

**VITA**  
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**EDUCATION**

**Ph. D.** Iowa State University (1976)  
Major: I/O Psychology      Minor: Statistics

**M. S.** Iowa State University (1973)  
Major: I/O Psychology      Minor: Statistics

**B. S.** Illinois State University (1970)  
Major: Psychology          Minor: Mathematics

**PROFESSIONAL CERTIFICATIONS**

Accredited Professional Statistician, ASA01242012, 2012-2017  
Quality Matters Distance Learning Certification 2014

**TEACHING AND ACADEMIC EXPERIENCE**

May 2015-Present  
Coastal Carolina University, Conway, SC, Professor of Marketing,  
Hospitality and Resort Tourism

January 2010-May 2015  
Coastal Carolina University, Conway, SC, Associate Dean & Professor of  
Marketing & Resort Tourism

May 2005-Present  
University of the Sciences in Philadelphia, Pharmaceutical & Healthcare  
Business/ Mayes College, Philadelphia, PA, Adjunct Associate Professor of  
Business Statistics, MBA Online

August 2004-August 2005  
Saint Joseph's University, Haub School of Business, Philadelphia, PA,  
Visiting Professor of Pharmaceutical Marketing

July 1990 - July 2005

University of Notre Dame Mendoza School of Business, South Bend, IN.  
Adjunct Professor of Demand Forecasting for the annual School of Marketing Research offered under the continuing education program sponsored jointly by the University and the American Marketing Association.

January 1998 - June 1998

Thunderbird School of Global Management, Glendale, AZ.  
Adjunct Professor of seminars in Market Segmentation and Marketing Strategy in the Executive Education MBA Program.

September 1978-December 1981

University of New Hampshire, Durham, NH, Assistant Professor of Social Psychology and Multivariate Statistics

September 1975-September 1978

Drake University, Des Moines, IA, Assistant Professor of Social Psychology

### **BUSINESS EXPERIENCE**

November 1999-Present

YTMBA Research & Consulting, Myrtle Beach, SC, Executive Director, provides services in new product development and marketing effectiveness in international markets using predictive analytics, marketing research, and forecasting for pharmaceutical and medical technology companies as well as advertising agencies.

November 1997-November 1999

Strategic Marketing Corporation, Bala Cynwyd, PA, Senior Project Director, served as a business and forecasting consultant to major pharmaceutical manufacturers.

August 1996-November 1997

Migliara/Kaplan Associates, Owings Mills, MD, Senior Research Executive, Zeneca Pharmaceuticals, served as an on-site business manager to the product team responsible for marketing Zeneca's flagship breast cancer product line until acquired by Astra in 1997.

June 1993-July 1996

Westat, Inc. Rockville, MD, Senior Study Director, Organizational Management Research Group, served as a national survey consultant to the U.S. Departments of Defense, Labor, and Health and Human Services. Designed, implemented, analyzed, and reported large multi-year health care and labor surveys.

April 1992-June 1993

Boehringer Mannheim Pharmaceutical Corporation, Rockville, MD, Manager of Marketing Research, Marketing Research Department, managed six professionals who were responsible for long-range forecasting for the product portfolio, international licensing and acquisition activities, and all research supporting in-line products for Boehringer Mannheim Pharmaceuticals until acquired by Roche Pharma.

January 1991-April 1992

Wyeth Pharmaceuticals, St. David's, PA, Associate Director of Promotion Research, Market Planning Department, managed three professionals who tracked and forecasted the market size, share, and growth of the company's \$500 million hormone replacement drug, Premarin, and designed research programs to measure the relative effectiveness of detailing, sampling, print advertisements, and direct to consumer advertisements in the promotion of ethical pharmaceuticals in addition to managing corporate image research, which provided a basis for public relations campaigns directed to consumers, pharmacists, and physicians.

January 1988-January 1991

DuPont Company, Wilmington, DE, Strategic Planning Consultant, Strategic Planning Department, designed, implemented, and analyzed the results of customer satisfaction tracking systems for DuPont businesses to support the implementation of a Total Quality Management strategy in Baldrige Award competition.

January 1985-January 1988

DuPont Company, Wilmington, DE, Territory Manager, Field Sales, marketed high-technology information systems such as the DuPont Digital Radiography System (which digitizes and transmits X-ray images and reconstructs them) and the DuPont MicroRadiology Manager (a turn-key information system for radiology).

August 1981-January 1985

DuPont Company, Wilmington, DE, Senior Research Analyst, Marketing Communications Department, conducted consumer evaluation studies on products such as Rain Dance Car Wax, Corian, and Silverstone and performed product improvement research on automotive products such as automotive paints, Nylon cord tire bodies, Kevlar brake components, and Nomex fire-resistant fabrics, in addition to consumer survey research on the effectiveness of television commercials, magazine advertisements, in-store displays, and technical detail pieces.

## **PROFESSIONAL AFFILIATIONS**

Beta Gamma Sigma  
Phi Eta Sigma  
Marketing Research Association  
American Statistical Association  
American Marketing Association

Psi Chi  
American Association for the  
Advancement of Science  
Phi Kappa Phi  
Sigma Xi

## **PROFESSIONAL SEMINARS ATTENDED**

- 2007: AACSB International Conference and Annual Meeting, Tampa, FL
- 2010: AACSB Symposium for New Associate Deans Conference, Tampa, FL
- 2011: Webinar Provided by Survey Magazine – Using Vibetrak to measure audience engagement with Super Bowl ads
- 2011: Webinar Provided by VOVICI – Transparency, Trust, and Customer Feedback
- 2011: Webinar Provided by American Marketing Association – Winning the Social Media Aids
- 2012: New Digital South Conference on Social Media and Marketing
- 2012: IBM SPSS webinar on Forecasting and Planning Quickly and Accurately
- 2013: American Statistical Association Conference Tutorial on Big Data – How to Find a Diamond in the Rough using Data Mining
- 2013: Title IX Training and Certification Coastal Carolina University
- 2013: CeTEAL Quality Matters Training and Certification Coastal Carolina University
- 2013: Feel the Teal Service Excellence Training and Certification Coastal Carolina University
- 2014: American Statistical Association Conference Seminar on An Overview of Clustering: Finding and Extracting Group Structure in Hi-Dimensional Data
- 2014: AACSB Symposium on New Standards and Faculty Qualifications, Baltimore, MD
- 2015: American Statistical Association Workshops on Text Analytics and Dimension reduction Methods, Business Applications of Statistics in Repeated Measures, as well as Using Social Media Data as a Lead Indicator to Predict Retail Sales Performance
- 2015: American Statistical Association Conference Tutorial on Analytics and Big Data  
Survey Review and Interpretation: A Case Study in Big Data Analytics

## **ADMINISTRATIVE ACTIVITIES**

### **Committees:**

#### University Standing Committees:

##### The Big Read Panel:

Member of the faculty panel who read the Big Read selection for incoming Freshmen and who participate in a panel discussion concerning the issues related to the theme of the book with students.

