

Julie Johnson-Busbin

Professor at Western Carolina University

Cullowhee, NC, US

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Biography

Dr. Johnson began her career in business-to-business selling as an Account Consultant with AT&T. She spent 7 years in sales before entering the Ph.D. program at Georgia State University.

Industry Expertise

Research, Education/Learning, Business Services

Areas of Expertise

Research, Buyer Seller Relationships, Marketing, Sales, Customer Retention

Affiliations

American Marketing Association Sales Special Interest Group

Education

Georgia State University

Ph.D. Marketing

Southeastern Louisiana University

B.S.B.A. Marketing

Georgia Institute of Technology

M.S. Marketing

Accomplishments

Faculty Member of the Year Award

2019 Student Government Association

Board of Governor's Award for Teaching Excellence

2017 North Carolina Board of Governors

Creative and Innovative Teaching Award
2016 College of Business

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