
Vincent Pascal, Ph.D.
Professor
Finance and Marketing
College of Business
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Professional Interests

Academic Background

Ph.D. Washington State University, Pullman, WA, Marketing, 2003.
M.B.A. Gonzaga University, Spokane, WA, Business Administration, 1991.
B.S. United States Military Academy, West Point, NY, Engineering, 1979.

Memberships

Decision Science Institute, 2002 - present
American Academy of Advertising, 2000 - present
American Marketing Association, 2000 - present
Association for Consumer Research, 1999 - present
Beta Gamma Sigma, 1991 - present
West Point Association of Graduates, 1979 - present

Work Experience

Academic Experience

Associate Professor of Marketing, Eastern Washington University (2001 - Present), Cheney, Washington.
College of Business and Public Administration
Graduate Assistant, Washington State University (1997 - 2001), Pullman, Washington.
Director of Marketing and Operations/ Asst. Professor of Military Science, Gonzaga University ROTC (1988 - 1994), Spokane, Washington.

Non-Academic Experience

National

Personal Financial Advisor, American Express Financial Advisors (1995 - 1997), Spokane, Washington.
Information Systems Integration Officer, United States Army Experimentation Site (1994 - 1995), Ft. Lewis, Washington.

International

Commissioned Officer, United States Army (1979 - 1995), Multiple, United States of America.

Courses Taught

Courses from the Teaching Schedule: Buyer Behavior, Global Marketing Management, Global Marketing Management, Independent Study, Integrated Marketing Communications, Marketing Management, Marketing Management

Courses taught, but not in the Schedule:

Intellectual Contributions:

Refereed Articles

Hansen, D. J., Deacon, J. H., Pascal, V. J., & Zethna, Z. (2019). The Future is the Past: A Framework for the Marketing-Entrepreneurship Interface (MEI). *Journal of Business Research* (Silver).

Whalen, P., Uslay, C., Pascal, V. J., Omura, G., McAuley, A., Chickery J. Kasouf, Worcester Polytechnic Institute; Rosilind Jones, University of Birmingham; Claes M. Hultman, University of Orebro; Gerald E. Hills, Bradley University; David J. Hansen, College of Charleston; Aufrey Gilmore, Ulster University; Joe Giglierano, San Jose State University; Fabian Eggers, Menlo College; Jonathan Deacon, University of South Wales (2016). Anatomy of Competitive Advantage: Towards a Contingency Theory of Entrepreneurial Marketing. *Journal of Strategic Marketing* (Silver), 24 (1), 1-15.

Pascal, V. J., & Shin, S. (2015). The Role of Marketing Capabilities and Entrepreneurial Orientation on SME Performance. *Journal of International Marketing Strategy*, 3 (1), 37-54.

Refereed Proceedings

Abstract Only

Pascal, V. J., & Stewart, D. (2018). Native American Entrepreneurs at the Marketing Interface: Is Entrepreneurial Orientation Enough? *Global Research Symposium on Marketing and Entrepreneurship*.

Hasen, D. J., Deacon, J., & Pascal, V. J. (2017). You Asked for It: Beginning of the Natural Selection Process for M-E Interface Frameworks. *The 30th Global Research Symposium on Marketing and Entrepreneurship*.

Pascal, V. J., & Tipton, E. (2016). Entrepreneurs at the Marketing Interface: The Role of Marketing Capabilities on SME Performance. *29th Global Research Symposium on Marketing and Entrepreneurship*.

Pascal, V. J. (2015). Entrepreneurs at the Marketing Interface: The Mediating Role of Market-Based Capabilities on SME Performance. *2015 Global Research Symposium on Marketing and Entrepreneurship*.

Cases

Stewart, D., & Pascal, V. J. (2016). *Native American Entrepreneurship: Locating Your Business*. Tribal Wisdom for Business Ethics. Emerald Group Publishing Limited.

Presentation of Refereed Papers

International

Pascal, V. & Stewart, D. (2018). Native American Entrepreneurs at the Marketing Interface: Is Entrepreneurial Orientation Enough? *Global Research Symposium on Marketing and Entrepreneurship*, Boston, Massachusetts.

Hansen, D. J., Deacon, J., & Pascal, V. J. (2017). You Asked for It: Beginning of the Natural Selection Process for M-E Interface Frameworks. *The 30th Global Research Symposium on Marketing and Entrepreneurship*, San Francisco, California.

Pascal, V. J. & Tipton, E. (2016). Entrepreneurs at the Marketing Interface: The Role of Marketing Capabilities on SME Performance. *29th Global Research Symposium on Marketing and Entrepreneurship*, San Diego, California.

