

WILLIAM M. PRIDE
Curriculum Vitae
April, 2012

OFFICE

Department of Marketing
Texas A&M University
Mays Business School
College Station, TX 77843-4112
979-845-5857 (Voice)
979-862-2811 (Fax)
w-pride@tamu.edu

EDUCATION

B.S., General Business and Economics, Northwestern State College, Oklahoma, 1965
M.B.A., Business, Oklahoma State University, Oklahoma, 1967
Ph.D., Marketing, Louisiana State University, Louisiana, 1972

ACADEMIC EXPERIENCE

Positions

Instructor, Oklahoma State University, 1967-1968.
Graduate Assistant, Louisiana State University, 1968-1970.
Instructor, Louisiana State University, 1970-1971.
Assistant Professor, Illinois State University, 1971-1972.
Visiting Assistant Professor, Louisiana State University, 1972-1973.
Assistant Professor, Texas A&M University, 1973-1977.
Visiting Assistant Professor, University of Wisconsin-Madison, Summer 1976.
Associate Professor, Texas A&M University, 1977-1983.
Professor, Texas A&M University, 1983-present.
Department Head, Texas A&M University, 1984-1986.
Visiting Scholar, Queen's University, Kingston, Ontario, Summer 1992.

Courses Taught

Undergraduate:

Basic Marketing
Consumer Behavior
Advertising
Promotion Strategy
Advertising Procedures
Marketing Management

Graduate:

Survey of Marketing
Integrated Marketing Communications
Seminar in Consumerism and Marketing Ethics
Marketing Theory
Seminar in Buyer Behavior

PUBLICATIONS

Books

Business: An Involvement Approach, McGraw-Hill Book Company, co-authored with Herbert G. Hicks and James D. Powell, 1975.

Dimensions of American Business, McGraw-Hill Book Company, co-authored with Herbert G. Hicks and James D. Powell, 1975.

Modern Business Management: Contemporary Readings, Study Guide, and Workbook, McGraw-Hill Book Company, co-authored with Herbert G. Hicks, 1974.

Marketing: Concepts and Strategies, Houghton Mifflin Company, 1977, 1980, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 2000, 2003, 2006, 2008, 2010, and 2012 (South-Western/ Cengage) co-authored with O.C. Ferrell.

Marketing: Contemporary Dimensions, Houghton Mifflin Company, 1977, 1980, 1983, and 1985, co-authored with Robert A. Robicheaux and O.C. Ferrell.

Study Guide for Marketing, Houghton Mifflin Company, 1977, 1980, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 2000, 2003, and 2006 co-authored with O.C. Ferrell.

Fundamentals of Marketing, Houghton Mifflin Company, 1982, co-authored with O.C. Ferrell.

Study Guide for Fundamentals of Marketing, Houghton Mifflin Company, 1982, co-authored with O.C. Ferrell.

Business, 1988, 1991, 1993, 1996, 1999, 2002, 2005, 2008, 2010, and 2012 (South-Western/ Cengage), co-authored with Robert J. Hughes and Jack R. Kapoor.

Foundations of Marketing, 2004, 2007, 2009, 2011, and 2013 (South-Western/ Cengage) co-authored with O.C. Ferrell.

Foundations of Business, 2009, 2011, and 2013 (South-Western/ Cengage) co-authored with Robert J. Hughes and Jack R. Kapoor.

Refereed Publications

Marketing Research

“A Reassessment of the Effects of Appeals on Response Rate to Mail Surveys,” *Journal of Marketing Research*, August 1980, pp. 365-370, co-authored with Terry Childers and O.C. Ferrell.

“Personal and Nonpersonal Incentives in Mail Surveys,” *Journal of the Academy of Marketing Science*, Vol. 12, No. 1, Winter 1984, pp. 106-114, co-authored with Steve Skinner and O.C. Ferrell.

Marketing Channel and Customer Relationships

“Continuity of the Buyer-Seller Relationships,” *Atlanta Economic Review*, September 1970.

“The Personality-Culture Relationship and Its Effects Upon Interpersonal Transactions,” *European Journal of Marketing*, Spring 1973, co-authored with Thomas V. Greer.

