

**MICHAEL D. WIESE**  
**PROFESSOR OF MARKETING**  
**POINT LOMA NAZARENE UNIVERSITY**  
**FERMANIAN SCHOOL OF BUSINESS**  
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**EDUCATION:**

**Graduate Certificate in eMarketing**, University of Virginia

Courses completed in eMarketing, Database Marketing, Social Media Marketing, Customer Relationship Marketing and Project Management. Completed in August, 2013.

Ph. D. Higher Education with a focus in enrollment management, minors in strategic planning and group dynamics, Loyola University of Chicago, 1989.

Dissertation: Congregational Enrollment Support for the Denominational Institution of Higher Education: A Local-Cosmopolitan Analysis.

M. B. A. Oral Roberts University, Tulsa, Oklahoma, 1984.  
Master of Business Administration  
Top Student and Top Marketing Student award

B. S. Olivet Nazarene University, Kankakee, Illinois, 1981. Major in Management and Marketing, Selected by faculty as top management student

**WORK HISTORY**

2017-Current	Professor of Marketing, Fermanian School of Business Point Loma Nazarene University, San Diego, CA.
2002-Current	Faculty in the Doctorate of Business Administration Program, Anderson University (IN) Falls School of Business
2011-May 2017	Director of Undergraduate Studies, Falls School of Business, Anderson University (IN)

- Created a personal branding program, including coaching of all freshmen (2015) and seniors (2016) using the StrengthsFinder assessment
- Championed a new major in Sport Marketing (2015)
- Championed a new concentration in CMA-Preparation (2015)
- Created the FSBMix one-day conference for undergraduate students (2015)
- Started the Excel Basic Certification program for students in the Falls School of Business (2015)
- Led, with a team, IndyMix 2014 and 2016, an event that took most undergraduates to Indianapolis for a day of business networking
- Started new Christian mentoring program at Anderson University with Truth@Work called EDGE Mentoring (2013)
- Developed professional development program called RavenReady Certificate in Professional Development (2013)
- Started new major in Entertainment and Music Business (2013)
- Led creation on new concentrations in Event Planning, Forensic Accounting, Sport Marketing, CPA Preparation (2012)
- Started Advanced Placement initiative for scholars in the Falls School of Business (2011)
- Created Raven Input Board to provide student input into the Falls School of Business academic program (2011)

1996-May 2017: Professor of Marketing, Anderson University (IN)

1990-1996: Associate Professor of Marketing, Anderson University (IN)

1992-1997: Founding Director, Anderson University  
Master of Business Administration Program

\*Built the program from 21 students at one site to over 150 students located at three sites in Central Indiana.

\*Founded the Corporate Partners MBA program in Indianapolis.

\*Led Anderson University to national accreditation of the MBA program with the Accreditation Council for Business Schools and Programs (ACBSP)

1990-1996: Associate Professor of Marketing, Anderson University

1984-1990: Assistant Professor of Business, Olivet Nazarene University

1978-1984: Retail Management experience with Jewel Food Stores (Bourbonnais, IL)

and McCartney Food (Tulsa, OK)

## **COURSES TAUGHT**

### Point Loma Nazarene University

- Undergraduate
  - Principles of Marketing
  - Marketing Strategy
- Master of Business Administration
  - Marketing Management
  - Applied Research Methods
  - Business Ethics (hybrid and on-line)
  - Corporate Social Responsibility (hybrid and on-line)

### Anderson University

- Undergraduate
  - Buyer/Seller Relations
  - Principles of Marketing (in-class and on-line)
  - Business as a Profession
  - Seminar in Ethics and Leadership
  - Marketing Research
  - Marketing Management
  - Integrated Marketing Communications
- Master of Business Administration
  - Marketing Strategy
  - Business in Society
  - Leadership
  - New Venture Research (hybrid course)
  - Digital/Social Media Marketing (hybrid course)
- Doctorate of Business Administration
  - Conceptual Framework in Marketing
  - Applied Ethics
  - Advanced Research Methods

## **BOOKS PUBLISHED**

*Work That Matters: Bridging the Divide Between Work and Worship*, Aldersgate Press.  
Book co-authored with Dr. Kevin Brown. 2013, 2018.

