K. S. Hansen (2001), “Job Search 101” and “Resumes and Cover Letter Development,” two workshops at the Career Symposium, Stetson University, Sept. 27, DeLand, FL.
- Oliphant, R.J., G.C. Oliphant, and Randall S. Hansen (2000), “Making Group Formation a Job Market Experience,” Academy of Business Disciplines annual conference, Nov. 2000, Ft. Myers, FL.
- Hansen, Randall S. (2000), “A Different Approach to E-Marketing,” presented as part of a panel discussion titled, The Internet and the Marketing Classroom: A Panel Discussion on the Development of Internet Marketing Courses and Pedagogy, at the Society for Marketing Advances National Conference, Nov. 2000, Orlando, FL.
- Hansen, Randall S. and K. S. Hansen (2000), “Job Search 101” and “Resumes and Cover Letter Writing,” two workshops at the Career Symposium & Etiquette Luncheon, Stetson University, April 1, DeLand, FL.
- Hansen, Randall S. and R. J. Oliphant (1999), “Integrating Career Development Techniques into the Marketing Curriculum,” a workshop at the Atlantic Marketing Association conference, Sept. 1999, Annapolis, MD.
- Hansen, Randall S. (1997), “Web Marketing Assignments,” presented as part of a panel discussion titled, Pedagogical Developments: Marketing on the Internet at the Southern Marketing Association National Conference, November 1997, Atlanta, GA.
- Hansen, Randall S. (1995), “Using E Mail as a WAC Tool: An Experience from an Applied Discipline,” presented to E Mail and English Classes: Cyberspace Writing Partners Conference, March 1995, Morrisville, NY.

Book Reviews

- Hansen, Randall S. (2017). Review of *The Art of Finding the Job You Love: An Unconventional Guide to Work With Meaning*, EmpoweringAdvice.com, November.
- Hansen, Randall S. (2015). Review of *The Perpetual Paycheck: 5 Secrets to Getting a Job, Keeping a Job, and Earning Income for Life in the Loyalty-Free Workplace*, *Quintessential Careers*, April.
- Hansen, Randall S. (2015). Review of *Compassionate Careers: Making a Living by Making a Difference*, *Quintessential Careers*, March.
- Hansen, Randall S. (2014). Review of *What Motivates Me: Put Your Passions to Work*, *Quintessential Careers*, December.
- Hansen, Randall S. (2014). Review of *The Little Silver Book - Interviewing*, *Quintessential Careers*, November.
- Hansen, Randall S. (2014). Review of *Hand to Mouth: Living in Bootstrap America*, *Quintessential Careers*, October.
- Hansen, Randall S. (2014). Review of *Emails to a Wayward College Student*, *Quintessential Careers*, September.
- Hansen, Randall S. (2014). Review of *Minutes to a Better Interview: What I Wish Every Job Candidate Knew*, *Quintessential Careers*, August.
- Hansen, Randall S. (2014). Review of *The Bigs: The Secrets Nobody Tells Students and Young Professionals About How to Choose a Career, Find a Great Job, Do a Great Job, Be a Leader, Start a Business, Manage Your Money, Stay Out of Trouble, and Live a Happy Life*, *Quintessential Careers*, April.
- Hansen, Randall S. (2014). Review of *The Single Woman's Guide to Retirement*, *Quintessential Careers*, March.
- Hansen, Randall S. (2014). Review of *The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life*, *Quintessential Careers*, January.

