

Gina A. Tran, Ph.D.

Associate Professor ▪ Florida Gulf Coast University ▪ Lutgert College of Business ▪ Marketing Department
10501 FGCU Blvd South ▪ Fort Myers, FL 33965-6565 ▪ Gtran@fgcu.edu ▪ 239-590-7328 office

Academic Employment

Associate Professor of Marketing

Lutgert College of Business, Florida Gulf Coast University

Fall 2020-Present

Assistant Professor of Marketing

Lutgert College of Business, Florida Gulf Coast University

Fall 2014-Spring 2020

Education

Ph.D.

University of North Texas

2014

Major: Marketing

Minor: Merchandising

M.S.

University of North Texas

2003

Major: Industrial-Technical Merchandising & Fabric Analytics

Minor: Marketing

B.A. & B.S.

Rice University

2000

Majors: Asian Studies & Chemical Engineering

Minor: Bioengineering

Journal Publications

1. **Tran, Gina A.** and David Strutton (2020) "Comparing Email and SNS Users: Investigating Online Servicescape, Customer Reviews, Trust, Loyalty, and E-WOM," *Journal of Retailing and Consumer Services*, 53, <https://doi.org/10.1016/j.jretconser.2019.03.009>.
2. Dwivedi, Yogesh, Laurie Hughes, Jamie Carlson, Elvira Ismagilova, Raffael Filieri, Jenna Jacobson, Varsha Jain, Heikki Karjaluoto, Hajer Kefi, Angala Krishen, Vikram Kimar, Mohammad Rahman, Ramakrishnan Raman, Philipp Rauschnabel, Jennifer Rowley, Jari Salo, **Gina A. Tran** and Yichuan Wang (forthcoming) "Setting the Future of Digital and Social Media Marketing Research: Perspectives and Research Propositions," *International Journal of Information Management*, July, <https://doi.org/10.1016/j.ijinfomgt.2020.102168>.
3. Yazdanparast, Atefeh and **Gina A. Tran** (2020) "Smartphone Experience, Satisfaction, and Referral: An Ecosystem Perspective," *Journal of Marketing Communications*, <https://doi.org/10.1080/13527266.2020.1771404>.
4. Strutton, David and **Gina A. Tran** (2020) "Think Intersectionally, Act Innovatively," *Business Horizons*, 63 (4), 565-572, <https://doi.org/10.1016/j.bushor.2020.03.015>.
5. Aboulnasr, Khaled and **Gina A. Tran** (2020) "Is Love Really Blind? The Effect of Emotional Brand Attachment on the Perceived Risk of Really New Products," *Journal of Product & Brand Management*, 29 (1), 81-96, <https://doi.org/10.1108/JPBM-09-2018-2005>.
6. **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton (2019), "Investigating the Marketing Impact of Consumers' Connectedness to Celebrity Endorsers," *Psychology & Marketing*, 36 (10), 923-935, <https://doi.org/10.1002/mar.21245>.

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7. **Tran, Gina A.** and David Strutton (2014), "Has Reality Television Come of Age as a Promotional Platform? Modeling the Endorsement Effectiveness of Celebrealty and Reality Stars," *Psychology & Marketing*, 31 (4), 294-305, <https://doi.org/10.1002/mar.20695>.
8. Strutton, David and **Gina A. Tran** (2014), "How to Convert Bad Stress into Good," *Management Research Review*, 37 (12), 1093-1109, <https://doi.org/10.1108/MRR-06-2013-0139>.
9. **Tran, Gina A.** and David Strutton (2013), "Click 'Like' for In-Game Ads: What Factors Affect Online Gamers' Acceptance of In-Game Advertisements?" *Journal of Advertising Research*, 53 (4), 455-469, <https://doi.org/10.2501/JAR-53-4-455-469>.
10. **Tran, Gina A.**, David Strutton and David Taylor (2012), "Do Microblog Postings Influence Consumer Perceptions of Retailers' E-servicescapes?" *Management Research Review*, 35 (9), 818-36, <https://doi.org/10.1108/01409171211256217>.
11. Strutton, David, **Gina A. Tran** and David Taylor (2013), "Fighting Dragons with Dragons: Approaches for Negotiating with Chinese Partners," *Business Horizons*, 56 (5), 561-572, <https://doi.org/10.1016/j.bushor.2013.05.002>.
12. Crutsinger, Christy, Sanjukta Pookulangara, **Gina Tran** and Kim Duncan (2004), "Collaborative Service Learning: A Winning Proposition for Industry and Education," *Journal of Family and Consumer Sciences*, 96 (3), 46-52.

