Michael V. Laric, Ph.D.

University of Baltimore
Department of Marketing and Entrepreneurship
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Education

Ph.D., The City University of New York, 1976.
Major: Marketing

M.A., The Hebrew University of Jerusalem, 1971.
Major: Business

B.A., The Hebrew University of Jerusalem, 1968.
Major: Economics & Political Science

Professional Positions

Academic - Faculty

Professor of Marketing, University of Baltimore Merrick School of Business. (1981 - Present).

Visiting Professor, Recanti Graduate School of Business, Tel Aviv University, Israel. (1984).

Assistant Professor, University of Connecticut, Storrs, CT. (1975 - 1981).

Assistant Professor, Rutgers, The State University of New Jersey. (1974 - 1975).

Lecturer, Baruch College, City University of New York. (1970 - 1973).

Academic - Administrative/Other

Division Director, Management & Marketing Division, Merrick School of Business, University of Baltimore. (2001 - 2004).

Program Director, MS in Marketing and Venturing, Merrick School of Business, University of Baltimore. (1999 - 2004).

Co Director, Center for Technology Commercialization, University of Baltimore Merrick School of Business. (1997 - 2006).

Area Coordinator, Marketing, Merrick School of Business, University of Baltimore. (1997 - 2001).

Acting Chair, Department of Marketing, Merrick School of Business, University of Baltimore. (1996 - 1997).

Associate Dean, Merrick School of Business, University of Baltimore. (1992 - 1995).

Acting Chair, Department of Marketing, Merrick School of Business, University of Baltimore. (1987 - 1988).

Program Director, MS in Marketing, Merrick School of Business, University of Baltimore. (1982 - 1988).

Director, Small Business Institute, Merrick School of Business, University of Baltimore. (1982 - 1984).

Professional

Consultant/Entrepreneur, ECOMARES International, Ltd. (1965 - Present).

Trainer/ Consultant, Frost & Sullivan, New York, London, Paris, Dusseldorf. (1989 - 1997).

Trainer/Consultant, Data Tech Institute, NJ. (1985 - 1992).

Senior Economist, Risk Analysis Corporation, Alpine, New Jersey. (1972 - 1974).

Assistant Buyer, Government of Israel Supply Mission New York. (1971 - 1972).

General Manager, Gallia Laundries, Ltd., Jerusalem, Israel. (1968 - 1971).

Co-Owner, G-M-A Publishing, Jerusalem, Israel. (1966 - 1968).

Statistician, Central Bureau of Statistics, Government of Israel. (1965 - 1966).

Military

Sergeant, Israel Defense forces. (1962 - 1965).

Licenses and Certifications

New Product Development Professional, Product Development and Management Association. (2010 - 2013).

New Product Development Professional 2007, Product Developmeent and Management Association. (2007 - 2010).

New Product Development Professional 2004, (2004 - 2007).

New Product Development Professional 2001, (2001).

Professional Memberships

Eastern Academy of Management (Present).

Global Business and Technology Asociation (2005).

International Management Development Association (2004).

American Academy of Management (2003).

Association of Business and Behavioral Sciences (2002).

American Management Association (2001).

North East Decision Sciences Institute (2000).

Product Development and Management Association - Mid-Atlantic Chapter (1990).

AMA - Baltimore Chapter (1981).

Product Development and Management Association (1976).

American Marketing Association (1972).

AMA Baltimore Chapter (1981 - 2003).

American Association of Collegiate Schools of Business (1991 - 1996).

Mid-Atlantic Chapter of Collegiate Schools of Business (1991 - 1996).

AMA - Connecticut Chapter (1975 - 1981).

RESEARCH

Intellectual Contributions

Books

Laric, M. V., & Stiff, R. (1988). Marketing Management: Analysis Using Spreadsheets.