*Deciphering Institutional Distinctiveness*, with Barbara Townsend and Jack Newell, ERIC Clearinghouse on Higher Education/Association for the Study of Higher Education, Fall 1993. (Reviewed by two scholars before accepted for publication.)

## **PUBLICATIONS**

### Rigorous Peer Reviewed

“Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 Whistleblower Protection Provisions: An Empirical Examination of Effectiveness Using the Theory of Planned Behavior,” by Jamie Seitz and Michael D. Wiese, Management Accounting Quarterly, Summer 2020. (Discovery Scholarship)

“Religious Expression or Impression Management? Disparate Purchase Motivations for Products that Feature Christian Messages and Symbols,” by Scott Powell, Gary Welton & Michael Wiese, Journal of Psychology and Christianity, Winter 2018. (Discovery Scholarship)

“When Retailers Target women Based on Body Shape and Size: The Role of Ethical Evaluation on Purchase Intention” by Hannah Walters, Michael D. Wiese & Michael Bruce. Journal of Research for Consumers, Issue: 33, 2018. (Discovery Scholarship)

“An Updated Look at the Factors Contributing to the Final Selling Price of Auctioned Gift Cards” by Emmett Dulaney and Michael Wiese. Journal of Internet Commerce, 2017. (Discovery Scholarship)

“Is it Ethical for the U.S. Government to Offer Financial Awards to Potential Whistleblowers of Financial Statement Fraud and Internal Control Violations?” Jamie Seitz, Jill Oeding and Michael Wiese, Journal of Theoretical Accounting Research, Spring 2015, page 68-90. (Application Scholarship)

"Work as Worship," Brown, Kevin and Michael D. Wiese, Christian Business Review, August 2014, pages 24-30. (Reviewed by two scholars prior to acceptance. Application Scholarship)

“The Marketing Oriented Innovator’s Dilemma” with Dr. Staci Lugar Brettin, Business Journal for Entrepreneurs, Volume 2011, Issue 4. (Discovery Scholarship)

“Factors Contributing to Final Selling Price of Auctioned Home Depot Gift Cards on Ebay” with Dr. Emmett Dulaney. Journal of Internet Commerce, August 2011. (Discovery Scholarship)

“Understanding Satisfied and Affectively Committed Clients’ Lack of Referral Intent” in Services Marketing Quarterly. Co-authored with David J. Hagenbuch, Jennifer J. Dose and Michael L. Bruce. Volume 29 (3), 2008. (Discovery Scholarship)

“Cultural Orientation as a Predisposing Force in College Choice: A Replication, “Review of Higher Education, Volume 24, Number 4. Summer, 2001.

“College Choice in the Denominational College: Cultural Orientation and Student Decisions,” Research on Christian Higher Education,” Volume 7, Fall, 2000.

#### Other Publications

Five-part on-line article in Seedbed in their series “Faith and Work” with Dr. Kevin Brown, Asbury University, 2016.

<http://www.seedbed.com/what-happens-when-we-prioritize-work-then-worship/>

<http://www.seedbed.com/work-and-worship-are-not-two-different-things/>

<http://www.seedbed.com/what-can-boxing-teach-us-about-work/>

Strengthening the Relationship-Lending Model “The Ohio Community Banker. Coauthored with Peter Suter. June 2007.

“Distinctiveness in the Christian Business Department: Salt and Light Paradigm Revisited, with Ken Armstrong and Todd Erickson. “Christian Business Academy Review, Volume 1 (1), Spring 2006.

“The Impact of Encouragement in the Development of Professionals for the Non-Profit Service Sector,” Services Marketing Quarterly. Volume 25 (3), 2004.

