



The PhD Project Hall of Fame 2021 Honoree

Dr. Aberdeen Leila Borders

Professor Emerita of Marketing and Professional Sales

Coles College of Business at Kennesaw State University

-- Dr. Borders has been a tireless advocate for the PhD Project. She was elected as the first MDSA president in 1997, and was entrusted with this position until 2002. Dr. Borders continues her unwavering support for The PhD Project as evidenced by her sustained participation in the annual MDSA conference .

Dr. Aberdeen Leila Borders is professor emerita in Marketing and Professional Sales at Kennesaw State University (KSU). She holds a bachelor's degree in accounting from the University of Georgia and an MBA and Ph.D. in Marketing from Georgia State University. Dr. Borders was previously the assistant chair of the department of marketing and professional sales at Kennesaw and prior to that an associate professor at the University of New Orleans.

Dr. Borders served as a career coach in the Hughes Leadership and Career Program at Kennesaw mentoring and preparing hundreds of business students for life by blending academic advisement and career guidance.

Dr. Borders has served a number of years as guest editor of the Journal of Business and Industrial Marketing (JBIM) and the Journal of Global Scholars of Marketing Science (JGSMS), program coordinator for the National Collegiate Sales Competition (NCSC), and program organizer for the Symposium on Asia-USA Partnership Opportunities (SAUPO). Dr. Borders' teaching interests at the doctoral, masters, and undergraduate levels address sales, retailing, marketing management and strategy. Her research specialties are sales and business-to-business interactions.

Dr. Borders has industry experience as a senior systems analyst, government experience as a defense contract auditor, and entrepreneurship expertise as the owner of a small logistics business. Recently, Dr. Borders is the 2020 recipient of the R. Keith Tudor Award for Service from the Atlantic Marketing Association, the 2020 AMA (American Marketing Association) Relationship Marketing Special Interest Group (RM - SIG) Service Award, the 2019 JGSMS Best Paper Award, the 2019 KSU Faculty Collaborative Award, and the 2019 Coles College of Business Service Award for her work with students, faculty, staff, and the community-at-large.

Since joining the PhD Project 25 years ago, Dr. Borders has tirelessly committed to planning, presenting, recruiting, mentoring, and serving as a representative for the PhD Project in numerous capacities. She was elected the first president of the PhD Project Marketing Doctoral Student Association (MDSA) in 1997 and the Honored Guest (keynote speaker) for the annual MDSA Conference in 2017. She also served as the president of the AMA RM-SIG for 15 years and recruited numerous PhD Project members to take leadership roles in AMA SIGs.

Dr. Borders is married to Warren Alan Borders and has 3 adult children (Warren, Alan, and Septian), 6 grandchildren (Anais, Warren, Alan, Austin, Summer, and Terrence), and a great-granddaughter (Brayli).