

Curriculum Vitae

Eric Kolhede

Saint Mary's College of California
Professor and Chair,
Department of Marketing and Communication

ekolhede@stmarys-ca.edu
925-286-0878

Association to Advance Collegiate Schools of Business (AACSB) Faculty Qualifications

AACSB Faculty Qualification Status: Scholarly Academic (SA) through June 30, 2026

Education

Certification of Completion of Fundamentals of Digital Marketing Examination (Successful completion of Fundamentals of Digital Marketing examination on 08/07/2019). Accredited by Interactive Advertising Bureau Europe and The Open University. August 7, 2019.

PhD, Business Administration. Golden Gate University, 1984.

MBA Santa Clara University, 1974.

BA, Economics. Santa Clara University, 1972.

Professional Positions

Professor, School of Economics and Business Administration, Saint Mary's College of California. (1981 - Present).

Chair, Department of Marketing and Communication, Saint Mary's College of California. (September 2022 to present).

Chair, Undergraduate Department of Business Administration, Saint Mary's College of California. (2001 - 2011).

Assistant Professor, Holy Names College. (1978 - 1981).

Publications

Peer Reviewed Publications

Journal Article

Kolhede, E. J., Gomez-Arias, J. T., Maximova (2022) A. Price Elasticity in the Performing Arts: A Segmentation Approach. *Journal of Marketing Analytics*, published on line 20, August 2022,

Kolhede, E. J., Gomez-Arias, J. T. (2021). Segmentation of individual donors to charitable organizations. *International Review on Public and Nonprofit Marketing*, 19(2), 333-365.

- Kolhede, E., Gomez-Arias, J. Tomas (2017). Distinctions between Frequent Performing Arts Patrons: Implications for Segmentation and Positioning. *International Journal of Arts Management (IJAM)*, 20(1), 31-53.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/329>
- Kolhede, E., Gomez-Arias, J. Tomas (2016). Segmentation of Infrequent Performing Arts Consumers. *Arts and the Market*, 6(1), 88-110.
<url=https://www.proquest.com/scholarly-journals/segmentation-infrequent-performing-arts-consumers/docview/2080855338/se-2?accountid=25334>
- Kolhede, E., Kamath, S. J., Krickx, G. (2012). Rethinking Management Education: The View to 2020. A Literature Review and A Retrospective and Future Perspective. *Journal of Current Research in Global Business*.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/587>
- Genin, L., Gomez-Arias, J. Tomas, Kolhede, E. (2011). From a Great Books Liberal Arts Education to an Integrated Marketing Program of Study. *Review of Business Research*, 11(3), 13-26.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/286>
- Kamath, S., Kolhede, E., Lee, Y.-J. (2011). MODISC: Teaching Distribution Fundamentals through an Experiential Model of Distribution Channel Choice. *Journal of Business Cases and Applications*, 4, 1-24.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/288>
- Kamath, S., Kolhede, E. (2011). Network Effects in Low Tech Industries: Insights from the Retailing Industry. *Interdisciplinary Journal of Economics and Business Law*, 1(1), 8-29.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/289>
- Kamath, S., Kolhede, E., Lee, Y.-J. (2010). A Flexible Financial Model of Distribution Channel Choice- The MODISC Model. *Journal of Business Cases and Applications*, 1-24.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/280>
- Kolhede, E. (2001). Gender effects on the major selection process: A five-year study: Implications for marketing business programs of small private colleges to women. *Journal of Marketing for Higher Education*, 11(2), 39-60.
<https://digitalcommons.stmarys-ca.edu/school-economics-business-faculty-works/725>

Other Research Activities and Notable Achievements

- Reviewer for *Journal of Marketing Analytics* (May 2022 - June 2022).
 Reviewed the article: "Toward a comprehensive framework of determinants of marketing research effectiveness in business organizations – an exploratory study"
- Reviewer for *International Journal of Arts Management* (May 2018).
 Reviewed the article: "Passing the Bechdel Test and the Influence of Internet and Social Media Advertising on Seeing a New Movie Release"
- Recipient of the Saint Mary's College School of Economics and Business Administration (SEBA) FACULTY RESEARCH AWARD - 2017-2018 Academic Year (April 2018).
- Reviewer for the international journal *Arts and the Market* (July 2017 - December 2017).
 Reviewed the article: "Marketing and Consumption of Art Products: Movie Industry"