“Sociological Role Theory: A Structural Model for Buyer-Seller Interaction,” *Business Ideas and Facts*, Summer 1973, co-authored with Ray La Grace and O.C. Ferrell.

“The Impact of Channel Leadership Behavior on Intrachannel Conflict,” *Journal of Marketing*, Vol. 47, No. 3, 1983, pp. 21-34, co-authored with Patrick Schul and Taylor Little.

“Channel Climate: Its Impact on Channel Members’ Satisfaction,” *Journal of Retailing*, Vol. 61, No. 2, Summer 1985, pp. 9-38, co-authored with Patrick Schul and Taylor Little.

“The Use of Approved Vendors’ Lists,” *Industrial Marketing Management*, Vol. 15, No. 1, 1986, pp. 165-169, co-authored with Ralph Jackson.

“Distinguishing Between Manufacturer Power and Manufacturer Salesperson Power,” *Journal of Business and Industrial Marketing*, Vol. 11, No. 2, 1996, pp. 20-34, co-authored with James Zemanek.

Strategy

“Strategic Adaptability and Firm Performance: A Market-Contingent Perspective,” *Journal of Marketing*, Vol. 53, No. 3, 1989, pp. 21-35, co-authored with Daryl McKee and P. Rajan Varadarajan.

“Controlling the Uncontrollable: Managing Your Market Environment,” *Sloan Management Review*, Winter 1992, Vol. 33, No. 2, co-authored with Terry Clark and P. Rajan Varadarajan.

“Environmental Management: The Construct and Research Propositions,” *Journal of Business Research*, January 1994, pp. 23-38, co-authored with Terry Clark and P. Varadarajan.

Advertising and Promotion

“Possible Effects of a Major Criminal Event on Listening and Viewing Behavior,” *Journalism Quarterly*, Winter 1977, pp. 773-776.

“A Taxonomy for Comparative Advertising Research,” *Journal of Advertising*, Winter 1978, pp. 43-47, co-authored with Charles W. Lamb and Barbara A. Pletcher.

“Should the Competing Brand Be Illustrated in a Comparative Advertisement?” *Journal of the Academy of Marketing Science*, Summer 1978, pp. 176-186, co-authored with Charles Lamb and Barbara A. Pletcher.

“The Informativeness of Comparative Advertisements: An Empirical Investigation,” *Journal of Advertising*, Spring 1979, pp. 29-35, co-authored with Charles W. Lamb and Barbara A. Pletcher.

“Print Readers’ Perceptions of Various Comparative Advertising Formats,” *Journalism Quarterly*, Summer 1979, pp. 328-335, co-authored with Charles W. Lamb and Barbara A. Pletcher.

“The Effect of Ownership of the Object of Comparison and Believability: A Laboratory Study of Comparative Advertising,” *Baylor Business Studies*, February, March, April 1979, pp. 25-34, co-authored with Charles W. Lamb and Barbara A. Pletcher.

“Selected Effects of Qualifying Statements Regarding Technical Performance Claims,” *Journal of Advertising*, Vol. 9, No. 2, 1980, pp. 20-28, co-authored with Carlos Moore.

“The Effects of Advertisement Structure, Message Sidedness, and Performance Test Results on Print Advertisement Informativeness,” *Journal of Advertising*, Vol. 9, No. 3, 1980, pp. 36-44, co-authored with Ron Earl.

“Do Disclosure Attempts Influence Claim Believability and Perceived Advertiser Credibility?” *Journal of the Academy of Marketing Science*, Vol. 12, No. 1, Winter 1984, pp. 23-37, co-authored with Ron Earl.

“Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements,” *Journal of Marketing*, Vol. 48, No. 1, 1984, pp. 94-100, co-authored with Marjorie Caballero.

“An Empirical Investigation of Three Machiavellian Concepts: Advertisers Versus the General Public,” *Journal of Business Ethics*, Fall 1989, co-authored with John Freadrich and O.C. Ferrell.

“Advertising Pacing and the Learning of Marketing Information by the Elderly,” *Psychology and Marketing*, Vol. 8, No. 1, 1991, pp. 1-20, co-authored with Elizabeth Ensley.

