

Vita – Anne Weidemanis Mägi

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EDUCATION

Visiting Postdoctoral Student
University of Florida, Jan. 2001 – June 2005
Duke University, Jan - Dec. 2000

Ph.D. in Marketing
Stockholm School of Economics 1999
Dissertation: “Store Loyalty? – An Empirical Study of Grocery Shopping”

Licentiate in Economics - Marketing
Stockholm School of Economics 1995

Master of Science - Marketing
Stockholm School of Economics, 1992

ACADEMIC APPOINTMENTS

University of South Florida
Instructor in Marketing, Fall 2010 - present

University of South Florida
Adjunct Professor in Marketing, Fall 2006 – Spring 2010

Florida Southern College
Adjunct Professor in Marketing, Spring 2004 – Spring 2005

TEACHING

Teaching interests: basic marketing, strategic marketing problems, and marketing research.

Teaching experience

University of South Florida
Marketing Management
Basic Marketing, online section
Basic Marketing, lecture section

Marketing Management Problems (capstone course)
Pro Seminar (Ph D students)

Florida Southern College, Ocala branch
Spring 2004 – Spring 2005
Marketing Research
Business Statistics
Introduction to marketing

University of Florida
Spring 2003
Introduction to Retail Management and Systems

Stockholm School of Economics
1996 – 1999
Teacher in the Master of Science program

- Principles of Marketing
- Consumer Behavior

Lecturer, Executive Education

- Marketing Research,
- Customer Satisfaction

Course developer/teacher, Internet-based course on European retailing organized jointly with University of St. Gallen, Switzerland (in English)

Teacher at the SSE Riga, Latvia, an affiliate to the Stockholm School of Economics

- Principles of Marketing (in English)

Recent teaching evaluations

Marketing Management Problems, spring 2011, enrollment: 50, Overall rating of the instructor: 4.6/5.0. Sample comments:

“Professor Magi was consistently concerned with how and what we were learning. Her feedback and discussion style helped us learn.”

“Overall, Ms. Magi is a caring and patient instructor. The application of the past course concepts were compatible to the cases reviewed in class.”

Basic Marketing, lecture series, fall 2010, enrollment: 440, Overall rating of the instructor: 3.94/5.0. Sample comments:

“Very knowledgeable professor with a straight-forward teaching method.

“Great teacher and very organized. Great method of lectures too.”

Basic Marketing, online section spring 2009, enrollment: 90, Overall rating of the instructor: 4.56/5.0. Sample comments:

"She is a really good teacher, in my opinion. She provides different ways for students to learn and practice concepts and seems to know much about marketing. I did well in this course because I did all my assignments and followed her guidelines."

"Great class I learned a lot through the resources she provides online: got me interested in considering changing major to Int. Marketing."

"Great feedback and personalization of an online course. Tasks and objectives were clear and easily followed."

Marketing Management spring 2009, enrollment: 50, Overall rating of the instructor: 4.59/5.0. Sample comments:

"Great class. Interesting topics. Thorough project. Excellent use of blackboard. Always prepared and shows concern. Great professor."

"Was an excellent class, I learned a lot and it was a very relaxed setting. The memo assignment was a good idea and I enjoyed doing it."

Pedagogical training

1997 Completed ITP (International Teachers Program), held at the London Business School

RELATED INDUSTRY EXPERIENCE

Fall 1999 Project Manager, marketing research department, ICA Handlarnas AB (www.ica.se), Sweden's largest group within grocery retailing.

RESEARCH

Work in progress

The Brand Loyalty of Chinese Consumers, with Lars Bergkvist

The Role of Multichannel Return Policy for Consumer Online Purchase Intentions, with Chinitorn Nakhata

Research grants and scholarships

2000/2001 Post Doctoral grant from HSFR, a Swedish research foundation supporting research in the humanities

1998 Research grant from K LIV, a Swedish research foundation supporting research related to the food industry and grocery-retailing sector.

1994/97 Ph.D. scholarship from the Torsten and Ragnar Söderberg foundations.

PUBLICATIONS

Articles

Bergkvist, L. and Mägi, A. W (2010) "Trends in European Marketing Publication Output," *Transfer Werbeforschung & Praxis*, 56 (4), 21-36

Guiry, M., Mägi, A. W, and Lutz, R. (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34, 74-83.

Mägi, A. W. and Julander, C-R. (2005), "Consumers' store-level price knowledge: Why are some consumers more knowledgeable than others?" *Journal of Retailing*, 81, 319-329.

Mägi, A. W. (2003), "Share of Wallet in Retailing: the Effects of Customer Satisfaction, Loyalty Cards and Shopper Characteristics," *Journal of Retailing*, 79, 97-106.