Book Reviews ~ *continued*

- Hansen, Randall S. (2013). Review of *Promote Yourself: The New Rules for Career Success*, *Quintessential Careers*, September.
- Hansen, Randall S. (2012). Review of *The Finch Effect: The Five Strategies to Adapt and Thrive in Your Working Life*, *Quintessential Careers*, November.
- Hansen, Randall S. (2012). Review of *Job! Learn How to Find Your Next Job In 1 Day*, *Quintessential Careers*, September.
- Hansen, Randall S. (2011). Review of *HeadStrong: The Keys to a Confident and Positive Attitude During Job Search*, *Quintessential Careers*, July.
- Hansen, Randall S. (2011). Review of *The 9 to 5 Cure: Work on Your Own Terms and Reinvent Your Life*, *Quintessential Careers*, February.
- Hansen, Randall S. (2009). Review of *Me 2.0: Build a Powerful Brand to Achieve Career Success*, *Quintessential Careers*, December.
- Hansen, Randall S. (2008). Review of *Ferguson Career Resource Guide to Internships and Summer Jobs*, *Career Planning and Adult Development Journal*, 24 (01), Spring, p 183-185.
- Hansen, Randall S. (2008). Review of *Get Ahead by Going Abroad: A Woman's Guide to Fast-Track Career Success*, *Quintessential Careers QuintZine*, 8 (01), January 21.
- Hansen, Randall S. (2006). Review of *Career Intensity: Business Strategy for Workplace Warriors and Entrepreneurs*, *Quintessential Careers QuintZine*, 7 (11), November 20.
- Hansen, Randall S. (2006). Review of *Hello Real World! A Student's Approach to Great Internships, Co-ops, and Entry Level Positions*, *Quintessential Careers QuintZine*, 7 (04), April 10.
- Hansen, Randall S. (2005). Review of *They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World*, *Quintessential Careers QuintZine*, 6 (05), March 14.
- Hansen, Randall S. (2004). Review of *Unofficial, Unbiased Guide to the 331 Most Interesting Colleges 2005*, *Quintessential Careers QuintZine*, 5 (20), Nov. 8.
- Hansen, Randall S. (2004). Review of *Downshifting: How to Work Less and Enjoy Life More*, *Quintessential Careers QuintZine*, 5 (17), Aug. 30.
- Hansen, Randall S. (2004). Review of *Outwitting the Job Market: Everything You Need to Locate and Land a Great Position*, *Quintessential Careers QuintZine*, 5 (16), Aug. 16.
- Hansen, Randall S. (2004). Review of *The Betrayal of Work: How Low-Wage Jobs Fail 30 Million Americans*, *Quintessential Careers QuintZine*, 5 (11), June 7.
- Hansen, Randall S. (2003). Review of *Winning the Heart of the College Admissions Dean: An Expert's Advice for Getting into College*, *Quintessential Careers QuintZine*, 4 (20), Sept. 29.
- Hansen, Randall S. (2003). Review of *Make College Yours*, *Quintessential Careers QuintZine*, 4 (18), Aug. 18.
- Hansen, Randall S. (2003). Review of Three Career Change Books, *Quintessential Careers QuintZine*, 4 (4), Feb. 17.
- Hansen, Randall S. (2002). Review of *The Gatekeepers*, *Quintessential Careers QuintZine*, 3 (22), Oct. 28.
- Hansen, Randall S. (2001). Review of *The Potato Chip Difference*, *Quintessential Careers QuintZine*, 2 (20), Oct. 8.

Additional Scholarly Contributions

- “Ask the Expert” Career Column, American Marketing Association’s *Collegiate Connection*, 2007 to 2009.
- Career Doctor Q&A Career Column, 1999 to 2006. Founded biweekly column that supports personal mission to empower people by providing advice to real questions from all types of job-seekers. Column published on CareerShop.com website (1999 to 2006), *Quintessential Careers* Web site (1999 to 2006), and in *Daytona Beach News Journal* (2002 to 2006).

RESEARCH UNDER REVIEW/FORTHCOMING

- Team-Building, Team Selection, Team Mentorship: The What, Why, and How.
Author(s): Randall S. Hansen
Status: **Preliminary stages of development.**
Submission: TBD journal
- Personal Career Branding and the Impact on Employability.
Author(s): Randall S. Hansen
Status: **Preliminary stages of development.**
Submission: TBD journal
- Attitudes of RVers on Travel and Business Services.
Author(s): Randall S. Hansen
Status: **Preliminary stages of development.**
Submission: TBD journal
- Making the Case for More Deeply Incorporating Business Ethics into Business Education.
Author(s): Randall S. Hansen
Status: **Preliminary stages of development.**
Submission: TBD journal

RESEARCH INTERESTS

- Research interests are directed primarily toward pedagogical research in a variety of interrelated areas:
 - student success in college and beyond;
 - self-marketing and the utilization of marketing principles in the job search;
 - applying various approaches to classroom group formation; team-building.
- Other areas of interest include:
 - applied areas of managerial ethics and strategic issues in social responsibility, including identifying critical success factors in managing the ethical organization, the ethical decision making process, and the ethics of advertising to children;
 - travel and tourism marketing.

