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**April M. Atwood, Ph.D.**  
**Senior Instructor**  
**Marketing**  
**Albers School of Business/Economics**  
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## **Academic Background**

Ph.D. Ohio State University, Columbus, Ohio, Marketing, Consumer Behavior, 1987

M.A. Ohio State University, Columbus, Ohio, Business Administration, 1983

B.S. Ohio State University, Columbus, Ohio, Business Administration, 1980

## **Qualification**

Scholarly Academic

## **Work Experience**

### **Work Experience**

#### **Academic**

Senior Instructor, Seattle University (2013 - Present), Seattle, WA, United States of America.

Lecturer, Marketing Department, Seattle University (2009 - 2013), Seattle, Washington.

Marketing Faculty, Bainbridge Graduate Institute (2004 - 2013), Seattle, WA, Washington.

Lecturer, Marketing Department, University of Washington (1992 - 2010), Seattle, Washington.

Assistant Professor, Marketing Department, University of Washington Seattle, WA (1983 - 1992), Seattle, WA, Washington.

### **Consulting Experience**

2009-2010: Pacific Northwest District, Unitarian Universalist Association, Regional Conference, Evaluation program development, implementation, and analysis.

2009: East Shore Unitarian Church, Youth program survey research.

2008: East Shore Unitarian Church, Congregation survey - design, analysis, and report.

2003: East Shore Unitarian Church, Survey research and focus group discussions of the congregation.

1999: Northwest Kidney Foundation: with ATB Marketing Consultants, Planned research study, proposed data analysis, strategic implications framework.

1993: King County Solid Waste Division, Planned public attitude study, wrote questionnaire, analyzed data, wrote report.

1992: Children's Hospital & Regional Medical Center, Executive management training course -- marketing.

1992: BC Hydro, Executive management training course - marketing, segmentation, consumer behavior.

## **Teaching**

### **Courses Taught**

**Courses from the Teaching Schedule:** Brand Management, Buyer Behavior, Buyer Behavior, Independent Study, Introduction to Marketing, Leading with Emotional Intelligence, Marketing Management, Marketing and Social Issues, Marketing and Social Issues, Special Topics-Personal Selling, Special Topics-Sustainable Business Concepts and Strategies, Sustainability & Business, Sustainability Consulting, Sustainability and Business, Sustainable Business

Marketing

**Courses taught, but not in the Schedule:**

MKTG491 -- special topics: marketing and social issues

MKTG460 -- marketing & social issues

**Teaching Activities**

**Course (New) - Creation/Delivery: Conventional**

2015 - Sustainable Business -- undergrad new course.

**Innovations in Course Content / Presentation**

2015 - Sustainability in Business -- grad course.

**Other Teaching Activities**

2015 - consumer behavior -- undergraduate course, win15, spr15, fall15.

2015 - Sustainability Consulting -- grad course, project oriented, lined up and provided projects for clients.

**Intellectual Contributions**

**Intellectual Contributions Grid**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3		3	6
Publications in Refereed Conference Proceedings		1	5	6
Presentations of Refereed Papers	4	1	1	6

**Refereed Articles**

**Basic or Discovery Scholarship**

Obermiller, C. .. & Atwood, A. (2014). Measuring Sustainability Literacy: Scale Development. *Journal of Jesuit Business Education*, 105-128.

Obermiller, C., Burke, C., & Atwood, A. (2008). Sustainable Business as Marketing Strategy. *Innovative Marketing*, 4 (3)

Peltier, J. W., Atwood, A., Bayless, L., Bier, T., & Carter, W. (1993). Understanding Donation Behavior: Strategic Implications from Consumer Research. *Advances in Consumer Research*, 20, 437.

**Teaching and Learning Scholarship**

Obermiller, C. .. & Atwood, A. (2014). Fit to Lead? *Journal of Sustainability Education*, 7.

Atwood, A. M. & Obermiller, C. (2011). In Defence of the Student as Customer Metaphor. *International Journal of Management Education*, 9 (3).

Atwood, A. M., Ruppert, B., & Obermiller, C. (2011). Credibility Across Disciplines: Are Communications Instructors Held To Different Standards? *Business Communications Quarterly*.

