Refereed Journal Articles


Swanson, S. & Wald, K. A. (2013). A Picture is Worth a 1,000 Words: Using Collage to Explore Students Beliefs and Feelings about Marketing. *Marketing Education Review, 23 (1)*, 11-16.


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,


Refereed Proceedings


Swanson, S., Su, L., & Hsu, M. (2016). Corporate Social Responsibility and Green Consumer Behavior. In Randall Valentine...


Chapters, Cases, Readings, Supplements

Presentations of Refereed Papers


Swanson, S. & Su, L. (2017). Destination Reputation: The Moderating Role of Relationship Quality on Subjective Well-being


**Presentations of Non-Refereed Papers**


Marketing Power, New Orleans, LA.
Swanson, S. (2012, September). *Starting or Revamping an AMA Collegiate Chapter.* Marketing Management Association (MMA), Minneapolis, Minnesota.

**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. & Guralski, 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.

Outstanding Teacher for 2007-2008


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