

Phillip M. Hartley

Phillip.Hartley@Furman.edu

EDUCATION

- Ph.D.** Business Administration, E.J. Ourso College of Business
Louisiana State University
May 2013
Major: Marketing
Concentration: Consumer Behavior
Minor: Management
- I.M.B.A.** Moore School of Business
University of South Carolina
May 2006
Major: International Business
Concentration: Marketing
Minor: Consulting
- B.S.** Moore School of Business
University of South Carolina
May 2002
Majors: Marketing and Finance
Minor: Sociology

RESEARCH INTERESTS

- International Marketing
- Psychological Ownership
- Pedagogy and Learning Outcomes
- Entrepreneurship Education

TEACHING INTERESTS

- International Marketing
- Integrated Marketing Communications
- Social Media Marketing
- Marketing Research

RELEVANT PROFESSIONAL EXPERIENCE

Robert E. Hughes Associate Professor of Business and Accounting, Furman University, 2026-
Teaching Responsibilities:
International Marketing

Integrated Marketing Communications

Associate Professor of Marketing and International Business, School of Business, Georgia Gwinnett College 2020-2026 (average student evaluation 2.84 out of 3)

Teaching Responsibilities:

Applied Entrepreneurship
Global Business
Social Media Marketing
Principles of Marketing
Marketing Research

GGC Innovation and Entrepreneurship Coordinator 2025-2026

Primary Responsibilities:

- Creating curricular and co-curricular programs for students and the community
- Developing a faculty body to support entrepreneurship on campus
- Liaising with the University System of Georgia Office of Innovation and Entrepreneurship

Assistant Department Chair, Department of Economics, Marketing and Supply Chain Management 2025-2026

Primary Responsibilities:

- Supporting the Department Chair in the overall administration of the department
- Coordinating and executing alumni outreach for the department's 3 programs
- Maintaining departmental records including meeting minutes

Founding Director of the Gwinnett Entrepreneur Center 2021-2025

Primary Responsibilities:

- Oversaw design and implementation of all core processes such as staffing, member screening and assessment, and curriculum and content development and evaluation generating about 12,000 community interactions
- Developed the strategic vision and executed the accompanying strategy for the center to serve 42 member businesses and 1,000s of diverse adult learners from the community
- Devised and initiated tracking and assessment of indicators of success including as required for HUD Community Development Block Grant compliance
- Established partnerships with organizations such as SCORE, SBA, SBDC, the United Way, and many others

Recognition:

2023 Gwinnett County Chamber of Commerce Small Business Support System Award
2024 National Association of Counties Achievement Award

Founding Director of the Georgia Gwinnett College Center for Emerging Business and Entrepreneurship 2016-

Primary Responsibilities:

- Led a grassroots effort to build support across multiple offices and levels of college administration to launch the center (the 2nd in the history of the college) to meet student-entrepreneur needs for guidance in venture creation
- Created the Entrepreneurship Support Round Table to collaborate with multi-disciplinary faculty to identify and enact best practices to build and diversify the entrepreneurship ecosystem beyond the School of Business

- Advising The Entrepreneur Network (TEN) student organization and mentoring 100s of individual student-entrepreneurs leading to funding opportunities through business pitch competitions, investor exposure through customer discovery training, and a student's appearance on Shark Tank
- Coordinating an average of ~15 on-campus events annually including monthly meetings to support entrepreneurs

Acting Assistant Dean of Technology Management and Communication, School of Business, Georgia Gwinnett College Fall 2020

Primary Responsibilities:

- Served on School of Business' senior leadership team in an interim role while the Assistant Dean was on leave
- Collaborated to provide training for use of the SharePoint platform for remote work during the COVID pandemic
- Coordinated between faculty and the Office of Information Technology support staff as instruction continued to move online
- Oversaw the School of Business social media presence and SharePoint and Sedona faculty activity repositories

Assistant Professor of Marketing and International Business, School of Business, Georgia Gwinnett College 2013-2020 (average student evaluation 3.70 out of 4)

Teaching Responsibilities:

Social Media Marketing
Business-to-Business Marketing
Principles of Marketing
Global Business
Marketing Research

Visiting Assistant Professor of Marketing, College of Business, Loyola University 2012-2013 (average student evaluation 4.29 out of 5)

Teaching Responsibilities:

Basic Marketing
Marketing Strategy

Instructor, Department of Marketing, Louisiana State University 2010-2012 (average student evaluation 3.46 out of 4)

Teaching Responsibilities:

