**FORREST SAMUEL CARTER Jr.**

***POSITION***

Associate Professor

***UNIVERSITY ADDRESS***

N320 North Business Complex

Department of

Marketing & Logistics

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***MARITAL STATUS***

Married with two children

***HOME ADDRESS***

3435 Inverary Drive

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***DATE & PLACE OF BIRTH***

Indianapolis, Indiana

December 12, 1950

***EDUCATION***

B.S.I.M. Industrial Management & Computer Science Purdue University, 1972

M.S.I.M. Marketing Purdue University, 1974

Ph.D. Marketing & Quantitative Methods Purdue University, 1978

***PRIOR ACADEMIC EXPERIENCE***

Michigan State University Assistant Professor of Marketing & Transportation. 1978-1984

Chairperson, Doctoral Programs Committee 1986-1989

President, Black Faculty & Administrators 1985-1986

Georgia Tech University Assistant Professor of Marketing. 1977-1978

Purdue University Graduate Assistant. 1974-1977

***PRIOR PROFESSIONAL EXPERIENCE***

Carter & Associates CEO, Marketing and Strategic Planning Consulting Firm

(Lansing, Michigan) 1995-2000

Henley & Associates Consultant, project to identify markets for Citi-Bank 1979-1981

(Boston, Massachusetts)

First of America Consultant, project assessing research methods 1980-1981

(Lansing, Massachusetts)

Johnson & Johnson Co. Consultant, warehouse location project 1981-1982

(New Brunswick, New Jersey)

Hermann Miller Consultant, project to forecast inventory needs 1982-1983

(Zeeland, Michigan)

Lansing Urban League Director, Entrepreneur Training Program 1985-1988

(Lansing, Michigan)

CRW & Associates Analyst for market research firm 1988-1991

(Detroit, Michigan)

Ralph G. Moore & Consultant, conducted statistical analysis for a variety of

Associates conducted by this firm.

(Chicago, Illinois)

***TEACHING EXPERIENCE***

Undergraduate: Marketing Principles (introductory survey course); Marketing Research; Marketing Strategy (capstone case course); Entrepreneurship: Marketing Planning and Product Launch; Entrepreneurship: Capstone Experience

Masters: Marketing Policy (Masters level strategy course); Marketing Research; Competitive Strategy and Marketing Analysis (Weekend MBA Program); Consulting Practicum for Emerging and Start-up Firms; Corporate Entrepreneurship

Doctoral Multivariate Research Methods

***PUBLICATIONS***

Calantone, Roger, and Forrest S. Carter (2010). Entrepreneurship Workbook: Guidelines to Developing and Commercializing an Innovation, Eli Broad Graduate School of Business Entrepreneurship Institute.

Carter, Forrest S. et. al., (1999 *Community Income and Expenditure Model: Linkages and*

*Leakages Among Businesses, Households, and Nonprofit Organizations in Southwest Detroit Zip Code Area 48209*, MSU Center for Urban Affairs Community & Economic Development Program, Lansing, Michigan.

Carter, Forrest S., (1994). "*A Test of the 'Validity' of the Developing Country Analogy for the*

*African American Community*", Journal of Macromarketing, 16 (Spring): p. 25-52.

Carter, Forrest S., and Morris Perry (1994). "*Conflict Issues in Distribution Channels:*

*Methodological Insights*" co-authored with Morris Perry, MSU Working Paper, May.

Carter, Forrest S., and Morris Perry (1994). "*A Quasi-Experiment to Examine A Modified Model*

*of Channel Member Conflict and Performance*", MSU Working Paper, May.

Carter, Forrest S., (1994). "*MQI: A Measure of Marketing's Impact on Quality of Life at the Macro Level*", Macromarketing Conference Proceedings, (August), forthcoming.

Carter, Forrest S., (1993). Principles of Marketing Research: A Workbook For the Basic

Marketing Research, MSU.

Carter, Forrest S., (1992). Managerial Applications of Business Statistics, McGraw-Hill Inc.

Mentzer, John and Forrest S. Carter (1985). Readings in Marketing Today, Harcourt Brace

Jovanovich.

Carter, Forrest S., and Ronald Savitt (1984). *A Resource Allocation Model for Integrating*

*Marketing into Economic Development Plans"*, Economic Development Conference, Academy of Marketing Science, Halifax, Nova Scotia.

Carter, Forrest S., R. Eric Reidenbach, and M. Bixby Cooper (1982). *Assumptions Affecting the Ability to Make Causal Inferences in Marketing Applications of Path Analysis*, AIDS Winter Conference, Saratoga, Florida.

Carter, Forrest S., (1981). *Decision Structuring to Reduce Management-Research Conflicts*, MSU Business Topics, (Spring): p. 38-46.

Schonemann, P. H., W. L. James, and F. S. Carter (1979). *Contributions to Subjective Metrics*

*Scaling II: A Statistical Test and Approximate Norms for Evaluating the Fit of Horan's Model with COSPA"*, in Geometric Representations of Relationships, Lingoes, Roskam, Borg eds., Mathesis Press, p. 791-810.

Pessemier, Edgar, F. S. Carter, and G. Jarboe (1979). *"Data Models and Analytical Models For*

*Product Maps"*, TIMS International Conference, Hawaii.

Pessemier, Edgar, and F. S. Carter (1978). *New Product Design and Management: New*

*Findings"*, Marketing Science Institute, Boston, October.

Schonemann, P. H., F. S. Carter, and W. L. James (1978). *"COSPA: Common Space Analysis"*,

Journal of Marketing Research, 21 (May): p. 268-272.

James, W. L., and F. S. Carter (1977). *"Halo Effects and Location Preferences"*, Association For

Consumer Research Conference, Chicago, (October): p. 13-16.

Schultz R. L., and F. S. Carter (1976). *"A Monte Carlo Study of Cross-Lagged Correlation"*,

TIMS/ORSA Meetings, Miami, November.