“Advertising Sensitive Products,” *International Journal of Advertising*, Vol. 14, No. 3, 1995, pp. 231-243, co-authored with John Fahy, Denise Smart, and O.C. Ferrell.

Other Refereed Publications

“Responses to Profit-Related Questions by Oklahoma Bankers,” *Oklahoma Banker*, September 1967.

“Psychological Barriers to the Upward Flow of Communication,” *Atlanta Economic Review*, March 1971, co-authored with O. Jeff Harris.

“Citizen-Local Government Communication Patterns,” *Texas Town and City*, April 1976, co-authored with Charles W. Lamb and Arnold Vedlitz.

“Texas Officers Surveyed on Public Information,” *National Civic Review*, December 1977, pp. 564-566.

“Marketing Decision Making Through Computer Cartography,” *Journal of the Academy of Marketing Science*, Fall 1997, pp. 369-378.

“Are Marketing Academicians’ Preferences for Frameworks and Topics in Basic Marketing Changing?” *Journal of Marketing Education*, April 1979, pp. 39-44, co-authored with O.C. Ferrell.

Miscellaneous Publications

“Survey of Facilities, Incidences, and Needs of the Developmentally Disabled in Louisiana,” an HEW sponsored report prepared for the Division of Mental Retardation, Department of Hospitals, State of Louisiana, June 1971, co-authored with O.C. Ferrell.

“Commentary: Corrective Advertising and Public Policy,” *Public Policy Issues in Marketing*, Lexington, Massachusetts: Lexington Books, 1975, pp. 89-91.

Book Review, “The Social Dynamics of Marketing,” *Journal of Marketing*, July 1974, co-authored with Conrad Berenson and Henry Eilbert.

Reprint, “Psychological Barriers to the Upward Flow of Communications,” *Career Planning Text*, Gulf Oil Corporation, 1977, co-authored with O. Jeff Harris.

“Management Must Practice, Support, and Enforce Operational Ethical Policies,” *Marketing News*, June 26, 1981, co-authored with O.C. Ferrell.

“Use Media, Humor, Discussion Groups to Repersonalize Mass Marketing Classes,” *Marketing News*, July 23, 1982, co-authored with Stan Madden.

“Testing and Evaluating in the Mass Class Creates Special Problems for Students and Faculty,” *Marketing Educator*, Fall 1982, p. 5, co-authored with Stan Madden.

PROFESSIONAL CONFERENCE PARTICIPATION

Discussant, “Consumerism, Its Nature and Organization,” *Southern Marketing Association*, Washington, D.C., November 9-11, 1972.

Discussant, "Marketing for Non-Profit Organizations," Southwestern Social Science Association (Management Area), Dallas, Texas, March 22-24, 1973.

Paper Presentation, "Using Computer Cartography for Marketing Decisions," Southeastern AIDS Conference, New Orleans, Louisiana, February 1974.

Paper Presentation, "Public Relations for Airport Managers," Short Course For Airport Managers, Center for Urban Programs, Texas A&M University, March 1974.

Discussant, "Should Television Commercials Be Regulated to Protect Children?" Southwestern Federation of Administrative Disciplines, Dallas, Texas, March 27-30, 1974.

Paper Presentation, "The Effects of a Major Criminal Event on Listening and Viewing Behavior," Southern Marketing Association, Atlanta, Georgia, November 14-16, 1974.

Chairperson for a session entitled "Social Aspects of Marketing," Southwestern Federation of Administrative Disciplines, Houston, Texas, March 6-8, 1975.

Paper Presentation, "Framework and Topics for Introductory Marketing Texts: A Survey of Marketing Academicians," American Marketing Association, Rochester, New York, August 19, 1975.

Discussant, "Communication in a Social Context," Southern Marketing Association, New Orleans, Louisiana, November 13-15, 1975.

Paper Presentation, "A Survey of Marketing Academicians Regarding the Types of Materials Currently Used and Those Intended to be Used in Basic Marketing Courses," Southwestern Marketing Association, San Antonio, Texas, March 18, 1976.