Laric, M. V., & Stiff, R. (1988). Marketing Management: Analysis Using Spreadsheets. *Prentice Hall, Inc.*

Laric, M. V., & Stiff, R. (1986). Marketing & Business Planning with the IBM PCs: A Guide to the Productive Use of Personal Computers for Business & Marketing Professionals. *Prentce Hall, Inc..*

Laric, M. V., & Stiff, R. (1986). Twin Exercises For Marketing: Exercises for Principles of Marketing, to Accompany Philip A. Kotler and Armstrong, Principles of Marketing. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1986). Using the IBM PC/XT for Marketing and Business Planning. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1985). Marketing Y Ventas Con LOTUS 1 2 3, Technicas Commerciales Para Su Microordenador. *Anaya Multimedia.*

Laric, M. V., & Stiff, R. (1984). Lotus 1 2 3 for Marketing and Sales. *Prentice Hall, Ic..*

Laric, M. V., & Stiff, R. (1984). Multiplan for Marketing and Sales. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1984). Multiplan for the Apple II and IIe Computers. *: William C. Brown Publishers.*

Laric, M. V., & Stiff, R. (1984). Multiplan for the Commodore 64 Computer. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1984). Multiplan for the IBM Personal Computer. *William C. Brown Publishers.*

Laric, M. V., & Stiff, R. (1984). VisiCalc for Marketing and Sales. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1983). SuperCalc and SuperCalc2: Home and Business Applications. *William C. Brown Publishers.*

Laric, M. V., Stiff, R., & Desautels, E. J. (1983). SuperCalc for the Apple II+ and IIe Computers,. *William C. Brown Publishers.*

Laric, M. V., Stiff, R., & Desautels, E. J. (1983). SuperCalc for the IBM Personal Computer,. *William C. Brown Publishers.*

Book Chapters

Laric, M. V. (2003). Strategic Marketing Problems. *Pearson.* (9th).

Laric, M. V., & Soyledir, E. (2002). Link Marketing Plans to Career Aspirations (or: How to Increase Students' Critical Thinking, Communications Skills and Career Preparedness in A Marketing Analysis Course. *Great Ideas for Teaching Marketing.* (6th).

Refereed Journal Articles

Laric, M. V., Pitta, D. A., & Gwin, L. (2012). Physicians' Prescribing Data as Marketing Tools for Pharmaceutical Companies. *Journal of Business and Behavioral Studies. 24*(1).

Laric, M. V., & Lynagh, P. M. (2010). Sustainability and Global Ports: An Online Market. *Journal of Business & Behavioral Studies. 22*(1), 168-180.

Laric, M. V., Pitta, D. A., & Katsanis, L. P. (2009). Consumer Concerns for Health Care Information Privacy: A Comparison of US and Canadian Perspectives. *Research in Healthcare Financial Management. 12*(1), 93-111.

Laric, M. V., & Pitta, D. A. (2009). Preserving Patient Privacy In The Quest For Health Care Economics. *Journal of Consumer Marketing. 26*(7), 477-487.

Laric, M. V., Ashley, A., Lynagh, P., & Vollmer, C. (2008). A Conceptual Paradigm For Internet and Search Engine Marketing. *Journal of Applied Business Research.*

Lynagh, P. M., Laric, M. V., & Ross, T. (2007). Learning Outcomes Assessment in the Core Business Curricula: Tool-Kit and Writing Outcomes in the Marketing Management Course. *Journal of the American Association of Business and Behavioral Sciences. 16*(2), 161-178.

Laric, M. V. (2006). Mind Manager 6. *Journal of Consumer Marketing.*

Laric, M. V. (2005). History, Types and Process of Hatching New Business in Incubatiors (The 'B4B' Genus of the 'B2B' World): Issues and Opportunites. *Journal of Business and Behavioral Sciences. 13*(1), 85-102.

Laric, M. V., & Pitta, D. (2004). Value Chain in Health Care Marketing. *Journal of Consumer Marketing. 21*(7), 451-464.