##### Faculty Development Committee:

Reviews and forwards candidates to the Provost for Sabbatical and Professional Enhancement Grants.

#### Associate Dean Committees:

Admissions Committee, The Ronald Lackey Student Service Award Selection Committee, University Retention Committee, Orientation End of Year Review, University Student Housing Sustainability Committee, Feel the Teal Service Excellence Leadership Committee, Feel the Teal Service Excellence Steering Committee, University Academic Integrity Committee, University Wide Assessment Committee, Associate Deans Council, Suspension Appeals Committee, Student Learning Outcomes Oversight Committee, Committee to Select the Distinguished Student of the Year, Financial Appeals Committee, Orientation Steering Group, Distinguished Teacher-Scholar Lecturer Award Selection Committee, Calendar Committee, New Faculty Orientation Committee, Discovery Days of Summer, Wall Board of Visitors.

#### University Ad Hoc Committees:

##### Obtained QEP and H Designations for Wall Fellows Courses:

Worked with Michael Ruse [Associate Provost/Director Honors Program/Associate Professor Philosophy] and Gina Cummings [Wall Fellows Director] to obtain Quality Enhancement Program funding and Honors designations for the four Wall Fellows Courses.

##### Branding Initiative:

Advised the working group in charge of surveying stakeholders on CCU image and position in the marketplace of educational institutions

##### SPSS 20.0 Site Software License:

Lead a faculty/ITS team to acquire an SPSS 20.0 Site License to replace individual licenses.

Lecture Capture Room Team:

Worked with the DL Committee and ITS team to install a lecture capture room in the Wall College.

College Committees:

AACSB International Assessment Committee  
AACSB Accreditation Committee  
Strategic Planning Committee  
New Faculty Orientation Committee  
Wall College Student Awards Committee  
Faculty Policy Committee  
Social Media Task Force  
MBA Advisory Committee  
Promotion and Tenure Committee  
Capstone Committee  
Undergraduate and Graduate Curriculum Committee  
Professional Development Activities Committee

Department Committees:

Various search Committees  
Assessment Committee

**TEACHING/RESEARCH ACTIVITIES**

**Courses Taught:**

Advertising*	Marketing Strategy
Business Statistics*	Strategic Management
Marketing	MBA Marketing Strategy*
Marketing Research	MBA Business Statistics*
Consumer Market Analysis	*Indicates a DL format

**Awards and Recognition:**

Dissertation Research Fellowship, 1975 & 1976 Iowa State University

Silver Medal DuPont Creative Olympics 1984

Wall College of Business Summer Research Grant 2006 Coastal Carolina University

AVX Business Paper Award Fourth Place 2007 Coastal Carolina University

AVX Business Paper Award Third Place 2008 Coastal Carolina University

William J. Baxley Jr. Professor of Applied Business 2008 - 20011 Coastal Carolina University

Wall College of Business Summer Research Grant 2008 Coastal Carolina University

Wall College of Business Summer Research Grant 2009 Coastal Carolina University

Student Athlete Excellence Award 2011 Chanticleer Athletic Foundation Coastal Carolina University

AVX Business Paper Award Fourth Place 2008 Coastal Carolina University

The Colonel Lindsey H. Vereen Endowed Business Professor Award 2012 Coastal Carolina University

Best Paper in Marketing Education 2015 Association for Marketing Theory and Practice Savannah Georgia

## **RESEARCH AND PUBLICATIONS**

### **Business Consulting Research Reports:**

- 2015: Teleflex Medical, Camera use survey for 12 surgical procedures in five countries among Urologists, General Surgeons, and Gynecological Surgeons to determine positions and extent of use of MiniCams during surgical procedures. A survey questionnaire was designed, participants were recruited, data was collected, analysis was done, and a report was delivered.
- 2015: Teleflex Medical, Kano survey among Interventional Radiologists, Pulmonologists, Surgeons, and Internists in the US and Canada to determine requirements for new surgical instruments. A survey questionnaire was designed, participants were recruited, data was collected, analysis was done, and a report was delivered.
- 2015: Teleflex Medical, An international survey in 11 countries involving Nurses, Surgeons, Anesthesiologists, Interventional Radiologists and Internists to determine new product requirements for peripherally inserted central catheters. A survey questionnaire was designed, participants were recruited, data was collected, analysis was done, and a report was delivered.
- 2015: Teleflex Medical, A MiniLap prospect identification survey was completed with 150 users and 150 non-users who are General Surgeons, Gynecologists, and Urologists in five countries. A survey questionnaire was designed, participants were recruited, data was collected, analysis was done, and a report was delivered.
- 2015: Teleflex Medical, A Pistol Group prospect identification survey was completed with 150 users and 150 non-users who are General Surgeons, Gynecologists, and