Conference Proceedings

1. **Tran, Gina A.** and Taehoon Park "Using Celebrities' Voices for Social Causes: An Investigation into How Attachment to Celebrities Impacts Consumers' Behaviors toward Social Causes," Academy of Marketing Science Annual Conference, 2-4 June 2021. Virtual.
2. **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton "How Do Gamers' Motivations Influence Their Attitude, Purchase Intention, and Word-of-Mouth Responses Toward In-Game Advertisements?" American Marketing Association Winter Educators' Conference, 17-19 February 2021. Virtual.
3. **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton "How Can Social Media Influencers Be More Influential? An Examination of the Roles of Authenticity and Relatability" American Marketing Association Winter Educators' Conference, 17-19 February 2021. Virtual.
4. **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton "Do Birds of a Feather Flock Together? An Exploration of Why Consumers Follow Beauty Influencers on Social Media," Academy of Marketing Science Annual Conference, Coral Gables, FL, 14-19 December 2020. Virtual.
5. Aboulnasr, Khaled, **Gina A. Tran** and Taehoon Park "Brand Identification, Information Disclosure and Consumers' Brand Engagement on Social Media," Academy of Marketing Science Annual Conference, Coral Gables, FL, 14-19 December 2020. Accepted.
6. Yazdanparast, Atefeh, **Gina A. Tran** (presenter) and David Strutton "Virtual Reputation Management in the Social Networking Era," American Marketing Association Summer Educators' Conference, San Francisco, CA, 18-21 August May 2020. Virtual.
7. **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton "An Examination of the Impact of Consumers' Social Media Connectedness to Celebrity Endorsers on Purchase Intentions for

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Endorsed Products,” American Marketing Association Summer Educators’ Conference, Chicago, IL, 9-11 August 2019.

8. Aboulnasr, Khaled and **Gina A. Tran** “Beyond Hedonic Consumption: The Role of Eudaimonic Value in Consumer-Brand Relationships,” Academy of Marketing Science Annual Conference, Vancouver, British Columbia, Canada, 29-31 May 2019.
9. **Tran, Gina A.** (presenter) and David Strutton “Comparing Email and SNS Users: Investigating Online Servicescape, Customer Reviews, Trust, Loyalty and E-WOM,” Advances in Theory and Practice of Digital Marketing 2018, Wales, United Kingdom, 10 July 2018.
10. Aboulnasr, Khaled and **Gina A. Tran** “The Role of Brand Relationship Norms in Consumers’ Response to Brand Transgressions,” Sixteenth Annual International Conference on Marketing, Athens, Greece, 2-5 July 2018.
11. Aboulnasr, Khaled and **Gina A. Tran** (presenter) “The Effect of Brand Attachment on the Perceived Risk of Really New Products,” American Marketing Association Winter Educators’ Conference, Orlando, FL, 18 February 2017.
12. **Tran, Gina A.** (presenter) and David Strutton “Investigating E-Servicescape, Trust, E-WOM, and Customer Loyalty,” Academy of Marketing Science, Denver, CO, 14 May 2015.
13. **Tran, Gina A.** “The Role of Celebrity Endorsements,” Society for Marketing Advances Conference, Hilton Head, SC, 29 October 2013.
14. **Tran, Gina A.** “Investigating Consumer Attitudes toward Customized Apparel: A Look at Uniqueness, Involvement, Apparel Fit, and Body Size,” Academy of Marketing Science Annual Conference, Monterey Bay, CA, 15 May 2013.
15. **Tran, Gina A.** “The Impact of Microblog Postings and Emails on E-servicescape, Trust, Retail Patronage, and E-WOM,” The European Institute of Retailing and Services Studies Conference, Vienna, Austria, 9 July 2012. “**Most Innovative Research Paper**” Award.
16. **Tran, Gina A.** “How Does Ad Appeal Order Affect Consumers?” The European Institute of Retailing and Services Studies Conference, Vienna, Austria, 9 July 2012.
17. **Tran, Gina A.** (presenter) and Christy Crutsinger “Consumer Attitudes toward Customized Apparel,” The European Institute of Retailing and Services Studies Conference, Vienna, Austria, 9 July 2012.
18. **Tran, Gina A.** “Celebrealty vs. Reality Stars: How Do They Affect Product Endorsements?” American Marketing Association Winter Educators’ Conference, St. Petersburg, FL, 18 February 2012.
19. Crutsinger, Christy, Kim Duncan, Ann Ingram, Sanjukta Pookulangara, Kristen Ruttivut and **Gina Tran** “Retail Product Knowledge Seminar: Implementing Collaborative Service Learning as a Pedagogical Tool for Teaching,” American Collegiate Retailing Association, New York, NY, 18 January 2003.

