

CURRICULUM VITAE

Dr. Abram

Poczter

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EDUCATIONAL BACKGROUND:

Doctor of Philosophy (Ph.D.) 1980
Graduate Business School
Columbia University in the City of New York

Major: Marketing

Fields of Certification: Behavioral Sciences/Organizational Theory, Economics,
Quantitative Methods and International Business

Master of Philosophy (M.Phil.) 1979
Graduate School of Business
Columbia University in the City of New York

Major: Marketing

Graduate Studies at Columbia University have been financed primarily by several Doctoral Study Awards and Research Scholarships granted by the Graduate School of Business.

Master of Science in Industrial Economics (M.S.) 1969
Department of Industrial Economics
School of Economics
Wroclaw, Poland

Master's Thesis: Input-Output Analysis for an Industrial Firm
Studies Included: Statistics, Operations Research, Industrial Technology, Industrial Economics and Political Economy

TEACHING:

AWARDS:

Business Strategy Game Hall of Fame, McGraw-Hill/Irwin, 2005
Master Professor

Distinguished School of Management Faculty Teaching Award, 2019

New York Institute of Technology 1980 - 2019
School of Management
Old Westbury, New York, 11568

Dean, School of Management (1992 - 1995)

Responsibilities and accomplishments included:

Core re-design of the MBA Curriculum

Development and deployment of graduate students, recruitment system, resulting in record enrollments.

Development and implementation of strategic and operational plans, Budget

Development, implementation and control, Curriculum and Faculty development,

Coordination of School's activities with other Academic Schools and units of the College (Admissions, Registrar, Bursar, Student Life)

Professor of Management (Tenured) -- (1980 - 2019)

Teaching primarily graduate courses in the areas of:

Marketing (Marketing Management, Sales Management, New Products

Management, Marketing Research, International Marketing and Promotion),

Business Policy and Corporate Strategy, Operations Research.

Executive Director of Indirect Assessment (2012 – 2019)

Conduct several surveys annually on the quality of the educational environment and

Students' Satisfaction with the academic and administrative aspects of Experience at SoM

Direct similar studies at the Global Campuses of SoM

Faculty-coach 2009

Lead a winning student team in School of Management Corporate Challenge 2009

Hofstra University 1979-1980
School of Business
Hempstead, NY 11550

Assistant Professor of Business

Teaching graduate and undergraduate courses in Marketing and Business Policy.

St. John's University 1976-1979

College of Business Administration
Jamaica, NY 11439

Instructor in Business

Teaching graduate and undergraduate courses in Consumer Behavior, New Product Management and Marketing Research. Developed and taught courses in Corporate Strategies, and Multivariate Data Analysis.

State University of New York 1975-1976

State College at Fredonia
Fredonia, NY 14063

Instructor in Business
Teaching courses in Marketing and Management

University of Wroclaw 1967-1969

School of Industrial Economics
Wroclaw, Poland

Teaching Fellow and Research Assistant
Teaching courses in national, regional and industrial planning

INDUSTRY -- TEACHING and CONSULTING:

Sandals International, Ltd. 2000, 2001, 2002-2005, 2006-2010

Negril, Jamaica, W.I.

Series of Executive Seminars in Marketing and Corporate Strategy

Grace, Kennedy & Co., Ltd. 1999-2002

Kingston, Jamaica, W.I.

Series of Executive Seminars in Marketing and Corporate Strategy

RMA – Broward Chapter 1997

Ft. Lauderdale, Florida

Invited lecture on Marketing Strategies in Financial Services

Petro-Alliance Services 1996

Company, Ltd.
Moscow, Russian Federation

Provided consulting and instructional services to a joint venture of Western Atlas Inc. and M.D. Seis.

Chase Manhattan, S.A. 1987

Panama City, Panama, C.A.

