

DR. JUSTIN PEART
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ADDRESS

(OFFICE)

Director, Institute for Global Entrepreneurship
School of Business
St. Thomas University
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EDUCATION

- PhD Business Administration (Marketing Specialization), Florida International University, Miami, U.S.A., December 2005.
- MBA College of Business, Florida International University, Miami, U.S.A., 1993.
- BS (Honors) Computer Studies, University of the West Indies, Jamaica, 1987.

DISSERTATION RESEARCH

- Title: Effects Of Computer Self Efficacy And Positive Mood In Business-To-Business Service Encounters.
- Advisor: Dr. Galen Kroeck.
- Status: Dissertation Completed

RESEARCH INTERESTS

Entrepreneurship in immigrant enclaves and developing countries. Other interests include technology in marketing, marketing in developing countries, country-of-origin effects on consumers' perceptions of products and green marketing.

ACADEMIC HONORS

American Marketing Association Doctoral Consortium Fellow (1999).
Professor of the Year, St. Thomas University, (2002-2003).

RESEARCH

REFEREED CONFERENCE PROCEEDINGS

Vermillion, Les and Justin Peart (2012), "Teaching an Old Dog New Tricks: A Research Agenda for "Necessity" Senior Entrepreneurs" in Jim Carland and Anne E. Carland's (ed.) *Proceedings of the Allied Academies, Academy of Entrepreneurship*, Vol. 16, New Orleans (1).

Vermillion, Les and Justin Peart (2011). "Marketing Skills: Lessons from the Practitioner Community" in Jim Carland and Anne E. Carland's (ed.) *Proceedings of the Allied Academies, Academy of Marketing Studies*, Vol.15, Orlando (1), 21-26.

Vermillion, Les and Justin Peart (2010). "Green Marketing: Making Sense of the Situation" in Jim Carland and Anne E. Carland's (ed.) *Proceedings of the Allied Academies, Academy of Marketing Studies*, Vol.14, New Orleans (1), 68-72.

Peart, Justin (2001). "Globalization and Transportation in Developing Countries: Jamaica's Modified Motor Vehicle Importation Policy." *Proceedings of the Annual Macromarketing Conference*, Williamsburg, Virginia.

Peart, Justin (1999). "Price-sensitive Consumer Perceptions of Revenue Management." *Proceedings of the 1999 Fordham University Pricing Conference*, New York, New York.

Peart, Justin (1999). "Prohibitive Political Regulations and Consumer Internet Use: An International Study." *Proceedings of the 7th Cross Cultural Research Conference*, Cancun, Mexico.

Peart, Justin (1999). "Developed Country Consumer Service Quality Expectations in Developing Countries: A Growing Phenomenon." *Proceedings of the 1999 Global Business and Technology Association Conference*, Montego Bay, Jamaica.

Li, Fuan, Justin Peart, Bruce Seaton and Les Vermillion (1999). "The Impact of Country-of-Origin and Consumer Ethnocentrism on Perceptions of Product Quality and Service Cost." *Proceedings of the 1999 Academy of Marketing Science Conference*, Miami, Florida.

Vermillion, Leslie J., F.B. Seaton, Fuan Li, and Justin Peart (1999). "An Exploratory Look at the Effects of Country-of-Origin and Consumer Ethnocentrism on Perceptions of Cost of Service and Quality: A First Look at Moderators of International Service Evaluations." *Proceedings of the 1999 Global Business and Technology Association Conference*, Montego Bay, Jamaica.

NON-REFEREED CONFERENCE PROCEEDINGS

Peart, Justin (1999). "The Role of Risk Reduction in the Success of Caribbean All-Inclusive Resorts." 1999 Graduate Student Scholarly Forum, Florida International University.

PRESENTATIONS

Peart, Justin (2013). "Applying the Business Model Canvas in Entrepreneurial Educational Settings – Central Europe Travel Abroad." ActionCoach Seminar, Miami, Florida.

Peart, Justin (2001). "Globalization and Transportation in Developing Countries: Jamaica's Modified Motor Vehicle Importation Policy." *Proceedings of the Annual Macromarketing Conference*, Williamsburg, Virginia.

Peart, Justin (1999). "Price-sensitive Consumer Perceptions of Revenue Management." *Proceedings of the 1999 Fordham University Pricing Conference*, New York, New York.

Peart, Justin (1999). "Prohibitive Political Regulations and Consumer Internet Use: An International Study." *Proceedings of the 7th Cross Cultural Research Conference*, Cancun, Mexico.

Peart, Justin (1999). "Developed Country Consumer Service Quality Expectations in Developing Countries: A Growing Phenomenon." *Proceedings of the 1999 Global Business and Technology Association Conference*, Montego Bay, Jamaica.

Vermillion, Leslie J., F.B. Seaton, Fuan Li, and Justin Peart (1999). "An Exploratory Look at the Effects of Country-of-Origin and Consumer Ethnocentrism on Perceptions of Cost of Service and Quality: A First Look at Moderators of International Service Evaluations." Proceedings of the 1999 Global Business and Technology Association Conference, Montego Bay, Jamaica.

Peart, Justin (1999). "The Role of Risk Reduction in the Success of Caribbean All-Inclusive Resorts." 1999 Graduate Student Scholarly Forum, Florida International University.

RESEARCH IN PROGRESS

"Analysis of Country of Origin Effect on Ethnic Enclave Break out" Abstract accepted for a special edition of the Journal of Enterprising Communities.

