

Vickie Coleman Gallagher, Ph.D.

Dr. Vickie Coleman Gallagher joined NKU in the fall of 2007 as an Assistant Professor in the Department of Management. She has a doctoral degree in Organizational Behavior from Florida State University, a master's degree in Consumer-Industrial Research from the Department of Psychology at Cleveland State University, and a bachelor's degree is in Business Administration specializing in Marketing from the Nance College of Business Administration at Cleveland State University. Vickie has taught Field Research Methods, Organizational Behavior, Human Resources Management, and Strategic Management & Business Policy.

Prior to seeking her PhD, Vickie spent 15 years in the field of market research. She served as a consultant to an array of organizations and worked for American Greetings, Liggett-Stashower Advertising, and an international market research firm, Ziment, located in New York City. Vickie has conducted both qualitative and quantitative studies, including hundreds of in-depth interviews and focus groups. Product categories and topics included health care and pharmaceuticals, consumer products, business-to-business, banking, and telecommunications.

Vickie has conducted and presented academic research in several areas, including workplace stress, political behavior, and organizational fit. Her dissertation explored the consequences of role stressors leading to the use of impression management tactics in the workplace, and her work is published in the Journal of Management, Journal of Managerial Psychology, Journal of Applied Social Psychology, Labor Studies Journal, and Southern Business Review.