
Goitom Tsegay, Ph.D.
Professor
Finance and Marketing
College of Business
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Professional Interests

Academic Background

- Ph.D. University of Groningen, Groningen, Netherlands, Marketing and International Business, 2003.
- M.S. University of Groningen, Groningen, Netherlands, Marketing, 1997.
- B.A. University of Asmara, Asmara, Eritrea, Business Management -- Minor: Accounting, 1993.

Certifications

- Teaching Certificate., 1986 (1986)

Work Experience

Academic Experience

Professor of Marketing, EWU (September, 2016 - Present), Bellevue, Washington. Teaching, Research and Service.

Associate Professor of Management, Eastern Washington University (September, 2011 - Present), Bellevue, Washington. Teaching, Research and Service.

Assistant Professor of Management, Eastern Washington University (September, 2005 - June, 2011), Bellevue, Washington. Teaching, Research and Service.

Adjunct Faculty, Seattle University (December, 2004 - March, 2005), Seattle, Washington. Teaching Human Resource Management (MGMT 383) and International Management (MGMT 486)

Researcher in the Marketing Department, University of Groningen (1999 - 2003), Groningen, Netherlands. Carried out extensive research in export marketing and market entry strategies. Wrote professional articles for peer review journal. Gained in-depth knowledge and experience in the footwear and textile markets of the Netherlands and Uganda. Guided Eritrean footwear and textile manufacturers in their endeavor to penetrate the two target markets.

Department Head and Lecturer, University of Asmara (1993 - 1999), Asmara, Eritrea. Business Management Dept. taught several courses including Principles of Marketing, International Marketing, Statistics for Business and Economics, Business Research Methods and Purchasing and Materials Management. Supervised senior students who were writing their term papers in marketing and general business management. Established and supervised student counseling committee. Facilitated meetings between faculty and partner institutions, prepared monthly and annual department budgets and addressed and resolved faculty conflicts.

High School Instructor, Ministry of Education (1986 - 1988), Asmara, Eritrea. Taught general education courses, including Geography, History, Mathematics, and English. Successfully implemented plans to raise funds for school expansion and evaluated staff performance.

Non-Academic Experience

National

- Assistant Manager, Mc Donald's Corporation, Seattle. (April, 2005 - August, 2005), Seattle, Washington.
- Helped in measuring and improving service effectiveness. Helped in commercializing new products.

Interpreter and Translator, International Language Services, polylang, Language connections (2004 - 2005), Seattle, Washington. Translation of written records and oral interpretation

Store Manager, Rich Iens Mini Mart (2003 - 2004), Seattle, Washington. Supervised employees, operated cash registers, placed orders and controlled inventory. Resolved customer complaints, handled telephone contacts and prepared daily and monthly sales reports.

International

Sales, Private (May, 2000 - June, 2002), Groningen, Netherlands. Auto Export. Exported cars from Europe to Africa.

Courses Taught

Courses from the Teaching Schedule: Business and Society, Entrepreneurial Behavior and Thinking, Entrepreneurship, International Business Management, Multinational People Management, Principles of Marketing, Retail Management

Courses taught, but not in the Schedule:
Multinational Peoples Management.

Intellectual Contributions:

Refereed Articles

Tesfom, G., Birch, N. J., & Culver, J. N. (2018). Mobile phone Service providers shift to no-contract plans: Implications on customer retention. *Services Marketing Quarterly*, 39 (1).

Tesfom, G., Birch, N. J., & Culver, J. N. (in press, 2018). Do reductions in switching barriers in the US mobile service industry affect contract and no-contract customers differently? *International Journal of Technology Marketing*.

Tesfom, G., Birch, N. J., & Culver, J. N. (2017). Do mobile phone service consumers in the U.S. have media preference as their source of information on competing mobile phone service plans? *Journal of Promotion Management (Silver)*, 24 (4), 1-22, doi: DOI: 10.1080/10496491.2017.1380107.