PROFESSIONAL SERVICE

- Reviewer (ad hoc), *Service Industries Journal*, 1993 to 2000.
- Grader, General Management Aptitude Test (GMAT). 1995 to 1999.
- Reviewer (ad hoc), *Marketing Education Review*, 1993 to 1999.
- Editorial Board Member, *PERSPECTIVES: Marketing on the Internet* (1998), Coursewise Publishing, Inc.
- Session Chair, Marketing Education Track, 1999 Atlantic Marketing Association, Annual Conference.
- Session Chair, Marketing Education Track, 1997 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1999 Atlantic Marketing Association Annual Conference.
- Discussant, Marketing Education Track, 1998 Atlantic Marketing Association Annual Conference.
- Reviewer, Internet Marketing Track, 1998 American Marketing Association Summer Educator's Conference.
- Reviewer, Marketing Education Track, 1997 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1997 American Marketing Association, Summer Educator's Conference.
- Reviewer, Marketing Education Track, 1997 American Marketing Association, Winter Educator's Conference.
- Reviewer, Marketing Education and Evolving Technology Track, 1997 American Marketing Association Winter Educator's Conference.
- Discussant, Marketing Strategy Track, 1995 Southern Marketing Association Annual Conference.
- Reviewer, Marketing Education Track, 1995 Atlantic Marketing Association Annual Conference.
- Reviewer, Education Track, 1995 American Marketing Association Summer Educator's Conference.
- Reviewer, Special Interest Track, 1995 American Marketing Association Summer, Educator's Conference.
- Reviewer, 1995 Association of Marketing Theory and Practice Annual Conference.
- Reviewer, Seventh Bi Annual World Marketing Congress of the Academy of Marketing Science.
- Moderator, Global Marketing Discussion List on the Internet, 1994 to 1995.
- Reviewer Services/Nonprofit/Public Sector Marketing/Marketing Education Track, 1994 Association of Marketing Theory and Practice Conference.
- Reviewer, Consumer Behavior Track, 1992 Southern Marketing Association Annual Meeting.

COMMUNITY SERVICE

- Advisory Board Member, Pacific Northwest National Scenic Trail Advisory Council, 2015-2017.
- Supervisor, Ferry Conservation District, 2014 to 2016.
- President, Northeast Washington Farm Forestry Association Chapter, 2014 to 2016.
- Volusia County Advisory Board Member, National City Bank, 2003 to 2007.
- Career Expert, Straight Talk About School, a Web site sponsored by the National Association of Secondary School Principals (NASSP), 1997 to 1998.
- Umpire, DeLand Little League, 1996 to 1997.
- Motivational Speaker, Volusia Regional Juvenile Detention Center, May 1997.

UNIVERSITY SERVICE

- Chapter Advisor, Stetson Marketing Association, student chapter of American Marketing Association, 1993 to 1999; 2003 to 2007.
- Chapter Advisor, Alpha Kappa Psi, national business fraternity, 1992 to 1995.
- Senator, Faculty Senate, three-year term beginning in 1994. Served as member of Executive Committee of Senate, 1994 to 1996.
- Chair, Faculty Senate, one year term beginning in 1995; re-elected for second term in 1996.
- Chair, Human Subjects Committee, 2000 to 2001.
- Committee Member, Artists and Lecturers Committee, 2001 to 2008.
- Committee Member, Student Publications Board, 1998 to 2003.
- Committee Member, Human Subjects Committee, 1997 to 2001.
- Committee Member, Academic Computing Committee, 1997 to 2000
- Board Member, Friends of Art Board, College of Arts and Sciences, 1995 to 2000
- Committee Member, Planning Issues Task Force Committee, 1995 to 1996.
- Committee Member, Applied Ethics Committee, 1994 to 1999.
- Committee Member, Enrollment Management Committee, 1994 to 1995.
- Co Director, First Annual Stetson Marketing Day, one-day career-oriented special event held in conjunction with Marketing Week, 1993.
- Interviewer, Stetson Merit Scholarship Day, evaluating prospective first-year students, 1993 to 1994.
- At-Risk Advisor, Stetson University At-Risk Program, advising and mentoring group identified by university as being at risk, 1993 to 1994.