“Working Together: Research driven cooperative strategy for sister colleges,” College and University. Co-authored with Mr. Richard Gerig. Volume 76, Number 4, Spring 2001.

#### **RECENT PAPER PRESENTATIONS:**

##### Peer Reviewed

“*Playful Teasing in Advertising: How Inclusive Joking Racial Reconciliation-Report of Findings*,” Accepted for Competitive Paper Presentation to the American Marketing Association + Public Policy Conference, May 2020. ). Dr. David Hagenbuch, Dr. Michael D. Wiese and Dr. Sonja Martin Poole. (Discovery Scholarship)

*"Playful Teasing in Advertising: How Inclusive Joking May Encourage Racial Reconciliation"* (SP3), accepted for inclusion in the program of the 2019 Race in the Marketplace (RIM) Research Forum at Université Paris-Dauphine in Paris (June 25-27, 2019). Dr. David Hagenbuch and Dr. Sonja Martin Poole. (Discovery Scholarship-100 hours)

*"Do Morals Still Matter?" The Implications of Moral Equity when Assessing the Appropriateness of Female Body Shape and Size."* Hannah Walters and Michael Wiese. Paper presentation at the 2018 Christian Business Faculty Association meeting in Chattanooga, TN, October 2018. (Teaching Scholarship-100 hours)

*"Excluding Based on Target Marketing: Targeting Based on Body Shape and Size: The Ethical Evaluation and Planned Behavior of In-Target versus Out-of-Target Consumers,"* Hannah Walters, Michael Wiese & Michael Bruce. Poster Lightning session at the 2018 Summer AMA Conference. (Discovery Scholarship)

*"Divided: Is there Evidence of Work/Worship Divides in Graduates of a Christian Business School?"* Paper presentation at Christian Business Faculty Association conference, San Diego, CA, October 2017. (Teaching Scholarship-50 hours)

*"Student Aha Moments: Knowing, Loving, and Telling Unique Strengths Story."* Paper presentation with Rev. Gayle Wiese at the Christian Business Faculty Association conference, San Diego, CA, October 2017. (Teaching Scholarship-50 hours)

*"Cause-Related Marketing (CRM): Can Faculty Teach that the Cause Really Matters to the Consume."* Paper presentation with Dr. Kimberly Hadley and Dr. Michael Bruce at the Christian Business Faculty Association conference, San Diego, CA, October 2017. (Discovery Scholarship-100 hours)

*"True colors or chameleon? Materialism and Purchase of Christian Products among Students at Christian Colleges: Implications for Business Educators"* with Dr. Scott Powell, Christian Business Association conference October 2013. (Discovery Scholarship-100 hours)

#### Other Presentations

Messiah College's 2020 Humanities Symposium, Wednesday, February 19, with Dr. David Hagenbuch, Dr. Michael D. Wiese and Dr. Sonja Martin Poole in Mechanicsburg, PA. "Playful Teasing in Advertising: How Inclusive Joking can Create Security."

Church of God Pastoral Economic Challenges Research Symposium. Selected by Lilly Endowment to present findings, April 2017, Indianapolis, IN.

A Call to Worship: Preparing our Students for Ministry in the Workplace, Christian Business Faculty Association, Charleston, SC. October 2016.

CEO Forum, Applied Research Symposium at the Christian Leadership Alliance Outcomes Conference in Dallas, TX, April 2015

“Future Lost...Future Found: Using Mixed Method Research to Discover Ways to Engage Young People in a Faith-based Aid and Development Organization,” Poster presentation with Mr. Jordan Poortenga, Christian Business Faculty Association conference, Nashville, TN, October 2014.

## **REVIEW WORK**

Reviewer for Journal of Biblical Integration in Business, published by the Christian Business Faculty Association, 2019-

Paper reviewer for the Christian Business Faculty Association conference proceedings, 2016, 2017 and 2019.