Tesfom, G., Birch, N. J., & Culver, J. N. (2016). Switching Behavior of U.S. Mobile Phone Service Customers after Providers Shift from Contract to no Contract Mobile Phone Service Plans. *Journal of Retailing and Customer Service*, 33, 154-163, doi: <http://dx.doi.org/10.1016/j.jretconser.2016.08.015>.

Research Grants

Funded

2017: Tsegay, G. Northwest International Business Educators Network (NIBEN), Principal Investigator, UW Global Business Center.

Working Papers

Tesfom, G., Lutz, C., & Broekhuizen, T. (2019). "Drivers of Switching Intentions for Subscription Services: Do They Vary Across Long-Term vs. Short-Term Orientation Cultures?," targeted for 0.

Service:

Service to the University

Department Assignments

Other Institutional Service Activities:

2015-2016 – 2017-2018: Director of the Bellevue Business program

College Assignments

Member:

2018-2019 – 2019-2020: Department Personnel Committee-FNMK

Other Institutional Service Activities:

2015: Director of the Bellevue Business Program

Service to the Profession

Reviewer - Article / Manuscript

2018: Service Industries Journal.

2017: Journal of Promotion Management.

2017: Journal of Marketing Theory and Practice.

2015: Journal of Service Theory and Practice.

Service to the Community

Other Community Service Activities

2018: Member of the African Chamber of Commerce in The Pacific Northwest.

2015 – 2018: Member of the African Chamber of Commerce in The Pacific Northwest.

Faculty Development

Instruction Related Workshop

2017: International Business Pedagogy Conference CIBER., Atlanta, Georgia. June 1-4 2017 participated in the International Business Pedagogy Conference hosted by Georgia State University -CIBER, Atlanta, Georgia.

Honors-Awards-Grants

Honor

2018: Presidential Recognition, EWU. April 24, 2018

Dr. Goitom Tsegay

Department/Program: Finance and Marketing

College of Business and Public Administration

Work Recognized: Published more than 21 peer-reviewed journal articles, eight conference papers and received four research awards. Current: Mobile Phone Service Providers Shift to No-Contract Plans and its Implications on Customer Retention.

Dear Goitom,

President Mary Cullinan and Provost Scott Gordon value the efforts you are making on behalf of the university and the greater community and would like to recognize you for your contributions to students, to Eastern, and to your profession. An event honoring you and others will take place on Wednesday, May 16th, on EWU's Cheney campus, in the Walt and Myrtle Powers Reading Room (Hargreaves 201), from 4:30 – 7:00 p.m. Beverages and light refreshments will be served.

As part of this celebration, you are invited to present a poster of your work at this faculty and staff **recognition** event. However, a poster is **not** required for your attendance or participation. RSVPs and questions should be directed to Dr. Chuck Lopez at clopez17@ewu.edu. We hope to see you there!

Sincerely,

Chuck Lopez, Ed.D., LMHC, NCC

Associate Dean
117 Showalter Hall

Other Activities

2019 - Society for Teaching and Learning in Higher Education Conference : June 12-14, 2019, I attended the Teaching and Learning In higher Education Conference Held in Winnipeg, MB, Canada.

2018 - Guest Speaker : On February 12, 2018, Bill Munroe, A graduate of Eastern Washington University, spoke to students enrolled in International Business (MGMT 470)). Bill led product development teams for several global technology leaders, including Microsoft, Rockwell Automation, Spectris/Microscan, Cambridge Technology, and Intermec. He has grown business lines throughout Europe and China in support of his employers and clients. As the marketing chair of Greater Seattle SCORE, he now advises small business entrepreneurs on start-up planning, marketing, and growth strategies.

2018 - Guest Speaker : On June 4, 2018, Janice Sears spoke to students enrolled in Retailing Management Class. Janice is a retailing consultant in the seattle area with more than 20 years of experience in Merchandizing, Buying and Multichannel Retailing. Her talk on "Multi Channel Retailing” was the most substantive and interesting lecture. It was an honor for the students to be able to hear her ideas. In addition to her work on Retailing, she is a mentor for the University of Washington Foster School of Business MBA program and a board member of several none profit organizations in Washington State and beyond.