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Conference Poster Presentation

- **Tran, Gina A.** "Integrating Service Learning in a Social Media Marketing Course," American Marketing Association Summer Educators' Conference, Atlanta, GA, 5 August 2016.

Work under Review

- Aboulnasr, Khaled, **Gina A. Tran** and Taehoon Park "Brand Identification, Information Disclosure and Consumers' Brand Engagement on Social Media," revise and resubmit at *Psychology & Marketing*.
- **Tran, Gina A.**, Atefeh Yazdanparast and David Strutton "Games We Play: Investigating Gamers' Motivations and Their Attitudinal, Purchase Intention, and Word-of-Mouth Responses Towards In-Game Advertisements," under review at *Journal of Consumer Marketing*.
- Yazdanparast, Atefeh, **Gina A. Tran** and David Strutton "Virtual Reputation Management via Social Networking Sites (SNS) and Its Behavioral Impacts on SNS Users," under review at *Psychology & Marketing*.

Works in Progress

- "Historical Paths toward Ethical Decision-Making inside Contemporary Organizations," targeted for *Business Ethics: A European Review*. (Manuscript in preparation)
- "How Can Social Media Influencers Be More Influential? An Examination of the Roles of Authenticity and Relatability," targeted for *Psychology & Marketing*. (Data collected and analyzed, manuscript in preparation)
- "Celebrity Endorsers and Consumers' Social Media Connectedness," targeted for *Journal of Advertising Research*. (Study 1 data collected and analyzed, will collect more data for Study 2)
- "Digital Entrepreneurs: Investigating How Connectedness Leads to Followers," targeted for *Journal of Business Research*. (Partial data collected and analyzed, will collect more data)
- "Human Brands and Social Causes," targeted for *Psychology & Marketing*. (Partial data collected and analyzed, will collect more data)
- "Beyond Hedonic Consumption: The Role of Eudaimonic Value in Consumer-Brand Relationships," targeted for *Journal of Young Consumers*. (Data collection stage)

Research Interests

- Consumer behavior and technology
- Social media marketing
- Digital marketing

Research Awards

- Junior Faculty Scholarship Excellence Award recipient, May 2020
- FGCU, Lutgert College of Business Top Tier Award 2020 for "Investigating the Marketing Impact of Consumers' Connectedness to Celebrity Endorsers," *Psychology & Marketing* publication.
- FGCU, Lutgert College of Business Top Tier Award 2020 for "Comparing Email and SNS Users: Investigating Online Servicescape, Customer Reviews, Trust, Loyalty, and E-WOM," *Journal of Retailing and Consumer Services* publication.

