

POONAM KUMAR

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SUMMARY OF EXPERIENCE AND QUALIFICATIONS

I have more than 10 years of teaching experience and an established record of scholarship and teaching excellence. I also have extensive experience in online teaching, and curriculum and program development. I have published in top tier journals in my discipline and have presented at numerous national and international conferences. Last year, I was awarded a \$500,000 grant by the US Department of Education. My background lends itself well to the interdisciplinary field of Marketing. My current work is in the area of Web 2.0 technologies and social media. Research in this area is just emerging and can provide great benefits to the field of marketing. An understanding of social networks and patterns of relationships can assist in formulating marketing strategies. Specifically, I am interested in applying the social network theory to understand how consumers interact and collaborate within these virtual environments. I plan to examine how social network theory can be applied to develop relationship marketing programs in virtual communities. In addition, I plan to apply my experience in educational technologies to develop programs and models to enhance marketing education.

ACADEMIC EMPLOYMENT

Professor Educational Technology and Development Saginaw Valley State University University Center, MI-48710	2007-Present
Project Director Federal Grant	June 2007-Present
Associate Professor College of Education Saginaw Valley State University University Center, MI-48710	2002-2007
Assistant Professor College of Education University of Wisconsin-Whitewater	1998-2002

EDUCATION

AACSB endorsed Post-Doctoral Bridge to Business Program (Marketing) Pamplin College of Business Virginia Polytechnic Institute and State University http://www.aqbridge.pamplin.vt.edu/	June 1-Aug 1, 2008
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Ed.D (Instruction and Curriculum
Leadership)
University of Memphis

1993-1997

Sloan-C Online Teaching Certificate

Jan-August, 2007

SELECTED PUBLICATIONS

1. Kumar, P. (2006). *Using Universal Design Principles for E-Learning*. Published in the proceedings of *E-Learn 2006: World Conference on E-Learning in Corporate, Government, Healthcare, & Higher Education*. Hawaii
2. Smart, K., Kumar, P., & Kumar, A. (October, 2005). Blended Learning: Impacting Student Learning and Learning Styles through Integrating Web-Enhanced Course Components. Published in the proceedings of *E-Learn 2005: World Conference on E-Learning in Corporate, Government, Healthcare, & Higher Education*. Vancouver BC, Canada
3. Kumar, P., Kumar, A. and Smart, K. (2004). Assessing the Impact of Instructional Methods and Information Technology on Student Learning Styles, *Journal of Issues in Informing Science and Information Technology*, Volume 1, p. 533-544.
4. Kumar, P., Kumar, A. and Smart, K. (2004). Impact of Instructional Methods and Technology on Student Learning Styles, Proceedings of ED-MEDIA 2004-World Conference on Multimedia, Hypermedia & Telecommunications, June 21-25, Lugano, Switzerland, p. 3106-3113.
5. Kumar, P., & Kumar, A. (2003). Effect of a Web-based project on Pre-service and In-service Teachers' Attitudes Toward Computers and their Technology Skills. *Journal of Computing in Teacher Education*, 19(3), 87-92.
6. Kumar, P., & Kumar, A. (2002). Student Opinions on Web-Enhanced Courses. *Published in the proceedings of the International Conference on Computers in Education*. IEEE Computer Society Press.
7. Kumar, A., & Kumar, P. A Proactive Approach to Virtual Education: Incorporating Student Perceptions. *Issues in Information Systems*, October 2002.
8. Kumar, A., Kumar, P., & Basu, S. (2002). Student Perceptions of Virtual Education: An Exploratory Study. In M. Khosrowpour ed., *Web-Based Instructional Technologies*. IDEA Group Publishing. (Book Chapter)
9. Kumar, A., Kumar, P., & Basu, S. (2001). Student Perceptions of Virtual Education: An Exploratory Study. Published in the Proceedings of the 2001 *Information Resources Management Association International Conference*. Toronto, Ontario- Canada.
10. Ochoa, T.A., Gerber, M.M., Leafstedt, J., Hough, S., Kyle, S., Rogers-Adkinson, D. L., & Kumar, P. (2001) Web Technology as a Teaching Tool: A Multicultural Special

Education Case. *Journal of International Forum of Educational Technology and Society*,4(1).

Selected Conference Presentations (International & National)

1. Karl L. Smart, Poonam Kumar, and Anil Kumar. (March, 2008). "The Impact of Technology-Mediated Instructional Interventions upon Learning Preferences." In Society for Information Technology & Teacher Education International Conference Annual. Chesapeake, VA: Association for the Advancement of Computing in Education (AACE), pp. 3943-3949.
2. Kumar, P. (October, 2006). Using Universal Design Principles for E-Learning. *E-Learn 2006: World Conference on E-Learning in Corporate, Government, Healthcare, & Higher Education*. Honolulu, Hawaii.
3. Gilbreath, C., Hansen, E., Kumar, P. & Tapp, A. (June, 2006). Getting Everyone to Buy In. EduComm Conference 2006. Orlando, Florida.
4. Smart, K., Kumar, P., & Kumar, A. (October, 2005). Blended Learning: Impacting Student Learning and Learning Styles through Integrating Web-Enhanced Course Components. *E-Learn 2005: World Conference on E-Learning in Corporate, Government, Healthcare, & Higher Education*. Vancouver BC, Canada (acceptance rate 43%)
5. Kumar, P., Kumar, A. & Smart, K. (June, 2004). Impact of Instructional Methods and Technology on Student Learning Styles, *ED-MEDIA 2004-WORLD CONFERENCE ON EDUCATIONAL MULTIMEDIA, HYPERMEDIA & TELECOMMUNICATIONS*, Lugano, Switzerland.
6. Kumar, P., & Kumar, A (December, 2002). Student Opinions on Web-Enhanced courses. Poster presentation at the *International Conference on Computers in Education* (International peer-refereed conference), Auckland, New Zealand.
7. Kumar, A., & Kumar, P. (October, 2002). A Proactive Approach to Virtual Education: Incorporating Student Perceptions. Paper presented at the *International Association for Computer Information Systems*. Fort Lauderdale, Florida. (***Received the award of Honorable Mention for a Pedagogy Paper***)
8. Kumar, A., Kumar, P., & Basu, S. (2001). Student Perceptions of Virtual Education: An Exploratory Study. Paper presented at the 2001 *Information Resources Management Association International Conference*. Toronto, Ontario- Canada.

GRANTS

Received \$500,000 from federal government to redesign the teacher training program at SVSU. I am the Project Director for the grant. I provide leadership to faculty in revising and redesigning the program to infuse best practices in the field. Responsible for managing all the activities related to grant implementation (budget, managing resources, research and dissemination).

AWARDS/ NOMINATIONS

- Nominated for SVSU Research Award (2005, 2006)
- Nominated for SVSU Technology in Teaching Award (2003, 2005, 2006 and 2007)

- Award of *Honorable Mention for a Pedagogy Paper*. International Association for Computer Information Systems (2002)
- Nominated for UW-Whitewater College of Education Research Award (2001)

REFERENCES

- 1) Dr. Eloise Coupey
Associate Professor
Department of Marketing
Pamplin College of Business
Virginia Polytechnic Institute and State University
Blacksburg, VA-24061
E-mail: ecoupey@vt.edu
Tel: 540-231-4724

- 2) Dr. Karl Smart
Chair, Business Information Systems
College of Business
Central Michigan University
Mt. Pleasant, MI-48859
E-mail: smart1kl@cmich.edu