

# Elizabeth Manser Payne

509 S. Crawford Road  
Vermillion, SD 57069

Phone: 920-312-5068  
liz.manserpayne@USD.edu

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## **Education Background:**

### ***Doctor of Business Administration (DBA)***

University of Wisconsin-Whitewater, AACSB accredited

Area of Focus: Marketing

Dissertation: *Developing a Mobile Banking Value Co-Creation Framework: Perceptions of Mobile Banking in Facilitating Customer Satisfaction and Loyalty*

### ***Master of Business Administration in International Management***

Thunderbird, School of Global Management, Glendale, Arizona

Areas of Focus: International Marketing and Japanese

### ***Bachelor of Science Degree***

University of Wisconsin—Oshkosh

Majors: International Studies and Political Science

Minor: African Studies

## **Research Interests:**

Artificial Intelligence, Omni-channeling, Mobile Marketing

## **Teaching Interests:**

Consumer Behavior, Marketing Strategy, Marketing Research

## **Publications:**

O'Brien, C., Tourigny, L. and **Manser Payne, E. H.** (2021), Personality and Responses to Covid-19 Health and Safety Prevention, *Personality and Individual Differences*, Volume 181 (October) 111013. DOI: 10.1016/j.paid.2021.111013

**Manser Payne, E.H.**, Peltier, J. and Barger, V. (2021), Enhancing the value co-creation process: Artificial intelligence and mobile banking service platforms, *Journal of Research in Interactive Marketing*, 15(1), 68-85. DOI: 10.1108/JRIM-10-2020-0214.

**Manser Payne, E.H.**, Dahl, A. and Peltier, J. (2021), Digital Servitization Value Co-creation Framework for AI Services: A Research Agenda for Digital Transformation in Financial Service Ecosystems, *Journal of Research in Interactive Marketing*. 15(2), 200-222. DOI: 10.1108/JRIM-12-2020-0252.

**Manser Payne, E.**, Peltier, J., & Barger, V. A. (2018). Mobile Banking and AI-Enabled Mobile Banking: The differential effects of technological and non-technological Factors on digital natives' perceptions and behavior. *Journal of Research in Interactive Marketing*, 12 (3).

**Manser Payne, E.**, Peltier, J., & Barger, V. A. (2017). Omni-channel marketing, integrated marketing communications, and consumer engagement: a research agenda. *Journal of Research in Interactive Marketing*, 11(2).

## **Work in Progress:**

Under review at Mountain Plains Journal of Business & Technology. Smith, A. and **Manser Payne, E. H.** "Buy-online Pickup-in-store (BOPIS) Business Strategy: A Multivariate study of BOPIS influencing factors on customer satisfaction"

Work in Progress. **Manser Payne, E. H.**, and Obrien, C. *Human-AI Interactions in Service Encounters*

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## Editorial Boards:

*Mountain Plains Journal of Business and Technology* 2022- present

## Awards:

**Faculty Excellence in Research Award.** Beacom School of Business. 2022.

**Outstanding Paper in 2022.** Emerald Publishing Awards 2022 Literati. For the paper: Enhancing the value co-creation process: artificial intelligence in mobile banking service platforms. Published in *Journal of Research in Interactive Marketing*.

## USD Grants Received:

**Summer Research Funding.** \$3,500. An Empirical Study of the Service Robot Acceptance Model (sRAM) 2022

## Reviewer:

International Family Enterprise Research Academy (IFERA) Conference. 2017

Marketing Edge Summit Conference. 2017

*Electronic Commerce Research and Applications*. 2018

*Journal of Research in Interactive Marketing*. 2022, 2021, 2020

*International Journal of Bank Marketing*. 2023, 2022, 2020

*Journal of Consumer Behaviour*. 2021

*Heliyon*. 2021

*Mountain Plains Journal of Business and Technology*, 2021

*Journal of Financial Services Marketing*, 2022

Chapter book review for *Handbook of Interactive Marketing: Theoretical Advancement and Managerial Application*. 2021