Principles of Marketing
Marketing Research
Consumer Behavior

PROFESSIONAL CERTIFICATIONS AND AFFILIATIONS

Certified Mentor Program Developer, 2024
Certified Entrepreneurship Center Manager, 2022
Certified Entrepreneurial Mindset Profile Administrator, 2020
Gwinnett County Public Schools Marketing Advisory Board Member, 2022-

Gwinnett County Public Schools Business and Finance Advisory Board Member, 2022-
Gwinnett Entrepreneurship Council Member, 2022-
Lawrenceville Business Alliance Member, 2022-
InBIA Member, 2021-2026
United States Association of Small Business and Entrepreneurship Member, 2017-
Academy of Marketing Science Member, 2011-
Society for Marketing Advances Member, 2010-
Beta Gamma Sigma Member, 2006-

REFERREED JOURNAL PUBLICATIONS

Luis Torres, Reanna Berry, and **Phillip Hartley** (2025) "Brand Community Dynamics as a Basis for Competitive Strategy" in *Journal of Marketing Development and Competitiveness*.

Phillip Hartley, Luis Torres, and Wes Routon (2024) "Academic Integrity and Exam Performance in the Online Environment" in *Journal of Business & Economic Studies*.

Wes Routon, **Phillip Hartley**, and Luis Torres (2022) "Program Design Implications from International Business Majors' Goals Before and After Undergraduate Study" in *Journal of Teaching in International Business*.

Brett Young, **Phillip Hartley**, and Jason M. Gordon (2021) "Creating an Intra-governmental Entrepreneurship Center Partnership: How One Public College Launched a Regional Entrepreneurship Center and Enhanced Community Engagement During a Pandemic" in *Business Education Innovation Journal*.

Luis Torres, Wes Routon, and **Phillip Hartley** (2020) "International Business Students' Perceptions of Skill Development through Undergraduate Education" in *Journal of International Business Education*.

Phillip Hartley, Wes Routon, and Luis Torres (2018) "The Skills Marketing Majors Believe They Acquire: Evidence from a National Survey" in *Journal of Marketing Education*.

Phillip Hartley, Jie Sun, and Randle D. Raggio (2016) "Psychological Ownership as a Crisis Management Appeal: Antecedents, Outcomes, and Moderators" in *Journal of Marketing Communications*.

BOOK CHAPTERS (peer-reviewed)

Luis Torres and **Phillip Hartley** (2022) "Hispanic (or LatinX) Identification, Acculturation, and Consumption" in the *Handbook of Research on Ethnic and Intra-cultural Marketing*.

REFERREED CONFERENCE PROCEEDINGS

Luis Torres, **Phillip Hartley**, Wes Routon, and Jorge Alcaraz "Global Consumers' Response to High Inflation: Implications for Marketing" at the 2025 Association for Consumer Research Latin American Conference (Sao Paulo, BR).

Phillip Hartley, Marvin Bontrager and Tracey Schaller “The Effects of Entrepreneurship Education on Critical Thinking Skills, Entrepreneurial Intentions, and Risk Aversion” at the 2025 Georgia Gwinnett College Teaching, Learning and Research Symposium (Lawrenceville, GA).

Brett Young, Tracey Schaller, Marvin Bontrager, and **Phillip Hartley** “Planning the Next Step: Leveraging Stakeholder Feedback for Innovative Higher Education Institution-Entrepreneurship Center Partnerships” at the 2025 Georgia Gwinnett College Teaching, Learning and Research Symposium (Lawrenceville, GA).

Susan Busey, Mandi Sena, and **Phillip Hartley** “The Business of English” at the 2024 University System of Georgia Teaching and Learning Conference (Athens, GA).

Phillip Hartley “Community Support/Partnerships: A Case Study on Finding Common Ground” at the 2024 National Association of Presidents’ Assistants in Higher Education Conference (Washington, D.C.)

Phillip Hartley, Luis Torres, Jorge Alcaraz, and Wes Routon “Mexican Consumers’ Response to High Inflation: Implications for Marketing” at the 2024 Academy of International Business Latin America and the Caribbean Chapter Annual Conference (Kingston, Jamaica).

Brett Young, **Phillip Hartley**, Marvin Bontrager, and Tracey Schaller “Evaluating Societal and Individual Impact of a Regional Entrepreneurship Center” at the 2024 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Wes Routon, **Phillip Hartley**, and Luis Torres “Which Students Change Their Entrepreneurial Intentions During College?” at the 2024 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Randle D. Raggio, **Phillip Hartley**, and Jie Sun “When Feelings of Responsibility Do Not Follow Feelings of Ownership: Implications for the Sharing Economy” at the 2023 American Marketing Association (AMA) Summer Academic Conference (San Francisco, CA).