- Urologists in five countries. A survey questionnaire was designed, participants were recruited, data was collected, analysis was done, and a report was delivered.
- 2014: Teleflex Medical, Trocar Use Heat Maps. Designed a trocar use test done with 2 surgical specialties in 5 countries performing 12 surgical procedures. Collected data, analyzed data, and utilized visual analytics software to create heat maps for data visualization.
- 2014: Teleflex Medical, Port Closure Quantitative Survey, Designed, implemented, analyzed, and reported a national survey of 212 surgeons in 4 surgical specialties concerning closing ports following laparoscopic surgery.
- 2014: Teleflex Medical, Atsina Clip Acquisition Survey. A survey was designed, data were collected, analysis was done, and a report of results of 120 minimally invasive surgeons in 3 specialties from the USA and Canada.
- 2014: Brado Creative Insights, Ad Message Test, Designed an ad message test done with 2 surgical specialties in 5 countries. Collected data, analyzed data, and presented results to ad agency.
- 2013: Teleflex Medical, Surgeon Adoption of Automated Ligation Systems, A national survey of 7 surgeon specialties concerning their practices and use of manual ligation approaches that may be replaced by a new automated ligation system.
- 2013: Teleflex Medical, Acquisition of a Next Generation Hem-o-lok® Polymer Clip Survey and Recommendation, A national survey in the US of General, Gynecological and Urological surgeons performing laparoscopic surgery was undertaken. Data collected included surgical clip use, and three concept tests. Data were analyzed and reported with a recommendation.
- 2013: Product Development Consulting, Internationa Adoption of Ligation Systems, An international Kano survey of surgeons in 11 countries concerning requirements for new automatic ligation systems.
- 2013: Mid-Atlantic Drainage, Inc., Business Ethics Training for Employees, Provided training materials and presentation for 45 employees from the President to the truck drivers on business ethics in highway construction. Session was required by the NC DOT to enable Mid-Atlantic Drainage to become a supplier to the NC DOT. Interactive live training was done at the company site in Aynor, SC with 35 employees covering the topics of: Business Ethics Definition, Employee involvement, Corporate Responsibility, How Does Ethics Pay?, The Polluters Dilemma Case, Whistle Blowing and the Environment Case, Social Responsibilities of Star Athletes, A Simulation, and When Ethics Leads to Tragedy - The Big Dig Disaster.
- 2012: SirTex USA, Survey of Oncologists, Two waves of acceptance data were gathered for Yttrium-90 micro-shperes delivery option for testing and treating end stage liver disease. Trends in acceptance were reported in a PowerPoint presentation.



- 2012: Schneider Electric, International survey of 10 countries for new product development, New product development research on requirements for upgrading surveillance systems in airports, shipyards, rail terminals, city bridges and roadways. Data were gathered from designers, operators, installers, and operators of surveillance systems.
- 2012: Product Development Consulting, Global Strategic Research on New Product Development, Developed a plan for world wide data collection on new medical products for the fiscal year.
- 2012: McKesson, Survey of US hospitals on medication delivery and management, New methods of medication delivery and management in hospital environments are always under development to cut down on errors. Data on new systems were gathered from nurses, pharmacists, techs, and directors in 280 US hospitals from 200 or more beds.
- 2012: Ethicon a J&J Company, New Method of Medical Sterilization, Collected data from 1,114 medical specialists in 13 countries using the Kano method
- 2011: TL Health, LLC, Redactane Launch Research, The purpose of this survey is to better understand the diagnosing and staging process for clear cell renal cell carcinoma (CCRCC) cancer patients. A survey to determine current diagnostic tests and therapies for CCRCC and acceptance of a new diagnostic test is to be conducted and analyzed. Survey content and data analysis will be done.
- 2011: Knowledge Networks, Predictive Analytics, Analyze survey data using the most appropriate analytical techniques, such as a principal component regression, partial least squares regression, a need gap analysis, derived importance, and net promoter scores
- 2010: Myrtle Beach Area Chamber of Commerce, Visiting The Myrtle Beach-Grand Strand Area During The Holiday Season, The Wall College of Business Administration Marketing Club and a section of the Marketing Research course conducted an opportunity analysis and evaluation of travel packages to determine ways to bring tourists to Myrtle Beach in the off-season. Several candidates were identified and priorities set for promotional packages that were presented to the Chamber and some of its member businesses. The presentation was well received and the students were rewarded for their efforts through a \$2,000 donation by the Chamber to the Marketing Club.
- 2010: Group DCA, Predictive Analytics for eDetailing of Pharmaceuticals, Develop ecommerce promotion packages for use in eDetailing marketing programs for pharmaceutical clients.
- 2010: Caduceus Marketing Research, Provided consulting services in the design and analysis of patient records involving advanced analytics and the development of product positions for oncology products.

- 2009: Group DCA, Predictive Analytics for eDetailing of Pharmaceuticals, Develop data base requirements and structures for collecting and analyzing data from edetails on drugs for use in marketing dashboards.
- 2008: Quail Creek Golf Course, Positioning a PGM Golf Course on the Grand Strand of Myrtle Beach, The Grand Strand of Myrtle Beach Golf Association lists 72 courses as part of a golf destination area. Positioning is considered one of the important elements of success in marketing products and services and is key to survival in such a crowded market. To support positioning of Quail Creek, the PGM Golf course at Coastal Carolina University, an online survey of the Passport golf members in the Grand Strand Myrtle Beach area was undertaken.
- 2008: Quail Creek Golf Course, Key Drivers and Key Barriers of Perceived Overall Golf Course Quality on the Grand Strand, Predictive Analytics are widely utilized to assess the Key Drivers of and Key Barriers to perceived quality of products and services. An online survey of the Passport golf members from the Grand Strand in Myrtle Beach was undertaken to support the use of Predictive Analytics in the strategic planning process for the PGM golf course at Coastal Carolina University, Quail Creek.
- 2008: Jansen Biotech, Inc., Key Drivers of Procrit Use by Nephrologists, Analysis of data from marketing research studies to predict brand loyalty and create radar charts for managing loyalty programs.
- 2008: Beckman Coulter Systems, International Survey of Blood Chemistry Equipment, International survey of satisfaction with and importance of immunochemistry blood analyzer equipment.
- 2007: Siemens Medical Solutions, International Survey of Blood Chemistry, Survey of lab managers in 10 countries concerning satisfaction and importance of blood chemistry reagents used.
- 2006: Merck, provided primary marketing research studies including in depth interviews and surveys of physicians, patients, nurses, and medical directors of HMOs as well as training programs.
- 2004-2006: Product Development Corporation, provided consulting services and multi-national surveys support of new product development for clients such as Becton Dickinson and Philips Medical.
- 2003-2006: Caduceus Marketing Research, provided consulting services in the design and analysis of internet surveys involving advanced analytics and the development of marketing dashboards for various pharmaceutical clients.
- 2002-2006: TRIAD Research and Consulting, provided consulting services in the design and analysis of quantitative surveys involving advanced analytics done for various pharmaceutical companies.