**Refereed Proceedings**

**Applied or Integrative/application Scholarship**

Atwood, A. M., Obermiller, C., & Burke, C. (2011). Assessing Loyalty Promotion Programs: an Illustration and Discussion. *Applied Business and Entrepreneurship Association International*.

**Teaching and Learning Scholarship**

Obermiller, C. & Atwood, A. M. (2012). Sustainable Literacy: Initial Scale Development. *International Association of Jesuit Business Schools, 18th World Forum*.

Obermiller, C., April, A., Chauncey, B., Mark, A., & Dave, L. (2010). Designing Sustainability into the Classroom. *Marketing Educators' Association Conference*.

Atwood, A. M. (2008). Sustainable Business as Marketing Strategy. *Second Annual International Conference on Business & Sustainability*, Portland, OR: .

Atwood, A. M. (2006). Teaching Sustainable Business as Marketing Strategy. *4th ADERSE Conference: Advances in Research and Education on CSR*, Bordeaux, France: .

Atwood, A. M. & Hagen, K. (2006). Market Study: Voluntary Green Power Purchasing by C&I Customers. *10th Annual Green Power Marketing Conference*.

## **Presentations of Refereed Papers**

### **Local**

Lio, K., Kar, S., Atwood, A. M., & Price, S. (2013). *From Disclosure to an Informed Market: Commercial Energy Performance Benchmarking, Reporting, and Disclosure in Seattle*. Western Energy Policy Research Conference, Portland, Oregon.

### **National**

Obermiller, C., Price, S., & Atwood, A. M. (2016). *Smart Meets Efficient: Using Data to Create Sustainable Campuses*. Smart & Sustainable Campuses Conference, Baltimore, Maryland.

Obermiller, C., Price, S., & Atwood, A. M. (2015). *Smart Buildings & University Sustainability*. Smart & Sustainable Campuses Conference, Baltimore, Maryland.

Atwood, A. M. (2014). *Business & Social Justice: Review and Analysis*. Association for the Advancement of Sustainability in Higher Education, Portland, Oregon.

Obermiller, C. & Atwood, A. (2014, October). *Sustainability Literacy Assessment Development*. Association for the Advancement of Sustainability in Higher Education, Portland, Oregon.

### **Regional**

Atwood, A. M. & Obermiller, C. (2014, February). *Sustainability Literacy: Scale Development Overview*. Washington Higher Education Sustainability Conference, Bellingham, Washington.

## **Other Research**

### **Other Research Activities**

1989: , , .

## **Service**

### **Service to the Institution**

#### **College Assignments**

##### **Other Institutional Service Activities:**

2015: MSBA faculty search committee

2015: MSBA program development

#### **University Assignments**

##### **Other Institutional Service Activities:**

2015: Sullivan Scholars invited presentation: Winners and Losers in a Hotter World

2013: Sullivan Leadership Program: Invited Presentation: Changing Minds about Plastic

### **Service to the Profession**

#### **Academic Conference: Moderator / Facilitator**

2012: Happiness, Compassion & Sustainability: A Strategic Gathering. planning team, host, welcome and opening comments for this conference; conference took place over 2 days; planning took place over weeks ahead

#### **Board Member: Board of Trustees**

2010: East Shore Unitarian Church.

2010: Bainbridge Graduate Institute.

**Board of Directors: Substantial Involvement**

2008: Water for Humans.

**Other Professional Service Activities**

2013: marketing representative, King County Solid Waste Advisory committee. 1 day per month, attendance and participation on county advisory committee

2011: Stokes Lawrence Law, Seattle, Washington. Invited Presentation, Sustainability and Business Strategy.

2011: Seattle University Marketing Department, Case Competition, Seattle, Washington. Authored Case: 'PEMCO: We're a little different'.

2010: Seattle University, School of Law, Seattle, Washington. Invited Moderator, panel discussion on Sustainability and Business.

**Honors/Awards**

**Award**

1987: , University of Washington.

**Miscellaneous**

**Other**

2009 -

**Last updated by member on 06-Jul-16 (05:07 PM)**