

PEGGY CHOONG
Niagara University
College of Business Administration
Niagara University, NY 14109
(716) 286-8168
Email: pmc@niagara.edu

SUMMARY

Peggy Choong has a Ph.D. in marketing from SUNY Buffalo. From 1998 to the present, Dr. Choong was a faculty member of Niagara University. In 2004, she was granted tenure and promotion to Associate Professor of Marketing. She was promoted to the rank of Professor in 2008. In Fall 2008, Dr. Choong became the MBA Director.

At Niagara University, Dr. Choong created the Marketing Engineering, Global Marketing and Product and Integrated Marketing Communication courses in the MBA program. She also created the Product and Integrated Marketing Communication course in the undergraduate program.

Dr. Choong also has experience teaching Principles of Marketing, Consumer Behavior, Marketing Research, Product and Integrated Marketing Communication Strategy, Strategic Marketing Management (MBA) and Global Marketing (MBA).

Dr. Choong currently serves as a member of the Committee for College Teaching and Learning, the Human Resource Advisory Council, Strategic Planning Committee, Advisory Committee for Public Safety, University Judicial Board, Graduate Council and Search Committee for Associate Vice President of Communication and Marketing. She is also the coordinator of the London Study Abroad Program at the College of Business. Dr. Choong serves on the Board of the Greater Buffalo Youth Orchestra, Link Inc. a not-for-profit organization for social services and the Castellani Art Museum advisory council

Dr. Choong's research has appeared in the Journal of Services Marketing, Advances in Consumer Research, Academy of Marketing Studies, Journal of Research on Christian Education and Health Marketing Quarterly.

EDUCATION

Ph.D. in Marketing

State University of New York at Buffalo, 1998.

Minors: Economics

Statistics

Master in Urban Planning

State University of New York at Buffalo, 1988.

EMPLOYMENT HISTORY

Professor of Marketing

Director of MBA Program

Niagara University, 2008-present

Associate Professor of Marketing

Niagara University, 2004-2007

Assistant Professor of Marketing

Niagara University, 1998-2004.

Adjunct Professor of Marketing

State University of New York at Buffalo, 2003-2005

Adjunct Professor of Marketing

Canisius College, 1997-98.

Senior Researcher

Independent Health Association, 1996-98.

Research Assistant

State University of New York at Buffalo, 1991-95.

Research Associate

Center for Integrative Studies

State University of New York at Buffalo, 1988-91.

Research Assistant

School of Architecture and Planning

State University of New York at Buffalo, 1987-88.

CLASSES TAUGHT

Niagara University Undergraduate Program

- Marketing Research
- Product and Integrated Marketing Communication Strategy
- Consumer Behavior
- Principles of Marketing

Niagara University MBA Program

- Strategic Marketing (course creator 1998-present)
- Global Marketer (course creator 2003)

SUNY at Buffalo

- Consumer Behavior
- Principles of Marketing

PUBLICATIONS AND PRESENTATIONS

Refereed Journals:

Peggy Choong (2008), "Positioning for Dominance: Competition Among Channel Intermediaries in the Distribution Channel," *The Journal of American Academy of Business*, Cambridge, Vol. 13, Num.1, March.

Peggy Choong (2008), "Reaching the Target: An Investigation of Salient Channel Attributes in Consumer Choice," *Academy of Marketing Studies Journal*, Vol.12, Num. 1.

Peggy Choong, Greg Filbeck and Dan L. Tompkins (2007), "Advertising Strategy and Returns on Advertising: A Market Value Approach," *The Business Review*, Cambridge, Vol. 8, Num. 2, December.

Brown, B.S. and Peggy Choong (2007), "The Future of Academic Honesty," *Academy of Educational Leadership Journal*, Vol.11, Num.2.

Brown, B.S. and Peggy Choong (2004), "A Comparison of Academic Dishonesty Among Management Majors in a Public and Private Catholic University," *International Journal of Management*.