Pitta, D., Franzak, F., & Laric, M. V. (2003). Privacy and One to One/marketing Resolving the Conflict. *Journal of Consumer Marketing. 20*(7), 616-629.

Conference Proceedings

Laric, M. V., Pitta, D. A., & Gwin, L. (2011). Physician's Prescribing Data as Marketing Tool. *Proceedings of the Twenty Third AGB International Conference.*

Franzak, F. J., Laric, M. V., & Pitta, D. A. (2011). A Networking Framework for Technology-Based Born Global Success. *Strategic Management in Latin America Conference.*

Laric, M. V. (2010). Business Incubators' Performance and Agency and Stewardship Theories: Incorporating Tenant- Entrepreneur and Stakeholder Perspectives on Business Incubation. *ISC 2010 Conference.*

Laric, M. V., Lynagh, P. M., Abel, L., Libonate, D., & Logsdail, J. (2010). Sustainability, Internet Marketing and Its Impact on Global Ports. *ASBBS.* 43-54.

Laric, M. V., & Lynagh, P. M. (2010). The Role of Integrated Marketing Communications in Sustainability Marketing.

Laric, M. V. (2009). Fifteen Years of Experiential Entrepreneurship Education at the Merrick School of Business: Issues and Opportunities. *International Association for Technology, Education and Development (IATED).*

Laric, M. V., & Mersha, T. (2009). Gap Analysis as a Performance Measurement Tool in Business Incubators: Issues and Opportunities. *Global Business and Technology Association..*

Laric, M. V., Lynagh, P. M., & Pikman, D. (2009). The Role of Online Integrated Marketing Communications {IMC} In Supply-Chain Management {SCM} – The Case for the Small Package Industry. *Global Business and Technology Association.*

Laric, M. V., Pitta, D. A., & Mirani, R. (2009). President Obama's Drive to Digitize Individuals' Health Records: Issues and Opportunities. *The International Academy of Business and Public Administration Disciplines.*

Laric, M. V., Lynagh, P. M., & Pikman, D. (2009). A Look at the Role of Promotion in Supply-Chain Management. *Tran*
Transportation research Foundation.

Laric, M. V., & Lynagh, P. M. (2009). The New Marketing, IMC and the Role of Online Promotion. *American Association of Business and Behavioral Science.*

Laric, M. V., Pitta, D. A., & Katzanis, L. (2008). Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective. *Proceedings of the International Association of Business and Public Administration.*

Laric, M. V. (2008). Internet Marketing and Customer Relationship Management: A Two Step Communications Strategy. *2008 Conference of the Northeast Decision Science Institute.*

Lynagh, P. M., & Laric, M. V. (2008). Internet Marketing and Customer Relationship Management: A Two-Step Communications Strategy. *Annual Meeting, American Society of Business and Behavioral Sciences.*

Laric, M. V., & Azriel, J. (2008). Cracking Open the Black Box of The Business Incubation Process: Creating Mutually Beneficial Relationships between Incubators and Entrepreneurs. *Proceddings US Association of Small Business and Entrepreneurship.*

Alyssa, A., Laric, M. V., Lynagh, P. M., & Vollmer, C. (2007). A Conceptual Paradigm for Internet and Search Engine Marketing. *Proceedings of the Association for Global Business.*

Laric, M. V. (2007). A Conceptual Framework for Business Incubators' Performance Assessment: Incorporating Effectiveness with Development Efficiency. *Proceedings of the International Management Development Association.*

Laric, M. V., & Lynagh, P. M. (2007). Assessment of Learning Objectives of Tool-Kit, Writing and Team-Work Assessment. *10th International Conference of the Americian Society of Business and Behavioral Sciences.*

Laric, M. V. (2007). Vertical Performance Measurement for Business Incubators: Issues and Opportunities for Business Incubation. *Proceedings of the Northeast Decision Sciences Institute.*

