

FORREST SAMUEL CARTER Jr.

CURRENT POSITION

Associate Professor

UNIVERSITY ADDRESS

N320 North Business Complex
Department of Marketing

HOME ADDRESS

3435 Inverary Drive
Lansing, Michigan 48911

MARITAL STATUS

Married with two children

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. Purdue University, 1974

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

PRIOR ACADEMIC EXPERIENCE

Michigan State University
Faculty Director, Burgess Institute of
Entrepreneurship & Innovation
2013-present

Associate Professor of Marketing
1985-present

Assistant Professor of Marketing
1979-1985

Georgia Tech University
Assistant Professor of Marketing.
1978-1979

Purdue University
Graduate Assistant. 1974-1978

PROFESSIONAL EXPERIENCE

Alcoa Aluminum, Lafayette Works Line manager in metal extrusion 1972 – 1975

Henley & Associates Research associate, market forecasting and market analyst 1979-1983
(Boston, Massachusetts)

Lansing Urban League Director, Entrepreneur Training Program 1985-1988
(Lansing, Michigan)

CRW & Associates Co-owner, analyst for market research firm 1988-1991
(Detroit, Michigan)

Detroit Agency on Aging Consultant, in development and implementation of strategic
(Detroit, Michigan) planning to respond to changes in health care market 1997-2003

National Business League Center of Economic Inclusion and National Hub Advisory Committee
(Detroit, Michigan)

PROFESSIONAL ASSOCIATIONS:

American Marketing Association
National Business Incubator Association
United States Association for Small Business and Entrepreneurship
Lansing Black Chamber of Commerce
National Business League

PUBLICATIONS

Carter, Forrest S. (2018) Entrepreneurial Marketing: How to Create, Communicate, Deliver, and Capture Value for Startups, TopHat Incorporated, Toronto, Canada

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

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, Lingo, 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.

AWARDS

- Pillar Award for Education - Michigan Black Chamber of Commerce 2015
- The Richard J. Lewis Quality of Excellence - Broad College of Business 2012-2013
- Outstanding Conference Participant - Experimental Classroom on Entrepreneurship XIV, 2013
- Outstanding Conference Paper - Academy of Marketing Science, Halifax, 1984
- Outstanding Research Award - Marketing Science Institute 1978