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- FGCU, Lutgert College of Business Top Tier Award 2020 for “Is Love Really Blind? The Effect of Emotional Brand Attachment on the Perceived Risk of Really New Products,” *Journal of Product & Brand Management* publication.

Research with Students

- Mentoring three undergraduate students in FGCU’s Work-study in Scholarly Experiences and Research (WiSER) program, Spring 2021
- Mentored an undergraduate student in FGCU’s Work-study in Scholarly Experiences and Research (WiSER) program, literature review for a new research project, Fall 2020
- Mentored an undergraduate student in FGCU’s Work-study in Scholarly Experiences and Research (WiSER) program, collaborative research project titled “Do Birds of Feather Flock Together? An Exploration of Why Consumers Follow Beauty Influencers on Social Media,” Fall 2019
- Mentored an undergraduate student and she presented “Creating an Effective Social Media Campaign” for FGCU Research Day and earned “Best Undergraduate Student Poster, 3rd Place,” April 2018

Popular Media Publications and Interviews

- **Tran, Gina A.** (2018, August 24), “Social Media’s Effect on Society,” interview for *Fox4 News*. Available at: <https://www.fox4now.com/news/local-news/social-medias-affect-on-society>
- **Tran, Gina A.** (2018, August 22), “How Social Media Posts Shape your Personal Image,” interview for *Fox4 News*. Available at: <https://www.fox4now.com/news/local-news/how-social-media-posts-shape-your-personal-image?autoplay=true>
- **Tran, Gina A.** (2018, August 21), “Using Social Media to Help Business Branding,” interview for *Fox4 News*. Available at: <https://www.fox4now.com/news/local-news/using-social-media-to-help-business-branding>.
- **Tran, Gina A.** (2018, March 22), “How to Not Fall Victim to Skewed Statistics,” interview for *Hello SWFL*. Available at: http://www.helloswfl.com/other_stories/how-to-not-fall-victim-to-skewed-statistics/.
- Strutton, David and **Gina A. Tran** (2015), “Converting Negative Worker Stress into Positive Results,” for *Smart Business Online*. Available at: <http://www.sbnonline.com/article/converting-negative-worker-stress-into-positive-results/>.

Teaching Experience

Lutgert College of Business, Florida Gulf Coast University

Undergraduate courses:

- Consumer Behavior, MAR3503 Fall 2014/15, Spring 2015/20/21, Summer 2015/16
- Introduction to Marketing, MAR3023 Fall 2016/17/18/19/20, Spring 2016/17/18/19/21
- Social Media Marketing, MAR3235 Fall 2014/15/16, Spring 2015/16/17/18/19, Summer 2017/18/19/20

Graduate courses:

- Global Marketing, MAR6158 Spring 2019/20

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- Marketing Management, MAR6805 Fall 2020
- Management/Marketing Concepts, MAN6051 Summer 2016

- **Junior Faculty Teaching Excellence Award** recipient, April 2019

College of Business, University of North Texas

- Global Marketing Issues & Practice, MKTG4280 Fall 2012/13, Spring 2012/13, Summer 2012
- Marketing Foundations, MKTG3650 Summer 2013/14
- Professional Services Marketing, MKTG4750 Fall 2013/14, Spring 2014

College of Merchandising, Hospitality, & Tourism, University of North Texas

- Consumers in a Global Market, MDSE2750 Fall 2007/08

Service

Course Level Service

- Faculty Mentor for student completing an Honors Contract Project, MAR3235 Social Media Marketing, Marketing Department, Fall 2018
- Faculty Mentor for student completing an Honors Contract Project, MAR3235 Social Media Marketing, Marketing Department, Spring 2018
- Various community partners, Students completed service learning projects for MAR3235 Social Media Marketing, Marketing Department, Fall 2015
- Powerly, Inc., Students completed service learning projects for MAR3503, Consumer Behavior, Marketing Department, Summer 2015