Paper Presentation, "Communicating to Achieve Citizen Participation," Public Information Conference, Center for Urban Programs, Texas A&M University, March 1, 1976.

Paper Presentation, "Marketing and Public Policy: The Role of the Consuming Public," Midwest Business Administration Association, St. Louis, Missouri, April 2, 1976, presented by co-author.

Paper Presentation, "Are Marketing Academicians' Preferences for Frameworks and Topics in Introductory Marketing Texts Changing?" Southern Marketing Association, Atlanta, Georgia, November 18, 1976.

Paper Presentation, "Comparative Advertising: Perceptions of Owners Versus Non-Owners of the Competing Brand," Southwestern Marketing Association, New Orleans, Louisiana, March 26, 1977, co-authored with Charles Lamb and Barbara Pletcher.

Paper Presentation, "Marketing Ethics: An Empirical Investigation of Beliefs Toward Internal Organizational Behavior," Midwest Business Administration Association, St. Louis, Missouri, April 1, 1977, co-authored with K. Mark Weaver and O.C. Ferrell.

Paper Presentation, "Computer-Assisted Self Instruction for Basic Marketing," Western Marketing Educators' Conference, Sacramento, California, April 15, 1977.

Paper Presentation, "Are Comparative Advertisements More Informative for Owners of the Mentioned Competing Brand than for Non-Owners?" American Marketing Association, Hartford, Connecticut, August 9, 1977, co-authored with Charles W. Lamb and Barbara A. Pletcher.

Paper Presentation, "The Effect of Ownership of Object of Comparison on Believability: A Lab Study of Comparative Advertising," Southern Marketing Association, Atlanta, Georgia, October 29, 1977, co-authored with Charles Lamb and Barbara A. Pletcher.

Presentation, "Marketing Mid-Management Programs," Texas Mid-Management Educators' Conference, Austin, Texas, August 3, 1978.

Panelist, "Workshop on Experiential Learning Exercises in Marketing," Academy of Marketing Science, Dallas, Texas, April 30-May 3, 1980.

Discussant, Southwestern Marketing Association, San Antonio, Texas, March 20, 1980.

Track Chairman, Marketing Education, Southern Marketing Association Conference, Atlanta, Georgia, November 1981.

Track Chairman, Marketing Education, Southwestern Marketing Association Conference, Dallas, Texas, March 1982.

Invited Lecturer, "Developing Effective Advertising Campaigns During Adverse Economic Times," Monterrey Tech University, Monterrey, Mexico, September 1982.

Panel Moderator, "Generating Student Involvement in the Classroom," Mid-Atlantic Marketing Association, Albany, Georgia, October 1982.

Chair, "Marketing Students," American Marketing Association Educators' Conference, Washington, D.C., August 1985.

Presentation, "Developing an Instructional Package," Association of Marketing Educators, Syracuse, New York, October 1985.

Track Chair, Marketing Education, American Marketing Association Summer Educators' Conference, Toronto, Canada, August 1987.

Paper, "Market Volatility as a Moderator of Strategic Performance: Balancing the Need for Marketing Efficiency and Adaptive Capacity in Dynamic Environments," American Marketing Association, San Francisco, California, August 1988, co-authored with Daryl McKee and Poondi Varadarajan.

Panelist, Symposium for Doctoral Students, Southern Marketing Association, Orlando, Florida, November 7-10, 1990.

Consortium Faculty, Doctoral Consortium, Southern Marketing Association, Atlanta, Georgia, November 6-9, 1991.

Panelist, "Academic Renewal," Southern Marketing Association, New Orleans, Louisiana, November 3-5, 1992.

Panelist, "Is the Marketing Mix Paradigm Dead?" Western Marketing Educators' Association, Santa Clara, California, April 15-17, 1993.

Track Co-Chair, Marketing Education, 1996 AMA Summer Educators' Conference, San Diego, California, August 1996.

Chairman of pre-conference half-day workshop entitled "Generating Student Involvement: Getting Student to 'Buy In' to Your Courses," 1996 AMA Summer Educators' Conference, San Diego, California, August 3, 1996, sponsored by the Teaching Special Interest Group.

