

Renee Gravois Lee
Associate Professor - Management & Marketing
College of Business

Degrees Earned

- Ph.D. Virginia Polytechnic Institute and State University, Blacksburg, VA, USA, Marketing, 1996
- M.B.A. University of Houston, Houston, TX, USA, Management Concentration, 1991
- B.A. Southeastern Louisiana University, Hammond, LA, USA, Marketing and Management, 1988

Peer-Reviewed Publications and Artistic Performances/Exhibitions

Articles

- Hudd, S. S., Apgar, C., Bronson, E. F. , & Lee, R. G. (2009). Creating a Campus Culture of Integrity: Comparing the Perspectives of Full- and Part-time Faculty. *The Journal of Higher Education*, 80 (2), 146-177.
- Fitzgerald, C. G., Rozett, R., Lee, R. G. , O'Connell, M., & Dubrow, R. (2007). Smoking Habits of Students Entering College. *Respiratory Care Education Annual*, 16, 13-19.
- Lopez, T. B. & Lee, R. G. (2005). Five Principles for Workable Client-Based Projects: Lessons from the Trenches. *Journal of Marketing Education*, 27 (2), 172-188.
- Keith, J. E., Lee, D., & Lee, R. G. (2004). The Effect of Relational Exchange Between the Service Provider and the Customer on the Customer's Perception of Value. *Journal of Relationship Marketing*, 3 (1), 3-33.
- Lee, R. G., Taylor, V. A. , & McGetrick, R. (2004). Toward Reducing Youth Exposure to Tobacco Messages: Examining the Breadth of Brand and Nonbrand Communications. *Journal of Health Communication*, 9 (5), 461-479.
- Garvin, T. & Lee , R. G. (2003). Reflections on the Policy-Relevant Turn in Research. *Social Justice*, 30 (4), 40-53.
- Lee, R. G. & Garvin, T. (2003). Moving from Information Transfer to Information Exchange in Health and Health Care. *Social Science & Medicine*, 56 (3), 449-464.
- Lee, R. G., Ozanne, J. L. , & Hill, R. P. (1999). Improving Service Encounters Through Resource Sensitivity: The Case of Health Care Delivery in an Appalachian Community. *Journal of Public Policy & Marketing*, 18 (2), 230-248.
- Bristor, J. M., Lee, R. G. , & Hunt, M. R. (1995). Race and Ideology: African American Images in Television Advertising. *Journal of Public Policy & Marketing*, 14, 48-59.

Research Monographs and Technical Reports

Funded External Grants

Peer-Reviewed Presentations/Posters

Paper Presentations

International

- Lee, R. G. & Sigmar, L. S. (2009, October). *Grappling with Academic Integrity: Hands-On Classroom Activities*. Accepted for International Conference of the Center for Academic Integrity, St. Louis, Missouri.
- Lee, R. G. (2009, April). *Facilitating Client-Based Projects: Strategies to Engage Students More Deeply*. Presented at International Conference on College Teaching and Learning, Jacksonville, Florida.
- Lee, R. G. & Nardone, C. F. (2008, November). *Encouraging Critical Inquiry: Writing-to-Learn Strategies for*

Student-generated Problem Posing. Presented at Writing and Critical Thinking Conference, Hamden, Connecticut.

Lee, R. G. & Lopez, T. B. (2008, March). *Tech Etiquette in the Workplace and Beyond.* Presented at Annual Meeting of the Association of Marketing Theory and Practice, Savannah, Georgia.

Lee, R. G. & Burns, L. M. (2005, October). *Helping Faculty Promote Academic Integrity: 20 Easy Ways to Prompt Classroom Discussions about Plagiarism.* Presented at International Conference of the Center for Academic Integrity, Blacksburg, Virginia.

Dobscha, S. & Lee, R. G. (2004, October). *Illuminating the Invisible: Raising Voices in Appalachia.* Presented at Humanistic Consumer Research Conference, Mount Hood, Oregon.

Lee, R. G., Meriano, C., & Brisson, A. (2004, October). *Building Academic Integrity Partnerships on Campus and with Your Community.* Presented at International Conference of the Center for Academic Integrity, Manhattan, Kansas.