- 2002-2006: Dade Behring, provided consulting services and primary marketing research in new product development for clinical chemistry medical equipment and reagents.
- 2002-2006: AstraZeneca Pharmaceuticals, LLC, provided primary marketing research studies including focus groups, individual depth interviews, and surveys of physicians, patients, nurses, and pharmacists.
- 2005: The Brandywine School District, provided consulting services and primary marketing research to support program development and importance of strategic initiatives to parents of district children.
- 2005: Delaware Manufacturing Extension Partnership (DMEP), Provided consulting services and primary marketing research in support of market analysis and positioning of DEMEP.
- 2002-2005: Merck & Company, Provided primary marketing research studies including in depth interviews and surveys of physicians, patients, nurses, and medical directors of HMOs as well as training programs.
- 2004: OMINCOM, Provided primary marketing research in support of ad campaign development for major pharmaceutical clients.
- 2002-2003: Huntsman Polymers, Provided consulting services and supporting marketing research for strategic plan development.

### **Books and Chapters:**

**Latta, M.** (2014). *Business Analysis and Its Uses, First Edition*, (Under Contract with Sentia Publishing).

Salvino, R. & **Latta, M.** (2014). The Economics of Entrepreneurship: To Inform an Economic and Moral Perspective, Chapter in *Public Policy and the Productive Entrepreneur Volume 3: The Impact of Public Policy on Entrepreneurial Outcomes*, (Under Contract with Edward Elgar Publishing).

### **Articles:**

**Black, J., & Latta, M.** (2015). Do Mission Statements Shape Faculty Research? A Case Study of a School in Transition. *Journal of Higher Education Theory and Practice*, 15, (3), 99-113.

**Latta, M.** (2014). Which Waves Are Significantly Different? Analyzing a Pharmaceutical Products Key Drivers. *Quirk's Marketing Research Review*, XXVIII (3), 54-59.

**Latta, M.** (2013). An Experiment in Testing Advertising Levels By Measuring Natural Test Market Variation. *Atlantic Marketing Journal*, <http://digitalcommons.kennesaw.edu/amj/vol2/iss2/6>.

- Latta, M.** (2013). Business Intelligence: Market Research and Marketing Research Are Two Sides of the Same Coin. *Marketing News*, 7.
- Latta, M.** (2013). Must-be or not must-be? Considerations in using the Kano method for international new-product surveys. *Quirk's Marketing Research Review*, XXVII (4), 62-65.
- Mitchell, M., Keels, K., & **Latta, M.** (2013). Servant Leadership: How's Your Leadership Service Quality? *Nonprofit World*, 31 (1), 14-16.
- Latta, M.** (2013). Your Take on the Fifth 'P'. *Marketing News*, 47 (3), 3.
- Latta, M.**, Mitchell, M., Thrash, C., & Taylor, A. J. (2012). Driving Improvements: Study Results Guide Enhancements to Myrte Beach Golf PassPort. *Quirk's Marketing Research Review*, XXVI (10), 34-37.
- Black, J. A., **Latta, M.**, & Twigg, N. W. (2012). Leaders' Skill of Innovation and Relationship to Preferences for Handling Risk & Uncertainty. *Business Journal for Entrepreneurs*, 2012 (2), 48-60.
- Latta, M.** (2011). What's Having the Most Impact: Synergistic Effects of Product Characteristics and Promotional Mix. *Quirk's Marketing Research Review*, XXV (3), 36-46.
- Latta, M.** (2010). A Rapid Response Consumer Segmentation Survey Approach. *Quirk's Marketing Research Review*, XXXIV (11), 26-29.
- Latta, M.** (2008). It's Not Your Strategy, It's Your Marketing Research: Seeking Competitive Advantage in Launching a Pharmaceutical Product. *Quirk's Marketing Research Review*, XXII (6), 46-50.
- Latta, M.**, Mitchell, M., Taylor, A. J. , & Thrash, C. (2008). Using Online Software to Train the Next Generation of Web Surveyors. *Quirk's Marketing Research Review*, XXII (8), 16-18.
- Latta, M.**, Mitchell, M., & Anderson, T. (2008). What's In Store? How Different Communication Channels Affect Consumer Choice. *Marketing to Health Systems*, 27 (3), 17-19.
- Latta, M.** (2008). It's Not Your Strategy, It's Your Marketing Research: Seeking Competitive Advantage in Launching a Pharmaceutical Product. *Quirk's Marketing Research Review*, XXII (6), 46-50.
- Latta, M.**, Taylor, A. J. , Mitchell, M., & Thrash, C. (2007). Retaining Current Vs. Attracting New Golfers: Practices Among the Class A Carolinas Professional Golf Association Membership. *The Sport Journal*, 10 (4).
- Latta, M.** (2007). How to Forecast the Demand of A New Product in the Pharmaceutical Industry. *Journal of Business Forecasting*, 26, (3), 21-23.
- Latta, M.** (2007). Adopt Early, Prescribe Often? A Field Test of Rogers' Adoption Typology. *Quirk's Marketing Research Review*, 76-80.
- Latta, M.** (2007). Finding an Optimal Mix: Spending Promotional Dollars for Chronic and Acute Drugs. *Quirk's Marketing Research Review*, 46-51.

