

Joshua O. Egbuka

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EDUCATION

PhD	Doctor of Philosophy in Marketing Advisor: Lisa Scheer	University of Missouri 2021 (Expected)
MS	Master of Science in Marketing	University of Tampa 2014
BSBA	Bachelor of Business Administration Major: Integrated Marketing Communications	Southeast Missouri State University 2013

RESEARCH INTERESTS

New technology in marketing, Data privacy, Product involvement, Gaming communities, Public policy

RESEARCH IN PROGRESS

Josh Egbuka and Lisa Scheer “Home Invasion: An Examination of Smart Technology in the Consumer Household”

Detelina Marinova, Jagdip Singh, *Josh Egbuka*, and Kwan Lim “Microblogs as Frontlines of Customer Problem Handling: Does it work?”

PRESENTATIONS

Josh Egbuka, Kelly Martin, Ruth Stock-Homburg, Jenny van Doorn, Kristen Walker (2020), “Balancing Act: Identifying Opportunities and Threats in a Technology-Oriented Society” 2020 AMA Winter Academic Conference (*Special Session*) San Diego, CA

Josh Egbuka and Lisa Scheer (2020) “Home Invasion: An Examination of Smart Technology in the Consumer Household” 29th Annual Robert Mittelstaedt Doctoral Symposium (*Presenter*) Lincoln, NE

TEACHING EXPERIENCE

University of Missouri

Fall 2019

MKTNG 4250 – Retail Marketing
(16 students)

Overall Teaching Effectiveness: 4.72/5.00

University of Missouri

Spring 2019

MKTNG 4250 – Retail Marketing
(29 students)

Overall Teaching Effectiveness: 3.32/5.00

University of Missouri

Fall 2018

MKTNG 4250 – Retail Marketing
(31 students)

Overall Teaching Effectiveness: 3.39/5.00

TEACHING INTERESTS

Retail Marketing, Digital Marketing, IMC, Principles of Marketing, Branding

HONORS AND AWARDS

Fellow, AMA Sheth Consortium, Indiana University	2020
Fellow, Marketing Strategy Consortium, University of Missouri	2018
MSI Research Grant <i>with Detelina Marinova, Jagdip Singh, and Kwan Lim</i>	2017
PhD Project Marketing Doctoral Students Association	2017
Melvin and Patricia Stith Transition Grant	2016

SELECTED DOCTORAL COURSEWORK

Seminars in Marketing

Research Methods in Marketing
Marketing Strategy
Marketing Models
Consumer Behavior
Multivariate Analysis
Applied Modeling Techniques

Professor

Lisa Scheer
Detelina Marinova
Murali Mantrala & Srinath Gopalakrishna
Peter Bloch & Ratti Ratneshwar
Shaoming Zou
Detelina Marinova

Methodology

Mathematical Statistics
Econometrics I
Applied Statistical Models I
Applied Statistical Models II
Qualitative Methods I
Hierarchical Linear Modeling
Probability Theory

TECHNICAL SKILLS

NLogit, SPSS, SAS, EQS