

Peggy Emmelhainz, Ph.D.

Peggy Emmelhainz is the faculty director of the Advanced School of Marketing Research and is the academic coordinator for the undergraduate marketing program at the Terry College of Business at the University of Georgia. She received her Ph.D. in Business Administration (Marketing and Logistics) from The Ohio State University. She holds a M.S. from the Air Force Institute of Technology and a B.A. from Trinity University. Her teaching interests include Principles of Marketing, Services Marketing, Marketing Research, and Supply Chain Management. Dr. Emmelhainz's research interests include electronic commerce, customer satisfaction, and strategic partnerships. Her research has resulted in over 40 publications, including articles in the Journal of Retailing, Journal of Marketing Theory and Practice, Journal of Market Focused Management, Journal of Business Logistics, Journal of International Logistics and the International Journal of Supply Chain Management. She is the author of the book entitled "Electronic Data Interchange: A Total Management Guide," which has been translated into Japanese and French. Prior to joining the faculty at UGA in fall of 2000, Peggy held the position of the First Coast Systems Professor of Marketing at the University of North Florida. She also served on the faculty at the University of Dayton.