Phillip Hartley, Luis Torres, and Wes Routon “Voluntary Simplification as a Response to Unusually High Inflation” at the 2023 Academy of Marketing Science Annual Conference (New Orleans, LA).

Randle D. Raggio, **Phillip Hartley**, and Jie Sun “How Feelings of Responsibility Vary across Ownership Types – from Legal Ownership to Psychological Ownership” at the 2023 Academy of Marketing Science Annual Conference (New Orleans, LA).

Phillip Hartley “Introducing Online Proctoring Platforms through a Syllabus Quiz” at the 2023 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Brett Young, **Phillip Hartley**, Marvin Bontrager, and Jason M. Gordon “Developing Innovative Programming at a new Regional Entrepreneurship Center: The Case for Enhanced Entrepreneurship” at the 2023 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Phillip Hartley “Supporting Student Learning with Supplemental Short-form Videos” at the 2022 Society for Marketing Advances Annual Conference (Charlotte, NC).

Luis Torres, Wes Routon, and **Phillip Hartley** “The Stated Goals of International Business Majors” at 2022 Academia de Ciencias Administrativas A.C. (Monterrey, NL, Mexico).

Phillip Hartley, Brett Young, and Jason M. Gordon “Engaged Guidance: Creating an Intra-governmental Entrepreneurship Ecosystem During a Pandemic” at the 2022 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Reanna Berry, Luis Torres, and **Phillip Hartley** “Sense of Community: A Driver of Branded Fitness Success” at the 2022 Appalachian Research in Business Symposium (Richmond, KY).

Phillip Hartley “Student Performance in the Online Learning Environment” at the 2021 Society for Marketing Advances Annual Conference (Orlando, FL).

Phillip Hartley and Luis Torres “Academic Integrity and Learning Effectiveness in the Online Learning Environment” at the 2021 Georgia Gwinnett College Teaching, Learning, and Research Symposium (Lawrenceville, GA).

Phillip Hartley, Jason Gordon, and Brett Young “Perceptions of Student Preparedness and Elements of Entrepreneurship Education: A Cross-Cultural Comparison” at the 2020 United States Association for Small Business and Entrepreneurship Conference (New Orleans, LA).

Phillip Hartley, Jason Gordon, and Brett Young “Assessing Entrepreneurs’ Degree of Preparedness through the Eyes of Expert Investors” at the 2019 United States Association for Small Business and Entrepreneurship Conference (St. Pete Beach, FL).

Luis Torres, Wesley Routon, and **Phillip Hartley** “International Business Students’ Perceptions of Skill Development through Undergraduate Education” at the AIB US Southeast 2018 Conference (Nashville, TN).

Phillip Hartley, Marieke Schilpzand, and Rachel Trout “Ecological Value Congruence and P-O Fit: Measurement, CSR, and Attitudes” at the 2018 SIOP Annual Conference (Chicago, IL).

Luis Torres and **Phillip Hartley** “Consuming Boozy Libations and the Process of Acculturation”, Presentation at the 2018 AMA Winter Academic Conference (New Orleans, LA).

Brett Young, **Phillip Hartley**, and Jason Gordon “Understanding the (Mis)alignment of Ecosystems in Entrepreneurship Education”, Presentation at the 2018 United States Association for Small Business and Entrepreneurship Conference (Los Angeles, CA).

Reanna Berry, Luis Torres, and **Phillip Hartley** “A Mixed Method Analysis of Sense of Community and Brand Love in the Zumba Fitness Brand” at the 2017 International Consumer Brand Relationship Conference (Porto, Portugal).

Phillip Hartley, Wes Routon, and Luis Torres “The Skills Marketing Majors Believe They Acquire: Evidence from a National Survey”, Presentation at the 2017 Academy of Business Research Spring International Conference (New Orleans, LA).

Jason Gordon, Brett Young, and **Phillip Hartley** “Understanding the Entrepreneurship Ecosystem in Higher Education: A Mindmap Approach”, Presentation at the 2017 United States Association for Small Business and Entrepreneurship Conference (Philadelphia, PA).

Phillip Hartley and Luis Torres “A Stakeholder Approach to Experiential Learning Projects”, Presentation at the 2016 Society of Marketing Advances Annual Conference (Atlanta, GA).

Phillip Hartley, Luis Torres, Amanda Wilsker, and Will Holmes “Lessons from Experiential Learning: Instructors' Reflections and Recommendations”, Presentation at the 2016 Research on Teaching and Learning Summit (Kennesaw, GA).

Phillip Hartley and Luis Torres “The Third Time is the Charm--Proposing and Validating an Abbreviated Brand Love Scale”, Presentation at the 2015 Academy of Marketing Science Annual Conference (Denver, CO).

