

VITA

LARRY G. GRESHAM

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PERSONAL DATA

Telephone:

Office: (979) 845-5692

Fax:

(979) 862-2811

E-mail:

lgresham@tamu.edu

Office:

Department of Marketing
Mays Business School
Texas A&M University
4112 TAMU
College Station, Texas 77843-4112

PROFESSIONAL INTERESTS

- Teaching: Global Marketing., Principles of Marketing, Marketing Strategy
- Research: International Marketing, Buyer Behavior

EDUCATION

1982 - Doctor of Philosophy in Business Administration, Marketing specialization, Behavioral Management minor: The University of South Carolina.

1977 - Master of Business Administration: The University of South Carolina.

1969 - Bachelor of Science in Business Administration, Marketing: The University of South Carolina.

ACADEMIC EMPLOYMENT

1987-Present Associate Professor of Marketing, Texas A&M University, College Station, TX

2000-2006 Assistant Department Head, Department of Marketing, Texas A&M University, College Station, TX.

1991-1999 Director, Center for Teaching Excellence, Texas A&M University, College Station, TX.

1990-1991 Associate Director, College of Business Administration Fellows Program, Texas A&M University, College Station, TX.

- 1987-1990 Associate Director, Center for Retailing Studies, Texas A&M University, College Station, TX.
- 1981-1987 Assistant Professor of Marketing, College of Business Administration, Texas A&M University, College Station, TX.
- Spring 1981 Visiting Assistant Professor of Marketing, The University of South Carolina, Columbia, South Carolina.
- 1978-1981 Teaching Assistant, The University of South Carolina, Columbia, South Carolina.
- 1977-1978 Research Assistant to Professor Terence A. Shimp, The University of South Carolina, Columbia, South Carolina.

BUSINESS EXPERIENCE

- 1974-1977 Quality Engineer, Lyman Printing and Finishing Company, Lyman, South Carolina.
- 1972-1974 Production Manager, Milliken, Inc., Spartanburg, South Carolina.
- 1969-1972 Professional Sales Representative, CIBA Corporation, Summit, New Jersey.

AWARDS AND HONORS

Beta Gamma Sigma, 1978.

Consortium Fellow, American Marketing Association Doctoral Consortium, The Pennsylvania State University, 1981.

Outstanding Ph.D. Teacher Award, College of Business Administration, The University of South Carolina, 1981.

Alpha Mu Alpha National Marketing Honorary, 1981.

Stephen Shaw Award for Best Paper at the 1983 Southern Marketing Association Conference, Atlanta, 1983.

Center for Retailing Studies' Outstanding Service Award, Texas A&M University, 1987.

Alpha Kappa Psi, Outstanding Professor Award, Texas A&M University, 1987, 1989.

Faculty Distinguished Achievement Award in Teaching, presented by the Association of Former Students of Texas A&M University, 1988.

Outstanding Paper Award, International Symposium on Pacific-Asian Business, 1991.

International Excellence Award in Teaching, International Programs Office, Texas A&M University, 2003.

Bush Excellence Award for Faculty in International Teaching, Bush Foundation, Texas A&M University, 2005.

JOURNAL ARTICLES

Consumer Behavior

Shimp, Terence A. and Larry G. Gresham (1983), "An Information Processing Perspective of Recent Advertising Literature," in James H. Leigh and Claude R. Martin, Jr., eds. Current Issues and Research in Advertising, Ann Arbor: The University of Michigan, 39-76.

Gresham, Larry G., Alan J. Bush, and Robert A. Davis (1984), "Measures of Brand Attitude: Are Cognitive Structure Approaches Really Needed?" Journal of Business Research, 12 (September), 353-361.

Gresham, Larry G. and Terence A. Shimp (1985), "Attitude Toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective," Journal of Advertising, 14 (1), 10-17.

Bush, Alan J. and Larry G. Gresham (1986), "The Communication Effects of Advertising," Journal of Applied Communication Research, 14 (Spring), 59-65.

Retailing

Berry, Leonard L. and Larry G. Gresham (1986), "Relationship Retailing: Transforming Customers into Clients," Business Horizons, 29 (November/December), 43-47.

Lucas, George H., Jr., and Larry G. Gresham (1988) "How to Position for Retail Success," Business, 38 (April-May-June), 3-13.

Berry, Leonard L., Larry G. Gresham and Norman L. Milliken (1990), "Marketing in Retailing: A Research Agenda," The International Review of Retail, Distribution and Consumer Research, 1 (October), 1-16.

Berry, Leonard L., Kathleen Seiders, and Larry G. Gresham (1997), "For Love and Money: The Common Traits of Successful Retailers," Organizational Dynamics, (Autumn), 7-23.

Seiders, Kathleen, Leonard L. Berry and Larry G. Gresham (2000), "Attention Retailers! How Convenient is Your Convenience Strategy?," Sloan Management Review 41, (Spring), 79-89.

Ethics

Ferrell, O.C. and Larry G. Gresham (1985), "A Contingency Framework for Understanding Ethical Decision-Making in Marketing," Journal of Marketing, 49 (Summer) 87-96.

Ferrell, O.C., Larry G. Gresham, and John Fraedrich (1989), "A Synthesis of Ethical Decision Models for Marketing," Journal of Macromarketing, 9:2 (Fall), 55-64.

International Marketing

Hise, Richard T., Roberto Solano-Mendez and Larry G. Gresham (2003), "Cultural Dimensions of Doing Business in Mexico: Perceptions of U.S. and Mexican Executives." Thunderbird International Business Review, 45:2 (April), 211-224.