Marketing Department Level Service

- Course Coordinator MAR 3023 Introduction to Marketing, Fall 2016-Present
- Course Coordinator MAR 3235 Social Media Marketing, 2014-Present
- Faculty Mentor for students, 2017-Present
- Faculty Mentor for colleagues, 2018-Present
- Search Committee for Senior Secretary for Marketing Department, Member, Summer 2019
- Search Committee for Assistant/Associate Professor for Marketing Department, Member, Fall 2018
- Search Committee for Assistant/Associate Professor for Marketing Department, Member, Spring 2018
- Search Committee for Senior Secretary for Marketing Department, Member, Spring 2017
- Search Committee for Visiting Assistant/Associate Professor for Marketing Department, Member, Summer 2016
- Search Committee for Senior Secretary for Marketing Department, Member, Spring 2016
- Course Coordinator MAR 3503 Consumer Behavior, Fall 2014-Fall 2015

Lutgert College of Business Level Service

- Assurance of Learning Committee, Member 2014-Present
- Faculty Advisory Council, Member 2016-2018
- Search Committee for Management Assistant & Associate Professor Positions, Member, 2016-2017
- Undergraduate Student Advisory Board, Faculty Adviser 2014-2016
- Instructional Resources Review Committee, Member 2015-2016
- Guest speaker for the Institute of Entrepreneurship Veterans FL Entrepreneurship Program, May 2016

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- Guest speaker for the Institute of Entrepreneurship, Junior Achievement High School Teachers Training June 2015

University Level Service

- Library Team Committee, Member 2019-Present
- Panel speaker for TRIO & Outreach Programs, Let's Talk First! First-Generation Panel, November 19, 2020
- Volunteer for the 3rd Annual First Generation College Student Celebration, TRIO Student Support Services, November 20, 2019
- Faculty Mixer event, September 2019
- Guest speaker for Future Business Leaders of American (FBLA) meeting, April 9, 2019
- Keynote speaker for TRIO Student Support Services, November 9, 2018
- Faculty representative, TRIO Student Support Services Orientation Luncheon, August 2018
- Information Resources Committee, Member Spring 2017
- Faculty volunteer, Eagle Expo
- Guest speaker for Florida Public Relations Association (FPRA) meetings, FGCU Student Chapter, Spring 2015 & Spring 2018
- Faculty panel member for Eagle View Orientation, May-June 2016

Session Chair – 2013 Academy of Marketing Science Conference

Journal Reviews

- *Journal of Consumer Behaviour*
- *Psychology & Marketing*
- *Journal of Marketing Communications*
- *Quality & Quantity*
- *Journal of Retailing and Consumer Services*, special issue
- *Journal of Global Marketing*
- *Journal of Product & Brand Management*, special issue
- *Journal of Product & Brand Management*
- *Journal of African Business*, ad hoc
- *Journal of International Marketing*, ad hoc
- *International Journal of Business & Emerging Markets*, ad hoc
- *Market Intelligence & Planning*, ad hoc
- *Industrial Marketing Management*, ad hoc
- *Journal of Nonprofit & Voluntary Sector Marketing*, ad hoc

Conference Reviews

- AMA Summer Marketing Educators' Conference, San Francisco, CA, 2020
Social Media, AI & Digital Track; Consumer Psychology & Behavior Track
- AMS Conference, Coral Gables, FL, 2020
Consumer Behavior Track; Digital and Social Media Marketing Track
- AMA Winter Marketing Educators' Conference, San Diego, CA, 2020
Social Media, AI & Digital Track; Consumer Psychology & Behavior Track
- AMA Summer Marketing Educators' Conference, Chicago, IL, 2019
Connected Consumers and Social Media Track; Consumer Behavior Track
- AMA Winter Marketing Educators' Conference, New Orleans, LA, 2018
Consumer Behavior Track
- AMA Winter Marketing Educators' Conference, Orlando, FL, 2017
Consumer Behavior Track