Pascal, V. J. & Shin, S. (2015). Entrepreneurs at the Marketing Interface: The Mediating Role of Market-Based Capabilities on SME Performance. *2015 Global Research Symposium on Marketing and Entrepreneurship*, Chicago, Illinois.

Papers Under Review

Pascal, V. J., Stewart, D., & Hill, M. (2019). "Native American Entrepreneurs and Firm Performance: The Role of Marketing Capabilities," Conditional acceptance to *Journal of Small Business Strategy*.

Working Papers

Pascal, V. J. & Stewart, D. (2019). "Native American Entrepreneurship: The Differential Effects of Location and Tribal Gaming," targeted for *Journal of Developmental Entrepreneurship*.

Pascal, V., Tipton, E., & Shin, S. (2017). "Entrepreneurial Orientation and SME Performance: The Times They Are a Changin'," targeted for Entrepreneurship Theory and Practice.

Service:

Service to the University

Department Assignments

Chair:

2016-2017: Department Personnel Committee

2015-2016: Marketing Faculty Search Committee

Member:

2015-2016: Department Personnel Committee

College Assignments

Member:

2018-2019 – 2019-2020: College Personnel Committee- CPC

2017-2018: CBPA Faculty Development Committee

2017-2018: Department Personnel Committee Finance and Marketing Department

University Assignments

Faculty Advisor:

2016-2017: EWU Flight Club

Member:

2017-2018: Library Affairs Committee

2017-2018: President's Advisory Committee on Intercollegiate Athletics

2016-2017 – 2017-2018: Community Engagement Advisory Board

2016-2017: President's Advisory Committee on Intercollegiate Athletics (PACIA)

2015-2016 – 2016-2017: Community Engagement Advisory Board

2015-2016: President's Task Force on EWU Athletics

Service to the Profession

Board Member: Advisory Board

2016 – 2018: Global Research Symposium on Marketing and Entrepreneurship.

Board Member: PRJ Editorial Review Board

2017 – 2018: Journal of Research on Marketing and Entrepreneurship.

2016: Journal of Research in Marketing and Entrepreneurship.

Chair: Conference / Track / Program

2017: The 30th Global Research Symposium on Marketing and Entrepreneurship.

2015: American Marketing Association Entrepreneurial Marketing Special Interest Group..

Reviewer - Article / Manuscript

2018: Journal of Business Research.

2018: Journal of Research on Marketing and Entrepreneurship.

2016 – 2017: Journal of Research in Marketing and Entrepreneurship.

2016: European Journal of Marketing.

2015: Journal Of Research in Marketing and Entrepreneurship.

2015: Journal of International Marketing Strategy.

Reviewer: Ad Hoc Reviewer for a Journal

2016 – 2018: Journal of Advertising.

Reviewer: Conference Paper

2018: American Academy of Advertising.

2016: 2016 Global Research Symposium on Marketing and Entrepreneurship.

2015: 2015 Global Research Symposium on Marketing and Entrepreneurship.

Service to the Community

Support/Direct Student/Class Community Project

2019: Pawn 1

2019: Riverview Retirement

2019: GMW Flooring

2019: Moses Lake RV

2019: Kabob House

2019: NanaMac's Boutique

2019: FAFB Tanker Tails

2019: FAFB ITT

2018: Oakland Realty

2018: Rokko's Restaurant

2018: Bahama Joe's

2018: Bene's Breakfast Restaurant

2018: Fairways GC

2018: Whistle Punk Brewrey

2018: Roller Valley Skating Rink

2017: Dutch Bros

2017: No-Li Brewhouse

2017: JMT Builders

2017: Garageland

2017: Mason Jar

2017: Rokko's Teriyaki and BBQ (Coeur D'Alene)

2017: Rokko's Teriyaki and BBQ (Cheney)

2017: Have Comfort Services

2017: Ferrante's Marketplace Cafe and Shop

2016: Woodlawn Ridge Garden

2016: Monkey Boys Bicycles

2016: Mason Jar

2016: One Tree Hard Cider

2016: Sonderin Packaging

2016: Swank Boutique

2016: Rokko's

2016: Orlison Brewery

2016: Owl Pharmacy

2016: Jacobs Java

2016: West Coast Swaps

2016: College Owlz

2015 – 2016: Coeur D'Alene Grocery Outlet

2015: Heavenly Dog Obedience
2015: Family First Senior Care
2015: The Grande Ice Creme
2015: Athletic Edge
2015: Tuff Shed
2015: Sweet Frostings
2015: Above and Beyond Entertainment
2015: Sky High Sports
2015: Bees to Bubbles
2015: Monterey Pub n' Grub
2015: Iron Mountain Studios
2015: Muv Fitness
2015: Twisted Hair Salon

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