Refereed Journal Articles


Frankel, R. & Swanson, S. R. (2002). The Impact of Faculty-Student Interactions on Teaching Behavior: An Investigation of Perceived Student Encounter Orientation, Interactive Confidence, and Interactive Practice. *Journal of Education for Business,


**Referred Proceedings**


Chapters, Cases, Readings, Supplements


Presentations of Refereed Papers


Marketing Science, Vancouver, Canada.


Presentations of Non-Refereed Papers


**Grants**

**Research**

2018: Swanson, S. UW-Eau Claire College of Business Summer 2018 Research Grant, Principal Investigator.


2018: Swanson, S. & Thorson, B., UW-Eau Claire Faculty/Student Research Collaboration Grant 2018: Vicarious Embarrassment in the Classroom, Principal Investigator.

2017: Swanson, S. UW-Eau Claire College of Business Summer 2017 Research Grant, Principal Investigator.

2017: Swanson, S., Livingston, S., & Symons, S., UW-Eau Claire Faculty/Student Research Collaborative Grant: Understanding Cosmetic Consumption, Principal Investigator.

2017: Swanson, S. & Reynolds, E., UW-Eau Claire Faculty/Student Research Collaboration Grant: Understanding Student Perceptions of Marketing, Principal Investigator.

2016: Swanson, S. UW-Eau Claire College of Business Summer 2016 Research Grant, Principal Investigator.

2015: Swanson, S. UW-Eau Claire College of Business Summer 2015 Research Grant, Principal Investigator.

2015: Swanson, S., Skaer, J., & Nechkash, S., UW-Eau Claire Faculty/Student Research Collaboration Grant: Brand Understanding and Development, Principal Investigator.

2015: Swanson, S. & Skaer, J., UW-Eau Claire Faculty/Student Research Collaboration Grant: Sportscape Perceptions and Impacts, Principal Investigator.

2014: Swanson, S. R. UW-Eau Claire College of Business 2014 Summer Research Grant, Principal Investigator.

2014: Swanson, S. & Gursalski, N., UW-Eau Claire Faculty/Student Research Collaboration Grant: NFL 101: Understanding the Female Market for Professional Football, Co-Principal Investigator.

2014: Swanson, S. & Dickinson, P., UW-Eau Claire Faculty/Student Research Collaboration Grant: Viability of Corporate Sponsorship for the National Wheelchair Basketball Association, Co-Principal Investigator.

2013: Swanson, S. UW-Eau Claire College of Business 2013 Summer Research Grant, Principal Investigator.

2013: Swanson, S. R. & Boucher, M., UW-Eau Claire Faculty/Student Research Collaboration Grant: Critical Classroom Encounters Student Perspectives, Co-Principal Investigator.


2012: Swanson, S. UW-Eau Claire College of Business 2012 Summer Research Grant, Principal Investigator.

2011: Swanson, S. UW-Eau Claire College of Business 2011 Summer Research Grant.

2011: Swanson, S. UW-Eau Claire University Research and Creative Activities Grant.

2010: Swanson, S. UW-Eau Claire College of Business 2010 Summer Research Grant.

2009: Swanson, S. UW-Eau Claire College of Business 2009 Summer Research Grant.

2009: Swanson, S. UW-Eau Claire University Research and Creative Activities Grant.
2008: Swanson, S. UW-Eau Claire College of Business 2008 Summer Research Grant.
2008: Swanson, S. R. UW-Whitewater College of Business and Economics Research Grant.
2007: Swanson, S. UW-Whitewater College of Business and Economics Research Grant.
2005: Swanson, S. UW-Whitewater College of Business and Economics Research Grant.
2004: Swanson, S. UW-Whitewater College of Business and Economics Research Grant.
1998: Swanson, S. R. East Carolina University School of Business Research Grant.

**Teaching**

2013: Erffmeyer, R. & Swanson, S., BluGold Differential Tuition: Building Momentum in Enhancing Professional Development Opportunities for Marketing Students, Co-Investigator.

**Training**

2011: Swanson, S. China FDIB Program Grant.
2011: Swanson, S. GLOBECHINDIA Overseas Faculty Development Grant.

**Honors/Awards**

2016: Chuck Tomkovick Teaching Excellence Award, University of Wisconsin - Eau Claire Department of Management and Marketing. Recipients of the award must demonstrate a passion for teaching, connection to alumni and a commitment to servant leadership.
2008: Arno Kleimenhagen Endowed Chair, University of Wisconsin - Whitewater.
2008: Leon P. Hermsen Outstanding Teacher Award, University of Wisconsin - Whitewater College of Business and Economics.
2008: Outstanding Research Award, Global Conference on Business and Finance. Outstanding Research Award for "Image
Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Indentification and Event-Sponsor Fit" at the Global Conference on Business and Finance, San Jose, Costa Rica.


2002 – 2004: Leon P. Hermsen Outstanding Teacher Award, University of Wisconsin - Whitewater College of Business and Economics.

Outstanding Teacher for 2003-2004

2001: Leon P. Hermsen Outstanding Teacher Award, University of Wisconsin - Whitewater College of Business and Economics.

Outstanding Teacher for 2000-2001

2000: Leon P. Hermsen Outstanding Teacher Award, University of Wisconsin - Whitewater College of Business and Economics.

Outstanding Teacher for 1999-2000