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- AMS Conference, Lake Buena Vista, FL, 2016
Services Marketing Track
- AMS Conference, Denver, CO, 2015
Marketing Strategy Track
- AMS Conference, Monterey Bay, CA, 2013
Advertising Track; Retail Marketing Track
- AMTP Conference, Charleston, SC, 2013
Services Marketing Track
- AMTP Conference, Charleston, SC, 2013
Services Marketing Track
- AMA Summer Marketing Educators' Conference, Atlanta, GA, 2012
Advertising, Promotion, & Marketing Communications Track
- AMS World Marketing Conference & Cultural Marketing Conference, Atlanta, GA, 2012
Services Marketing Track
- AMS Conference, New Orleans, LA, 2012
Consumer Behavior Track
- AMTP Conference, Myrtle Beach, SC, 2012
Services Marketing Track
- AMA Winter Marketing Educators' Conference, St. Petersburg, FL, 2012
Consumer Behavior Track
- AMA Summer Marketing Educators' Conference, San Francisco, CA, 2011
Consumer Behavior Track; Innovative Marketing Technology Track

Book Review

- Essentials of Marketing Analytics by Joseph Hair, Dana E. Harrison and Haya Ajjan, 2020

Membership in Associations

- American Marketing Association
- Academy of Marketing Science
- Society for Marketing Advances
- Mu Kappa Tau – Marketing Honor Society
- Beta Gamma Sigma – Business Honor Society

Grants

- FGCU Professional Development Fund Grant, 2021
- FGCU Professional Development Fund Grant, 2020
- FGCU Professional Development Enhancement Award, April 2019
- FGCU Professional Development Fund Grant, 2019
- FGCU Professional Development Fund Grant, 2017
- LCOB Junior Faculty Excellence Award, Spring 2017
- LCOB Junior Faculty Excellence Award, Spring 2016
- FGCU Service-Learning Course Development Grant, 2015-16
- FGCU Professional Development Fund Grant, 2015
- FGCU Professional Development Fund Grant, 2015
- UNT Graduate Student Research & Fellowship Support Program, 2011, funded

Professional Development

- Quality Matters, Photovoice: A Picture Can Replace a Thousand Words, September 16, 2020
- Faculty Book Club (*Creating Engaging Discussions*), Lucas Center, January-March 2020

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- Mediation, Moderation and Conditional Process Analysis, February 1-2, 2019
- Dynamic Structural Equation Modeling of Intensive Longitudinal Data Using Mplus Version 8, August 17-18, 2017
- Regression and Mediation Analysis Using Mplus, August 16, 2017
- Kaltura 1 & 2 Training, July 11 & 14, 2017
- McGraw-Hill Education, Teaching without Limits Symposia for Learning and Leadership in the 21st Century for Principles of Marketing, March 2017
- Webinar with Respondus Monitor for online teaching, February 2017
- FGCU Lucas Center, Innovative Assignment Design, October 2016
- FGCU Lucas Center, IRB Q&A Session, October 2016
- Webinar with Respondus Monitor with Lockdown Browser for online teaching, September 2016
- AACSB Assurance of Learning Seminar I, Tampa, FL, June 13-14, 2016
- AACSB Online Teaching Effectiveness Seminar, Virtual, May-July 2016
- FGCU Lucas Center, Focus on Student Involvement: Interactive Activities in Online Courses, February 2016
- FGCU Lucas Center, Taking the Leap: Transitioning from Traditional Lecture to an Active, Learner-Centered Classroom, March 2016
- FGCU Lucas Center, Group Work Guinea Pig: Trial and Error with Group Discussions on Canvas, March 2016
- FGCU New Faculty Academy, Fall 2014
- FGCU Adobe Connect Training, October 2014
- FGCU Canvas Training, August 2014
- UNT Toulouse Graduate School, Publishing in Business and the Humanities, April 2013
- UNT COB, Teaching Enhancement Seminar, January 2013
- Toulouse Graduate School, How to Write an Academic Paper, September 2012
- UNT COB, Teaching Enhancement Seminar, August 2012
- NextGen Bootcamp, August 2012
- Blackboard Learning Bootcamp, July 2012
- UNT COB, Teaching Enhancement Seminar, January 2012
- UNT, Teaching Excellence Seminar, January 2012
- UNT, Teaching Excellence Seminar, August 2011
- UNT COB, Teaching Enhancement Seminar, August 2011
- UNT COB, Teaching Enhancement Seminar, January 2011
- UNT, Graduate Student Orientation, August 2010
- UNT COB, Teaching Enhancement Seminar, August 2010