## Teaching in Higher Education:

Human Resources (MBA level)	Physical Distribution
International Business	Computer Software Applications
Strategy and Policy	Retail Management
Principals of Marketing	Model United Nations I & II (new course development)
Marketing Research	(Honors)
Consumer Behavior	Introduction to Business (new course development)
Service Marketing	Career Preparation
Marketing Management & Strategy	Macroeconomics
Fundamentals of Marketing	First Year Experience
Brand Management	Senior Seminar Political Science/Public Administration
Sustainability in Business (marketing module)	Advanced Consumer Behavior (MBA level)
	Marketing Planning and Strategy

## Conference & Workshop Presentations:

Presenter. *Entrepreneurship Resilience: A Framework for Dimension Development and Scale Measurement*. Mountain Plains Conference. Kearney, Nebraska. October 2022.

Presenter. *The search for AI-enabled virtual agent value: Do consumers hold different value perceptions based on user context?* Frontiers in Service Conference, Boston. June 2022.

Presenter. *Virtual agents in the financial industry. What will it take for customers to use them?* Beacon Scholar Series.

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Presenter. *Mobile banking value co-creation re-imagined with AI*. Beacom Scholar Series. 2020  
Presenter. *Need for Service. How the importance of artificial intelligence and human interactions are influencing customer service and loyalty*. Marketing Edge Summit, New Orleans. 2017  
Accepted as a Presenter: *Omni-channeling Marketing: Exploring the Impact of Consumer Touchpoints on Conversion to Sales*. Racom IMC Roundtable Conference, Chicago. 2016  
Presenter. *Team-Based Exams and Projects: Using the Power of the Team for Stronger Student Engagement and Learning Comprehension*. Economic Teaching Conference, CA., 2014  
Co-Panelist. *Inequality: Impact on Quality of Life*. Marian University. 2014  
Co-Presenter. *Leadership, Group, and Globalization*, Marian University. 2013  
Co-Presenter, *The Dignity of the Person & Model UN*, Marian University. 2012  
Presenter. *Assessment*, Faculty/Staff In-Service, Marian University. 2011  
Co-Presenter. *Leveraging General Education Strategies to Springboard Discipline-Specific Results*. Global Education Conference, Madison, WI. 2011  
Presenter. *Assessment Reporting for Computer Simulations used in Capstone Courses*, IACBE Region 4 Conference, Chicago, IL. 2010  
Co-Presenter. *Assessment 101*, Marian University In-Service Day. 2011  
Presenter. *Capstone Simulations: Bridging the Gap Between Academic Theory and Real-World Applications*, IACBE National Meeting. 2008

## **Conferences & Workshops Attended:**

South Dakota Governor's Tourism Conference. 2023.  
PSE Regional Conferences, 2019, 2022  
PSE National Conferences, 2022, 2023  
Digital Measures. 2022. CTL Training.  
Accessibility Workshops. 2022 and 2023. CTL Training.  
Data & Marketing Association's (SMA) Annual event and THEN. New Orleans, 2017  
Chicago Professional Development Workshop for Economics, 2014  
100K Strong Conference, Washington, DC, 2013  
Economic Educators Conference, Austin, TX, 2013  
Global Business Dialogue, Glendale, AZ, 2011  
HLC Assessment Workshop, Illinois, 2012  
CLA Annual Conference, Newark, NJ, 2010  
UNA-USA Wisconsin Division, 2010  
Higher Learning Commission Annual Meeting, Chicago, IL, 2011  
Faculty Development Workshop, Marian University, 2011  
Capsim® Advanced Users Workshop, Chicago, IL, 2011  
IACBE Regional Meeting, Wisconsin, 2008  
Critical Thinking Workshop, Marian University, April 15, 2011  
Academy for Assessment of Student Learning, Illinois, 2009  
Assessment Training, Alverno College, 2008  
National Model United Nations Conference, Czech Republic, 2015  
National Model United Nations Conference, Galapagos Islands, 2013  
National Model United Nations Conference, Quito, Ecuador, 2010  
National Model United Nations Conferences, New York City, 2009-2017  
National Model United Nations Conferences, Washington DC, 2010 -2011

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Midwest Model United Nations Conferences, St. Lois, MO, 2008-2017

