

Janet Turner Parish

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Education

PH.D., MARKETING, Minors: Strategy and Statistics
The University of Alabama

May 2002
Tuscaloosa, Alabama

MBA, Emphasis: Marketing
The University of Southern Mississippi

August 1993
Hattiesburg, Mississippi

BSBA, Concentration: Marketing Management
The University of Southern Mississippi

May 1990
Hattiesburg, Mississippi

Professional Experience

CLINICAL PROFESSOR
Texas A&M University

2015-2020
College Station, Texas

CLINICAL ASSOCIATE PROFESSOR
Texas A&M University

2008-2015
College Station, Texas

ASSISTANT PROFESSOR
Texas State University

2007-2008
San Marcos, Texas

ASSISTANT PROFESSOR
Texas A&M University

2003-2007
College Station, Texas

VISITING ASSISTANT PROFESSOR
Texas A&M University

2002-2003
College Station, Texas

RESEARCH/TEACHING ASSISTANT
The University of Alabama

1998-2002
Tuscaloosa, Alabama

VISITING INSTRUCTOR
The University of Southern Mississippi

1997-1998
Hattiesburg, Mississippi

ADJUNCT INSTRUCTOR
William Carey College

1995-1997
Hattiesburg, Mississippi

TRAINING COORDINATOR
Magnolia Federal Bank for Saving

1993-1997
Hattiesburg, Mississippi

GRADUATE ASSISTANT
The University of Southern Mississippi

1992-1993
Hattiesburg, Mississippi

MARKETING DEPARTMENT OFFICE MANAGER
Forrest General Hospital

1990-1992
Hattiesburg, Mississippi

Teaching Interests

Principles of Marketing, Services Marketing, Marketing Research, Professional Selling, Relationship Marketing and Management

Research Interests

Relationship marketing, services marketing, service innovation, customer service and satisfaction, the role of frontline employees in service encounters

Publications

Journal Articles

Berry, Leonard L., Janet Turner Parish, and Altay Dikec (2020), "Creating Value Through Service Quality," *Organizational Dynamics*, 49 (3).

Janakiraman, Ramkumar, Janet Turner Parish, and Leonard L. Berry (2011), "The Effect of the Work and Physical Environments on Hospital Nurses' Perceptions and Attitudes: Service Quality and Commitment," *Quality Management Journal*, 18 (4), 36-49.

Ulrich, Roger S., Leonard L. Berry, Xiaobo Quan, and Janet Turner Parish (2010), "A Conceptual Framework of the Domain of Evidence-Based Design," *Health Environments Research & Design Journal*, 4 (1), 95-114.

Parish, Janet Turner and Betsy Bugg Holloway (2010), "Consumer Relationship Proneness: A Reexamination and Extension Across Service Exchanges," *Journal of Services Marketing*, 24 (1), 61-73.

2011 Best Paper Award for Volume 24 of *Journal of Services Marketing*

Berry, Leonard L. and Janet Turner Parish (2008), "The Impact of Facility Improvements on Hospital Nurses," *Health Environments Research & Design Journal*, 1 (2), 5-13.

Parish, Janet Turner, Leonard L. Berry, and Shun Yin Lam (2008) "The Effect of the Servicescape on Service Workers," *Journal of Service Research*, 10 (3), 22-238.

Best Paper Award for Volume 10 of *Journal of Service Research*

Parish, Janet Turner, Susan Cadwallader, and Paul Busch (2008) "Want To, Ought To, Need To: Employee Commitment to Change in a Service Organization," *Journal of Organizational Change Management*, 21 (1), 32-52.

Berry, Leonard L., Janet Turner Parish, Ramkumar Janakiraman, Lee Ogburn-Russell, Glen R. Couchman, William L. Rayburn, and Jedidiah Grisel (2008) "Patients' Commitment to their Primary Physician and Why it Matters," *Annals of Family Medicine*, 6 (1), 6-13.

Bendapudi, Neeli M., Leonard L. Berry, Keith A. Frey, Janet Turner Parish, and William L. Rayburn (2006), "Patients' Perspectives on Ideal Physician Behaviors," *Mayo Clinic Proceedings*, 81 (March), 338-344.

Berry, Leonard L., Venkatesh Shankar, Janet Turner Parish, Susan Cadwallader, and Thomas Dotzel (2006), "Creating New Markets Through Service Innovation," *MIT Sloan Management Review*, 47 (Winter), 56-63.

