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Winthrop University

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Cara Peters Selected for Kinard Award for Teaching

Quick Facts

- President DiGiorgio will present Peters the Kinard Award during the undergraduate Commencement ceremony on Dec. 19.
- She is a model for how creative teaching is tied directly to student learning and business service.



Cara Peters

ROCK HILL, S.C. - The 2009 Kinard award winner, **Associate Professor Cara Peters**, is recognized as a gifted teacher within the **College of Business Administration** for her creative techniques in connecting student learning to business service.

Winthrop President Anthony DiGiorgio will present Peters the Kinard Award during the undergraduate Commencement ceremony on Dec. 19.

The **James Pinckney Kinard and Lee Wicker Kinard Award for Excellence in Teaching** is awarded annually to the faculty member who has demonstrated a dedication to teaching and is highly regarded on campus by faculty and students. The award was established by the Kinard family in honor of former Winthrop President James P. Kinard and his wife, Lee Wicker Kinard.

Since becoming a faculty member at Winthrop in 2004, **Peters** has consistently been rated one of the most effective faculty members among the management and marketing faculty. Peters has taught principles of marketing, advertising, e-commerce, marketing management and qualitative market research at both the graduate and undergraduate levels.

Administrators said her work with students in collaboration with the business community and General Motors has brought positive visibility to Winthrop. They also praised Peters for her ability to update her classes with innovative techniques and to run field-based learning cases.

She is a model for how creative teaching is tied directly to student learning and business service.

A prolific researcher and writer, **Peters** has published 24 journal articles in the past five years, including in the Journal of Consumer Psychology; Consumption, Markets, and Culture; and the Journal of the Academy of Marketing Science. Colleagues said her intellectual contributions position her as one of the most productive and talented marketing scholars in the nation over this period.

Peters has already been given the business college's highest award, the Wachovia Teaching Award, in 2006 and its Faculty Service Award for 2007-08.

Peters holds a B.A. in management from Luther College, and an M.B.A. and Ph.D. in business administration from the University of Nebraska. Her first teaching position was at the University of Georgia and then at the University of North Carolina at Charlotte.

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