- Mitchell, M., Taylor, A., & **Latta**, M. (2006). Importance-Performance Analysis: Are Folks 'Walking Their Talk? *Retail Education Today*, 27 (1), 6-10.
- Latta**, M. (2004). The Real World of Adjunct and Temporary Faculty in Higher Education. *Forum*, 84, (4), 22.
- Latta**, M., and Schwartz, B. (2004) Creating Satisfied Clients, *Marketing Research*, 16, (2), 26-31.
- Latta**, M. (2002). How to Forecast Demand in Tender Markets. *The Journal of Business Forecasting*, Spring, 8-11.
- Latta**, M., and Simon, M. (2001). The NP/4P Paradigm. *Quirk's Marketing Research Review*, June, 21-29.
- Latta**, M. (1998). Manufacturing resource planning for ethical pharmaceuticals using market models. *The Journal of Business Forecasting*, Fall, 12-17.
- Latta**, M. (1998). Using market models to forecast demand for ethical pharmaceuticals. *The Journal of Business Forecasting*, Spring, 3-8.
- Latta**, M., and Gorman, M.E. (1984). The small group: A bridge between sociology and social psychology. *Psychological Reports*, 54, 947-950.
- Gorman, M.E., **Latta**, M., and Cunningham, G. (1984). How disconfirmatory, confirmatory and combined strategies affect group problem solving. *British Journal of Psychology*, 75, 65-79.
- Latta**, M. (1984). Attraction to a beneficent victim: Choice, hedonic relevance and correspondence of inferences. *Psychological Reports*, 54, 31-35.
- Grabe, M., and **Latta**, M. (1981). Cumulative achievement in a mastery instructional system: Impact of differences in resultant achievement motivation and persistence. *American Educational Research Journal*, 18, 7-13.
- Shor, E., Williams, D.C., Canon, L.K., **Latta**, M., and Shor, M.B. (1980). Beliefs of smokers and never smokers about the motives that underlie tobacco smoking. *Addictive Behaviors*, 6, 317-324.
- Shor, R. E., Williams, D.C., Shor, M.B., Canon, L.K., and **Latta**, M. (1980). Beliefs of smoking and nonsmoking college students about the effects of environmental tobacco smoke and related issues. *Journal of Drug Education*, 10(3), 263-276.
- Grabe, M., **Latta**, M., and Dolphin, W.D. (1979). Mastery methods: Meeting the challenge of individual differences in secondary science education. *Science Education*, 63, 237-243.
- Latta**, M., Dolphin, W.D., and Grabe, M. (1978). An individual differences model applied to instruction and evaluation of large college classes. *Journal of Educational Psychology*, 70, 960-970.
- Latta**, M. (1978). Multivariate Statistics and Nonverbal Behavior Research. *Environmental Psychology and Nonverbal Behavior*, 2(4), 251-252.
- Latta**, M. (1978). Interactive effects of achievement orientation and prior feedback on the mastery of difficult and easy tasks. *American Educational Research Journal*, 15, 17-24.

- Latta, M., and Patten, L. (1978).** A test of Weiner's attribution theory inertial motivation hypothesis. *Journal of Personality*, 46, 383 398.
- Latta, M. (1978).** Relation of status incongruence to personal space. *Personality and Social Psychology Bulletin*, 4, 143 146.
- Latta, M. (1978).** Hope of success and fear of failure components of Mehrabian's scales of resultant achievement motivation. *Journal of Research in Personality*, 12, 141 151.
- Kahn, A., Gilbert, L., **Latta, M.**, Deutsch, C., Hagen, , Hill, M., McGaughey, Ryen, A.H., and Wilson, W.D. (1977). Attribution of fault to a rape victim as a function of respectability of the victim: A failure to replicate or extend. *Representative Research in Social Psychology*, 8, 98 107.
- Latta, M. (1976).** Interdependence, guilt, sorrow, belief in justice, willingness to help, and attraction to Vietnamese refugees. *Victimology: An International Journal*, 1, 453 457.
- Latta, M. (1976).** Differential tests of two cognitive theories of performance: Weiner vs. Kukla. *Journal of Personality and Social Psychology*, 34, 295 304.
- Latta, M. (1976).** There's method in our madness: Interpersonal attraction as a multidimensional construct. *Journal of Research in Personality*, 10, 76 82.
- Latta, M., Bernhardt, V.L., Hildebrand, P., and Kahn, A. (1974).** Attraction to a beneficent victim: Balance theory or "the just world?" *Personality and Social Psychology Bulletin*, 1, 107 109.
- Patten, L., and **Latta, M. (1974).** Frustration effect in discrimination: Effect of extended training. *Journal of Experimental Psychology*, 103, 831 837.

### **Proceedings and Presentations:**

- Latta, M., Mitchell, M., Clark, P., Clark, M., Lowenstein, H., Richard Martin (2015).** Why Should Applied Research Not Be As Valuable As Theoretical. Southeast infORMS.
- Latta, M. (2015).** International Innovators Then and Now. Southeast infORMS.
- Black, J. A. & Latta, M. (2015).** Do College Missions Shape Faculty Research: A Case Study of a School in Transition\*. Western Academy of Management.
- Latta, M. (2014).** "Do We Have Zero Privacy in Transportation? An Exploratory Study of Video Surveillance Systems," Association of Marketing Theory and Practice.
- Latta, M. (2014).** Do You Know Which Key Drivers Change from Wave to Wave in Your Tracking Survey? American Statistical Association Conference on Statistical Practice.
- Latta, M. (2013).** Privacy and Security on the Web Have Marketers and the Federal Government Gone Too Far? 2013 Southeastern InfORMS Conference.
- Black, J. & **Latta, M. (2013).** Is a Colleges Mission Reflected in Faculty Research. 2013 Southeastern InfORMS Conference.

- Latta, M.** (2013). Marketing Research Is Power In Negotiations To Sell A Small Business. Association of Marketing Theory and Practice.
- Latta, M.** (2013). Turning Customer Satisfaction Survey Statistics into Decisions. American Statistical Association Conference on Statistical Practice.
- Latta, M. & Wathen, S. A.** (2013). Teaching Marketing Science with Sensitivity Analysis. Association of Marketing Theory and Practice.
- Latta, M. & Mitchell, M.** (2013). Bringing Tourists to the Grand Strand during Holiday Season. 2013 Southeastern InfORMS Conference.
- Black, J. & Latta, M.** (in press, 2013). Is a Colleges Mission Reflected in Faculty Research. 2013 Southeastern InfORMS Conference.
- Latta, M.** (2013). Privacy and Security on the Web Have Marketers and the Federal Government Gone Too Far? 2013 Southeastern InfORMS Conference.
- Latta, M., Vivitan, B., Thrash, C., & Taylor, A. J.** (2012). Evaluation of a Professional Golf Management Program by Former Students. Association of Marketing Theory and Practice.
- Latta, M., Lowenstein, H., Grabbert-Lowenstein, C., & Carroll, J.** (2012). Let Us Represent You!: Perceived Effectiveness of Advertising by Practicing Attorneys In South Carolina. Association of Marketing Theory and Practice.
- Latta, M., Wathen, S., & Willette, S.** (2012). Assurance of Collaborative Learning in a Marketing Strategy Capstone Course: An Exploratory Study. Association of Marketing Theory and Practice.
- Black, J., Twigg, N., & Latta, M.** (2012). Intrepreneurial Leaders and Performance. Southwest Academy of Management, 289-299.
- Latta, M., Hendrick, A., Lowenstein, H., Keels, K., & Stuart, R.** (2012). A Panel on Legal and Moral Issues in Marketing. Association of Marketing Theory and Practice.
- Latta, M. & Salvino, R.** (2012). The Market Process, Productive Entrepreneurship, and Prosperity: Minimizing Corruption through Institutional Constraints. Association of Private Enterprise Education, Las Vegas, Nevada.
- Latta, M.** (2012). Entrepreneurship and Philanthropy: Are They Polar Opposites? Wall College Connections: Not Just for Profit, Conway, South Carolina.
- Latta, M.** (2012). Cute Will Only Get You So Far: Teaching Business Intelligence as Consulting. SEInforms.
- Twigg, N. W., Latta, M., & Black, J. A.** (2011). Successful Innovation in Organizations: The Effects of Transformational Leadership, Product Innovativeness, and Market Receptivity. Southeast InfORMS.
- Latta, M.** (2011). Privacy and Security on the Web Have Marketers Gone too Far? Atlantic Marketing Association.
- Black, J. A., Latta, M., & Twigg, N. W.** (2011). Leaders' Skill of Innovation and Relationship to Preferences for Handling Ambiguity and Uncertainty. Southeast InfORMS.