Laric, M. V., Lynagh, P. M., & Bruszewski, S. (2007). Internet Marketing and Integrated Marketing Communications: A Two-Step Approach to Building Strong Relationships. *14th International Conference of the American Society of Business and Behavioral Sciences.*

Rafael, A., Brauchle, M., Laric, M. V., & Pitta, D. A. (2007). Consumer Concerns for Health Care Information Privacy: A Comparison between Chile and the US. *The Second International Conference on Strategic Management in Latin America.*

Lynagh, P. M., & Laric, M. V. (2006). The Role of Internet Marketing in Integrated Marketing Communications. *Annual Meeting ASBBS.*

Laric, M. V., Pitta, D., & Katzanis, L. (2006). Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective. *Proceedings of The International Management Development.* 449-456.

Laric, M. V., & Azriel, J. (2006). Toward A Conceptual Paradigm for Hatching Businesses in Incubators: The Application of Agency, Resource Dependency and Stewardship Theories. *Proceedings of the International Management Development Association.* 200-207.

Laric, M. V., & Lynagh, P. (2006). Integrated Marketing Communications and the Role of Search Engines. *13th Conference of the American Society of Business and Behavioral Sciences.*

Lynagh, P. M., Laric, M. V., Lauryssens, M., & Grazer, W. (2005). Creating Consumer Value Through IMC, New Product. *Annual Meeting ASBBS.*

Laric, M. V., Pitta, D., & Katzanis, L. (2005). Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective. *8th International Conference of the American Society of Business and Behavioral Sciences.*

Laric, M. V., Lynagh, P., & Ozel, F. (2005). Global Strategies For Promoting and Distributing New Products to the Changing Female Consumer. *8th International Conference of the American Society of Business and Behavioral Sciences.*

Laric, M. V., & Aziel, J. (2005). Toward A Conceptual Paradigm for Hatching Businesses in Incubators: The Application of Agency and Stewardship Theories. *International Conference of Small Business.*

Lynagh, P., Lauryssen, M., Grazer, W., & Laric, M. V. (2005). Creating Consumer Value Through Integrated Marketing Communications, New Product Planning and Supply-Chain Management. *12th Annual Conference of the American Society of Business and Behavioral Sciences.* 997-1008.

Laric, M. V. (2005). Hatching New Business in Incubator: The 'B4B' Genus of the 'B2B' World. *12th Annual Conference of the American Society of Business and Behavioral Sciences.* 689-701.

Laric, M. V., & Herron, L. (2004). Technology Transfer, Incubators and Commerzialization: A Case Study of Business Students Helping Innovation in Maryland. *US Association of Small Business and Entrepreneurship.*

Lynagh, P. M., Grazer, W., & Laric, M. V. (2004). The Changing Role of the Female Consumer and the Need for Dynamic Integrated Marketing Communications. *11th Annual Conference of the American Society of Business and Behavorial Sciences.*

Laric, M. V., & Herron, L. (2003). A Decade of Experiential Enterpreneurship Education: Opportunities In Commercializing Technology. *Eastern Academy of Management.*

Laric, M. V., & Herron, L. (2003). Technology Transfer, Incubators and Commerzialization: A Case Study ofand Business Students Helping Innovation in Maryl. *US Association of Small Business and Entrepreneurship.*

Laric, M. V., & Herron, L. (2001). Enhancing Technology Transfer Programs Using the Mind to Market (M2) Paradigm. *Marketing Management Association.*

Monographs

Laric, M. V. (2008). New Venture and Industry Analysis. 208 pages.

Laric, M. V. (2007). New Venture and Industry Analysis.

Laric, M. V. (2000). New Venture and Industry Analysis.

Non-Refereed Journal Articles

Laric, M. V. (2002). Microsoft office XP: A review. *Journal of Consumer Marketing.*

Other

Laric, M. V. (2002). Innovate through Loyalty: Your EDGE to Profitability. *Net Exchange. 1*(2), 5-6.