2018 - Guest speaker : On October 23, 2018, Yi Ping Chan, who served in multiple companies as Principal, Interim CEO, CFO and director positions in the past 20 years spoke to students enrolled in Multinational Peoples Management, (MGMT 471) about his experience in managing global work force in several Asian countries, including China.

2018 - Guest Speaker :

On November 5, 2018, Lisa White, Economic development specialist, at SBA Seattle, talked to students in Entrepreneurship (ENTP 311) about SBA services, source of capital and SBA role in guaranteeing business loans.

2018 - Forum : Participated at the 2018 Annual Africa day forum of the African chamber of commerce in the Pacific Northwest held Nov. 17, 2018 at the Motif Hotel in Seattle. The African chamber of commerce in the Pacific North West promotes US exports to Africa.

2017 - Guest Speaker : On October 25, 2016 Bill Munroe, A graduate of Eastern Washington University, Spoke to students enrolled in Multinational Peoples Management class (MGMT 471). Bill led product development teams for several global technology leaders, including Microsoft, Rockwell Automation, Spectris/Microscan, Cambridge Technology, and Intermec. He has grown business lines throughout Europe and China in support of his employers and clients. As the marketing chair of Greater Seattle SCORE, he now advises small business entrepreneurs on start-up planning, marketing, and growth strategies.

2017 - Business networking event : ON July 11, 2017, I attended a business networking presentation event by Seattle Branch SBA Director, Kerrie Hurd, hosted by the African Chamber of Commerce In the Pacific Northwest. Seattle SBA branch has been supplying Guest Speakers to the Entrepreneurship course offered at EWU at Bellevue for more than five years.

2017 - Trade Finance Workshop : On September 14, 2017, I attended a Trade Finance Workshop Organized by the Export Finance Assistance Center of Washington.

2017 - Guest Speaker : On November 24, 2017, Yi Ping Chan, who served in multiple companies as Principal, Interim CEO, CFO and director positions in the past 20 years spoke to students enrolled in Multinational Peoples Management, (MGMT 471) about his experience in managing global work force in several Asian countries, including China.

2017 - Guest speaker : On November 6, 2017, Lisa White, Economic development specialist, at SBA Seattle, talked to students in Entrepreneurship (ENTP 311) about SBA services, source of capital and SBA role in guaranteeing business loans.

2017 - Event : Participated at the 19th Annual Africa day forum of the African chamber of commerce in the Pacific Northwest held Nov. 11, 2017 at the Red Lion Hotel in Seattle. The African chamber of commerce in the Pacific North West promotes US exports to Africa. <http://accpnw.com/>

2016 - Guest Speaker : On April 19, 2016 Steve Lippman, Director of CSR at Microsoft, spoke to students in Business and Society (MGMT 423) class. He explained Microsoft's CSR activities and practices to the class and answered significant number of questions.

2016 - Guest Speaker : On October 17, 2016 Bill Munroe, A graduate of Eastern Washington University, Spoke to students enrolled in the Entrepreneurship class (ENTP311). Bill led product development teams for several global technology leaders, including Microsoft, Rockwell Automation, Spectris/Microscan, Cambridge Technology, and Intermec. He has grown business lines throughout Europe and China in support of his employers and clients. As the marketing chair of Greater Seattle SCORE, he now advises small business entrepreneurs on start-up planning, marketing, and growth strategies.

2015 - Guest speaker : On Nov. 17, 2014 Amy Salin, Assistant Director of the UW Burke Center of Entrepreneurship, guest lectured about business plan competition opportunities and guidelines to Entrepreneurship (MGMT 422) class.

2015 - Teaching and Learning conference attendance : During June 17 to 19, 2015 I attended the Society for teaching and learning in Higher education (STLHE) conference held in Vancouver, BC. The conference was comprehensive and attended by a large crowd of 720 people.

2015 - Guest speaker : February 3, 2016 John Brislin, Director of the EXIM Bank of the United States Seattle Branch, spoke to students enrolled in International Business (MGMT 470) about the role of export to the Washington state economy, getting paid, risk mitigation and securing financing both for production of the export and end user deferred payments. He used examples from his rich experience in export financing

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