Lee, R. G. & Tuttle, K. (2004, August). *Designing Varying Scopes for Client-Based Projects.* Presented at American Marketing Association Summer Marketing Educators Conference, Boston, Massachusetts.

Lopez, T. B. & Lee, R. G. (2004, August). *Simple Strategies for Effective Client-Based Projects.* Presented at American Marketing Association Summer Marketing Educators Conference, Boston, Massachusetts.

Lee, R. G. (2003, November). *Improving Student Writing.* Presented at Society for Marketing Advances, New Orleans, Louisiana.

Lee, R. G., White, B. A., Gallatin, C., & Rozett, R. (2003, October). *Integrating Service Learning, Technology Education, and Cross-Departmental Collaboration.* Presented at International Society for Exploring Teaching and Learning Conference, Fort Collins, Colorado.

Lee, R. G. (2003, August). *Examining Cultural Messages of Menopause and Midlife.* Presented at Macromarketing Conference, Mashantucket, Connecticut.

Brumbaugh, A. M. & Lee, R. G. (2002, October). *Gender and Technology-Based Games.* Presented at Association for Consumer Research Conference, Atlanta, Georgia.

Lee, R. G., Fecho, L., & Taylor, V. A. (2002, October). *Building Students' Competitive Advantage in a Tough Job Market: Concrete Ways to Prepare Students for Professional Networking.* Presented at International Society for Exploring Teaching Alternatives Conference, Pittsburgh, Pennsylvania.

Lee, R. G., McGetrick, R., & Taylor, V. A. (2002, February). *An Examination of Tobacco Marketing Practices and State Use of Funds After the Master Settlement Agreement.* Presented at American Marketing Association Winter Marketing Educators Conference, Austin, Texas.

McGetrick, R. & Lee, R. G. (2000, November). *The Marketing of Alcohol and Tobacco Products to Children: A Review of the Evidence.* Presented at Society for Marketing Advances, Orlando, Florida.

Regional

Lee, R. G. (2009, February). *Enhancing Student-Client Interactions in Service-Learning Projects.* Presented at Association for Experiential Education Mid-South Regional Conference, St. Martinville, Louisiana.

Work or Professional Experiences

Experience: Academic

Associate Professor of Marketing, Sam Houston State University (August, 2007 - Present). Department of Management and Marketing, College of Business Administration.

Department of Marketing and Advertising, School of Business (AACSB accredited), Quinnipiac University (August, 1996 - July, 2007). Professor (August 2004-July 2007), Associate Professor (August 2000-July 2004--Tenure Awarded August 2003), Assistant Professor (August 1996-July 2000). I also served the university as Director of Academic Integrity from June 2004-July 2007, a part-time administrative position that I held in addition to my faculty appointment.

Experience: Non-Academic

Analyst, Services Analyst, Administrative Services Division, Shell Oil Company (headquarters) and Shell Western Exploration & Production, Inc. (June, 1988 - July, 1992). Job positions included Analyst-Corporate Travel, Analyst-Corporate Real Estate, and Services Analyst-Environmental/Regulatory. Selected responsibilities included: managing accumulation, transportation, and disposal of hazardous waste; analyzing proposed company real estate transactions; presenting corporate travel seminars to employees; serving as liaison to corporate travel agency; and negotiating reduced corporate travel rates.

Honors and Awards

Honors:

2004: Finalist, Outstanding Student Organization Advisor, Quinnipiac University.

2004: Finalist for the 2003 and 2004 Diana Forsythe Award, sponsored by the American Medical Informatics Association, for this article: Lee, Renee Gravois and Theresa Garvin (2003), Moving from Information Transfer to Information Exchange in Health and Health Care, *Social Science & Medicine*, 56, 3 (February), 449-464, American Medical Informatics Association.

2003: Finalist in Innovations in Teaching Competition, Society for Marketing Advances.

1999: Nominated for Kinnear Best Article Award in *Journal of Public Policy and Marketing* for this article: Lee, Renee Gravois, Julie L. Ozanne, and Ronald Paul Hill (1999), Improving Service Encounters Through Resource Sensitivity: The Case of Health Care Delivery in an Appalachian Community, *Journal of Public Policy and Marketing*, 18, 2 (Fall), 230-248, *Journal of Public Policy and Marketing*.

Awards:

2005: Outstanding Faculty Award, Student Government Association, Quinnipiac University.