Holloway, Betsy Bugg, Sijun Wang, and Janet Turner Parish (2005), "The Role of Cumulative Online Purchasing Experience in Service Recovery Management," *Journal of Interactive Marketing*, 19 (Summer), 54-66.

Working Papers

Loring, A., Parish, J. T., & Wang, J. You can't make them stay, but managers should observe these engaging behaviors, preparing for submission to the *Journal of Personal Selling & Sales Management*, 2023.

Articles/Cases/Book Chapters

Loring, A., Parish, J. T. (2023). Gen Z: Will they stay or will they go. *Sales Education Annual*, 2023(17).

Loring, A., & Parish, J. (2022). Caselet 5.2: What is sales training really worth? In Davis, L. M., Dixon, A. AL., Erffmeyer, R.C., Honeycutt, E. D., Tanner, E. C., & Tanner, J. F. Jr. (3rd), *Sales Management: Shaping Future Sales Leaders* (pp. 149-150). Wessex Press.

Loring, A., Parish, J. T. (2021). The world needs university-educated salespeople. *Sales Education Annual*, 2021(15), p. 30-31.

Loring, A., Parish, J. T. (2020). Sales skills are skills for life. *Sales Education Annual*, 2020(14), p. 8-9.

Parish, Janet Turner, Sandi Lampo, and Kristin Landua (2015), "Relationship marketing: Berry's insights from the past and for the future," in Robert M. Morgan, Janet Turner Parish, and George Deitz (Eds.) *Handbook of Research in Relationship Marketing*, Elgar Publishing.

Parish, Janet and Arthur A. Thompson, Jr. (2000) "Competition in the U.S. Automotive Retailing Industry," *Cases in Strategic Management*, 12th edition, editors A.J. Strickland, III, Arthur A. Thompson, Jr. and John Gamble, Boston: McGraw-Hill.

Conference Papers/Presentations

Parish, Janet Turner (2022), "Curriculum Audit: Redesign and Realign," Marketing Management Association Fall Educators' Conference.

Parish, Janet Turner, Sandi Lampo and Leslie Seipp (2019), "How to Turn Student Groups Into Effective Teams," Transformational Teaching & Learning Conference at Texas A&M University.

Parish, Janet Turner (2019), "Never Say Never, Opportunity Knocks," Transformational Teaching & Learning Conference at Texas A&M University.

Parish, Janet Turner (2019), "The Power of Moments," Women's Leadership Conference at Texas A&M University (with Shannon Deer and Bridgette Chambers).

Dikec, Altay, Andrew Loring and Janet Turner Parish (2018), "Frontline Employee Emotional Momentum," 2018 American Marketing Association Frontiers in Services Conference.

Bendapudi, Neeli, Janet Turner Parish, and Leonard L. Berry (2008), "The Ideals of Doctors," 2008 American Marketing Association Winter Educators Conference, Special Session.

Busch, Paul, Eileen Hulme, Carol McBride, Janet Turner Parish and Angie Yarbrough, (2008), "Gallup's Strengths Finder: Perspectives from Industry and Academia," 8th Annual Texas A&M Assessment Conference.

Parish, Janet Turner and Mona Srivastava (2007), "The Power of Personality in CRM," 2007 American Marketing Association Winter Educators Conference, Special Session.

Parish, Janet Turner and Leonard L. Berry (2005), "The Effects of New Hospital Facilities on Service Providers," 2005 American Marketing Association Frontiers in Services Conference.

Cadwallader, Susan and Janet Turner Parish (2004) "Learning from Innovation Implementation and the Impact on Market Value Creation," 2004 American Marketing Association Winter Educators Conference, Special Session.

Holloway, Betsy Bugg, Janet Turner Parish, and Mona Srivastava (2004) "The Impact of Reputation in Service Recovery Management: An Empirical Investigation of Online Retailers," 2004 American Marketing Association Frontiers in Services Conference.

Parish, Janet Turner, Jaebeom Suh and Russell Lacey (2003) "Relationship Quality and New Product Adoption: A Conceptual Framework" 2003 Society for Marketing Advances Conference.

Parish, Janet Turner and Susan Cadwallader (2003) " Frontline Employee Perceptions of New Strategic Initiatives: The Multiple Roles of Employee Relationship Quality" 2003 AMA Frontiers in Services Conference.

Holloway, Betsy B. and Janet Turner Parish (2001) "The Impact of Distributive Justice on Satisfaction and Behavioral Intentions: An Extension into the Online Environment," 2001 AMA Summer Marketing Educators' Conference.

