

Georgia Southern University

Georgia Southern Commons

Association of Marketing Theory and Practice
Proceedings 2017

Association of Marketing Theory and Practice
Proceedings

2017

What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors?

Tulay Girard

The Pennsylvania State University-Altoona, tug1@psu.edu

Ismet Anitsal

Tennessee Tech University, ianitsal@missouristate.edu

Meral Anitsal

Tennessee Tech University, manitsal@tntech.edu

David Burns

Kennesaw State University

Michael Latta

Coastal Carolina University

See next page for additional authors

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017



Part of the [Marketing Commons](#)

Recommended Citation

Girard, Tulay; Anitsal, Ismet; Anitsal, Meral; Burns, David; Latta, Michael; and McCall, Michael, "What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors?" (2017). *Association of Marketing Theory and Practice Proceedings 2017*. 2. https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017/2

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Georgia Southern Commons. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Georgia Southern Commons. For more information, please contact digitalcommons@georgiasouthern.edu.

Authors

Tulay Girard, Ismet Anitsal, Meral Anitsal, David Burns, Michael Latta, and Michael McCall

What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors?

Tulay Girard

Pennsylvania State University- Altoona

Ismet Anitsal

Tennessee Tech University

Meral Anitsal

Tennessee Tech University

David Burns

Kennesaw State University

Michael Latta

Coastal Carolina University

Michael McCall

Michigan State University

ABSTRACT

Most higher education institutions provide assistant and associate professors with clear expectations in teaching, research, and service areas. However, once the faculty members are promoted to the rank of Professor, the expectations do not seem to be clearly known or stated. This session aims to highlight some of the expectations and opportunities that may be available to the faculty promoted to the rank of full professor presented by a panel of experienced full professors from different types of universities.