

Anna M. Walz  
Assistant Professor, Marketing

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### **Education**

- Ph.D., Louisiana State University
- M.B.A., University of Southern Indiana
- B.S., University of Southern Indiana

### **Teaching Areas**

- Retail Management
- Intro to Marketing

### **Research Interests**

- Consumer relationship marketing
- Relationship evolution and dissolution
- Decision making and social interaction in the retail environment
- Consumer welfare

### **Selected Publications**

- Celuch, Kevin, Anna Green, Carl Saxby, and Craig Ehlen (2007) "Market Orientation and Internet-related Cognitions: Inside the Minds of Small Business Managers," *Journal of Marketing Management*, 23 (3-4), p. 227-42.
- Raggio, Randle D., Anna Walz, Mousumi Bose, and Judith Anne Garretson Folse "Gratitude in the Relational Exchange Paradigm," presented at the 2008 American Marketing Association's Summer Marketing Educators' Conference (San Diego, CA).

### **Academic/Professional Activities**

- Member of the American Marketing Association

### **Awards**

- Doctoral Consortium Fellow, Sheth American Marketing Association Consortium, University of Maryland (2006)
- Excellence in Teaching Award, E.J. Ourso College of Business, Louisiana State University (2007-2008)