Provided consulting and instructional services in Marketing Research and New Product Development

Valid Technologies, Ltd 1986-1987

New York City, New York

Served on the Advisory Board to the Board of Directors as a marketing specialist.
Conducted new product feasibility studies.

Kaiser Bauxite Co., 1986, 1988, 1990

Discovery Bay, Jamaica, W.I.

Seminars in Business Strategies for Mature Industries

Combustion Engineering Inc., 1985, 1988

Impel Corporation,
Melville, New York

Consulting in the area of Marketing and Business Strategy leading to an establishment of the Engineered Systems and Controls, a business unit for marketing of a new digital control system

United Technologies Inc., 1983

Carrier Corporation
Syracuse, New York

Courses in Operations Research and International Marketing

Eastern Airlines, Inc., 1980-1982

Miami, Florida

Courses in the areas of Organizational Policy, Marketing, Impact of Economic and Legal Environment on Corporate Strategies

Valsteray Inc., 1975 - 1979

New Hyde Park, NY.

Consulting in the area of Multivariate Analysis of Marketing Research Data

National Broadcasting Corporation, 1974
Corporate Planning and Research NYC, New York

Senior Research Analyst

Projects included trucking studies, multivariate models for newscast and newscaster performance analysis, audience profile analysis, comparative studies of newscast audiences.

LIPOS International Inc., 1972-1974
Elmhurst, New York

Managing Partner

The firm was involved in export-import operations and consulting in the area of international marketing research

I.L.G.W.U. 1970-1971
Accounting Department
New York, New York

Auditor-Accountant
Employee Benefits auditing of manufacturers, contractors and jobbers.

RESEARCH:

Columbia University
Graduate School of Business
New York, New York

Graduate Research Assistant 1971-1974

Functions included: Computer work for faculty research, questionnaire and experimental designs, survey data analysis using modern multivariate techniques, preparation of course materials

Conducted studies on benefit and problem oriented messages in advertising new products for Clairol Inc.

University of Wroclaw
School of Industrial Economics
Wroclaw, Poland

Research Assistant 1967-1969
Developed and empirically tested an input-output model for production and cost planning for an industrial firm

COLLEGE SERVICE:

- ❖ Conducted a year-long study on causes and level of students, satisfaction with NYIT.
- ❖ The study provided a baseline for future strategic marketing plans by Executive Coordinating Committee, 1988.
- ❖ Student Satisfaction Survey, 1995
- ❖ Co-chair of Marketing Strategy Committee, 1995
- ❖ College Senator and member of the Senate Curriculum Committee, 1995-1996
- ❖ MBA Candidates Advisor at Old Westbury campus, 1982-1992
- ❖ Member of Prior Learning Review Committee, 1980-1982
- ❖ Member of School Personnel Committee, 1985-1990, 2012-2016
- ❖ Chairperson of Graduate Curriculum Committee, 1991

COMMUNITY SERVICE:

- ❖ Sewanaka School District, New Hyde Park Memorial High School,
 - National Academy of Finance - member of Advisory Board, 1992-95
- ❖ Glen Cove High School, Glen Cove NY
 - DECA Program Invited Lecturer and Member of Advisory Board
- ❖ Long Island Association, Summit '94 - member of World Trade
 - Committee participated in the development of Long Island Action Plan, 1994
- ❖ American Marketing Association - member of Eleventh Annual Edison
 - Best New Products Award panel, 1996, 1997

CONFERENCE PRESENTATIONS:

