

# ALAN T. SHAO

## Dean and Professor of Marketing, School of Business



Alan T. Shao has served as the College of Charleston's dean of the School of Business since March 2009. Since then, he has established an MBA degree program, obtained AACSB reaccreditation for the school, developed new majors, elevated fundraising, created the School of Business "Wall of Honor" to recognize philanthropy and long-term impact, and increased globalization throughout the School of Business.

Shao came to Charleston after nearly 20 years at the University of North Carolina Charlotte, where he was North Carolina Ports professor of marketing and associate dean of Professional and Global Programs. While at UNC Charlotte, he created self-supporting graduate business programs in Taiwan, Hong Kong, Mexico and Denmark.

In 2005, the *Journal of Advertising* named Shao one of the most prolific contributors to advertising research. In his career, he has published more than 50 articles in leading journals, made more than 100 presentations on a variety of international business topics and has authored three books, most recently *Marketing Research: An Aid to Decision Making*, 3rd edition. As a Pacific Cultural Foundation fellow, he has studied foreign culture influences on advertising in Taiwan.

In addition to teaching and research, Shao has worked as an executive director of marketing research and a manager of computer operations, and has developed import businesses that manufactured furniture, motorcycles and crystals in China. He is a frequent traveler, having visited China more than 100 times and lectured in more than 30 countries.

Shao has consulted for major companies that include Coca-Cola, Nissan, HSBC, Wachovia, North Carolina State Ports Authority, Hendrick Motor Sports (NASCAR) and the Carolina Panthers football franchise. He is a past-president of the North Carolina World Trade Association, has served on the board of the North Carolina District Export Council and is a past member of the Charleston Metro Chamber.

## EDUCATION

**1989:** Ph.D. in Marketing, with a minor in Statistics, University of Alabama-Tuscaloosa  
**1983:** M.B.A. with a concentration in Management, Old Dominion University  
**1981:** B.S. in General Business, Old Dominion University

## CAREER HIGHLIGHTS

**2009-Present:** Dean, School of Business, College of Charleston  
**2009-2011:** Jack Tate Distinguished Professor, College of Charleston  
**2005-2009:** Associate Dean of Professional and Global Programs, UNC Charlotte  
**1990-2009:** North Carolina Ports Professor of Marketing, UNC Charlotte  
**1995-2005:** Director, International Business Program, Belk College of Business Administration, UNC Charlotte  
**1988-1989:** Assistant Professor, Department of Marketing, Michael J. Coles College of Business, Kennesaw State University  
**1987-1988:** Visiting Professor, Department of Marketing, College of Business, University of South Florida

## HONORS AND ACHIEVEMENTS

**2004:** Bank of America Award for Teaching Excellence Finalist, UNC Charlotte  
**2003:** Excellence in Teaching Award, Belk College of Business Administration, UNC Charlotte  
**2003:** Best Presenter Award, The International Business & Management Research Conference, Hawaii  
**2002:** Gray's MBA Outstanding Teaching Award, Belk College of Business Administration, UNC Charlotte  
**2001:** International Education 2001 Faculty Award, UNC Charlotte  
**1993-1995:** Fellow, Pacific Cultural Foundation, Taiwan  
**1989:** Outstanding Teacher Award, University of South Florida  
**1988:** Alpha Mu Alpha, National Marketing Honorary, American Marketing Association