

April Kemp, PhD

Assistant Professor of Marketing, College of Business
Southeastern Louisiana University
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Education

University of South Alabama

- Doctor of Philosophy, Business Administration, Concentration in Marketing, Mobile, Alabama, May 2020
- Dissertation-Social Selling: An Examination of Salesperson Activities and Their Networks.
- Committee-Dr. Victoria Crittenden, Dr. Joseph Hair, Dr. Greg Marshall, Dr. Alvin Williams, Dr. Ronald Eastburn

Southeastern Louisiana University

- Master of Business Administration, Marketing, Hammond, Louisiana, August 2010

Southeastern Louisiana University

- Bachelor of Arts, Business, Hammond, Louisiana, December 2007
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Academic Experience

Assistant Professor of Marketing, August 2020-Present

Marketing Instructor, Southeastern Louisiana University, August 2014-July 2020

- **Current courses:** Introduction to Professional Selling, Advanced Professional Selling, Sales Leadership, Digital Marketing, Marketing Public Relations, Content Marketing
 - **Teaching and Research Interests:** Professional Selling, Direct Selling, Digital Marketing, and Content Marketing
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Research Accomplishments

Publications

- **Kemp, A.**, Gravois, R., Syrdal, H., & McDougal, E. R. (2023). Storytelling is not just for marketing: Cultivating a storytelling culture throughout the organization. *Business Horizons*, 66 (3), 313-324.
- Crittenden, V., Crittenden, W., & **Kemp, A.** (2023). Influential entrepreneurs and entrepreneurial influencers: are they two sides of the same coin? *Journal of Marketing Theory and Practice*, 1-16, 2023.
- Lopez, T., **Kemp, A.**, & Wittmann, M. (2021). Career Path Framework of Inside Sales Training. *Journal of Selling*.
- Crittenden, V., **Kemp, A.**, Brown, C., & Crittenden, W. (2021). Direct Selling Party Plans: Communal Sharing in the Systems of Provision. *Journal of Wine Research*.
- McDougal, E., Syrdal, H., Gravois, R., & **Kemp, A.** (2021). Telling the Tale: Applying a Strategic Brand Storytelling Process for STP Planning. *Journal of Strategic Marketing*, 1-21.
- Rippe', C., Weisfeld-Spolter, S., Yurova, Y. & **Kemp, A.** (2021). Pandemic Pedagogy for the New Normal: Fostering Perceived Control During COVID-19. *Journal of Marketing Education*. 43(2), 260-276.
- McDougal, E., Syrdal, H., Gravois, R., & **Kemp, A.** (2020). The Power of Story: Using Storytelling to Increase Students' Confidence and Competence in Applying Marketing Concepts. *Marketing Education Review*.
- **Kemp, A.**, McDougal, E., & Syrdal, H. (2019). The Matchmaking Activity: An Experiential Learning Exercise on Influencer Marketing for the Digital Marketing Classroom. *Journal of Marketing Education*. 41 (2), 141-153.

- Lopez, T., **Kemp, A.**, & McKenzie, R. (2019). Building Authentic Intercultural Awareness in the Business Classroom. *Journal of International Education in Business*.
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Research Presentations