Courses taught at Saint Mary's College

Principles of Marketing
Applied Marketing Research
Strategic Management
Marketing of Financial Services, Marketing
Collegiate Seminar (Greek Thought)
January Term
Macroeconomics,
Microeconomics Theory
Operations Management
Statistics
Financial Management

Service – Saint Mary's College of California

School of Economics and Business Administration (SEBA)

2022-Present Chair, Department of Marketing and Communication. (September 2022 - Present).
2001-2011 Chair of the undergraduate Department of Business Administration
2019-2020 Chair of Search Committee for position of Assistant Professor of Communication
2019-2020 Search Committee for Adjunct Professor of Marketing, Member
2012-2021 Assurance of Learning Committee
2016-2019 Search Committee Department of Marketing and Communication (search for Full-time Tenure Track and Visiting Professors), Member
2012-Present: Undergraduate Business Administration, **Faculty Advisor**.
2012-2021 Marketing Goal Assessment Team, Member.
2012-2021 Marketing Common Course Outcomes, Member.
2012-2013 Strategic Planning and Accreditation Committee (SPAC), Member.
2011-2012 Undergraduate Educational Policies Committee, Member.
2010-2011 SEBA Strategy Search Committee, Member.

College

Chair, Academic Administration Evaluation Committee (AAEC). (August 2021 - May 2022).
Grievance Committee (2016-2017) and Spring 2018
Undergraduate Educational Policies Committee
Academic Senate.
Committee on Student Advising.
Elections Committee.
Library Renovation Committee.
Governance Committee.
Faculty Welfare Committee.
College Rank and Tenure Committee.
Library Committee

Service to the Community outside the College

Service to the external community outside Saint Mary's has been through my supervision of consulting projects related to the course I developed (Applied Marketing Research - BUSADM 126) at Saint Mary's

College of California. In this course, students conducted full-scale marketing research investigations and developed strategic marketing plans for numerous nonprofit organizations as detailed below.

Fall 2022	Girls Gain Confidence
Fall 2021	De La Salle Academy
Fall 2020	Hope Solutions
Spring 2020	Arm of Care
Fall 2019	We Care Services for Children
Fall 2018	Verismo Opera
Fall 2017	Contra Costa Musical Theatre
Fall 2016	Contra Costa Wind Symphony
Fall 2015	Lafayette Library and Learning Center Foundation
Fall 2014	Lindsay Wildlife Museum
Fall 2013	Town Hall Theatre Company of Lafayette
Fall 2012	Hope Academy for Dyslexics
Fall 2011	Contra Costa Chamber Orchestra.
Fall 2010	Vallejo Symphony.
Fall 2009	Contra Costa Performing Arts Society.
Fall 2008	Monument Crisis Center.
Fall 2007	Empress Theatre – Vallejo.
Fall 2006	Eugene O'Neill Foundation, Tao House/National Park Service.
Fall 2005	El Campanil Theatre.
Spring 2005	Saint Mary's College Alumni Association.
Fall 2004	Willows Theatre Company.
Spring 2004	Center Repertory Company.
Fall 2003	Diablo Symphony Orchestra.
Spring 2003	Sonos Handbell Ensemble.
Fall 2002	Diablo Light Opera Company.
Spring 2002	Saint Mary's Adult Challenge ("SMAC").
Fall 2001	Saint Mary's College Career Development Center.
Spring 2001	New Vistas Christian School (NVCS).
Fall 2000	General Motors Marketing Internship/ Fitzpatrick Chevrolet-Buick.
Spring 2000	School of Economics and Business Administration Building Project.
Fall 1999	Festival Opera Company.
Fall 1998	Saint Mary's College Hearst Art Gallery.
Spring 1997	General Motors Marketing Internship program (GMMI).
Fall 1997	General Motors Marketing Internship Program.
Spring 1997	General Motors Marketing Internship Program.
Spring 1997	Dean Leshner Regional Center for the Arts.