

**COL Raymond MacDermott, Ph.D.**  
Professor

**Contact Information**

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**Education**

AACSB Post-Doctoral Bridge to Business Program in Marketing, Virginia Tech, 2011  
Ph.D. Economics, Rutgers University, 2004  
M.A. Economics, University of Pittsburgh, 1996  
B.A. Math and Economics, Ithaca College, 1993

**Research Interests**

International marketing, Culture, Entrepreneurship, Foreign Direct Investments, Trade

**Courses Taught**

BU 230 – Principles of Marketing  
BU 419 – International Marketing  
BU 473 – Advanced Topics in Marketing

**Recent Publications**

The MUSIC Model of Academic Motivation in Action: Revising a Principles of Marketing Course using Motivating Students by Design” with Helen MacDermott and Dekuwmini Mornah, *Journal for the Advancement of Marketing Education*

“Institutions, Culture, and Entrepreneurship: Direct, Total, and Compliance Burden Effects” with Dekuwmini Mornah, *Global Economy Journal*

“On second thought: A survey of the pandemic’s lasting impact on pedagogy” with Helen MacDermott, *Virginia Economic Journal*

**Works in Progress**

“Enhancing Principles of Marketing Education through Formative Assessment: Exploring the Impact of Exit Tickets on Student Engagement and Effort” with Helen MacDermott and Dekuwmini Mornah

“The Impact of Migration, Institutions, and Culture on New Business Creation: Integrating Social Capital Theory and Institutional Theory” with Dekuwmini Mornah and Felicia Naatu