Press release: 2003 : 05 : 15 : Research May Strengthen I-4 Corridor as Center for E-Commerce and Tourism

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You can't say Dr. Tom Ainscough isn't a 21st-Century guy. Just hired as an assistant professor of marketing at the University of South Florida St. Petersburg, Ainscough’s interests include marketing and retailing on the Internet, a field that is only a few years old.

“My research tends to focus on electronic commerce, marketing technology, and services retailing,” notes the former faculty member from the University of Wisconsin Whitewater School of Business Administration. “Indeed, five of the articles I have published over the past few years deal with the application of emerging technologies, such as the Internet, multimedia, expert systems, and neural networks to marketing and retailing issues.”

His current projects include an examination of the effects of word-of-mouth communication and expert opinion on consumer perceptions of high-technology Internet-based products, a study of consumer attitudes toward Internet payment systems, and retailer, brand and price issues in the travel services industry.

“Dr. Ainscough’s research interests are tailor-made for the USF St. Petersburg and Florida,” said Gary Olson, interim associate vice president for Academic Affairs. “As USF St. Petersburg works to strengthen the I-4 corridor as a center for high-tech commerce, and as tourism continues to be a primary industry for the state, Dr. Ainscough’s research findings could prove to be quite helpful.”

Ainscough has put his cutting-edge skills to use in the classroom by developing a series of multimedia presentations that go far beyond the typical PowerPoint presentation, incorporating text, graphics, digital video and sound, animation and sound effects.

In his role as a teacher, Ainscough said he is interested in principles of marketing, promotion management and international marketing.

Ainscough received his doctorate in business administration from the University of Georgia in 1994. He received a master’s in business administration from Idaho State University and a bachelor’s degree from Brigham Young University.

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