- Latta, M., & Latta, B. (2011).** Successful Entrepreneurs. Invited presentation at Each Teach One Entrepreneurship Program. Conway, South Carolina Wall College of Business.
- Latta, M. & Maurais, Z. (2011).** Digital Ad Design, Creation, and Marketing Research. SE Informs Meeting.
- Latta, M., Collins, M., Mitchell, M., Little, P., Ritter, B., Robert Burney & Darla Domke-Damonte (2011).** Panel on Simulations and Self-Directed Learning as Part of Quality Enhancement Programs. Southeast InfORMS, Myrtle Beach, South Carolina.
- Latta, M., Mitchell, M., Taylor, A. J. , & Thrash, C. M. (2011).** Importance of Market Segments at Carolina Golf Clubs. Association of Marketing Theory and Practice, Panama City Beach, FL.
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- Lynch, L. A., **Latta, M.**, Sones, R., & Tomlin, S. M. (2009). Professionally Qualified Faculty: Accreditation and Administrative Issues. SEInforms, Myrtle Beach, SC.
- Latta, M., & Mitchell, M. (2008).** Walking-Your\_Talk: Gap Analysis for Student Attendance at Collegiate Athletic Events. SEInforms, Myrtle Beach, SC.
- Latta, M. (2008).** Optimizing Promotional Mix for Symptomatic and Non-Symptomatic Drugs. Association of Marketing Theory and Practice, Savannah, GA.
- Latta, M., Mitchell, M., Taylor, A. J. , & Thrash, C. (2008).** Increasing Retail Sales at Golf Clubs in the Carolinas: The Role of Employee and Facility Quality. Association of Marketing Theory and Practice, Savannah, GA.
- Latta, M., Taylor, A. J. , Mitchell, M., & Thrash, C. (2008).** Key Drivers and Key Barriers of Perceived Overall Golf Course Quality on the Grand Strand . The First Annual Myrtle Beach Golf Conference, Myrtle Beach, SC.
- Latta, M., Taylor, A. J. , Latta, M, Mitchell, M., & Thrash, C. (2008).** Positioning a PGM Golf Course on the Grand Strand of Myrtle Beach. The First Annual Myrtle Beach Golf Conference, Myrtle Beach, SC.



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- Latta**, M., Mitchell, M., Taylor, A. J. , & Thrash, C. (2008). Increasing Retail Sales at Golf Clubs in the Carolinas: The Role of Employee and Facility Quality. Marketing Management Association Conference, Nashville, TN.
- Latta**, M. (2008). Optimizing Promotional Mix for Symptomatic and Non-Symptomatic Drugs. Association of Marketing Theory and Practice Annual Meeting, Savannah, GA.
- Twigg, N. W. & **Latta**, M. (2008). Educational Leadership: The Effects of Perceived Support, Organization-Based Self-Esteem, and Citizenship Behaviors on Student Performance. Southwest Academy of Management. Orlando, FL.
- Latta**, M. & Twigg, N. W. (2008). Where Are the International Innovators. Southeast Decision Sciences Institute, Orlando, FL.
- Latta**, M., Mitchell, M., & Anderson, T. (2007). Gender Differences in Preference for and Use of Brand Name and Generic/Store Brand Over-The-Counter Analgesics. Southeast InFORMs, Myrtle Beach, SC.
- Latta**, M. (2007). Measuring Rogers' Adoption Typology: A Replication and Extension. Association of Marketing Theory and Practice, Panama City, FL.
- Latta**, M. (2007). Chronic vs Acute Drugs: Which Promotional Dollars Are Well Spent? Southeast Decision Sciences Institute, Savannah, GA.
- Latta**, M., Harms, C., Smith, L., & Mancuso, L. C. (2007). Seeking Student Learning in Integrated Simulations: A Special Session. Association of Marketing Theory and Practice, Panama City, FL.
- Latta**, M., Mitchell, M., & Anderson, T. (2007, October). Gender Differences in Preference for and Use of Brand Name and Generic/Store Brand Over-The-Counter Analgesics. Southeast InFORMS Meeting, Myrtle Beach, SC.
- Latta**, M. , Mitchell M., Domke-Damonte, D., Keels, K., & Mancuso, L. (2007, October). Have Your Business Students Got Game? 2007 InFORMS Meeting, Myrtle Beach, SC.
- Mitchell, M., Collins, M., Keels, K., & **Latta**, M. (2007, October). Time Out!: Taking Stock of Your Academic Career to Date and Planning for Greater-Than-You Outcomes in the Future. Southeast InFORMS, Myrtle Beach, South Carolina.
- Domke-Damonte, D., Keels, K., & **Latta**, M. (2006). Integrating a Stakeholder Management Perspective. Southern Management Association Proceeding, Clear Water Beach, FL.
- Latta**, M., Mitchell, M., & Taylor, A. J. (2006). Perils and Pitfalls in Using WebSurveyor as an Active Learning Component in Teaching Retail Management. Marketing Management Association, Fall Educators Conference, Chicago, IL.