- National Conference in Sales Management, Norfolk, VA (April 2023)
 - **Kemp, A.**, Butler, T., & Lopez, T. “Game Time! Sales Mentor Draft & Rally Season”
- Association of Collegiate Marketing Educators, Houston, TX (March 2023)
 - Gravois, R., **Kemp, A.**, Butler, T., Gaston, M., Schieber, D., & Root, T. “Learning to Toot Your Own Horn: Developing Career-Ready Students and Coaching Them to Showcase their Skills on the Job Market.”
- Society for Marketing Advances, Orlando, FL (November 2021)
 - Crittenden, V. & **Kemp, A.** “Entrepreneurs as Influencers: Exploring Characteristics through a Source Credibility Lens.” **Best Paper in the Marketing Strategy & Entrepreneurship Track*.
 - Moore, Z. & **Kemp, A.** “So You Want to Start a Sales Certificate? A Survival Guide for Sales Educators.”
- Marketing Management Association Fall Educators’ Conference (October 2021)
 - Mills, A., Obinna, O., **Kemp, A.**, Campbell, C., & Robson, K., Boyer, S. “Pandemic Pedagogy.”
- American Marketing Association Winter Academic Conference, Virtual Conference (February 2021)
 - Mills, A., Obinna, O., **Kemp, A.**, Campbell, C., & Boyer, S. “Pandemic Pedagogy.”
- Society for Marketing Advances, New Orleans, LA (November 2019)
 - **Kemp, A.**, Brown, C., & Moore, Z. “Starting Your Sales Program from the Ground Up: Bloom Instead of Getting Stuck in the Weeds.”
- Marketing Management Association Fall Educators’ Conference, Santa Fe, NM (September 2019)
 - **Kemp, A.** “Experiential Learning Approach in the Marketing Classroom.”
 - Syrdal, H., **Kemp A.**, & McDougal, E. “Teaching Students to Use Twitter Activity Data for Engagement Analysis.”
- Society for Marketing Advances, West Palm Beach, Florida (October 2018)
 - Brown, C., **Kemp, A.**, & Moore, Z. “Designing Sales Force Compensation Systems to Compete in the Battle of Revenue vs. Profit.”
- Marketing Management Association Fall Educators’ Conference, Kansas City, MO (September 2018)
 - **Kemp, A.**, McDougal, E., & Syrdal, H. “Improving Students’ Understanding of Core Marketing Concepts Through the Use of Buyer Persona Workshops.”
- Association of Marketing Theory and Practice, Ponte Vedra, Florida (March 2018)
 - **Kemp, A.** “Exploring Online Sales Personas: Toward a Model of Online Strategic Relationship Development.”
- Society for Marketing Advances, Louisville, KY (November 2017)
 - Lopez, T., **Kemp A.**, & McKenzie, R. “An Authentic Cross-Cultural Experience in the Consumer Behavior Classroom.”
 - Panel Presentation: Syrdal, H., **Kemp, A.**, & McDougal, E. “Experiential Learning in the Digital Classroom: Working with Clients to Gain Real World Experience.”
- International Academic Business Conference, Orlando, FL (January 2016)
 - **Kemp, A.**, Lopez, T., Jones, M., & McKenzie, R. “What Internships? I didn’t hear about any Internships. An Exploration of Communicating Internships to Business Students.”
 - Lopez, T., **Kemp, A.** & McKenzie, R. “Online Shopping-It’s a Global Concept...or is it? Building Cross-Cultural Experiences and Improving Global Awareness in the Consumer Behavior Classroom.”

- Atlantic Marketing Association Conference, Savannah, GA (September 2015)
 - Jones, M., Stone, G. & **Kemp, A.** “Do Our Graduates Know What Companies Are Seeking in an Employee, and, Perhaps More Importantly, Do We?”
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Summary of Honors/Recognition/Awards

- Southeastern L.E. Chandler Award (2022)
 - Society for Marketing Advances Best Paper in the Marketing Strategy & Entrepreneurship Track (Fall 2021)
 - MMA Fall Conference 2019 Outstanding Teacher-Scholar Doctoral Student Competition, Winner
 - Phi Mu Foundation Doctoral Scholarship
 - Sales Program Success
 - Regional & National level competition recognition:
 - Won the Individual Role-Play Award at the Regional Bayou Sales Challenge (Spring 2023)
 - Sweet 16 performance at the National Collegiate Sales Competition (Spring 2023)
 - Won the Individual and 2nd Runner-Up Team at the International Collegiate Sales Competition (Fall 2022)
 - Won the Individual and Team Awards at the Lagniappe Regional Sales Challenge (Fall 2022)
 - Runner-Up, Team Award, Regional Sales Competition/Top LA School (Spring 2021)
 - Runner-Up, Rookie, Award, at the National Collegiate Sales Competition (Spring 2020)
 - Won the Rookie Award at the International Collegiate Sales Competition (Fall 2019)
 - Won the Individual and Team Awards at the LSU Regional Competition (Fall 2019)
 - Won the Individual and Team Awards at the Regional Bayou Sales Challenge (Spring 2019)
 - Recognized as a Top Sales Program by the Sales Education Foundation (2018-Present)
 - Recognized as an Associate Member of the University Sales Center Alliance (2022-Present)
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Consortiums

