

Curriculum Vitae

Gary L. Karns

Professor of Marketing

School of Business & Economics
Seattle Pacific University
Seattle, WA
September 2012

Education

- 1980-87 Ph.D. - Marketing, University of Washington
Supporting Fields: Social Psychology,
Organizational Behavior and Research Methods
- Dissertation: "The Effects of a Field Sales Manager's Efforts
in Goal-Setting and Training in Marketing Planning on
Salesperson Productivity"
- 1976-77 M.B.A. - Management, University of Oklahoma
President MBA Student Association
- 1972-76 B.B.A. - Management with Highest Honors, University of Oklahoma
University Scholar
Honors Program

Teaching Experience

- 1979-
present Seattle Pacific University, Seattle, WA.
Instructor (1979-1981)
Assistant Professor (1982-1986)
Associate Professor of Marketing (1987-2006)
Professor of Marketing (2006-Present)
- 1977-79 Wayne State College, Wayne, NE
Instructor of Management. Coordinator of Small Business Institute.

Scholarly Activities

Journal Articles:

Gary L. Karns, "Stewardship: A New Vision for the Purpose of Business," *Corporate Governance Journal*, (11:4:August 2011).

Gary L. Karns, "A Theological Reflection on Exchange and Marketing: An Extension of the Proposition that the Purpose of Business is to Serve," *Christian Scholar's Review*, (Fall 2008).

J. Van Duzer, D. Daniels, **G. Karns**, R. Franz, T. Dearborn, and K. Wong, "It's Not Your Business: A Christian Reflection on Stewardship." *Journal of Management, Spirituality and Religion*. (Spring 2007).

Gary L. Karns, "Learning Style Differences and the Effectiveness of Learning Activities." *Journal of Marketing Education*. (April, 2006).

Gary L. Karns, "An Update of Marketing Student Perceptions of Learning Activities: Structure, Preferences, and Effectiveness," *Journal of Marketing Education*, (August, 2005).

Gary L. Karns, "Faith-Learning Integration Exercise: Marketing Principles in the Book of Acts," *Journal of Biblical Integration in Business*, (Fall, 2002).

L. Gustafson, **G. Karns**, L. Surdyk, "Teaching through the Eyes of Faith: An Investigation of Faith-Learning Integration in the Business Classroom," *Research on Christian Higher Education*, (Autumn, 2000).

Gary L. Karns, "Marketing Student Perceptions of Learning Activities: Structure, Preferences and Effectiveness," *Journal of Marketing Education*, (Spring, 1993). (Outstanding JME article of the Year Award).

Numerous Refereed Proceedings

Numerous Conference Presentations

Awards

Journal of Marketing Education Reviewer of the Year Award for 2011.
School of Business & Economics Teacher of the Year Award for 2009-10.
School of Business & Economics Scholar of the Year Award for 2005-06.
School of Business & Economics Dean's Award for 2001-02, 2010-11.
Marketing Educator of the Year, Marketing Educators' Association, 2001.
Joseph C. Hope Professor of Leadership and Ethics, Seattle Pacific University, 1996-99.
Journal of Marketing Education, Outstanding Article of the Year Award, 1993.
Eagle Scout.

Service

SBE Associate Dean (1995-present)
SBE Numerous committees (1979-present)

SPU Faculty Chair (2005-06)
SPU Faculty Budget & Stewardship Committee (2008-11; Chair 2009-11)
SPU Faculty Instructional Development Committee, Co-chair
SPU Faculty Research Committee, Secretary
SPU Faculty Status (Tenure & Promotion) Committee, Secretary
SPU Undergraduate Curriculum Committee, Chair

Co-editor, *Journal of Marketing Education*, Special Issue on Technology and Distance Learning (2001)

Review Board for *Journal of Marketing Education* (1990-Present)
Review Board for *Journal of Biblical Integration in Business* (1995-Present)
Review Board for *Journal for the Advancement of Marketing Education* (2001-Present)
Review Board for *Christian Business Academy Review* (2005-Present)
Marketing Educators' Assn. President (1995)

Seattle Metropolitan Credit Union Associate Director (2007-2010); Policy & Governance Committee Member, Corporate Citizenship Committee Member.
Credit Union Northwest, Director, (1999-2007).
Seattle Pacific Credit Union, Director, Chairman of the Board, Consultant, (1990-1999).
Free Methodist Church, Delegate to Pacific Northwest Conference, (1994, 1995, 1997, 1998, 1999, 2011, 2012).