

Robert L. Anderson, Ph.D., Dean Emeritus
College of Business Administration - University of South Florida

Dr. Anderson received his bachelor's degree in Finance from Southern Illinois University, an M.S. in Marketing from Southern Illinois University, and a Ph.D. in Marketing and Finance from the University of North Texas. He joined the faculty of the College of Business at the University of South Florida Tampa in 1971. In 1989, Dr. Anderson was appointed Associate Dean for Graduate Studies and Research, and in 1995 was named Dean and led the College until 2006.

Dr. Anderson's areas of academic specialty are Marketing Research, Marketing Management, and Promotion Management. Most of his research has been in the areas of consumer behavior and promotion. Recently, his research and writing has been in the adoption and diffusion of technology in consumer markets. He is the author of a textbook entitled Advertising Management: Text and Cases. Dr. Anderson has published in the *Journal of the Academy of Marketing Science* and the *Journal of Business Research* and has presented professional papers at the annual conferences of the American Marketing Association, Decision Sciences, Academy of Advertising, Academy of Marketing Science, and the Southern Marketing Association.

He is presently Chairman of the Board of Directors of Florida Hospital West Coast Division of the Adventist Health System, which is a regional network of seven healthcare facilities located in Hillsborough, Pasco and Pinellas Counties. Other community activities while in Tampa included the Marketing Committee, the High Technology Committee, the Financial Services Committee, and the Steering Committee of the Committee of 100 of the Tampa Chamber of Commerce; the Advisory Board of Leadership Hillsborough; the Community Advisory Council for the Florida Community Opportunities Partnership Center; the Board of Directors of the Florida Council for International Development; the Steering Committee of the Gulf Coast Life Science Initiative; the Board of Directors of the U.S./Africa Foundation; Board of Directors of Sales and Marketing Executives; and the steering committee of the I-4 Florida Financial Services Cluster Initiative (FFSCI).

Dr. Anderson joined the USF Sarasota-Manatee Campus in 2008 and was named Dean of the College of Business USF Sarasota-Manatee in 2010. He is on the executive committee of the South Manatee Business Coalition.