## **Teaching, Scholarship, and Service Experience:**

### ***Assistant Professor***

2019 to present

Beacom School of Business, University of South Dakota  
Vermillion, South Dakota

- Developed curriculum and instructional materials
- Enhanced student learning with applied learning methods and with guest speakers
- Advising graduate business students
- Instructed business students in core business and marketing courses
- Participated in assessment goals and initiatives
- Assessed student academic development and maintained student grade records
- Participated in service activities for the School of Business

### **Beacom Committees and Student Organizations:**

- Co-chair for Coyote Business Consulting
- Undergraduate Assessment of Learning
- Search Committees
- Pi Sigma Epsilon USD Chapter faculty mentor
- Signature Programs. Honors Director and Graduate Thesis Committee member positions
- New Certificate Program Development, committee member—Sustainable Development

### **USD Student Engagement with Regional and National Leaders:**

#### On-site Company field trips and Guest speakers:

Charlie's Bookstore & Fan Shop, Stackline, Raven Industries, Trend Digital Conference, Sioux Falls Marketing Agencies Tour, Hubtype, and McDonald Wholesale

***Associate Professor*** (non-tenured)

2015 to 2019

***Assistant Professor*** (non-tenured)

2009 to 2015

***Instructor***

2005 to 2009

Business Department, Marian University

Fond du Lac, Wisconsin

- Developed curriculum and instructional materials
- Advising business students
- IACBE accreditation, assessment, and on-site visit
- Instructed business students in core business and marketing courses
- Lead instructor for the business department's capstone course
- Assessment goals and initiatives
- Assessed student academic development and maintained student grade records
- Participated in service activities for the Business Department and the University
- Developed and coached Marian's award-winning Model United Nations teams for competition at both regional and national MUN Conferences

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## **Student Engagement with Regional and Global Leaders:**

On-site Company Field Trips/Student Learning:

Target Corporation, Wisnet, Mid-States Aluminum, Mercury Marine, Converting Biophile Inc., Oakwood Spine Sport and Wellness, Agnesian HealthCare, and UN mission briefings with ambassadors and other diplomats from multiple countries

Class Room Guest Speakers:

Michels Corporation, Mercury Marine and Young Professional of Fond du Lac, Target Corporation, and the U.S. Army

## **Marian University Committees:**

Business Department, Business Department Chair Search Committee, Lead, 2018

School of Business & Public Safety, Marketing Committee member, 2012 to 2013

General Education Program Committee, Director, 2007 to 2012

Student Learning Committee, 2006 to 2012, 2016 to present

School of Business Curriculum Review Committee, 2008 to 2012 and 2013 to 2015

Curriculum, Education and Standards Committee, 2007 to 2012

Director of Institutional Research Search Committee member, 2011

Faculty Development Committee, 2010 to 2013

Library Committee, 2005 to 2008 and 2013 to present

Delta Epsilon Sigma, Faculty Advisor, 2006 to 2008

Social Justice Committee, 2006 to 2007

Honors & Awards Committee, 2006 to 2007

Academic Council, 2007

Co-Director, Marian University Business Camp for high school students, 2010

## **Grants Received:**

Faculty Development Grant, Marketing EDGE Summit, \$1,600.00

Faculty Development Grant, Economic Educators Conference, \$1480.00

Faculty Development Grant, Model UN Conference in Ecuador, 2012, \$1,500.00

Sisters of CSA, Model UN Conference in Ecuador, \$4000.00

Social Justice Committee Grant, NMUN-NY Conference, 2012, \$900.00

Faculty Development Grant, IACBE conference, 2010, \$392.14

Social Justice Committee Grant, NMUN-NY conference, 2011, \$300.00

CSA Grant, NMUN-NY conference, \$4000.00

VPAA Office, StrengthsFinders leadership training Model UN class, 2010, \$80.00

VPAA Office, NMUN-NY conference, 2011, \$1000.00

Honors Program funding, NMUN-NY conference, 2011, \$2500.00

Sr. Judith Fund, Faculty Development Committee, Honors Committee, Social Justice Committee, MSB, MSB Scholarship Fund, Campus Ministries, student family donation, and ALANA. NMUN-Latin America Conference, Ecuador, 2009, \$18,000