Choong, Peggy, Greg Filbeck, Daniel L. Tompkins and Thomas D. Ashman (2003), "An Event Study Approach to Evaluating the Economic Returns of Advertising in the Super Bowl," *Academy of Marketing Studies Journal*, Vol. 7, No. 1.

Brown, B.S. and Peggy Choong (2003), "A Comparison of Academic Dishonesty Among Business Students in a Public and Private Catholic University," *Journal of Research on Christian Education*, Vol. 12, No. 1.

Brown, B.S. and Peggy Choong (2003), "Identifying the Salient Dimensions of Student Cheating and their Key Determinants in a Private University," *Journal of Business and Economic Research*, Vol. 1, No. 3.

Choong, Peggy (2002), "Investigating the Stochastic Nature of Consumer Search Termination," *Academy of Marketing Studies Journal*, Vol. 6, No.1.

Choong, Peggy, Shih-Jen Kathy Ho and Robert A. McDonald (2002), "An Examination of the Effects of Social Desirability on Business Ethics Research Results," *International Journal of Management*, Vol. 19, No. 1.

Choong, Peggy, "Preventing or Fixing Problems: A Marketing Manager's Dilemma Revisited (2001)," *Journal of Services Marketing*, Vol. 15.

Lord, Kenneth, Myung-Soo Lee and Peggy Choong (2001), "Differences in Normative and Informational Social Influence," *Advances in Consumer Research*, Vol. 28.

Choong, Peggy (2000), "Relationship Marketing of Health Care Plans: Retaining Corporate Customers in a Competitive Environment," *Health Marketing Quarterly*, Vol. 17, No. 4.

Choong, Peggy (2000), "Ensuring Patient Satisfaction in Medical Management Groups," *Medical Group Management Journal*, March/April.

Refereed Conference Proceedings:

Peggy Choong, "Consumer Perceptions of Banks in Mutual Fund Retailing," *Proceedings of the Academy of Commercial Banking and Finance*, Vol. 7, Number 1, 2007.

Brown, B.S. and Peggy Choong, "Leading by Example: Investigating the Behaviors and Motivations of Future Education Leaders," *Proceedings of the Academy of Educational Leadership*, Vol. 12, Number 1, 2007.

Agnello, Vincent and Peggy Choong, "Physician Reimbursement and HMO Advertisement: An Examination of Disclosure of Material Information," *Proceedings of the Allied Academies Conference*, Vol. 9, 2007

Choong, Peggy, Greg Filbeck, Daniel L. Tompkins and Thomas D. Ashman, "Targeting the Ad Bowl: Is it a Super Strategy?" *Proceedings of the Academy of Marketing Studies*, October 2002.

Brown, B.S. and Peggy Choong, "Identifying the Salient Dimensions of Student Cheating and their Key Determinants," *Proceedings of the International Business and Economics Research Conference*, October, 2002.

Choong, Peggy, "Investigating the Stochastic Nature of Consumer Search Termination," *Proceedings of the Academy of Marketing Studies International Conference*, June 2002.

Choong, Peggy, "Consumer Information Search Termination: A Theoretical and Empirical Investigation," *Proceedings of the International Business and Economics Research Conference*, October, 2001.

Choong, Peggy, "A Prospect Theory Approach to Understanding Satisfaction in the Industrial and Consumer Markets," *Proceedings of Applied Business Research Conference*, August, 1999.

Refereed Conference Presentations and Publication of Abstracts:

Peggy Choong, "Service Dimensions of Financial Investment Channels," *Proceedings of the Allied Academies International Conference, Volume 9, 2007.*

Agnello, Vincent, Daniel L. Tompkins and Peggy Choong, "Demutualization of Insurance Companies: Ethical Dilemmas," *Proceedings of the International Conference Promoting Business Ethics*, October, 2003.