Manuscript reviewer for Aldersgate Press on the book entitled *Honorable Influence: A Christian Guide for Faithful Marketing*, by Dr. David Hagenbuch, Messiah College. Book published is July 2016.

Manuscript reviewer and acknowledged in *Business Ethics in Biblical Perspective* by Michael D. Cafferky, Intervarsity Press Academic, 2015.

## **MARKETING CONSULTING AND RESEARCH**

### Unpublished Scholarly Outcomes

National Program Evaluator for the Lilly Endowment, Inc. funded CARE (Clergy, Advocacy, Resource, Effort) program of Church of God Ministries, Anderson IN. Research is conducted annually and leads to two reports. One is an evaluation report submitted to Church of God Ministries. The second report is an annual report submitted to the Lilly Endowment, Inc. and reviewed by staff at Duke Theological Seminary. A feedback letter from the endowment is provided on an annual basis. 2015-current.

Program Evaluator for the Lilly Endowment, Inc. funded initiative entitled “Fulfilling the Call.” The grant to Indiana Ministries of the Church of God leads to an annual research project and the creation of an annual report submitted to Lilly Endowment, Inc. 2019-current.

Donor Study in the United States for Mennonite Central Committee, 2018-2019. (Application Scholarship, 100+ hours)

Alumni Study in the United States for Mennonite Central Committee, 2017-2018.  
(Application Scholarship, 100+ hours)

Market research project to determine economic realities of pastors in the Church of God. Study supported through the Economic Challenges initiative of Lilly Endowment, May 2015 and replicated in 2020. (Application Scholarship, 100+ hours)

Major study of constituency in the United States and Canada to inform strategic planning for Mennonite Central Committee (MCC), 2013. (Application Scholarship, 100+ hours)

Conducted constituency study for the Anderson University School of Theology, with funding from Lilly Endowment, Inc. Two-phase study as part of the “financial challenges” initiative of Lilly Endowment, Inc., 2013-2014. (Application Scholarship, 50+ hours)

National study of higher education needs of constituency for the Church of God (Anderson), 2010. (Application Scholarship, 100+ hours)

Community needs analysis for master plan for Eastern Mennonite School, 2009.  
(Application Scholarship)

Indiana-Michigan Conference of Mennonite Church USA: Research and grant proposal support for the Lilly Endowment Inc. “Economic Challenges” initiative, 2008.  
(Application Scholarship, 100+ hours)

Mennonite Manor (Retirement Community): Neuro-linguistic qualitative study to inform the positioning/program development strategy, 2008. (Application Scholarship, 100+ hours)

Conducted study for “Women of the Church of God” to inform strategic planning that led to a renaming and repositioning of the ministry. 2008. (Application Scholarship, 100+ hours)

Completed curriculum study for Church of God Ministry to inform strategic planning for Sunday School material publication and distribution. 2007. (Application Scholarship, 50+ hours)

Scattergood Friends School: Market research study to support enrollment efforts, 2007.  
Freeman Academy: Market research study to support enrollment efforts, 2006.  
(Application Scholarship, 50+ hours)

Mennonite Church USA-National study of members on giving patterns in support of the denomination, 2005. (Application Scholarship, 100+ hours)



Conducted market research study for Adriel Schools as part of a team from Advancement Associates, Inc. The research is designed to guide the corporate strategic planning process. Adriel is an Ohio based childcare network. 2003-2004.

Conducted research on vocational planning and pastoral development in the Mennonite Church. The report is entitled the *Samuel Project*. Served in the process of strategy development. Two phases of research were conducted. 1999-2002.

Conducted a national study of Sunday School curriculum needs for Concordia Publishing House, Lutheran Church-Missouri Synod. Findings are being used to develop curriculum for the Lutheran Church, 2000-2001.

Researcher and strategy consultant for the Mennonite Secondary Education Council. Conducted two major studies in support of the secondary high schools of the Church and coordinate the development of a marketing plan. 1998-2000.