- Latta, M.** (2006). Marketing Research as Strategy: Creating Competitive Advantage through Customer Focused Primary Marketing Research. Southwest Management Association, Oklahoma City, OK.
- Latta, M. & Jambulingam, T.** (2006). Drivers of and Potential Barriers to Pharmaceutical Sales. Association of Marketing Theory and Practice, Hilton head Island, SC.
- Mitchell, M., Taylor, A. J., **Latta, M.**, & Thrash, C. (2006). Walking-Your-Talk: Importance-Performance Analysis For Future Golf Professionals. Atlantic Marketing Association, Charleston, SC..
- Mitchell, M., Thomas, A. J. , Kang, B., **Latta, M.**, & Taylor, A. (2006). Seeking Win-Win Outcomes: The Introduction of Websurveyor at Coastal Carolina University. Southeast InfORMS, Myrtle Beach, SC.
- Mitchell, M., Taylor, A., Thrash, C., & **Latta, M.** (2006, October). Seeking Win-Win-Win Outcomes: The Introduction of WebSurveyor a Special Session. Southeast InfORMS, Myrtle Beach, South Carolina.
- Latta, M.**, Mitchell, M., & Taylor, A. J. (2006, September). Perils and Pitfalls in Using WebSurveyor as an Active Learning Component in Teaching Retail Management. Marketing Management Association, Fall Educators Conference, Nashville, Tennessee.
- Latta, M.** (2006, February). Developing a Measure of Predispositon to Adopt New Pharmaceuticals. Proceedings of South East Decision Science Institute Conference, Wilmington, North Carolina.
- Latta, M.** (2006, February). Drivers of and Potential barriers to Pharmaceutical Sales. Invited presentation at Wall Interdisciplinary Talks (WITS), Myrtle Beach, South Carolina.
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- Latta, M.** (2006, February). Marketing Research as Strategy. Proceedings of the Southwest Academy of Management, New Orleans, LA.
- Latta, M.** (2006, February). Developing a Measure of Predispositon to Adopt New Pharmaceuticals. Presented to the Southeast Decision Sciences and Logistics Conference, Wilmington, NC.
- Latta, M.**, and Jambulingam, T. (2006, March). Drivers of and Potential Barriers to Pharmaceutical Sales. Proceedings of the Association of Marketng Theory and Practice Conference, Hilton Head, SC.
- Latta, M.** (2005, November). Theory and Extension in Health Care and Public Policy Session Chair. Southern Management Association, Charleston, SC.
- Latta, M.** (2004). Alternative Career Opportunities for Statisticians. *AMSTAT News*, 328, 37.

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- Latta, M. (2004, September).** Forecasting Innovators Using Gompertz Curves and Calibrated Product Acceptance Ratings. Pharmaceutical Marketing Research Group Conference, Boston, MA.
- Latta, M., (2002, November).** Managing Research Relationships Through Transactional Leadership. Marketing Research Association Fall Education Conference, Ft. Lauderdale, FL.
- Latta, M., and Anderson, E. (2002, May).** Using expectancy-by-value theory to forecast demand in tender markets. Pharmaceutical Management Science Association 2000 meeting, Orlando, FL.
- Latta, M., and Egan, T. (1999, February).** The center for advanced pharmacy studies. Presented to the Drug Information Agency 1999 meeting, Orlando, FL.
- Latta, M. (1997, February).** Nolvadex, arimidex, and zoladex breast cancer hormone therapy market overview. Breast Cancer Advisory Panel Meeting, University of Miami, Miami, FL.
- Latta, M. (1997, February).** The 1997 Breast Cancer Survivor Survey. Breast Cancer Survivor Advocacy Group Panel Meeting, University of Miami, Miami, FL.
- Latta, M. (1995, July).** Results of the 1995 Enterprise Council customer satisfaction survey. U.S. Department of Labor Enterprise Council Launch Meeting, Washington, DC.
- Latta, M. (1991 - 2005, June).** Demand Forecasting. School of Marketing Research American Marketing Association Conference, University of Notre Dame, South Bend, IN.
- Latta, M. (1984, May).** The Dehospitalization of Health Care. American Hospital Association, Houston, TX.
- Latta, M. (1983, September).** Confessions of a psychologist/statistician turned marketing researcher. Biannual Meeting of the Medical-Surgical Marketing Research Group, Atlanta, GA.
- Shor, E., Canon, L.K., **Latta, M.**, Pistole, D.D., Shor, M.B., and Williams, D.C. (1982). Studies on the social support system of smoking. In 1982 Directory of On-going Research in Smoking and Health. Washington, DC: U.S. Department of Health and Human Services.
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- Gorman, M., and **Latta**, M. (1981, August). Reductionism in the social psychology of small groups: A brief history. American Psychological Association, Los Angeles, CA.
- Shor, E., Williams, D.C., **Latta**, M., Canon, L.K., and Shor, M.B. (1981, April). Differences in attitudes on tobacco smoking between smoking and nonsmoking college students. Eastern Psychological Association, New York, NY.
- Towell-Roberts, K., **Latta**, M., and Cohn, E.S. (1981, April). The act of rape: Its effect on women's views about rape. Eastern Psychological Association, New York, NY.
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- Latta**, M. (1980, August). Severity of rape as a crime: The role of principled moral reasoning, gender, and type of rape. American Psychological Association, Toronto, Canada.
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- Latta**, M. (1979). Belief in rape myths: The role of gender, attitudes toward women, and knowledge of rape. *Resources in Education*. Ed 176184.
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- Latta**, M., Von Seggern, B., and Hallam, J. (1978, August). Victim or offender: Who's morally responsible for rape? American Psychological Association. Washington, D.C.
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- Preston, M., and **Latta**, M. (1978). Achievement motivation and achievement: The role of locus of control. Presented at the Annual Iowa Academy of Science meetings. Reprinted in the Proceedings of the Iowa Academy of Science, 85, 39-40.
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## **WESTAT, Inc. Technical Reports**