Agnello, Vincent and Peggy Choong, "HMO Advertising and Physician Capitation: Don't Ask, Don't Tell," *Proceedings of the International Conference Promoting Business Ethics*, October, 2001.

Agnello, Vincent, Peggy Choong and Philip M. Scherer, "Capitation: Health Care Miracle or Ethical Nightmare," *Proceedings of the International Conference Promoting Business Ethics*, October, 1999.

Refereed Conference Presentations:

Choong, Peggy, Greg Filbeck, Daniel L. Tompkins, "And the Winner is: Does Advertising in Media Events Create Shareholder Value?" *Southern Finance Association Conference*, 2003.

Presentations of Research:

Choong, Peggy, "The Economic Worth of Advertising in the Super Bowl: An Event Study Approach," *Niagara University Research Council, Speaker Series*, 2002.

Choong, Peggy, "Managing Satisfaction in Relationship Marketing: An Empirical Analysis of the Consumer and Industrial Markets," *24th Annual Everett W. Ockerman Lecture*, October, 1999.

Conference Attended:

Learning, Teaching and Engagement Conference, Niagara University, 2009.

VC Board of Directors Training for OMRDD Nonprofits, 2009

Faculty Learning Community Conference, Claremont Graduate University, California, 2006.

Faculty Conference on Learning, AACSB International, Florida, 2006.

Global Trade Workshop, Bank of America, 2006.

Genteels' Excellence in Teaching Series, Teaching Students How to Learn: Metacognition is the Key, SUNY Buffalo, 2006.

Designing, Implementing and Assessing Active Integrative Learning in Higher Education Conference, Niagara University, 2007.

Putting the Pieces Together: Fostering Integrative Student Learning Conference, Niagara University, 2006.

Motivating the Millennials: Getting to Know the New Generation of College Learners Conference, Niagara University, 2005.

Active Learning? Breaking Down the Barriers Conference, Niagara University, 2004.

RESEARCH UNDER REVIEW

Filbeck, Greg, Daniel L. Tompkins, Jessica Zhou and Peggy Choong, "The Share Price Reaction to the Announcement of Advertising Sponsorship and Broadcast of Media Events," resubmission to *Management and Decision Economics*, October, 2007.

WORK IN PROGRESS

"Economic Returns to Outsourcing," data in the process of being collected. Funded by Niagara University grant.

"The Economic Impact of Security Breaches," data in the process of being collected.

"Consumer Weighting of Gains and Losses: An Investigation of Attribute Performance on Consumer Satisfaction in the Mutual Fund Industry," analysis and writing in progress. The aim is to submit to the *Journal of Financial Services Marketing*.

“Evaluation of Attribute Performance on Retention within the Framework of Prospect Theory,” analysis in process with the aim of submitting to the Journal of Services Marketing.

“Physician Choice Criteria: Factors Influencing the Consumer’s Choice of Physician,” data is collected.

ACADEMIC HONORS AND AWARDS

Researcher of the Year

College of Business, Niagara University 2007/2008

Distinguished Research Award

Allied Academies, 2007

Research Support Grant Award

Niagara University, 1998/1999, 2007/2008

Distinguished Research Award

Academy of Marketing Studies, 2002.

Best Paper Award, Marketing Track,

International Business and Economics Research Conference, 2001, 2002.

Certificate of Appreciation

Niagara University Multicultural and International Student Affairs, 2002, 2003, 2007.

Researcher of the Year

College of Business, Niagara University, 2000-01

Faculty Fellowship

Wang Center for International Business, University of Memphis, 2001.

Summer Research Grant

Niagara University Research Council, 1999, 2000.

Academic Achievement Award

State University of New York at Buffalo, 1988.

International Development Award

State University of New York at Buffalo, 1988.

American Planning Association Award

for "The Niagara River International Heritage Corridor Project," 1988.