- Institute for the Study of Business Markets, PhD Camp (August 2018)
 - AMA Faculty Consortium: New Horizons in Selling and Sales Management, Boston, MA (August 2018)
 - Academy of Marketing Sciences, Doctoral Consortium (May 2018)
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Memberships

- Academy of Marketing Sciences, Member
 - American Marketing Association, Member
 - Officer: AMA Teaching & Learning Special Interest Group (2020-Present)
 - Direct Selling Education Foundation, Fellow
 - Global Sales Science Institute, Member
 - Sales Education Foundation, Member
 - Society for Marketing Advances, Member
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Other Academic Service

- Journal of Marketing Education, Special Issue on Pandemic Pedagogy, Co-Editor (2020-2022)
 - Journal of Marketing Education, Editorial Review Board
 - Journal of Product & Brand Management, Ad Hoc Reviewer
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Teaching Experience

Southeastern Louisiana University

- Student Opinion of Teaching, Quality of Instruction=5.9/6 Average, Department Average=5.4/6
 - Courses Taught: Advanced Professional Sales, Consumer Behavior, Foundations of Marketing Design, Marketing Internship, Personal Selling, Principles of Marketing, Public Relations, Sales Management, Social Media and Digital Marketing, Social Media and Personal Branding
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Service Summary

College Service

- Advanced Professional Sales Program, Co-Coordinator (2018-Present)
 - Faculty Advisor: College of Business Ambassadors (2015-Present)
 - Faculty Advisor: Southeastern Sales Association/Now Pi Sigma Epsilon (2018-Present)
 - Social Media Manager: College of Business (2014-Present)
 - Member: Marketing Pinning Ceremony Committee (2014-Present)
 - Member: Marketing Breakfast Committee (2014-Present)
 - Member: Marketing Curriculum Committee (2014-Present)
 - Member: Marketing Scholarship Committee (2014-Present)
 - Member: Sales Lab Committee (2018-2020)
 - Member: Marketing Faculty Search Committee (2016-2018)
 - Member: Annual Report Committee (2015-2018)
 - Member: Marketing Lab Committee (2015-2017)
 - Member: Networking Week Committee (2015-2016)
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University Service

- Southeastern Textbook Rental Appeals Committee (2020-Present)
 - Southeastern Promise Scholarship Appeals Committee (2018-2020)
 - Phi Mu, Membership Advisor (2016-Present)
 - University Traditions Committee (2018-2019)
 - Freshman Success Day Committee (2017-2018)
 - Earth Week Committee (2015-2016)
 - Search Committees: Alumni Director, Director of Admissions, Director of Enrollment Communications
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Community Service

- Hammond Kiwanis Club, Member
 - Grace Memorial Episcopal Church, Member
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Grants

- Lopez, T. T., **Kemp, A. F.**, McKenzie, R., & Baraya, A., Development of an Interactive Sales and Leadership Experience Lab to Facilitate Learning and Curricula Enhancement, Co-Investigator, Board of Regents grant to support technology and equipment. \$88,000 (2019).
 - Lopez, T. T., **Kemp, A. F.**, McKenzie, R., & Baraya, A., Development of an Interactive Sales and Leadership Training Center to Facilitate Learning and Curricula Enhancement, Co-Investigator, Southeastern Louisiana University Student Technology Fee Grant. \$35,000 (2019).
 - Baraya, A. R. Lopez, T. T., **Kemp, A. F.**, & McKenzie, R. Meduca Tourism Panama, Co-Investigator, Meduca- Minister of Education of Panama. Grant to support a seminar in Panama on Global Tourism and Management of the Hotel industry to a group of 44 participants. \$23,000 (2017).
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Consulting