Instructor's Manual

Laric, M. V., & Stiff, R. (1986). Lotus For Marketing: Exercises for Principles of Marketing, A Teachers' Manual to Accompany Philip A. Kotler. Principles of Marketing. *Prentice Hall, Inc..*

Laric, M. V., & Stiff, R. (1986). Twin Exercises For Marketing: Exercises for Principles of Marketing, A Teachers' Manual to Accompany Philip A. Kotler and Armstrong, Principles of Marke. *Prentice Hall, Inc..*

Book, Non-Scholarly-New

Presentations

Laric, M. V. "Physician's Prescribing Data as Marketing Tool," Academy of Global Business, Long Beach, CA. (2011).

Lynagh, P. M., & Laric, M. V. "The Role of IMC in Promoting Sustainability," American Society of Business & Behavorial Sciences, Las Vegas, NV. (2010).

Laric, M. V. "Gap Analysis as a Performance Measurement Tool in Business Incubators: Issues and Opportunities. Prague, Czech Republic: Global Business and Technology Association..," Global Business and Technology Association., Prague, Czech Republic. (2009).

Laric, M. V., & Lynagh, P. M. "The Role of Online Integrated Marketing Communications {IMC} In Supply-Chain Management {SCM} – The Case for the Small Package Industry," Global Business and Technology Association., Prague, Czech Republic. (2009).

Laric, M. V., Pitta, D. A., & Mirani, R. "President Obama's Drive to Digitize Individuals' Health Records: Issues and Opportunities," The International Academy of Business and Public Administration Disciplines, Dallas, TX. (2009).

Laric, M. V., Lynagh, P. M., & Pikman, D. "A Look at the Role of Promotion in Supply-Chain Management," Transportation research Foundation, Portland, OR. (2009).

Laric, M. V., & Lynagh, P. M. "The New Marketing, IMC and the Role of Online Promotiom," American Association of Business and Behavioral Science, Las Vegas NV. (2009).

Laric, M. V., & Lynagh, P. M. "Internet Marketing and Customer Relationship Management: A Two Step Communications Strategy," Northeast Decision Science Institute, NY, NY. (2008).

Laric, M. V., Pitta, D. A., & Katzanis, L. "Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective," International Association of Business and Public Administration, Dallas, TX. (2008).

Laric, M. V., & Lynagh, P. M. "Internet Marketing and Customer Relationship Management: A Two-Step Communications Strategy," American Society of Business and Behavioral Sciences, Las Vegas NV. (2008).

Laric, M. V., Lynagh, P. M., Vollmer, C., & shley, A. "A Conceptual Paradigm for Internet and Search Engine Marketing," Association for Global Business, Washington DC. (2007).

Laric, M. V. "Vertical Performance Measurement for Business Incubators: Issues and Opportunities for Business Incubation," Northeast Decision Sciences Institute., Baltimore MD. (2007).

Laric, M. V., & Lynagh, P. M. "Assessment of Learning Objectives of Tool-Kit, Writing and Team-Work Assessment," Americian Society of Business and Behavioral Sciences, Honolulu, Hawaii. (2007).

Laric, M. V. "A Conceptual Framework for Business Incubators' Performance Assessment: Incorporating Effectiveness with Development Efficiency," Proceedings of the International Management Development Association, Maastrich, Netherland. (2007).

Laric, M. V., & Richardson, S. L. University of Baltimore, Maryland. (2004).

Laric, M. V., & Herron, L. Eastern Academy of Management, Baltimore, MD. (2003).

Laric, M. V., & Herron, L. US Association of Small Business and Entrepreneurship, Hilton Island, SC. (2003).

Laric, M. V., & Herron, L. US Association of Small Business and Entrepreneurship, Hilton Island, SC. (2003).

Laric, M. V., & Herron, L. Marketing Management Association, (2001).

Laric, M. V. "Innovation, Customer Loyalty and Your Profits," First Financial, Turf Valley, Ellicott City, MD. (2001).