- ❖ National Conference of the Academy of Marketing Science, Miami, Florida, 1983
- ❖ World Marketing Congress, Halifax, Nova Scotia, Canada, 1983
- ❖ Annual Convention of the Eastern Economic Association, New York City, 1984
- ❖ National Conference of the Academy of Marketing Science, Miami, Florida, 1985
- ❖ National Conference of the Academy of Marketing Science, Miami, Florida, 1986
- ❖ Allied Southern Business Association Annual Conference, New Orleans, 1987
- ❖ National Conference of the Academy of Marketing Science, Orlando, Florida, 1989
- ❖ Pan-Pacific Business Association, Pan-Pacific XV, Seoul, Korea, 1998
- ❖ Clute Institute for Academic Research (2009) IABR and TLC Conferences, San Antonio, TX, March 16-20,
- ❖ Clute Institute for Academic Research (2009) IABR and TLC Conferences, Prague, Czech Republic, June 8-11
- ❖ Clute Institute for Academic Research (2012), Rome European Academic Conference

June 6 - 8

PUBLICATIONS:

- "How to Plan and Control with PERT", Marketing Update, No.11, (Alexander-Norton Publishing Co., 1978)
- "Application of Del-Measure for Cross Classifications", in J. Rogers (ed.), Developments in Marketing Science, Vol. VI (Logan, Utah: Academy of Marketing Science, 1983)
- "A Framework for Analyzing Macro-Societal Changes", in E. Kaynak (ed.), Managing the International Marketing Function, Vol.1 (Halifax, Nova Scotia: Academy of Marketing Science, 1983)
- "Political Economic Framework for Marketing Decisions", Review of Business, Summer, St. John's University Press, 1984
- "An Empirical Investigation of the Hierarchy of Effects in New Product Concept Testing", in J.A. Lindquist (ed.) Developments in Marketing Science, Vol. VIII (Michigan: Academy of Marketing Science, 1985)
- "What Financial Executive Should Know about Marketing", (with J. Segal), Financial Executive, February 1986
- "Optimal Marketing Strategies for Accounting Firms", (with J. Segal), Chartered Accountant, Sidney, Australia, 1986
- "Application of Micro-computers for Marketing Decision Making" Consultant's View, CEOs Newsletter, Prentice-Hall, 1986
- "Validation of CAD: One More Time" (with V. Pandit), in J. Joseph Cronin, Jr. and Melvin T. Stith (eds), Marketing: Meeting the Challenges of the 1990s. Tallahassee, Florida, Southern American Association, 1987
- "Attitude Development Hierarchy and Segmentation", Review of Business, St. John's University Press, Spring 1988
- "Concept Growth of Military Robotics" (with J. D. Cerny), Unmanned Systems. Winter 1988
- "A Methodology for the Joint Analysis of Modal Choice and Transshipment" (with Deshpande and Pandit), in Hawes, Jon, M., and John Thanopoulos (eds.) Developments in Marketing Science, Vol. XII (Florida:

Academy of Marketing Science, 1989) (**Theory Building**)

“Marketing American Goods to the Far East” (with V. Pandit) 1998, Proceedings,
Pan-Pacific XV (1-3 June 1998, Seoul, Korea) (**Applied/International Business**)

“How to see the world from Madison Avenue, USA” 2009 IABR Business Conference
Proceedings San Antonio TX (**Pedagogical**)

“Reconnecting Economics and Marketing” 2009 IABR Business Conference
Proceedings San Antonio TX (**Pedagogical**)

“Concept Testing New Products: Errors vs. Segmenting Variables” 2009 IABR
Business Conference Proceedings Prague, Czech Republic (**Applied/Advancement**)

“Effects of Transformational Leadership on Student Educational Satisfaction and Student
Stress”
(with Amarjit Gill, Rajendra Tibrewala, et.al), 2010 The Open Education Journal, Vol. 3
(pp. 1-9)
Bentham Science Publishers (**Pedagogical/Advancement**)

“Conceptual Roots and Synergistic Communalities in Economics and Marketing”
(with S. Poczter). 2010 Journal of College Teaching and Learning, Vol.7, Number 4
(**Pedagogical/Interdisciplinary**)

“Globalization: A Marketer’s View” 2012 European International Business & Economics
Conference Proceedings, Rome, Italy (**Applied/Globalization**)