Researcher and consultant to the Mennonite Board of Education. Conducted two major studies in support of higher education and serve on the Gideon Educational Projects Committee (group responsible for the implementation of strategies to build “church related colleges and college related churches.”) 1995-2002.

## **GRANT WRITING AND EVALUATION SERVICES**

### Unpublished Scholarly Outcomes

Serve as co-writer with Dr. Carl Addison of a \$1 million grant from Lilly Endowment, Inc. in response to the Thrive II initiative of Indiana Ministries of the Church of God, 2020.

Serve as co-writer with Dr. Carl Addison of a \$5,000,000 grant from Lilly Endowment, Inc. for Spire (a network of Christian churches), 2019.

Wrote a \$650,000 grant proposal to Lilly Endowment, Inc. Program is called Fulfill the Call and was funded by the Lilly Endowment. Seventy-Eight projects out of over 600 proposals were accepted. October 2018.

Served on team that earned a grant from Lilly Endowment, Inc. for \$500,000 sustainability grant to support CARE (Clergy, Advocacy, Resource, Effort) initiative in the Church of God (IN), 2018.

Provided planning and workshop leaders to Indiana Wesleyan University Office of Student Development, September 2014.

Provided marketing planning services to Eastern Nazarene College, Working with President's Executive Staff, Quincy, MA, 2013-2014

Created a measurement scale for test congregational health as part of the Sustaining Relational Excellence program, funded by the Lilly Endowment for Church of God Ministries, 2012.

Provided grant writing services to Indiana Ministries of the Church of God to request funding for the "Economic Challenges Initiatives" from Lilly Endowment Inc. 2011.

Served as national program evaluator for the Church of God "Sustaining Pastoral Leadership" program funded by a Lilly Endowment grant. 2002-2011. Sustainability grant awarded by Lilly Endowment, Inc. for a continuation through 2011.

Supported Indiana Ministry of the Church of God through research and consulting serves as part of team to prepare a grant proposal to Lilly Endowment, Inc. for the "Economic Challenges" initiative. 2008.

## **OTHER MARKETING CONSULTING**

### Unpublished Scholarly Outcomes

Developed strategic plan for Camp Mennoscah, Wichita, Kansas, 2013-2014.

Feasibility study to test new emphasis in reconciliation for the Doctor of Ministry program at the Anderson University School of theology. Summer 2012.

Feasibility study to test Master of Arts/Science in Physics/Chemistry at Anderson University, 2011. Ultimately led to the creation of an engineering program at Anderson University.

Conducted a feasibility study for the Anderson University School of Music to test the idea of a Community School of Music and Dance, 2009.

Internal consultant to the Department of Admissions, Anderson University. 1995-2008.

Developed marketing plan for the Community Foundation of Delaware County/Muncie. Led to significant increases in support for the foundation. 2007

Completed a situation analysis and market research plan to guide research for the consideration of a campus expansion program for Point Loma Nazarene University to the community of Temecula, CA. 2005-2006.

Designed instrument and conducted analysis of data for the “Let Your Call Speak” project for Pastors Institute. 2006.

Completed feasibility study for The Flagship Enterprise Center with the purpose of testing demand for educational programming in a new building (2005). Study led to the construction of the facility and the launch of the Residential MBA program at Anderson University.

Developed the integrated marketing/communication plan for Anderson University. 2005.

Designed and led the strategic planning process at the Park Place Church of God, Anderson, Indiana. October 2003-March 2004.

Provide corporate sales training for AmeriCare Communities, a large group of assisted living complexes in Indiana, Ohio, Michigan and Florida. 2003.

Program evaluator for the Mennonite Brethren Church Seminary in support of “The Calling Project,” a Lilly Endowment supported program designed to encourage consideration of ministry among young people in the Church. 2002.

Completed feasibility study for the Anderson School of Theology testing the idea of a partnership to deliver graduate theological education with Warner Southern College in Lake Wales, Florida. 2002.

Served with a team of three persons to develop a strategic marketing plan for the Naval Supply System of the United States Navy, 2000-2001. Received commendation from the Department of Defense.