- Aveda Arts Institutes Workshop. Conducted a Social Style Workshop for Financial Aid and Admissions Managers Social Style Workshop for Financial Aid and Admissions Managers from across the U.S. (2019)
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Other Campus/Community Service Presentations

- Institute for Supply Management (ISM)-Baton Rouge. Co-presented “Understanding Social Styles during the Buying Process” to the members of the ISM (2021).
 - Girl Scouts Louisiana East Keynote Speaker. With Dr. Tara’ Lopez, keynote speakers at CookieU, the annual Girl Scouts Louisiana East Meeting. Presentation title, “Being a High PerformHer: It isn’t just selling cookies” (2020).
 - SunPro Company Lead Project Coordinator Workshop. Conducted an educational workshop on Social Styles with coordinators from all over the Southeast Region (2019).
 - LaCarreta Restaurants Workshop. Conducted an 8-hour workshop on Customer Service for managers and assistant managers (2018).
 - Donation Workshop with Delta Tau Delta. Conducted a workshop on fundraising to give tips on raising money for the Juvenile Diabetes Foundation and giving back to the community.
 - Institute for Supply Management (ISM)-Baton Rouge. Co-presented “Social Media in Sales and Purchasing” to the members of the ISM (2017).
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Strategic Initiatives

- **Southeastern Professional Sales Program**, as Co-Coordinator:
 - Developed a concentration in Professional Sales.
 - Obtained over \$200K in commitments to build a sales lab with role play rooms and an \$88K Board of Regents grant to support technology and equipment.
 - Built a Business Partner Program from the ground up with partnerships bringing in over \$40K per year to assist the program.
 - Developed a Sales Management course focused on preparing students with quotas for golf teams and sponsorships, team selling, sales leadership activities, and putting on a golf tournament that brings in approximately \$20K each year.
 - Converted a local student sales organization to chartering a national Pi Sigma Epsilon Sales & Marketing Fraternity.
 - Designed an Advanced Professional Sales course focused on preparing students for an internal sales competition, interaction with sales professionals, and personal development through presentations.
 - Created a Sales Advisory Board consisting of sales professionals to advise the program.
 - Developed a Mentor Program to align students with sales professionals.
 - Coordinate professional speakers for sales classes each semester.
 - Organizes a Speed Networking Event each semester to give students an opportunity to interact with employers.
 - Creates a Sales Program Newsletter each semester to communicate with stakeholders.
 - Advise a new student organization: Southeastern Sales Association.
- **College of Business Ambassadors**
 - Developed a program for 20+ student ambassadors to represent the college at recruiting events throughout the year to interact with potential students.
 - Recruit at events including Lion Pride Preview (interest days), Orientation, and Scholars Showcase.
- **Real-World Ready Initiatives**

- o Coordinate clients in the Marketing Public Relations and Digital Marketing courses each semester totaling more than 20 clients total at this point.
- o Certified the MRKT 373 as a Real-World Ready Course through the University and received a grant to support developing the course.
- **Marketing Pinning Ceremony**
 - o Initiated a new event to engage Marketing graduates and their families each semester before graduating to recognize students through pins and awards.
- **Biz-Connect**
 - o Advocated with Career Services for a business major-focused Career Fair, Biz-Connect, to take place every spring.
 - o Reached out to JCPenney to get a Suit-Up Event brought to campus before Biz-Connect to give students a discounted rate on professional clothes.
- **DECA Day**
 - o Developed a program for high school DECA (high school business student organization) students to visit campus each spring semester to engage with the College of Business as a recruiting tool.