Program Conference Co-Chair, 1997 AMA Summer Educators' Conference, Chicago, Illinois, August 1997.

Consortium Faculty, Doctoral Consortium, Society for Marketing Advances, New Orleans, Louisiana, November 1998.

Track Co-Chair, Marketing Education, 1999 AMA Summer Educators' Conference, San Francisco, California, August 1999.

Judge for Teaching Competition, Society for Marketing Advances (SMA) Conference, Atlanta, Georgia, October 1999.

Session Chair, Customer Buying Behavior, Society for Marketing Advances (SMA) Conference, Atlanta, Georgia, October 1999.

Panelist, "So You Want to Publish a Marketing Book: The Authors' Point of View." Academy of Marketing Science Annual Conference, San Diego, May 2001.

Consortium Faculty, "Teaching As Art," Doctoral Consortium, Marketing Management Association, Annual Fall Educators' Conference, Memphis, TN, September 26, 2002.

Program Development and Consortium Faculty Participant, 2004 Society for Marketing Advances, Doctoral Consortium, November 2004.

Panelist, "What Is Academic Success?" Society for Marketing Advances Nashville, TN, November 2-4, 2006

PARTICIPATION IN FUNDED RESEARCH

Participated in the Management Assistance Project, Center for Urban Programs, funded by the Department of Housing and Urban Development. Provided assistance to city officials in Texas cities regarding citizen feedback and public information, Spring 1975, \$6,000 budget.

Participated in the Urban Observatory Program in a project involving public information and citizen feedback. This project was sponsored by the U.S. Department of Housing and Urban Development under contract No. H-21960R, Summer 1975, \$6,800 budget.

Participated in the Urban Observatory Program in a project involving the feasibility of an early warning system for Garland, Texas, Summer 1976, \$3,400 budget.

"Survey of Saving and Loan Institution Attitudes Toward Mortgages on Energy-Saving Home Construction," Center for Energy and Mineral Resources, 1977, \$10,000 budget.

Participated in a study of telephone company usage patterns of Texas residents, Summer 1986, \$144,000 budget.

DISSERTATIONS CHAIRED

Carlos William Moore: "An Experimental Analysis of Selected Effects on Readers of Qualifying Statements Regarding Technical Performance Claims in Magazine Advertisements," August 1976.

Mary Ann Stutts: "An Experimental Investigation of the Existence of Counterargument and Message Acceptance Among Readers of Comparative and Noncomparative Advertisements," May 1978.

Ronald Lynn Earl: "An Experimental Investigation of the Effects of Advertisement Structure, Message Sidedness, and Test Results on Selected Communication Variables," August 1978.

Patrick Lloyd Schul: "An Empirical Investigation of the Conflict Behavior Process in Franchise Channels of Distribution," December 1980.

Marjorie Jeanne Caballero: "Purchasing Effects for Varying Levels of Model Attractiveness and Sex, and Buyer Sex of Direct Mail Advertisements," December 1981.

George Wesley Wynn: "The Effect of Source Credibility on Purchase Intentions of Organizational Buyers," December 1982.

Denise Smart: "Advocacy Advertising: A Study of the Effects of Intensity of the Message and Specification of the Adversarial Source on Attitude, Recall, and Requests for Information," May 1984.

Ralph Wade Jackson: "The Effects of the Phase of Vendor Selection Process, Industry Type, and Firm Size on Vendor Selection Criteria," December 1985.

Elizabeth Ehlert Ensley: "The Effect of the Pace of Presentation on the Learning of Marketing Information by Elderly Consumers," May 1986.

Daryl McKee: "Marketing Strategy and Marketing Volatility: A Study of the Effects of Market Volatility on the Marketing Performance Relationship," May 1987.

Terence Alan Clark: "Environmental Management by Marketing Decision Makers," August 1987.

James E. Zemanek, "Effects of Manufacturer Salesperson's Use of a Power Base on Distributor's Perception of Salesperson Power and Distributor Satisfaction: An Empirical Examination," May 1992.