Luis Torres and **Phillip Hartley** “The Role of Consumer Acculturation in the Hispanic/Latino Consumption of Alcohol”, Presentation at the 2015 Academy of Marketing Science Annual Conference (Denver, CO).

Phillip Hartley, Reanna Berry, and Luis Torres “Exploring the Zen of the Zin: An Inside Look at the Zumba Instructor Network”, Presentation at the 2014 Society of Marketing Advances Annual Conference (New Orleans, LA).

Reanna Berry, Luis Torres, and **Phillip Hartley** “Zooming In – How Brand Love and Sense of Community Contribute to the Success of Zumba”, Presentation at the 2014 Academy of Marketing Science Annual Conference (Indianapolis, IN).

Phillip Hartley “Online Consumption Community Membership: The Role of Sense of Community and Social Identity”, Presentation at the 2014 Academy of Marketing Science Annual Conference (Indianapolis, IN).

Phillip Hartley, Rachel Trout, and Russell Matthews “Environmental Person-Organization Fit and the Importance of Promoting Organizational Environmental Policy Internally,” Presentation at the 2012 Academy of Marketing Science Annual Conference (New Orleans, LA).

Phillip Hartley “Green Labels, Perceived Benefits, and Purchase Decisions: An Examination of Sustainability from the Consumer’s Perspective,” Presentation at the 2011 Academy of Marketing Science Annual Conference (Coral Gables, FL).

Phillip Hartley, Jie Sun, and Randle D. Raggio “Crisis Management Advertising Effectiveness: The Impact of Psychological Ownership and Message Abstractness,” Presentation at the 2011 Academy of Marketing Science Annual Conference (Coral Gables, FL).

Phillip Hartley and Danny Weathers “An Examination of the Impact of Specificity and Consumer Involvement on Green Marketing Message Effectiveness,” Presentation at the 2010 Society for Marketing Advances Annual Conference (Atlanta, GA).

PROFESSIONAL REPORTS

Grace Onodipe and **Phillip Hartley** “Advancing Credit for Prior Learning (CPL) at GGC” for Georgia Gwinnett College 10/6/25

Phillip Hartley and Grace Onodipe “GGC Adult Learner Engagement Feasibility Study” for Georgia Gwinnett College 6/13/24.

Wesley Routon, Reanna Berry, and **Phillip Hartley** “Economic Contributions of Georgia’s Craft Brewing Industry, 2017” for the Georgia Craft Brewer’s Guild released 7/20/18.

Wesley Routon, Reanna Berry, and **Phillip Hartley** “Economic Contributions of Georgia’s Craft Brewing Industry, 2015” for the Georgia Craft Brewer’s Guild released 5/24/17.

Wesley Routon, **Phillip Hartley**, and Reanna Berry “Economic Contributions of Georgia’s Craft Brewing Industry, 2014” for the Georgia Craft Brewer’s Guild released 4/8/16.

WORKING PAPERS

Phillip Hartley, Tracey Schaller, Marvin Bontrager and Brett Young “Perceptions of Entrepreneurship Education at an Innovative Public Entrepreneurship Center”

Phillip Hartley, Tracey Schaller, Marving Bontrager, and Thomas Lilly “The Effects of Experiential Learning in the Practice of Entrepreneurship on Critical Thinking and Entrepreneurial Intentions”

Wes Routon, **Phillip Hartley**, and Luis Torres “Which students gain or lose entrepreneurial aspirations during college?”

Phillip Hartley, Luis Torres, and Wes Routon “A Global Comparison of Consumers’ Responses to High Inflation: Implications for Marketing”

Randle D. Raggio, **Phillip Hartley**, and Jie Sun “When Feelings of Responsibility Do Not Follow Feelings of Ownership”

HONORS AND AWARDS

University

- GGC School of Business Pedagogical Research Faculty Award (2020 and 2023)
- GGC VPASA Seed Grant (2016, 2017, 2018, 2023 and 2024)
- Excellence in Teaching Award, National Society of Leadership and Success, GGC Chapter, (2016)
- AMA-Sheth Foundation Doctoral Fellow (2012)
- Outstanding Teaching Award, E.J. Ourso College of Business (2012)
- Marketing Department Daryl McKee Memorial Award Nominee (2011)
- AMS Doctoral Member Grant Recipient (2011)
- Alvin Burns Fellowship, E.J. Ourso College of Business, Louisiana State University (2008-2010)
- Darla Moore Fellowship, Moore School of Business, University of South Carolina (2004-2006)