Marketing Bridge Consultant to the Protestant Church-owned Publishing Association. Evaluated research of congregational resource needs to assist publishers with marketing efforts. 1998-1999. Wrote the marketing bridge report and advised specific denominational publishers on marketing strategy.

## **AWARDS**

Best Academic Paper with Dr. Hannah Walters. Paper presented at the 2018 Christian Business Faculty Association in Chattanooga, TN, October 2018. Paper entitled “The Implications of Moral Equity when Assessing the Appropriateness of Female Body Shape and Size.”

Best Academic Paper with Dr. Kimberly Hadley and Dr. Michael Bruce, Christian Business Faculty Association conference at Point Loma Nazarene University (2017). Paper entitled “Cause-Related Marketing: Can Faculty Teach that the Cause Really Matters to the Consumer?”

Best Academic Paper with Dr. Scott Powell, Christian Business Faculty Association conference at Olivet Nazarene University (2013).

## **HONORS**

Elected by the Board of Trustees at Anderson University to the rank of Professor Emeritus (2017).

Teaching Award, Christian Business Faculty Association (2014).

Students in Free Enterprise (SIFE) Hall of Fame as Sam M. Walton Free Enterprise Fellows (2008). Led Anderson University SIFE (Enactus) from 1990 to 2008.

Selected by faculty for the John A. Morrison Award (highest university award given to faculty) for service to Anderson University (2002).

Selected by students for the Robert A. Nicholson Award for excellence in teaching (1997).

Faculty Advisor to student team winners for the MasterCard College National Collegiate Advertising Award (1998).

Faculty Advisor to student team winners for the Citibank College National Collegiate Advertising Award (1996).

## **DISSERTATION CHAIR SERVING DOCTORATE STUDENTS IN MARKETING:**

“Targeting Based on Body Shape and Size: Consumers' Ethical Evaluation and Its Impact on Planned Behavior” by Hannah Walters, Northern State University (2018).

“Cause-related Marketing (CRM): Privately versus Publicly Consumed Products,” by Kimberly Hadley, John Brown University (2016).

“Identifying Lost Market Potential through Segmentation of the Traditional Undergraduate Student Market,” by Michael Ritter, Greenville College (2015).

“Ethical Decision Making by Future Salespeople: When Resolving Sales Dilemmas, Do Students in Sales Schools Apply Ethical Philosophies Differently from Students in other Business Majors,” by Jeff Bowe, Catawaba College (2015).

“The Market Oriented Innovator’s Dilemma” by Staci Lugar Brettin, Indiana Technical University (2011).

“The Influence of Product Placement on Pre-Teen Decision-Making” by Deborah Toomey, Northwest Missouri State (2011).

“True Colors or Chameleons? Materialism, Well-being, Religious Orientation and the Purchase of Christian Products” by Scott Powell, Gordon College (2010).

“Factors Contributing to the Final Selling Price of Auctioned Home Depot Gift Cards on Ebay” by Emmett Dulaney, Anderson University (2009).

“A Quantitative Study of the Collection of Soft Information by Small Community Banks: Building Sustainable Competitive Advantage” by J. Peter Suter, Bluffton College (2007).

“The Impact of Adaptive Initiatives on School Mission at Christian Colleges and Universities” by Todd H. Erickson, William Jessup University (2007).

“The Influence of Behavioral Beliefs on Satisfied and Affectively Committed Client’s Referral Intentions” by David J. Hagenbuch, Messiah College (2006).

“A Quantitative Study of Image Congruence Theory as a Predictor of College Preference” by Laura Falco, Roberts Wesleyan University (2006).

## **PROFESSIONAL ORGANIZATIONS:**

American Marketing Association, 1990-2019

Christian Business Faculty Association, 1984-2019

Accreditation Council for Business Schools and Programs: Served on four evaluation teams since 1995

Marketing Management Association, 1990-2000, 2019-