Honors and Awards

Presidential Transformational Teaching Grant (\$60,000), December 2020

Melinda '87 and Guy Grace Lecturer in Business, 2020

Undergraduate Professorship for Undergraduate Teaching Excellence, 2018-2021

Mays Grand Challenge Undergraduate Teaching Grant (\$15,000), 2017

Mays Faculty Service Excellence Award, 2016

Mays Teaching Fellow, 2014

Association of Former Students College Level Distinguished Award for Teaching, Fall 2014

Mays Business School Mini Research Grant recipient, 2014

Student Recognition Award for Teaching Excellence, Spring 2011

CRS Mini-Grant recipient, 2009

Mays Business School Mini Research Grant recipient, 2009 (two grants)

Texas State University Research Enhancement Program grant recipient, 2008

Minnie Miles, Outstanding Graduate Student, 2002

Outstanding Marketing Graduate Student, 2002

American Marketing Association Outstanding Graduate Student, 2002

AMA Sheth Doctoral Consortium Fellow, 2001

Summer Graduate Council Fellowship, 2001

Stephen F. Bufton Memorial Scholarship Recipient, 2000-2001

Minnie and Sam Pizitz Scholarship Recipient, 2000-2001

Fred Bostick Endowed Fellowship Recipient, 1998-2002

Service Activities and Professional Memberships

Faculty Advisor for Freshmen Leaders in Christ, Spring 2023-Present
Business Education Aspirational Planning Task Force, Spring 2023
Transformational Teaching & Learning Conference, 2022-2023 Steering Committee
Co-Founder (with Alex Sinatra '11 and '14, Chris Valletta '00, and Dat Nguyen '98) of AmplifyU
Director of Sales Leadership Institute, 2019-present
Academic Professional Track Faculty Committee, University-level, 2021-present
Marketing Educators' Association Board of Directors, at-large member, 2020-present
Member of Dean's Search Advisory Committee, Mays, 2022
Associate Department Head, 2015-2022
Chair of Department of Marketing Academic Professional Track Recruiting Committee, 2020-2022
Marketing Department, Undergraduate Program Council Chair, 2008 to 2022
College Undergraduate Curriculum and Assessment Committee, 2008 to 2022
Member of Department of Marketing Recruiting Committee, 2017-2022
Reimagine Wehner Building Renovation and Expansion Committee, 2017-2021
Director of Professional Selling Initiative, 2015-2019
Member of Mays Diversity Council, Chair of Community Relations Sub-committee, 2016-2019
CBK Curriculum Committee, 2018-2019
Chair of Common Body of Knowledge Work Group, 2014-16, Member 2016-2018
BCS Habitat for Humanity Board of Directors, 2016-2019
Student Success Initiative Task Force, 2018
Assistant Department Head, 2008-2015
Member of Dean's Search Advisory Committee, Mays, 2014-15
Member of Department Head Search Committee, Marketing, 2009 and 2013
Member of Building Planning Committee for CITYCENTRE, 2013
Member of Common Body of Knowledge Review Committee, 2012-13
Member Customer Service Cross-Functional Team (University Committee), 2011-12
Member of Task Force to review Minors and University Studies Business Curriculum, 2011-12
Member of Non-Tenure Track Review Committee for Information and Operations Management Department, 2010
Member of Mays Ethics Workgroup, 2010-11
Faculty Mentor, Regents Scholar Program, 2006-07, 2009-10
Faculty Advisor, Student Chapter American Marketing Association, 2006-07, 2008-09
Center for Retailing Studies Faculty Council, 2006-07
Reviewer, Academy of Marketing Science Conference (2005-07)
Ad-Hoc Reviewer: *Journal of Retailing*, *Journal of Interactive Marketing*, *Journal of Applied Behavioral Science*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*
Beta Gamma Sigma, Sigma Iota Epsilon, Alpha Mu Alpha

References

Dr. Sandi Lampo

Clinical Professor of Marketing
Mays Business School
Texas A&M University
979.845.8820
sandi@mays.tamu.edu

Dr. Mark Houston

Professor
Associate Dean for Faculty and Research
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Dr. Robert M. Morgan

Executive Director for Innovation Initiatives
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J. Reese Phifer Faculty Fellow in Marketing
Culverhouse College of Business
The University of Alabama
205-348-9557
rmorgan@culverhouse.ua.edu