"Cell Phone Dilemma In Low Income Countries: Misalignment Of Priorities Play Havoc On The Family Budget." Data collected.

"Falling For Ponzi Schemes: Examining Consumer Behavior To Determine The Relative Influence Of Motivating Factors." Data partially collected.

"Forced Entrepreneurship, the Case of the Senior Entrepreneur". Data partially collected.

"Entrepreneurial Marketing In Poor Developing Countries (Where The Gross National Income Per Capita Is Less Than US\$5000)." (Book development).

SCHOLARLY ACTIVITIES

Chair: Annual Global Entrepreneurship Week Celebrations Planning Committee, St. Thomas University, Miami, Florida, 2009 – present.

Participant: Global Entrepreneurship Week/USA National Forum, Ewing Marion Kauffman Foundation, Kansas City, Missouri, May 5-6, 2011.

Participant: Marketing ROI Techniques: Improving Campaign Strategies, Analytics, and Profitability, University of Chicago Graduate School of Business, Chicago, October 16-17, 2006.

- Paper Reviewer: 7th Cross Cultural Research Conference, Cancun, Mexico, December 12-15, 1999.
- Book Reviewer: Global Marketing Management, 4th edition, Masaaki Kotabe and Kristiaan Helsen. Wiley, Hoboken, New Jersey, 2008.
- Book Reviewer: Marketing Management: A Strategic Decision-Making Approach, 5th edition, John Mullins, Orville C. Walker, Jr., Harper W. Boyd, and Jean-Claude Larreche. Irwin/McGraw Hill, New York, New York, 2005.
- Book Reviewer: Consumer Behavior (Buying, having and being), 5th edition, Michael Solomon. Prentice Hall, Upper Saddle River, New Jersey, 2001.
- Book Reviewer: Marketing, 11th edition, Michael Etzel, Bruce Walker and William Stanton, Irwin/McGraw Hill, New York, New York, 1997.

TEACHING EXPERIENCE

Associate Professor: St. Thomas University. Fall 2007 to date.

Taught Introduction to Business and Env. Administration, Marketing of Services, Marketing Management, Consumer Behavior, International Marketing, Marketing Research, Statistics, Entrepreneurship, Social Entrepreneurship, Logistics Management, International Business, International Management, International Trade Operations .

Director: Institute for Global Entrepreneurship, St. Thomas University. Fall 2007 to date.

Fostered the development of entrepreneurship at the university and in the broader local and international community. Planned and hosted annual Global Entrepreneurship Week activities. Chaperoned student social entrepreneurship trips to Haiti. Developed entrepreneurship courses and programs.

Assistant Professor: St. Thomas University. Fall 2001 to Summer 2007.

Taught Principles of Marketing, Marketing of Services, Marketing Management, Principles of Marketing, Consumer Behavior, International Marketing, Marketing Research,

Statistics, Entrepreneurship, Principles of Business, Sales Management.

Teacher: Miami Dade County Public Schools Summer Outreach Program, 2004-2008.

Taught Tourism/Hospitality Development.

Adjunct Professor: Florida International University. Summer 1994 to 2001.

Taught International Marketing, Marketing Management, Consumer Behavior, International Business, International Management and Entrepreneurship.

WORK EXPERIENCE

10/1999 – present Independent Marketing Research Analyst and Small Business Development Consultant.

02/1988 - 08/1991 Systems analyst/programmer at the Workers Bank, Kingston, Jamaica. Analyzed, designed, programmed and documented bank financial and customer service systems.

07/1986 - 02/1988 Computer programmer at the National Computer Center, Kingston, Jamaica. Designed, programmed and documented government computer systems.

SCHOOL/DEPARTMENT COMMITTEES

2015-present Member, Rank and Tenure Committee

2008-present Member, Faculty Student Relations Committee

2008-2013
2003-2006 Member, University Diversity Committee

2008-2012 Advisor, Phi Beta Lambda Business Fraternity

2010-2011 Advisor, Ultimate Life Club

2007-2009 Advisor, Caribbean Students Association

2007-2009	Member, Faculty Professional Development Committee
2006-2008	Member, School of Business Transition Committee St. Thomas University
2006-2009	Member, Global Entrepreneurship Inst. Transition Committee St. Thomas University
2006-2008	Member, Fernandez Fellows Lead Now Planning Group St. Thomas University
2005-2007	Member, Academic Technology Governance Committee St. Thomas University
2003-2007	Undergraduate Coordinator, BBA Management St. Thomas University
2004-2005	Member, Fiscal Advisory Committee St. Thomas University
1998-1999	Member, SACS Self Study Graduate Programs Committee Florida International University
1998-1999	Graduate Representative, Library Committee Florida International University
1996-1998	President, Graduate Students Association Florida International University

COMMUNITY SERVICE

Founder/CMO, South Florida Caribbean Business Magazine
(www.sflcb.com)
Highlighting Caribbean-affiliated businesses/organizations in
South Florida

Active Member, Prince of Peace Moravian Church
Miami Gardens, Florida

Secretary
University of the West Indies Alumni Association
Florida Chapter, Fort Lauderdale, Florida

Executive Member
Wolmers High School Alumni Association
South Florida Chapter, Miami, Florida

Board of Directors
Karen Peart Memorial Scholarship Foundation Trust

PROFESSIONAL AFFILIATIONS

Academy of Marketing Sciences
United States Association for Small Business and
Entrepreneurship