

# 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:** Advanced Professional Selling, Digital Marketing, and Marketing Public Relations/Content Marketing
  - **Teaching and Research Interests:** Professional Selling, Direct Selling, Digital Marketing, and Content Marketing
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## Publications

- **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*.
  - Lopez, T., **Kemp, A.**, & McKenzie, R. (2019). Building Authentic Intercultural Awareness in the Business Classroom. *Journal of International Education in Business*.
  - Dornier, L., Fauquier, K., **Field, A.**, & Budden, M. (2011). "Understanding and Confronting Alcohol-Induced Risky Behavior Among College Students." *Contemporary Issues in Education Research*.
  - Damratoski, K., **Field, A.**, Mizell, K., & Budden, M. (2011). "An Investigation into Alternative Television Viewership Habits of College Students." *The Journal of Applied Business Research*.
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## Honors/Recognition/Awards

- MMA Fall Conference 2019 Outstanding Teacher-Scholar Doctoral Student Competition, Winner
- Phi Mu Foundation Doctoral Scholarship
- Sales Program Competition Success
  - Regional & National level recognition:
    - Won the Individual and Team Awards at the Regional Bayou Sales Challenge (Spring 2019)
    - Won the Individual and Team Awards at the LSU Regional Competition (Fall 2019)
    - Won the Rookie Award at the International Collegiate Sales Competition (Fall 2019)
    - Runner-Up, Rookie, Award, at the National Collegiate Sales Competition (Spring 2020)
  - Recognized as a Top Sales Program by the Sales Education Foundation (2018-2020)

## Research Presentations

- 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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## 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
  - 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

- Officer: American Marketing Association Teaching & Learning Special Interest Group (2020-Present)
  - Journal of Marketing Education, Special Issue on Pandemic Pedagogy, Co-Editor (2020-Present)
  - Journal of Marketing Education, Ad Hoc Reviewer
  - Journal of Product & Brand Management, Ad Hoc Reviewer
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## Research in Progress

- Dissertation: **Kemp, A.** "Social Selling: An Examination of Strategic Efforts Through Salesperson Activities and Their Networks."
  - Lopez, T. B. & Kemp, A. "Inside Sales as a Pathway to Outside Sales."
  - Crittenden, V., Field Kemp, A., Brown, C., & Crittenden, W. (2020). "Direct Selling Party Plans: Communal Sharing in the Systems of Provision."
  - McDougal, E., Syrdal, H. Gravois, R., & **Kemp, A.** ""Telling the Tale: A Strategic Brand Storytelling Framework for STP Planning."
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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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## College Service

- Advanced Professional Sales Program, Co-Coordinator (2018-Present)
  - Faculty Advisor: College of Business Ambassadors (2015-Present)
  - Faculty Advisor: Southeastern Sales Association (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 Promise Scholarship Appeals Committee (2018-Present)
  - 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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## Grants

- Lopez, T. T., Kemp, A. F., McKenzie, R., & Baraya, A., Development of and Interactive Sales & Leadership Training Center to Facilitate Learning and Curricula Enhancement, Co-Investigator, Southeastern Louisiana University Student Technology Fee Grant. \$35,000 (2019).
  - Baraya, A. 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 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

- 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."
  - 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 give 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.
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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.
  - 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**
  - Coordinate clients in the Marketing Public Relations and Digital Marketing courses each semester totaling more than 20 clients total at this point.
  - 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**
  - Initiated a new event to engage Marketing graduates and their families each semester before graduating to recognize students through pins and awards.
- **Biz-Connect**
  - Advocated with Career Services for a business major-focused Career Fair, Biz-Connect, to take place every spring.
  - 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**
  - 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.