

Robin L. Soster
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University of South Carolina
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EDUCATION

University of South Carolina, Columbia, SC entered 2007
Ph.D. Candidate in Marketing (Expected Completion in 2011)

University of South Carolina, Columbia, SC 2000
Master of Business Administration: Marketing Concentration, GPA: 3.9

University of South Carolina, Columbia, SC 1997
Bachelor of Science: Operations Research/Statistics and Economics, Major GPA: 4.0

RESEARCH INTERESTS

Individual and Collective Consumer Entitlement; Effects of culture on consumer behavior

WORKING PAPERS

Peters, Cara, Robin Soster, and Marilyn Okleshen (2008), "Singleton Home Medical Supply, Inc.," *Business Case Journal*, forthcoming.

RESEARCH IN PROGRESS

Soster, Robin and Bill Bearden, "Consumer Entitlement: Conceptualization and Research Studies," scale development and propositional inventory examining the phenomenon consumer entitlement and its impact on consumption; *preliminary scale development complete, purification in process.*

Soster, Robin, "Beyond Demanding: An examination of the impact of Consumer Entitlement on Consumer Expectations and Firm Performance," examination of the impact of consumer entitlement on firm performance, *Two preliminary studies complete; one in design.*

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

PROFESSIONAL EXPERIENCE

Teaching Experience:

Visiting Assistant Professor of Marketing; Winthrop University, Rock Hill, SC

Service: Assessment Committee; IMC Degree Committee; GNED 102 Instructor

August 2005 – May 2007

Adjunct Professor; Operations Management and Marketing, Winthrop University, Rock Hill, SC

August 2003 – May 2004

Other Experience:

Finance and Marketing Analyst, Tomlin & Company/Henson-Tomlin Interests, Columbia, SC /
Charlotte, NC, November 2000-October 2003

Account Executive, Post No Bills, Inc., Prosperity, SC, 2000

Intern / Project Director LoU'S Crew Spirit Apparel and Products, Faber Entrepreneurship
Center (USC), Columbia, SC, 1999 – 2000

HONORS

- Lou Holtz Entrepreneurial Scholar, University of South Carolina, 1999 - 2000
- University of South Carolina MBA Case Team Member 1999 – 2000
- Herman Hipp Liberty Fellowship Recipient, 1998 – 1999
- University of South Carolina President's List, 1996-1997
- National Merit Scholar, 1991