

Luke I Liska

Department of Marketing
University of South Florida
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Education

University of South Florida – Ph.D. Marketing	(expected, Summer 2021)
University of Denver – M.S. Marketing	2015
University of Tennessee-Knoxville – B.S.B.A. Accounting	2014

Research Interests

Digital Marketing, Haptic Imagery, Immersive Virtual Environments, Social Good

Journal Publications

Liska, Luke Ingalls, M. Meral Anitsal, and Ismet Anitsal. (2015). Ollie Otter Booster Seat Safety Program in Tennessee: Impact of Statewide Implementation. *Journal of Legal, Ethical and Regulatory Issues*, 18.1, 130-137.

Conference Proceedings

Liska, L. (2018, May). An Abstract: Immersive Virtual Environments: A Whole New World. In *Academy of Marketing Science Annual Conference* (pp. 501-502). Springer, Cham.

Conference Presentations

Liska, Luke Ingalls (2019), “Online Environment-Product Congruence: The Moderating Role of Experience and Product Consumption Type,” Academy of Marketing Science Annual Conference, Vancouver, May 2019

Liska, Luke Ingalls, Zhihao Yu, “The Sky Above: The Impact of the Sky on Shopping,” AMA Winter Academic Conference, Austin, February 2019

Liska, Luke Ingalls, “Immersive Virtual Environments: A Whole New World,” Academy of Marketing Science Annual Conference, New Orleans, May 2018

Liska, Luke Ingalls, M. Meral Anitsal, and Ismet Anitsal. “Ollie Otter Booster Seat Safety Program in Tennessee: Impact of Statewide Implementation,” Allied Academies International Conference, Nashville, Spring 2014

Teaching Experience

Instructor of Record

MAR 4933 Digital Marketing (USF – UG)	2018-Present
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- *Designed course and developed course materials*
- *Overall student evaluations (3 semesters): 4.85/5 (71% response)*

- *Online course*
- *Overall student evaluations (1 semester): 4.3/5(66% response)*

Research Workshops

Taught Research Workshop for MBA students

Taught Research Methods Workshop to new PhD Business Students

Professional Appointments

Equity Advisor Solutions

2015-2016

Marketing Coordinator

Denver, CO

Professional Service

Service for Academic Conferences

- Reviewer for *Academy of Marketing Science Annual Conference* (AMS 46-48)
 - Session Chair (x2) for AMS 47
- Reviewer for *AMA Winter Academic Conference* (AMA 2019-2020)

Service for Marketing Conferences

- Judge for *AMA Florida Regional Conference* (2018) Elevator Pitch Competition

Service for University of South Florida

- Center for Marketing and Sales Innovation (CMSI) Junior Lab Coordinator
- AMA Case Competition Advisor (2019)
 - Finalists (Top 11)
- Thesis Director for USF Honors College (2019)

Awards and Grants

Distinguished Research Award – *Ollie Otter Booster Seat Safety Program in Tennessee* for the Academy of Legal, Ethical and Regulatory Issues

International Travel Grant, USF Office of Graduate Studies, 2019, \$1,500

Skills and Certificates

JMP, SPSS, SAS, Unity3D, Adobe CC Suite, Microsoft Office, WordPress

Digital Marketing Certificate-Academy of Marketing Science 2018