

Jeffrey Kennedy  
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Boynton Beach, FL 33447  
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### **Education**

D.B.A. Nova Southeastern University,  
May 2010

Concentration: Marketing

Thesis: Truck Driver Determinants of Service Quality as Perceived by  
Commercial Cargo Recipients.

M.B.A. Nova Southeastern University,  
July 2003

Concentration: Management

3301 College Ave, Fort Lauderdale-Davie, FL 33314

B.A. Business Administration, Florida Atlantic University,  
December, 1984

Concentration: Business Administration

777 Glades Road, Boca Raton, FL 33431

### **Experience**

Associate Professor of Marketing and Entrepreneurship,  
2006-to present

Palm Beach Atlantic University

Rinker School of Business

West Palm Beach, FL 33416

### **Conference Presentations**

Jeffrey Kennedy (2022) The Plight of Female Entrepreneurs in India  
Clute International Academic Conference on Education Las Vegas -Technology Track (ICTE)  
Las Vegas, NV October 9-11, 2022.

Jeffrey Kennedy (2019) The Relationship Between Student Background, Financial,  
Academic, and Institutional Integration Variables and Timely Graduation at Community Colleges  
Dublin, (ICE) June 2-6, 2019.

Jeffrey Kennedy (2018) Determinants of Service Quality in the Trucking Industry.  
Paper Presented at The International Conference on Business Barcelona Spain June 3-7

Jeffrey Kennedy (2015) Examining the Gap Between Transportation Services Rendered and Service Quality  
Perceptions as Determined by Interactions with Contact Employees  
Paper presented at The Academy of Business Research New Orleans, LA March 25<sup>th</sup> -27<sup>th</sup>

Jeffrey Kennedy/Vanessa Saunders (2014) An Examination of Truck Driver Determinants of Service Quality  
as Perceived by The Recipients of Commercial Cargo. Paper presented at The Journal of Consumer  
Satisfaction/Dissatisfaction and Complaining Behavior Bi-Annual Conference, Las Vegas, Nevada June 4<sup>th</sup> -  
8<sup>th</sup>

Jeffrey Kennedy (2011) Current trends in service quality: A transportation sector review. Paper presented at the National Business and Economics Society (NEBS) Curacao, Netherlands Antilles.

Jeffrey Kennedy (2009), The effect of self-efficacy and adaptability on salesperson orientation and customer orientation and on job performance and customer satisfaction. Paper presented at the 2009 International Business & Economics Research and College Teaching & Learning Conferences, Las Vegas, Nevada

Jeffrey Kennedy (2007), Training needs for the trucking industry: A qualitative assessment. Paper presented at the 2007 International Applied Business Research and International College Teaching & Learning Conferences, March 2007 Mazatlan, Mexico.

### **Publications**

Artee Aggrawal Jon Carrick, Jeffrey Kennedy, and Giovanni Fernandez (2022)  
The Plight of Female Entrepreneurs in India  
Economies Volume 10 Issue 264

Mary Cay Copeland, Jeffrey Kennedy, Velma Lee (2021)  
A Research Framework for Measuring Multiple Bottom Lines  
Journal of Applied Business and Economics Volume 23 Issue 2

Jeffrey Kennedy & Valencia Margarit (2019) Students' Variables Predicting Timely Graduation at a Community College  
Journal of Higher Education Theory and Practice Volume 19 Issue 6

Jeffrey Kennedy (2018) Determinants of Service Quality in the Trucking Industry.  
Journal of Applied Business and Economics  
Volume 20 Issue 4

Jeffrey Kennedy (2011) Current Trends in Service Quality: A Transportation Sector Review  
Journal of Marketing Development and Competitiveness  
Volume 5 Issue 6

Jeffrey Kennedy (2008), The Effect of Self-Efficacy and Adaptability on Salesperson Orientation and Customer Orientation and on Job Performance and Customer Satisfaction.  
Journal of Business and Economic Research  
November 2008 Volume 6, Number 11

Jeffrey Kennedy (2008), Cargo handling by truckers and competitive advantage: Is there a relationship?  
Journal of Business Case Studies January 2008 Volume 4 Issue 1

Jeff Kennedy (2007), Training needs for the trucking industry: A qualitative assessment.  
Journal of Business Case Studies, October 2007 Volume 4, Number 1

Faculty Lead American Marketing Association 2020-Present

Editorial Advisory Board  
Journal of Marketing Development & Competitiveness  
2011- Present

Board of Directors  
RCO Ministries, Riviera Beach, FL  
2014- Present

Faculty Assistant Study Abroad: Palm Beach Atlantic University  
Hong Kong, Beijing May 2019

Faculty Assistant Study Abroad: Palm Beach Atlantic University  
United Arab Emirates, Dubai, May 2015

Faculty Assistant Study Abroad: Palm Beach Atlantic University  
Prague, Vienna, Budapest May 2014

Faculty Assistant Study Abroad: Palm Beach Atlantic University  
Dubai, UAE May 2010

Students in Free Enterprise (SIFE) Palm Beach Atlantic University 2011-2015

Skills and Qualifications:

Microsoft Office, Internet, SPSS, eCollege, Blackboard

Extensive knowledge of SPSS and SAS statistical programs.

Trained with eCollege, Blackboard, and Moodle Sakai, Angel Learning, CANVAS

Best Paper Award: Clute International Academic Conference on Education Dublin ICE  
June 2-6, 2019

Session Chair: Clute International Academic Conference on Business 2022, Las Vegas NV.

Best Paper Award: Clute International Academic Conference on Business 2018, Barcelona Spain. June 3-7

Session Chair: Clute International Academic Conference on Business 2018, Barcelona Spain.

Best Paper Award: The Teaching and Learning Institute 2007, Mazatlán Mexico.