

Dr. Amy Handlin

Associate Professor of Marketing

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Education

- BA – Harvard University
- MBA—Columbia University Graduate School of Business
- PhD in Marketing—New York University Stern School of Business

Biography

Dr. Amy Handlin is an Associate Professor of Marketing at FMU, where she teaches courses in marketing principles, entrepreneurship, and supply chain management. She also instructs at the MBA level in strategic marketing. Her academic and professional interests include marketing in the contexts of business lobbying and government; issues around marketing scams targeting the elderly; and the impact of pharmaceutical advertising. Before joining FMU, Dr. Handlin was an Associate Professor in the Department of Management and Marketing and the Department of Marketing and International Business at Monmouth University. Her major leadership positions included chair of the Institutional Review Board; president of the faculty council (senate); director of a cultural studies program; peer evaluator across departments/disciplines/schools; and lead professor for foundational courses in marketing. In recognition of her interest in and contributions to educational innovation, she was appointed by New Jersey's governor as a member of New Jersey's Commission on Higher Education.

Professional Activities

Dr. Handlin has published many peer-reviewed articles in publications such as the *Journal of Business Research*, *Atlantic Marketing Journal*, and the *Journal of Consumer Marketing*. She has also written cases published by Harvard Business School and Columbia Graduate School of Business. She has presented papers at many academic conferences around the country and served as a contributing editor of JSTOR Daily, a publication of the research database JSTOR which provides analysis of current events in the context of academic research.

Most recently, her book of guidance and encouragement for new students -- *Speak Up! How to Talk to Your Professor* -- was issued by the publication arm of Kaplan Test Prep.