SCHOOL OF BUSINESS ADMINISTRATION SERVICE

- Coordinator, BN109: First-Year Business Initiative, School of Business Administration, 2005 to 2008.
- Coordinator, Marketing Initiative, School of Business Administration, 2005 to 2008.
- Chair, Faculty Development Committee, School of Business Administration, 2001 to 2007.
- Chair, Admissions Committee, School of Business Administration, 1994 to 1997.
- Web Master, Department of Marketing Website, 1996 to 2003.
- Editor, School of Business Administration newsletter, *The Lynn Letter*, 1997 to 2000.
- Web Master, School of Business Administration Website, 1997.
- Acting Chair, Department of Marketing, School of Business Administration, Summer 1994; July 1999, July 2000.
- Committee Member, Business Website, 2000, 2007.
- Committee Member, Business Building Committee, School of Business Administration, 1998 to 2000.
- Committee Member, Curriculum Committee, School of Business Administration, 1997 to 2000.
- Committee Member, Academic Council, School of Business Administration, 1994 to 1997, 2001 to 2004.
- Committee Member, Ad Hoc Evaluations Committee, School of Business Administration, 1993 to 1994.
- Committee Member, Admissions Committee, School of Business Administration, 1993 to 1997.

PROFESSIONAL DEVELOPMENT

Conferences

- College Teaching & Learning Conference and International Applied Business Research Conference, Honolulu, HI, Jan. 2007.
- ABSEL National Conference, San Francisco, March 2006.
- College Teaching & Learning Conference and International Applied Business Research Conference, Orlando, FL, Jan. 2006.
- AACSB Undergraduate Programs Conference, Tampa, FL. Nov. 2005.
- College Teaching & Learning Conference and International Applied Business Research Conference, Jan. 2005.
- Society for Marketing Advances Annual Conference, Orlando, Nov. 2000.
- e-Recruiting and Staffing Conference, Las Vegas, May 2000
- Atlantic Marketing Association Annual Conference, Annapolis, Sept. 1999.
- SAPPHIRE '99, Philadelphia, Sept. 1999.
- Atlantic Marketing Association Annual Conference, Savannah, Oct. 1998.
- Southern Marketing Association Annual Conference, Atlanta, Nov. 1997.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1995.
- Atlantic Marketing Association Annual Conference, New Orleans, Oct. 1995.
- E-Mail and English Classes: Cyberspace Writing Partners Conference, SUNY-Morrisville, March 1995.
- American Marketing Association 16th Annual International Collegiate Conference, New Orleans, April 1994.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1993.
- Atlantic Marketing Association Annual Conference, Orlando, Oct. 1993.
- American Marketing Association 15th Annual International Collegiate Conference, New Orleans, April 1993.
- Southern Marketing Association Annual Conference, New Orleans, Nov. 1992.
- Southern Marketing Association Annual Conference, Atlanta, Nov. 1991.
- American Marketing Association Summer Educators Conference, San Diego, Aug. 1991.
- American Marketing Association 26th Annual Doctoral Consortium, University of Southern California, July 1991.
- Annual Meeting of the Society for Business Ethics, Miami, July 1991.
- Southern Marketing Association Annual Conference, Orlando, Nov. 1990.
- Southern Management Association Annual Conference, Orlando, Nov. 1990.
- Academy of Marketing Science Annual Conference, New Orleans, April 1990.

Classes and Workshops

- FCC990: Online Teaching for Adult Learners, Colorado State University-Global Campus, Spring 2018.
- BN109 Workshop, School of Business Administration, Stetson University, April 2005.
- Storytelling for Organizational Success, Washington, DC, April 2005.
- TrueColors Personality System Certification Training and Workshop, Oakland, March 2005.
- Certified Electronic Career Coach Program, eCareerLearn.com, Spring 2003.
- Master Teaching Seminar, School of Business Administration, Stetson University, June 2002.
- World Wide Web Page Development Workshop, Stetson University, Jan. 1996.
- Ethics-Across-the-Curriculum Workshop, Stetson University, May 1994.
- Writing-Across-the-Curriculum Workshop, Stetson University, May/June 1993.
- Research-Across-the-Curriculum Workshop, Stetson University, May 1993.
- University Experience Workshop, Stetson University, May 1993.