

PROMOTION RECOMMENDATION
The University of Michigan-Dearborn
College of Business
Department of Management Studies

Crystal J. Scott, assistant professor of marketing, Department of Management Studies, College of Business, is recommended for promotion to associate professor of marketing, with tenure, Department of Management Studies, College of Business.

Academic Degrees:

Ph.D.	2006	Pennsylvania State University, State College, PA
M.S.	1994	University of Michigan, Ann Arbor, MI
B.A.	1991	University of Michigan, Ann Arbor, MI

Professional Record:

2006 – Present Assistant Professor of Marketing, Department of Management Studies,
University of Michigan-Dearborn

Summary of Evaluation:

Teaching: Professor Scott is rated significantly capable in teaching. She teaches the more quantitative courses in the marketing department, and she has a tough job in that her students tend to not be quantitatively focused. However, she provides them with good skillsets that make them employable in the 21st Century fields such as marketing analytics and marketing research. She is consistently rated one of the top instructors in the department and is a role model for many of the students. Professor Scott has taught at both the undergraduate and graduate levels, in the classroom and online, and in Dearborn as well as going to Hong Kong this term to teach in our program located there. She has developed a new course as well at the graduate level designed to expose students to more marketing analytics.

Research: Professor Scott is rated excellent in her research. She has ten papers published in print or forthcoming in various academic journals, and her work is of the highest caliber. She has published in her reference discipline through publications in *JASA* and *Psychometrika*, as well as in her own discipline with publications in outstanding journals such as *Journal of Marketing Research*. She has proven equally adept in publishing solo work, work with her UM-Dearborn colleagues, and work with her dissertation committee members.

Recent and Significant Publications:

- Lee, Heiwai and Crystal J. Scott (2013). The impact of customer satisfaction on chief marketing officer's compensation, *Journal of Applied Business Research*, Vol. 29, No. 1.
- Scott, Crystal J., DeSarbo, Wayne S. (2011). A new constrained stochastic multidimensional Scaling Vector Model: An application to the perceived importance of leadership attributes," *Journal of Modelling in Management*, Vol. 6, No. 1, 7-32. (2012 Emerald Literati Network Outstanding Paper Award Winner).
- Schatzel, Kimberly, Thomas Callahan, Crystal J. Scott, and Timothy Davis (2011), Reaching the non-traditional stopout population: A segmentation approach, *Journal of Marketing for Higher Education*, Vol. 21, 1, 47-60.
- Scott, Crystal J. (2010), Perceptions of leadership under conditions of environmental uncertainty, *The Journal of American Academy of Business*, Cambridge, Vol. 16, No. 1, 2010, pp.30-36.

Service: Professor Scott is rated excellent in her service. She has truly done a tremendous amount of service to the college and the university. For example, she has chaired the Academic Standards Committee, a truly time-intensive job for anyone, much less an assistant professor. She has also been on several search committees at both the college and the university level. Professor Scott is often asked to do much more service than her counterparts, particularly when it comes to search committees. She is one of the rare cases where an award of excellence in service is truly deserved.

External Reviewers:

Reviewer A: "Dr. Crystal Scott seems to have contributed significantly to the field of marketing in terms of her research."

Reviewer B: "Dr. Scott's research related to multi-dimensional scaling is timely, and of great value to the marketing discipline."

Reviewer C: "What I particularly like about her research is that she has chosen to focus on new areas that are not well researched, but have the potential for making a long term impact on our economy by helping to better understand the role that marketing plays in the long term value of the firm using both financial performance and customer satisfaction measures."

Reviewer D: "Dr. Scott's colleagues in Marketing academia view her with respect."

Reviewer E: "Crystal and her colleagues have been able to dissect the issues and craft the research objectives and conclusions in such a manner that the contributions to knowledge cannot be denied."

Summary of Recommendation:

Professor Scott is an outstanding colleague and an asset to the department, college, and university. We are very pleased to recommend, with strong support of the College of Business Executive Committee, Crystal J. Scott for promotion to associate professor of marketing, with tenure, Department of Management Studies, College of Business.



N. Balakrishnan
Dean
College of Business



Daniel Little
Chancellor
University of Michigan-Dearborn

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