Leadership Experiences

- Mu Kappa Tau Marketing Honor Society, UNT Chapter President (2013-14)
- Mu Kappa Tau Marketing Honor Society, UNT Chapter Vice President (2011-13)
- Beta Gamma Sigma Honor Society, UNT Chapter Vice President (2011-14)
- DECA, UNT Chapter Advisor (2011-12)

Awards & Honors

- Junior Faculty Scholarship Excellence Award recipient, May 2020
- Junior Faculty Teaching Excellence Award recipient, April 2019
- Individual Faculty Service Excellence Award, nominated 2018
- AMA Sheth Foundation Doctoral Consortium Fellow, 2013
- "Most Innovative Research Paper" Award from Elsevier, 19th EIRASS Conference in Austria, 2012

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- UNT Graduate Student Research & Fellowship Support Program, 2011, funded
- Graduate Who's Who Among Students in American Universities & Colleges, UNT Honor's Day, 2003
- Service Excellence Award, 2002
- Outstanding Scholar Award, Society of Women Engineers, 1998
- Class Valedictorian, John H. Reagan High School, 1995

Academic Scholarships

- AMS Annual Conference Doctoral Student Travel Grant, 2013
- College of Business General Academic Scholarship, 2012-13
- National Mu Kappa Tau Scholarship, 2012-13
- Toulouse Graduate School Travel Grant, 2012, 2013
- College of Business Dean's Ph.D. Student Travel Scholarship, 2012, 2013
- B. Craig Raupe Travel Grant, 2011, 2012, 2013
- Multicultural Scholastic Award, 2002-03, 2011-12, 2012-13, 2013-14
- Mike & Mary Terry Scholarship, 2011-12
- Academic Achievement Scholarship, 2010-11, 2011-12, 2012-13, 2013-14
- Sally Beauty Supply Scholarship, 2002-03
- All-State Scholar Athlete Scholarship, FINA & Dallas Morning News, 1995-99

Industry Experience

DeWitt Perry Middle School, Carrollton, TX August 2007-July 2010

Science Teacher

- Integrated student-centered learning methodologies; created learning experiences beyond the classroom; mentored a first-year teacher.

Michaels, Inc., Irving, TX July 2006-July 2007

Associate Buyer

- Analyzed sales trends for senior buyer, vice president & vendors; managed both current & residue inventory for \$140 million business; negotiated discounts & chargebacks with vendors.

Neiman Marcus Direct, Irving, TX August 2003-July 2006

Assistant Buyer

- Provided vendor & online support for online & catalog businesses; tracked open-to-buy for \$25 million business; successfully completed Executive Development Program.

Neiman Marcus Online, Irving, TX May 2003-August 2003

Merchandising Intern

- Maintained jewelry, fashion accessories, cosmetics & fragrances online departments; worked with advertising team to create email campaigns.

Dillard's, Inc., Dallas, TX May 2002-August 2002

Management Intern

- Assisted in managing department with \$30 million annual sales & staff of 21 associates; coordinated teamwork efforts.

Columbia Gas Transmission, Fairfax, VA July 2000-July 2001

Business Analyst

- Compiled information regarding competitors for intra-company website; analyzed financial data; streamlined competitor analysis process.