

**Rowan University's Eric Liguori Appointed to the
Direct Selling Education Foundation's Academic Advisory Council
Nina Krey and Renee Watson Named DSEF Fellows**

WASHINGTON, DC—May 2019—[The Direct Selling Education Foundation](#) (DSEF) is pleased to announce the appointment of Dr. Eric Liguori, William G. Rohrer Professorial Chair in Entrepreneurship and Executive Director, Center for Innovation and Entrepreneurship, Rowan University, to the Foundation's [Academic Advisory Council](#) (AAC), whose mission is to strengthen DSEF's connection to the academic community and advance the understanding of the direct selling business model, value proposition and the industry's commitment to ethical entrepreneurship.

"Dr. Liguori will be a valuable addition to the AAC," DSEF Executive Director Gary Huggins said. "He's at the national forefront of entrepreneurship education, and his experience in entrepreneurship teaching, research and publishing will bring new insights to the AAC, as the Council advises DSEF leadership on the development of cutting-edge academic initiatives."

The Foundation is also pleased to announce that two Rowan University faculty members have been named [DSEF Fellows](#). Dr. Nina Krey, Assistant Professor of Marketing, and Ms. Renee Watson, Faculty Lecturer, will join more than 200 academic leaders who work with DSEF and industry executives to gain deeper insights into the direct selling channel of distribution, both as a go-to-market business strategy and pathway to micro-entrepreneurship.

ABOUT DSEF

For more than 40 years, DSEF has partnered with members of the academic community to support research and education programs. These programs expand the knowledge and understanding of the fundamental principles of direct selling. The Foundation works with more than 200 professors in a variety of disciplines—such as entrepreneurship, marketing, ethics, sales, consumer studies, business and economics—to develop direct selling-related academic research, case studies and teaching content. In 2017, retail sales from direct selling were more than \$34 billion annually and currently there are more than 18 million people involved in direct selling in the United States.

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