National

- National Merit Scholar Finalist 1998

OTHER PROFESSIONAL ACTIVITIES

Professional Service

- Reviewer, Georgia Gwinnett College Teaching, Learning and Research Symposium (2020-2024)
- Reviewer, *Journal of Entrepreneurship and Public Policy* (2024)
- Reviewer, American Marketing Association Summer Academic Conference (2023)
- Reviewer, Academy of Marketing Science Annual Conference (2023)
- Track Chair, Marketing Ethics and Corporate Social Responsibility Track, Society for Marketing Advances (2022)
- Reviewer, *Handbook of Intra-cultural Marketing* (2021)
- Reviewer, *Journal of Marketing Education* (2020)
- Reviewer, *Journal of International Business Education* (2020)
- Reviewer, United States Association for Small Business and Entrepreneurship Annual Conference (2019)
- Reviewer, International Consumer Brand Relationships Conference (2017)
- Reviewer, Academy of Marketing Science Annual Conference (2016)
- Reviewer, American Marketing Association Annual Winter Conference (2016)
- Track Chair, New Products and Innovation Track, Academy of Marketing Science Annual Conference (2015)
- Session Chair, Academy of Marketing Science Annual Conference (2015)
- Reviewer, Academy of Marketing Science Annual Conference (2015)
- Reviewer, Academy of Marketing Science Annual Conference (2014)
- Session Chair, Southeast Marketing Symposium (2013)
- Session Chair, Academy of Marketing Science Annual Conference (2012)
- Reviewer, Academy of Marketing Science Annual Conference (2012)
- Reviewer, Society for Marketing Advances Annual Conference (2012, 2014)
- Ad hoc Reviewer, Society for Marketing Advances Annual Conference (2011)
- Student Reviewer, *Journal of Consumer Research* (2009)

University/Local Service

- AACSB Societal Impact Seminar Delegate (2025)
- GGC SBA Societal Impact Task Force (2023-)
- GGC Entrepreneurship Support Round Table Chair (2022-)
- Faculty Advisor for The Entrepreneur Network student organization (2017-)
- GGC SBA Curriculum Committee Member (2015-)
- GGC SBA Assessment Contributor (2014-)
- GGC Student Mentor (2014-)
- GGC SBA Marketing Center Task Force (2023-2024)
- GGC Admin Team Member (Fall 2020)
- AACSB Data Analytics Seminar Delegate (2019)
- GGC Faculty Senate Budget Committee Chair (2016-2017)
- GGC Faculty Senate Steering Committee Member (2016-2017)
- GGC Faculty Senate Budget Committee Member (2014-2017)
- GGC Faculty Senate Member (2014-2017)
- GGC Faculty Senate Alternate (2019-2022)
- GGC Undergraduate Research, Scholarship, and Creative Activities Committee Member (2021-2022)
- GGC SBA Continuous Improvement Review Committee Member (2020-2021)

- GGC SBA Library and Media Committee Member (2020-2021)
- GGC General Education Committee Member (2019-2020)
- We Are GGC Fundraising Campaign Committee Member (2015-2017)
- AACSB Accreditation Seminar Delegate (2015)
- GGC Curriculum Internationalization (2014-2015)
- Candidate Review – GGC International Business Faculty Search (2014, 2016); Marketing Faculty Search (2020)
- Marketing Consultant--LSU Tiger Lair Dining Facility, involving data collection, analysis, and results presentation (2011)
- Assistant Advisor, Moore School of Business – Undergraduate Division (2004-2006)

Industry Experience

- Founding Contributor/Minority Stakeholder – The Business Professor (2021-)
- Founder and CEO – Hartley Properties (2013-)
- Co-Founder and Managing Director – Stier-Hartley Real Estate (2013-)
- Co-Founder and Co-Owner – Douglas-Hartley, LLC (2007-2013)
- Social Media Marketing Consulting Projects – JB's Best and Dynemac (2016); Southeastern Railway Museum, Von.Lea Creative, Family Wellness MD, Post Retirement Living, Inc., JB's Best, and Egan Transportation Logistics Consultants (2015); and Radio Vida, Elite Barbers, Haynes Construction, Nathan Logsdon, Luigi's Slice of Italy, Buford Natural Foods Center, Peach State Federal Credit Union, and Lil' Kickers (2014)
- Marketing Strategy Consulting Projects – JB's Best (2015), Partners for Democratic Change (2014)
- Customer Relationship Marketing Consultant – Alcon Laboratories (2012-2013), Kean's Fine Dry Cleaning (2009-2013)
- Inside Marketing Consultant – UPS, Italy (2005)
- Sales Manager/Associate – Village Rugs, Inc. (2006-2008/2002-2004)