Irfan Ahmed, "Do or Buy: Understanding Consumer Self Sufficiency in Services," May 1997 (Served as committee co-chair along with Dr. A. Parasuraman).

Moshe Davidow, "Organizational Responses to Customer Complaints and Their Impact on Post-Complaint Customer Behavior: The Mediating Effect of Perceived Justice and Satisfaction," August 1998.

OTHER ACTIVITIES

Committees at Texas A&M University

College of Business Administration; Library Committee, 1973-1975.

College of Business Administration; Faculty Advisory Committee, 1974-1977.

College of Business Administration; Research Committee, 1975-1977.

College of Business Administration; Graduate Instruction Committee, 1976-1989.

College of Business Administration; Dean Advisory Search Committee, 1978-1979.

College of Business Administration; Ph.D. Program Evaluation Task Force, 1979-1980.

College of Business Administration; Audio Visual Committee, 1979-1981.

College of Business Administration; Behavioral Lab Committee, 1980-1982.

College of Business Administration; Marketing Department Head Search Committee, 1980 and 1984-1986.

Texas A&M University; Advisory Committee on Research and Human Resources, 1980-1982.

College of Business Administration; Executive Committee, 1984-1986.

College of Business Administration; New Building Advisory Committee, 1993.

College of Business Administration; Promotion and Tenure Committee, 1993-1995.

College of Business Administration; Department Head Search Committee, 1996.

College of Business Administration; Research Committee, 1996 -2003.

College of Business Administration; MBA Program Office Evaluation Committee, 1999.

College of Business Administration; Building Committee, 1999-2001.

College of Business Administration; Center for Human Resources Management Review Committee, 2001-2002 (Chair).

College of Business; Undergraduate Experience Council, 2006 - 2010

University Committee; Student Media Board, 2006 - present

University Committee; Graduate Academic Appeals Council, 2010 - present

Journal Activities

Member, Editorial Review Board, Journal of Strategic Marketing, 1993-present.
Member, Editorial Review Board, Journal of Marketing Education, 1993-present.
Member, Editorial Review Board, Marketing Education Review, 1991-present.
Member, Editorial Review Board, Journal of Advertising, 1979-1986.
Ad hoc reviewer for Journal of Marketing Research, Journal of Marketing, and Journal of Retailing.
Co-editor, Special Issue, Innovations in Teaching Principles of Marketing Courses, Journal of Marketing Education, Forthcoming

Consulting

Center for Economic Development, a joint project administered by Southern University and U.S. Department of Commerce for the purpose of improving economic development in the Black community, Summer 1970.

Research Associate, Marketing Information Analysis Group, Baton Rouge, Louisiana. Performed site location studies for banks, Summer 1970.

Project Director, Southeastern Research Institute, Inc. Prepared for the Department of Hospitals, State of Louisiana, an HEW sponsored study entitled, "A Study of Facilities, Incidences, and Needs of the Developmentally Disabled in Louisiana," Summer 1971.

Chairman and Seminar Leader, Seminar in Marketing, a seminar for marketing executive development sponsored by Small Business Administration, and the Louisiana Consortium of Educators, Fall 1972.

Consultant for a Baton Rouge advertising agency, Louisiana. Research project dealt with advertising effectiveness, general bank image, customer profiles, and consumer attitudes regarding bank selection and the use of bank services, Fall 1972.

Consultant for a Baton Rouge advertising agency. Performed a listenership and viewership study in the Hammond, Louisiana area, Winter 1973.

Consultant for a bank in Concordia Parish, Louisiana. Performed a research project that focused upon customer profiles of area banks and customers' attitudes regarding the quality of current banking services, the importance of certain bank features when selecting and using a bank, and the need for bank services not currently offered, Summer 1973.

PROFESSIONAL ASSOCIATIONS

Memberships

American Marketing Association
Academy of Marketing Science
Society for Marketing Advances
Midwest Marketing Association

Awards and Activities

Received 1993 SMA Fellow Award
SIG Leader, Teaching Special Interest Group
AMA Academic Council
Outstanding Educator Award, Association of Collegiate Marketing Educators, SWFAD, 2001.