
Edward M. Mazze

Distinguished University Professor of Business Administration

College of Business Administration

Professor - Marketing

Date of Hire: 1998

Date of Last Promotion: 1998

emazze@uri.edu

Academic Background

Ph.D. Pennsylvania State University, 1966

Work Experience

Academic Experience

Faculty, Master of Liberal Arts Program in Management, Harvard University (2003 - 2007).

Dean and The Alfred J. Verrecchia - Hasbro Inc. Leadership Chair in Business, University of Rhode Island (July, 1998 - September, 2007).

Courses Taught

Customer Relationship Management

Entrepreneurship

Global Marketing

Managerial Marketing (MBA)

Teaching Schedule: GPA/Eval

Term	Course No.	Section	Campus	Course Description	Enroll	Eval.	GPA	Distribution
2008/Spring	MBA505	2	Kingston	Managerial Marketing	24			
2008/Spring	BUS468	2	Kingston	Global Marketing	19			
2008/Spring	BUS468	1	Kingston	Global Marketing	31			
2007/Fall	BUS467	2	Kingston	Customer Relationship Management	19			
2007/Fall	BUS467	1	Kingston	Customer Relationship Management	28			
2007/Fall	BUS449	200	Kingston	Entrepreneurship	25			
2007/Spring	MBA505	2	Kingston	Managerial Marketing	27			

Other Teaching Activities

Other Teaching Activities

2007 - Doctoral Colloquium in Business Research

2006 - Tsinghua University CEO Program - Harvard University

Student Assign-Clinical/Practicum/Internship

2007 - 5 students, Practicum in Business Teaching

2006 - 4 students, Practicum in Business Teaching

Student Assign-Independent Studies

2004 - 2 students, Spring 2004

Intellectual Contributions:

Grid

	DBS	CTP	LPS	Total
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		7		7
Totals	0	7	0	7

Book

Mazze, E. M. & Michman, R. D. (2006). The Affluent Consumer: Marketing and Selling The Luxury Lifestyle, Westport, CT: Praeger Books.

Mazze, E. M., Michman, R. D. , & Greco, A. J. (2003). Lifestyle Marketing: Reaching The New American Consumer , Westport, CT: Praeger Books.

Book Chapters

Refereed

Mazze, E. M. (2007). Back to the Future: Regaining New England's Competitiveness. Under Contract, Rhode Island Economic Forecast: Critical Crossroads, (pp. 83-93). Walpole, MA: New England Economic Partnership, Fall Outlook Conference.

Mazze, E. M. (2007). Rhode Island Economic Forecast: The Challenges Ahead. Under Contract, From Sublime to Subprime; The Outlook for Housing-and Households-in New England. Walpole, MA: New England Economic Partnership.

Mazze, E. M. (2006). Rhode Island Economic Forecast: Turbulant Times. Under Contract, New England's Entrepreneurial Engine; Building Tomorrow's Economy Today. Walpole, MA: New England Economic Partnership.

Mazze, E. M. (2006). The Rhode Island Economic Forecast: A Tough Ride Ahead. Under Contract, New England's Power Puzzle: Price, Supply, Infrastructure and Regulation. Walpole, MA: New England Economic Partnership.

Mazze, E. M. (2005). Rhode Island Economic Forecast. Under Contract, Reinventing the New England Economy: What Role for Higher Education?. Walpole, MA: New England Economic Partnership.

Other Research Activities

Newspaper Articles or Columns

2007 - Contributing Author - Monthly Column, The Job Outlook, Providence Journal

2007 - Contributing Author - Monthly Column, Advice for Job Hunters, Providence Journal

2006 - Contributing Author - Monthly Column, The Job Outlook, Providence Journal

2006 - Contributing Author - Monthly Column, Advice for Job Hunters, Providence Journal

Service:

Service to the University

College assignments:

Member:

2008-2009: Marketing and Supply Chain
2007-2008 through 2008-2009: Hall of Fame and Awards
2007-2008 through 2008-2009: Accreditation

University assignments:

Chair:

2007-2008: Program Contribution Study Committee

Service to the Profession

Board Member: Advisory Board

2007: Enterprise Club, RI (Local).
2007: Fairleigh Dickinson University - Silberman College Of Business (National).
2005-2007: Lt. Governor's Small Business Advisory Group (Local).
2005-2007: Business Innovation Factory, Rhode Island Economic Development Corporation (Local).
2003-2007: Public Member, Rhode Island Insurance Plan Governing Board (Local).
2003-2007: Governor's Insurance Council (Local).

Board Member: PRJ Editorial Review Board

2003-2006: Industrial Marketing Management (National).
2003-2006: Journal of Global Marketing (National).

Board of Directors: Moderate Involvement

2003-2007: The Barrett Growth Fund (National).
2003-2007: Washington Trust Bancorp, Inc. (Regional).
2003-2007: Technitrol, Inc. (National).
2004-2006: Ocean State Business Development Authority (Local).

Chair: Committee / Task Force

2006-2007: AACSB - Visitation Team (National).
2004: AACSB - Visitation Team (National).

Other Professional Service Activities

2005: New England Economic Partnership, State Forecast Manager (Regional).

Service to the Community

Board of Directors

2003-2007: South Shore Mental Health Center