- Latta**, M., Helmick, J., Brundage, T., Chu, A., Davis, B., and Rauch, C. (1996). Survey analysis and reporting for the 1996 Health Care Survey of DoD Beneficiaries: Database preparation report (Prepared under contract to the Defense Manpower Data Center). Rockville, MD: Westat, Inc.
- Latta**, M. (1996). 1996 Enterprise Customer Satisfaction Survey final integrated report (Prepared under contract to the U.S. Department of Labor). Rockville, MD: Westat, Inc.
- Marshall-Mies, J., **Latta**, M., and Shen, T. (1996). Survey analysis and reporting for the 1994-95 Health Care Survey of DoD Beneficiaries. Interim research report: Region 11, Madigan (DMDC Research Report 95-027). Arlington, VA: Defense Manpower Data Center.
- Narayanan, V., and **Latta**, M. (1996). Survey analysis and reporting for the 1994-95 Health Care Survey of DoD Beneficiaries. Interim research report: Region 1, Walter Reed (DMDC Research Report 95-017). Arlington, VA: Defense Manpower Data Center.
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- Narayanan, V., and **Latta**, M. (1996). Survey analysis and reporting for the 1994-95 Health Care Survey of DoD Beneficiaries. Interim research report: Alaska (DMDC Research Report 95-029). Arlington, VA: Defense Manpower Data Center.
- Shen, T., Martens, S., and **Latta**, M. (1996). Survey analysis and reporting for the 1994-95 Health Care Survey of DoD Beneficiaries. Interim research report: Region 2, Portsmouth (DMDC Research Report 95-018). Arlington, VA: Defense Manpower Data Center.
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- Latta, M., Kerwin, J., Davis, P., Crafts, J.L., Rose, A.M., Baughman, W.A., and Kingsley, B.K.** (1995). ALMIS Talent Bank focus groups: Final integrated report (Prepared under contract to the Bureau of Labor Statistics). Rockville, MD: Westat, Inc., and the American Institutes for Research.
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- Latta, M.** (1994). Constructed variable methodology (for the 1992 DOD Active and Reserve Component Surveys of Officers and Enlisted Personnel and Their Spouses, prepared under contract to the Defense Manpower Data Center). Rockville, MD: Westat, Inc.
- Latta, M.** (1994). Data editing and imputation report (for the 1992 DOD Active and Reserve Component Surveys of Officers and Enlisted Personnel and Their



Spouses, prepared under contract to the Defense Manpower Data Center).  
Rockville, MD: Westat, Inc.

**Latta, M.** (1993). Background and characteristics of military families (for the 1992 DOD Active and Reserve Component Surveys of Officers and Enlisted Personnel and Their Spouses, prepared under contract to the Defense Manpower Data Center). Rockville, MD: Westat, Inc.

**Latta, M.** (1993). Child care in the military (for the 1992 DOD Active and Reserve Component Surveys of Officers and Enlisted Personnel and Their Spouses, prepared under contract to the Defense Manpower Data Center). Rockville, MD: Westat, Inc.

**Latta, M.** (1993). Data weighting report (for the 1992 DOD Active and Reserve Component Surveys of Officers and Enlisted Personnel and Their Spouses, prepared under contract to the Defense Manpower Data Center). Rockville, MD: Westat, Inc.

### **Research in Progress**

**Latta, M.** (2016). *Moving From Statistical Consultant to Trusted Advisor: What Clients Want*, 2016 ASA Conference on Statistical Practice.

**Latta, M, Clark, P., & Wathen, S.** (2015). A Gender Based Examination of Assurance of Learning in a Marketing Capstone Course. *Journal of Higher Education Theory and Practice*, (In Press).

**Latta, M.** (2015). Future Response Rates and Incentives: What's the Big Deal? *Quirk's Marketing Research Review*, (In Press).

**Latta, M., & Clark, M.** (2015). Maximizing the Value of a Product Line Extension Using Discrete Choice Modeling, Secondary Data, and Market Segmentation. *Applied Marketing Analytics*, (In Press).

### **MBA Student Supervised Thesis Research:**

2010: Served as faculty advisor for Ryan Boehm and Rusty Elvington in their MBA research project 'An Analysis of Decision Making Criteria for Prospective NCAA Football Recruits When Selecting Either FBS or FCS Programs', Coastal Carolina University.

2009 : Served as faculty advisor for Barry Spivey and his MBA research project 'Gap Analysis, Fulfillment, and Service Quality in the Waccamaw Area Agency on Aging', Coastal Carolina University.

2008: Served as faculty adviser to Zbeth Fowler and Michael R. Roberts for their MBA research project 'Support of Legalizing Casino Gambling on the Grand Strand', Coastal Carolina University.

## **Undergraduate Student Supervised and Honors Thesis Research:**

- 2010: Served as Thesis Advisor for Maranie Stabb's Honors Thesis project 'Fair Trade: Empowering Producers and Consumers to Build a More Sustainable Future', Coastal Carolina University.
- 2011: Served as Faculty Research Mentor for D'Andrea Amendolea in her research project 'Opportunity Assessment' presented in The Third Annual Undergraduate Research Competition, Coastal Carolina University.

## **Dissertation:**

Latta, Michael. An Attribution Theory Interpretation of Reactions to Victims, Iowa State University, 1976.

## **Master's Thesis:**

Latta, Michael. The Role of Achievement Motivation, Success, and Attribution in the Learning of Simple and Complex Tasks, Iowa State University, 1973.

## **Workshops, Speeches, and Professional Presentations**

Jackson Family Center for Ethics and Values:

Presented a Tea & Ethics session on "The Moral Basis of Capitalism," 2011/2015.

Athletic Department Leadership Training Session:

Provided a half-day training session on self-assessment and team collaboration on development of strategic goals and plans for accomplishing those goals to 15 members of the CCU Athletic Department, 2011.

Celebration of Inquiry:

Gave annual presentations as an enrichment activity for business majors to bring major issues to students and community members such as Religion, Education and Business annually.

LEAD Program for Leaders in Training:

Module on Servant Leadership was designed to help train future leaders of the Coastal Carolina University faculty and staff, 2013.

Wall Fellows:

Seminars on Business Ethics and Working in Teams presented to Wall Fellows cohorts annually.

Forecasting Innovators Using Gompertz Curves and Calibrated Product Acceptance Ratings, Pharmaceutical Marketing Research Group Conference, Boston, Massachusetts, 2004, Invited Presentation.

Managing Research Relationships Through Transactional Leadership, Marketing  
Research Association Fall Education Conference, Fort Lauderdale, Florida, 2002  
Invited Presentation.

**References**

Provided upon request.