Mägi, A., and Julander, C-R. (1996), "Perceived Service Quality and Customer Satisfaction in a Store Performance Framework: an Empirical study of Swedish Grocery Retailers," *Journal of Retailing and Consumer Services*, 3, 33-41.

Conference presentations

Gunnarsson, J. and Mägi, A. (2002), "How do consumers perceive the overall price-level of a grocery store? – an exploratory field study." proceedings, Academy of Marketing Science Annual Conference, Sanibel Island, FL.

Mägi, A. (2001), "Consumers' Store Price perceptions – an Exploratory Study," proceedings, the Society for Consumer Psychology Winter Conference, 106-112.

Carlell, C. and Mägi, A. (1999), "Relationship Marketing from the Consumer Perspective: are Consumers Interested in Bonding with Companies?" proceedings, the 28th EMAC Conference, Berlin, 11-14 May.

Bergkvist, L., Mägi, A., Rudolph, T. and Schmickler, M. (1998), "Teaching Virtually about Virtual Retailing - Experiences with a Virtual Course Given Jointly by the University of St. Gallen and the Stockholm School of Economics," CEMS Academic Conference: Management in Europe in the 21st Century, Louvain-la-Neuve, May 7-9.

Björklund, C. and Mägi, A. (1998), "Is there a Relationship between Employee Satisfaction and Customer Satisfaction in the Service Industry?" paper presented at a poster session at the 24th International Congress of Applied Psychology, San Francisco, CA.

Mägi, A., (1998), "Store Loyalty from a Patronage Perspective," Proceedings, 27th EMAC Conference, Stockholm.

Gunnarsson, J. and Mägi, A. (1996), "Behavioral Patterns of Loyalty towards Financial Service Institutions" proceedings, the 21st annual colloquium of IAREP, Paris, September.

Holmberg, C. and Mägi, A. (1996), "Who Decides for the Undecided Customer? a Discussion on Customer Input into the Customer Orientation Process" in *Research Methodologies for 'the New Marketing'*, proceedings from the ESOMAR/EMAC Symposium in Latimer UK, ESOMAR Publication Series - Volume 204.

Julander, C-R., Mägi, A. Jonsson, J. and Lindqvist, A. (1996), "Linking Customer Satisfaction to Financial Performance Data," in Edwardson, B., Brown, S.W., Johnston, R. and Scheuing, E.E. (eds.) *Advancing Service Quality: a global perspective*. New York: ISQA. (Proceedings from Quis 5).

Mägi, A., (1995), "On Productivity Measurement in Retailing," in Gummesson, E. I. Thoresson-Hallgren (eds.) *Service Productivity: Current Research, Proceedings from the First International Reserach Workshop on Service Productivity*. The QP&P Research Program: Stockholm.

Julander, C-R. and Mägi, A. (1994), "Economies of Scale in Swedish Grocery Retailing", paper presented at the Retailing and Services Science Conference, Lake Louise, Canada, May.

Mägi, A. and Julander, C-R. (1994), "Service Quality, Labor Productivity and Profitability in Swedish Grocery Retailing," paper presented at the Retailing and Services Science Conference, Lake Louise, Canada, May.

Mägi, A., (1992), "Is there a Need for Service Quality and Employee Satisfaction in Swedish Grocery Retailing?" Proceedings, the EIASM Workshop on Quality Management in Services III, Helsinki, May 1992.

Research reports

Mägi, A. "Finns det lojala kunder?"(Are there Loyal Customers?) in ed. M. Söderlund. (2000) *I huvudet på kunden*. Stockholm, Sweden: Liber Ekonomi.

Mägi A, and Tordjman, A. (1996), *The French Food Retailing Industry - A descriptive study*. Stockholm: Ekonomiska Forskningsinstitutet.

Mägi, A., (1995), "Att leda en butik - en studie av 14 ICA-handlare" (to Manage a Store – a Study of 14 ICA retailers), *FDR Working Paper series* no 13. Stockholm: Foundation for Distribution Research.

Mägi, A., (1995), *Customer Satisfaction in a Store Performance Framework*, Thesis for the Licentiate Degree, EFI Research Report. Stockholm: EFI.

Mägi, A., Eliasson, M. and Julander, C-R. (1994), "Produktivitet och lönsamhet i dagligvaruhandeln," (Productivity and Profitability in Grocery Retailing) *FDR Working Paper Series*, no 3. Stockholm: Foundation for Distribution Research.

Mägi, A. and Julander, C-R. (1994), "Kundtillfredsställelse, produktivitet och lönsamhet i dagligvaruhandeln" (Customer Satisfaction, Productivity and Profitability in the Grocery

Retailing Industry), *FDR Working Paper Series*, no 5. Stockholm: Foundation for Distribution Research.

PROFESSIONAL SERVICE

Member of the editorial board for Journal of Retailing since 2008

Ad-hoc reviewer: Marketing Letters and ACR conferences