Media Contributions

The Daily Record, Baltimore: The case for "clicks-and-mortar" Incubators, p.3 (2004).

The Daily Record, Baltimore: Catapulting entrepreneurs to success, p.3 (2003).

The Daily Record, Baltimore: Baltimore area's potential for technology transfer can lead to, p.3 (2002).

Contracts, Grants and Sponsored Research

Grants

Laric, Michael V., "National Science Foundation Grant" Sponsored by Center for Technology Commercialization, University of Baltimore, Federal, $60000. (2003 - 2006).

Laric, Michael V., "National Science Foundation Grant" Sponsored by Center for Technology Commercialization, University of Baltimore, Federal, $70000. (2001 - 2003).

Research in Progress

"Born Global and Networking for Resources" (On-Going)

"Performance Evaluation in Incubators" (On-Going)

"Sustainability and IMC a Social Media Perspective" (On-Going)

SERVICE

Department Service

Committee Member, Certificate in Commercialization. (2010 - 2011).

Committee Member, Entrepreneurship Specialization. (2010 - 2011).

Committee Chair, Departmental Research Committee, Committee. (2008 - 2010).

Committee Member, Management and Marketing Research Committee. (2008 - 2009).

Committee Member, Assessment of the UG marketing curricula. (2007 - 2008).

College Service

Committee Member, EOC Director Search Committee. (January 2011 - Present).

Committee Member, Promotion and tenure. (May 2010 - Present).

Committee Member, Inspired Discoveries research symposium. (October 2010 - May 2011).

Committee Member, Scholarship and Intellectual Contributions. (July 2007 - June 2010).

Committee Member, Assessment Committee. (2005 - 2007).

Committee Member, Scholarship and Intellectual Contribuions Committee. (2004 - 2005).

Committee Member, Management Committee. (2002 - 2004).

Committee Member, Strategic Planning Committee. (2002 - 2004).

Dean's Council. (2001 - 2002).

University Service

Committee Member, Inspired Discoveries Research Symposium. (October 2010 - April 2011).

Committee Member, Obesity Initative. (2003 - 2010).

Co-Director, Center for Technology Commercialization. (1997 - 2010).

Committee Member, eLearning Task Force. (March 2009 - June 2010).

Committee Member, University Outcomes Assessment Committee. (2007 - 2009).

Committee Member, Middle States Reaccreditation Committee. (2005 - 2006).

Professional Service

Reviewer, Ad Hoc Reviewer, Global Business and Technology Association. (2008 - Present).

Board of Directors of a Company, Unatek Corporation. (May 2007 - Present).

Track Organizer, International Management Development Association. (2005 - Present).

Reviewer, Conference Paper, American Academy of Management. (2004 - 2008).

Reviewer, Ad Hoc Reviewer, American Marketing Association. (1972 - 2005).

Reviewer, Conference Paper, Eastern American Academy of Management. (2004).

Public Service

Committee Member, Assoc. Jewish Charities Baltimore Ashkelon Development Committee. (September 2010 - Present).

Program Coordinator, Space Act Agreement between NASA GSFC and University of Baltimore. (March 2001 - Present).

Member, Talmud Studies Group, Beth Shalom Congregation. (1999 - Present).

Mentor to "Start-up" companies, Emerging Technology Cemters. (June 1995 - Present).

Patuxent Partnership for the Patuxent River. (1997 - 2000).

Consulting

Government, Center for Technology Commercialization, National Science Foundation, Throughout MD and Northern VA. (1995 - Present).

Non-Governmental Organization (NGO), Ermerging Technologies Centers, Baltimore. (September 1992 - Present).

Government, Maryland Technology Development Corporation (TEDCO), (June 2000 - December 2006).

Government, Center for Technology Commercialization, National Science Foundation, (2000 - 2006).

Development Activities

Continuing Education Program, "Advanced Excell Analysis," Skill Path Seminars.

Workshop, "University System of Maryland Department Chairs Workshop," (2001).