Course Enrichment Grant, Multicultural Learning, 2009, \$500.00

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## **Other Teaching Experiences:**

### ***Adjunct***

Lakeland College, Neenah, Wisconsin 2005

- Developed curriculum and instructional materials which incorporated individual, team, and internet-based learning techniques
- Instructed MBA students in Human Resource Management in a traditional classroom setting
- Instructed upper-level business students in Service Management via the internet and Blackboard applications
- Assessed student academic development and maintained student grade records

### ***Lecturer***

2003-2004

College of Business, University of Wisconsin-Oshkosh

- Developed curriculum and instructional materials which incorporated both individual and team-based learning techniques
- Instructed upper-level business students in various marketing courses
- Assessed student academic development and maintained student grade records for approximately 100 students per semester

### ***English Teacher***

Nagasaki Board of Education, Nagasaki, Japan 1988-1990

- Developed the English skills of Japanese English teachers and students in public schools
- Designed and conducted seminars on team teaching methods

## **Administration Experience in Higher Ed:**

### ***Coyote Business Consulting (CBC) Co-chair***

2020 - present

CBC Mission Critical Strategic Priority by USD

- Developed CBC operating policies and procedures
- Worked with the School of Business Dean, faculty, staff, students, and business clients
- Provided interviews and information sessions with external and internal stakeholders
- Faculty mentor for multiple marketing projects
- Coordinated in-person CBC presentations at Avera Hall Community College of Sioux Falls
- Coordinated Zoom CBC presentations
- Developed surveys for faculty, student, and business clients
- Worked with faculty to help solve project issues
- Assigned CBC teams with business clients
- Orientation session for students
- Responded to business client questions
- Revamped the CBC “course shell” on D2L
- Rebranded the CBC name and logo.

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## ***General Education Program Director***

2007 to 2012

Marian University, Fond du Lac, Wisconsin

- Provided flexible leadership, direction, and protocols for the multiple aspects of the Liberal Arts Curriculum Core (LACC) development, implementation, and evolution
- Developed policies and coordinate the submission of courses for LACC inclusion
- Developed and implemented goals, strategies, and procedures for LACC student learning outcomes assessment
- Provided a setting for conflict resolution between the different schools at Marian University related to LACC issues
- Attended assessment conferences, including the Higher Learning Commission's Assessment Academy & Annual Conferences and CIC/CLA Consortium conferences, for enhancing General Education practices and assessment reporting
- Participated in meetings with multiple departments and offices, such as the Registrar's Office, Vice President for Academic Affairs, Director of Assessment, and the Dean of Advising

## **Prior Work and Leadership Experience**

### ***Owner***

Employer Options, Oshkosh, Wisconsin

1999- 2004

- Conducted business seminars for human resource professionals on work/life development
- Designed child care resource & referral services which were structured to locate quality child care for working parents and to reduce absenteeism costs for the employer
- Provided professional insight to work/life and child care issues for area newspapers and radio stations

### ***Executive Team Lead—Softlines***

Target Corporation, Hillsboro, Oregon

1997- 1998

- Increased sales of Softlines by seven percent; Hillsboro Softlines ranked 379 out of 1000 Target stores
- Increased sales and presentation standards by focusing on team building, empowerment, and communication
- Responsible for hiring, corrective action, and team reviews in soft lines

### ***Executive Team Lead—Guest Services***

Target Corporation, Hillsboro, Oregon

1995- 1997

- Planned and supervised cashiering, service desk, and cash counting operations for all front-end team members
- Directed fast-paced front-end operations in which time management, setting priorities, attention to detail, creative solutions to challenging issues, and multiple deadline skills are critical
- Budget responsibility of front-end expense centers

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## ***Sales Representative***

Progressive Marketing, Portland, Oregon

1993- 1994

- Increased meat products' market share by 30%
- Negotiated pricing, quantity, and closed orders

## **Professional Memberships Held:**

American Marketing Association—University of South Dakota

Sales & Marketing Executives—University of South Dakota

South Dakota Advertising Federation—University of South Dakota

## **Professional Consulting Activities:**

HR and small business development for The Living Lighthouse, Inc.