

Curriculum Vitae

Nathaniel McDougle

Grambling State University • College of Business

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EDUCATION

DBA, Louisiana Tech University
Ruston, Fall 2006-2013

MBA, Louisiana Tech University
Ruston, Spring 2005
• Concentration: Marketing

Bachelor of Science, Computer Information Systems, Louisiana Tech University
Ruston, Fall 2003

COURSES TAUGHT

University of North Carolina at Greensboro (Fall 2014)
Visiting Professor

Undergraduate Course Taught:
Marketing Research (Online class)

Grambling State University (Spring 2011-Present)
Lecturer, Marketing

Undergraduate Courses Taught:
Sales Management
Principles of Retailing
Consumer Behavior
Principles of Marketing
Principles of Advertising
Introduction to Selling
Direct Marketing

University of Louisiana, Lafayette (Fall 2010)
Instructor, Marketing

Undergraduate Courses Taught:
Marketing Principles
Salesmanship

Graduate Courses Taught:
Marketing Management

Louisiana Tech University (Spring 2006 – Fall 2013)
Doctoral Student, Marketing

Undergraduate Courses Taught:
Marketing Principles
Retailing Management

Teaching Assistant:
Marketing Administration (Undergraduate Capstone)
Marketing Management (Graduate-level Marketing class)
Sales Management

Graduate Assistant:
Survey of Marketing and Strategy (Doctoral Level)
Research Methods I (Doctoral Level)

Upper Iowa University (2005-2007, part time)
Instructor

Undergraduate Courses Taught (weekend classes):
Quantitative Analysis

Louisiana Tech University (Spring Quarter 2005)
Instructor

Undergraduate Courses Taught:
Quantitative Analysis

TEACHING INTERESTS

- Sales, Sales Management, Consumer Behavior, Principles of Marketing, Marketing Management, Marketing Research

PROFESSIONAL EXPERIENCE

Visiting Professor, Marketing, University of North Carolina at Greensboro
Greensboro, North Carolina (Fall 2014)

Lecturer, Marketing, Grambling State University
Grambling, Louisiana (Spring 2011-Present)

Instructor, Marketing, University of Louisiana, Lafayette
Lafayette, Louisiana (Fall 2010)

Graduate Research Assistant – Marketing, Louisiana Tech University
Ruston, Louisiana (2006-2010)

Instructor, Quantitative Analysis, Upper Iowa University
Fort Polk, Louisiana (October 2005 – May 2006)

Instructor, Quantitative Analysis, Louisiana Tech University
Ruston, Louisiana (Spring 2005)

Graduate Research Assistant – Marketing, Louisiana Tech University
Ruston, Louisiana (2004 – 2005)

SCHOLARLY CONTRIBUTIONS

Completed Dissertation

- McDougale, Nathaniel, Barry Babin, Bruce Alford, Doug Amyx, and Julie Moulard. “The Impact of Narcissism on Value Evaluations Resulting from Virtual Good Purchases.”

Manuscripts In Progress

- Dwyer, Sean, and Nathan McDougale (Work-in-progress) “An Examination of Cultural Differences Among Salespeople: A Six-Nation Study”

RESEARCH INTERESTS

- Implicit personality theory, sales attributions, consumer identity building, online social networks, social exchange, narcissism, value, virtual worlds, and culture

COMMUNITY SERVICE

- Volunteer for Peach Festival (2004-2006, 2011-2013)