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Education

D.B.A., University of Colorado, 1966.
Major: Marketing

M.B.A., Emory University, 1963.
Major:

B.A., University of Richmond, 1962.
Major: Business Administration

Professional Positions

Academic - Faculty

Professor of Marketing, University of Baltimore. (1982 - Present).

Part-time Professor, University of Maryland University College. (1978 - 1982).

Professor of Marketing, Louisiana State University. (1974 - 1977).

Part-time Visiting Professor, Southern University. (1968 - 1972).

professor, part-time, Southern University. (1968 - 1970).

Assistant and Associate Professor, Louisiana State University. (1966 - 1972).

Part-time Lecturer, University of Colorado. (1964 - 1965).

Part-time Lecturer, The Wharton School, University of Pennsylvania. (1973).

Academic - Administrative/Other

Director of Graduate Programs, Merrick School of Business, University of Baltimore. (1993 - 1994).

Chairperson, Marketing Department, Louisiana State University. (1975 - 1977).

Acting Chairman, Marketing Department, Louisiana State University. (1970 - 1971).

Professional

Director for Education and Finance, Office of Consumer Affairs, HEW, Washington, D.C.. (1977 - 1979).

Acting Director, U.S. Office of Consumer Affairs. (1977 - 1978).

President, Consumer Federation of America. (1975 - 1977).

Director of Programs, U.S. Office of Consumer Affairs. (1973 - 1975).

Consumer Affairs Consultant, U.S. Office of Consumer Affairs. (1979).

Director, Office of Consumer Affairs, Federal Energy Administration. (1974).

Government

Acting Director, U.S. Office of Consumer Affairs, White House. (1973 - 1975).

Licenses and Certifications

Maryland Master Gardener, state of Maryland. (1989).

Professional Memberships

Food and Drug Administration, HHS, Consumer Nomination Group (1996).

Consumer Literacy Consortium (Consumer Federation of America) (1992 - 2006).

Standard Board, American Speech Language and Hearing Association (ASHA) (1995 - 2001).

Awards and Honors

Service Award. Merrick School of Business. (2000).

G. Maxwell Armor Eminent Scholar. University of Baltimore. (1984).

Martin Marietta Eminent Scholar. University of Baltimore. (1982).

RESEARCH

Intellectual Contributions

Refereed Journal Articles

Richardson, S. L., & Luchsinger, V. P. (2008). Strategic Implications in Competitive Intelligence. *IEEE Engineering Management Review. 36*(3).

Smith, D. B., Pitta, D. A., & Richardson, S. L. (2007). A Comparison of the Market Orientation of Chinese and U.S. Firms. *International Business and Economics Research Journal. 6*(12), 25-37.

Richardson, S. L., & Luchsinger, V. P. (2007). Strategic Marketing Implications in Competitive Intelligence and the Economic Espionage Act of 1996. *Journal of Global Business Issues. 1*(2), 135-141.

Richardson, S. L., & Luchsinger, V. P. (2006). Obesity as a Factor in Workforce Productivity, Economic Costs, and Options for Remedies. *The Business Review, Cambridge. 6*(1), 274-279.

Richardson, S. L., & Luchsinger, V. P. (2005). Direct-to Consumer Advertising of Pharmaceutical Products: Issue Analysis and Direct-to-Consumer Promotion. *Journal of the Academy of Business. 7*(1).

Conference Proceedings

Richardson, S. L., & Luchsinger, V. P. (2006). The Emergence of Public Policy in Obesity: Strategies for Business. *Proc Proceedings of the Annual Conference of the Association of Marketing Theory and Practice.*

Presentations

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

Media Contributions

Patuxent Papers in Howard County: Numerous quotes on controversies and policy matters in Howard County. Mainly related to chairmanship of downtown, Town Center Columbia Village Association (Present).

NY Times, Washington Post, Los Angeles Times and numerous other newspapers on occasions in1970's in particular, Baltimore Sun and Howard County Times in early 2000's: Various news of testimonies and public statements, op ed in WSJ in 1995, Frequent news items from interviews and events in Howard Couty since 2004 (Present).

SERVICE

Department Service

Committee Member, impromptu. (January 2009 - December 2009).

College Service

Committee Member, Undergraduate Programs Committee.

Committee Member, P&T. (August 2009 - July 2010).

Committee Member, Executive Committee, MSB Faculty Senate. (2004 - 2006).

Committee Member, Executive Committee, MSB Faculty Senate. (2002).

President, Merrick School Faculty Senate. (1999 - 2002).

University Service

Committee Chair, CUSF (system faculty).

Task Force Member, Sustainability Task Force.

Committee Member, UB Facilities Task Force of UC.

Committee Member, UB Faculty Senate.

Committee Member, University Council.

member, committees memberships, and first chairman in history of this new organization, University Council (founding member). (2001 - 2010).

Member, University Faculty Senate. (2006 - 2009).

Delegate form UB, The Council of University System Faculty of the University System of Maryland (CUSF). (2002 - 2009).

Chairperson, University Council. (2001 - 2002).

President, University Faculty Senate. (2001 - 2002).

Professional Service

Chairperson, Village Board, Town Center. (2004 - Present).

Member, Village Board, Town Center. (2003 - Present).

Committee Member, Maryland Higher Education Commission - Faculty Advisory Committee. (2006 - 2009).

Committee Member, Maryland Higher Education Commission - Faculty Advisory Committee. (2003 - 2004).

Committee Member, Clinical Laboratories Improvement Advisory Committee, Centers for Disease Control. (2000 - 2003).

Committee Chair, Governance Structure Advisory Committee, Columbia Association. (2000 - 2002).

Public Service

Committee Member, AASHE STARS Technical advisory Committee.

Discussant, Howard County Council.

Howard County Planning Board.

Committee Member, LEED-ND.

Town Center village Board.

Committee Member, US Food and Drug Administration. (July 1995 - Present).

Consulting

mixed variety of short term (major only) paid consultancies, Texaco, Gulf States Utlities, At&T, ACORN,Sothern Bell, public service commission of South Carolina, attorney general of Maryland, University of Wisconsin, Madison, USA- mainly early and mid-career.