“Converging the Economic Convergence Theory with Lead-Lag Scheme in Marketing”
2012 European International Business & Economics Conference Proceedings, Rome,
Italy
(**Theory Building/International Business**)

“Concept Testing New Products: Errors vs. Segmenting Variables”
Journal of Applied Business Research – March/April 2013 Volume 29, Number 2
(**Applied/Advancement**)

SCHOOL OF MANAGEMENT INDIRECT ASSESSMENT RESEARCH
(Applied/Service):

2009 NYIT Abu Dhabi Campus School of Management Academic Advisement Survey,
December 2009

2009 NYIT Amman Campus School of Management Academic Advisement Survey,
December 2009

2009 NYIT Bahrain Campus School of Management Academic Advisement Survey,
December 2009

2009 NYIT New York Campuses School of Management Academic Advisement Survey, December 2009
2009 NYIT Vancouver Campus School of Management Academic Advisement Survey, December 2009
2010 NYIT Abu Dhabi Campus School of Management Academic Advisement Survey, December 2010
2011 NYIT Vancouver Campus School of Management Academic Advisement Survey, August 2011
2011 NYIT Vancouver Campus School of Management Student IT Resources Survey, August 2011
2010 NYIT New York Campuses School of Management Academic Advisement Survey, March 2011
2011 NYIT Bahrain Campus School of Management Academic Advisement Survey, December 2011
2012 NYIT Abu Dhabi Campus School of Management Academic Advisement Survey, March 2012
2008-2009 NYIT School of Management Student Satisfaction Study, May 2012
2008-2012 Leveraging TEMPOS[®] August 2012
2012 NYIT New York Campuses School of Management Academic Advisement Survey, August 2012
2012 NYIT New York Campuses School of Management Student IT Resources Survey, August 2012
2015 Vancouver Campus Students Satisfaction Survey
2015 Nanjing Campus Students Satisfaction Survey
2015 NY Campuses Students Satisfaction Survey
2015 Abu Dhabi Campus Students Satisfaction Survey
2015 Graduate Students Correlates of Transfer-out
2015 Undergraduate Students Correlates of Transfer-out
2015, 2016, 2017 Graduate and Undergraduate Students' Graduation (exit) Survey
2016 Study Abroad Program – Participants Satisfaction
2017 SoM-PSEG MBA Program – Students Satisfaction Study

INVITED PRESENTATIONS:

“Elements of Marketing Strategy” 2009: Center for International Business Studies, NYIT – School of Management, October 30 (Applied/International Business)

PROFESSIONAL DEVELOPMENT (Pedagogical/Technology)

American Marketing Association Online Forum 2012; Deciphering Marketing Research Online: Technologies, Techniques and Tools June 21

American Marketing Association; Webinar 2012; Improving Marketing ROI with Digital Signage, June 27

Harvard Business Publishing: Pricing Simulation: Universal Rental Car V2
September 12, 2012 11:00 am, Eastern Daylight Time (New York, GMT-04:00)

American Marketing Association; Mass Relevance, Co. Inc. Webinar 2013: How to Converge Media: 3 Steps to Bring Together Paid, Owned and Earned, 12 February

Marketo Co., Inc. Webinar, 2013: Getting Engagement Marketing Right (New York, July 22, EST-01:00)

American Marketing Association; Webinar Oct 21,2015 Behavioral Marketing in Action

Ken Miller and David Demar, “Brand Transformation“Webinar; October 20, 2017 AMA, NY

“How to Transform Your Digital Marketing Strategy “Webinar; October 25, 2017 AMA, NY

“Digital Technology: Devastating or Beneficial to Your Business “Citecore®2017 Global Virtual Summit

“Harnessing Cognitive Innovation for Exponential Revenue Growth and Customer Engagement“ Sep 27, 2017, American Marketing Association, NY

PROFESSIONAL ASSOCIATIONS:

Academy of Marketing Science
American Marketing Association
New York Academy of Sciences