PROFESSIONAL AFFILIATION

American Marketing Association
Academy of Marketing Studies
Academy of Educational Leadership

NIAGARA UNIVERSITY SERVICE

Search Committee for Associate VP, Communication and Marketing
Member, 2009.

Strategic Planning Committee
Member, 2007-present

Vincentian Mission Institute
Member, 2007-present

Advisory Committee for Campus Safety
Member, 2007-present

Search Committee for Dean, College of Business
Member, 2007

Middle States Accreditation Task Force on Active Integrative Learning
Co-Chair, 2005 – 2007.

Committee for College Teaching and Learning
Member, 2003 – 2006.
Co-Chair, 2007-2008
Member, 2009-present

Castellani Art Museum
Board Member, 2003 – present.

Sabbatical Leaves Review Committee
Member, 2006-2008.

Human Resource Advisory Council
Member, 2003 – present.

University Judicial Board
Member, 1998-2007.
Member, 2009

University Honors Program Committee
Member, 2002 – present.

Study Abroad Committee
Member, 2003-present.

Academic Standards, Planning and Support Committee
Member, 1999-2006.

Curriculum Committee
College of Business
Co-Chair, 2006-2008..

Business Study Abroad Program
College of Business
Coordinator, 2003– present.

Search Committee for Assistant/Associate Professor of Marketing,
Chair, 2003.

Mission, Research and Development Committee
College of Business
Member, 1998–2006.

Niagara University Marketing Association,
Faculty Moderator, 1998-2005.

National Collegiate Athletics Association Certification Program
Member, Governance and Commitment to Rules Subcommittee, 2002-2004

Search Committee for Vice President of Academic Affairs,
Member, 2002.

Search Committee Assistant Vice President for Marketing,
Member, 2001.

Niagara University Marketing Committee,
Chair 2000–02

Graduate and Professional Schools Fair Committee
Member, 1999-2004.

Niagara University Research Council
Council Member, 2001–2003.

COMMUNITY SERVICE:

Reviewer, Journal of Business Ethics, 2006, 2008-2009.

Board Member, Greater Buffalo Youth Orchestra, 2007-present.

Board Member, Link Inc, 2008-present.

Reviewer, Business Research Consortium Journal, 2009

Reviewer, American Marketing Association conference, services track, 2008

Reviewer, American Marketing Association conference, global and cross cultural marketing track, 2008.

Reviewer, Quarterly Journal of Business and Economics, 2005-2006.

Reviewer, Academy of Marketing Studies Journal, 2006.

Member and president of Middle States Accreditation Steering Committee, St. Christopher School, 1999-2007.

Junior Achievement WNY, in the process of developing community outreach with the coordinator of programs at Junior Achievement, 2007.

Diocese of Buffalo, discussions on phase II strategic planning pertaining to marketing strategy of catholic schools to increase enrollment and visibility, 2006

St Monica/St. Augustine Scholars, discussion on Nativity Network to increase enrollment of low income families in the schools, 2005.

Consultant to Greater Niagara Frontier Council Boy Scouts of America, 2002-2005.

Reviewer, American Marketing Association, Winter Educators' Conference, 2003.

Consultant to the Center for International Accounting and Educational Research in their investigation of the needs of the business community in their international business endeavors using a focus group methodology, 2002.

Reviewer, Professional Staff Congress Research Grant, CUNY, 2002.

Consultant to Hutchins Automotive in their training of marketing staff, 2001.

Marketing research for the Niagara Chamber of Commerce, 2000.

Board member of St. Christopher School 1999-2002.

Member of Development Committee, St. Christopher School, 1999-2001.

Reviewer, ASAC Conference, London, 2001

Reviewer, American Journal of Managed Care, 2001.

Chair, Marketing Session, International Business and Economics Conference,
2001, 2002

Reviewer, Emerging Issues in International Accounting Conference, 2000

Consultant to Independent Health in their positioning strategy of products
in Erie County and the south towns, 1998-1999.

.