Other

Lucas, George H., Jr. and Larry G. Gresham (1985), "Power, Conflict, Control and the Application of Contingency Theory in Marketing Channels," Journals of the Academy of Marketing Science, 13 (Summer), 25-38.

Menon, Anil C., Alan J. Bush, and Larry G. Gresham (1988), "Use of Literature to Illustrate the Principles of Marketing: A Familiarity-Based Approach." Journal of Marketing Education, 9 (Spring), 50-57.

TEXTBOOKS

Lucas, George H., Jr., Robert P. Busch, and Larry G. Gresham (1994), Retailing, Houghton Mifflin Co., Boston.

PROCEEDINGS AND PRESENTATIONS

Consumer Behavior

Bush, Alan J. and Larry G. Gresham (1983), "Assessing the Quality of a Lifestyle Measure: A Reliability Analysis," 1983 American Institute of Decision Sciences Conference Proceedings, San Francisco: American Institute for Decision Sciences.

Gresham, Larry G., Alan J. Bush, and Robert A. Davis (1983), "Measure of Brand Attitude: Are Cognitive Structure Approaches Really Needed?" 1983 Southern Marketing Association Proceedings, Atlanta: Southern Marketing Association, 239-242. Stephen Shaw Award for Best Paper.

Bush, Alan J. and Larry G. Gresham (1984), "Investigating the Effects of Sex and Method Differences on the Stability of a Lifestyle Measure," 1984 Southern Marketing Association Proceedings, New Orleans: Southern Marketing Association, 164-167.

Bush, Alan J., Larry G. Gresham, and Robert P. Bush (1986), "Animation in Advertising," 1986 Decision Sciences Institute Conference Proceedings, Honolulu: Decision Sciences Institute.

Retailing

Davis, Robert A. and Larry G. Gresham (1984), "Optimal Ordering Policy with Non-Constant Demand During Replenishment Cycle," 1984 Southern Management Association Proceedings, New Orleans: Southern Management Association, 258-260.

"The Role of a Retailing Center in Improving Retailing Education," Academy of Marketing Science Conference, Miami, 1985.

"The University-Retail Community Interface," Academy of Marketing Science American Collegiate Retailing Association Conference, Charleston, SC, 1985.

"Advances in Retailing Education: One Key to Improved Performance in the Retailing Industry," American Institute for Decision Sciences Conference, Las Vegas, 1985.

"Developing Marketers for Retailing: An Education Package," American Marketing Association Winter Educators' Conference, St. Petersburg, FL, 1986.

"The Current Status of Customer Service in Retailing," Southern Marketing Association Conference, New Orleans, 1987.

"Retailing in Texas: Beyond Sales Forecasts," Texas Business Review, December 1992.

Other

Reingen, Peter H., Larry G. Gresham, and Jerome Kernan (1980), "Behavioral Consequences of the Physical Attractiveness Stereotype in Personal Selling," 1980 Educators' Conference Proceedings, Chicago: American Marketing Association, 109-113.

Reingen, Peter H., Larry G. Gresham, and Ilkka A. Ronkainen (1981), "Consequences of the Physical Attractiveness Stereotype on Buyer-Seller Interactions: Affect, Intention and Behavior," in Reingen, Peter H. and Arch G. Woodside, eds., Buyer-Seller Interactions: Empirical Research and Normative Issues, Columbia, SC: American Marketing Association, 75-87.

Menon, Anil C., Alan J. Bush, and Larry G. Gresham (1987), "A Literary Approach to Teaching Marketing Principles: A Shakespearean Illustration," 1987 Educators' Conference Proceedings, Toronto: American Marketing Association, 121-125.

Hise, Richard T. and Larry G. Gresham (1991), "A Comparison of U.S. Companies' Anticipated Operations and Strategies in the Pacific Rim vs. those in the European Community," 1991 International Symposium Pacific Asian Business Proceedings, Honolulu: Pacific Asian Management Institute. (Named Best Paper at the Conference)

"Faculty Development in Marketing," Southern Marketing Association Conference, Orlando, FL, 1995.

Busch, Alan J., Victoria D. Bush and Larry G. Gresham (1998), "The Role of the Internet in Marketing Strategy: A Pilot Study of Internet Users," 1998 Conference Proceedings of the American Society of Business and Behavioral Sciences, Las Vegas: American Society of Business and Behavioral Sciences.

Gresham, Larry G. "Practice What We Preach: What Business Schools Can Learn From Relationship Marketing," (2001), Society for Marketing Advances Conference, New Orleans.

Brenenstuhl, Daniel C. and Larry G. Gresham (2002). "Globalization as An Extended Experiential Exercise: The Benefits and Planning Considerations of Short-Term Study Abroad Programs," 2002 ABSEL Conference Proceedings, Association for Behavioral Sciences and Experiential Learning, Pensacola, FL.

SERVICE

- Assistant Research Scientist for the INVENT Division of the Texas Engineering Experiment Station, 1983-1985.
- Faculty Advisor to the Texas A&M University Marketing Society, 1982-1985.
- Faculty Advisor to the Center for Retailing Studies Student Association, 1985-1990.
- Faculty Coordinator, Marketing Department Study Abroad Program, 1987-2005.
- Alpha Mu Alpha Faculty Coordinator, 1983-2005.
- Co-Advisor, Delta Sigma Pi National Business Fraternity, 1994-present.
- Center for Retailing Studies Faculty Committee, 1983-1990, 2006-present.
- Center for Retailing Studies Associate Director, 1987-1990.
- CBA Fellows Associate Director, 1990-1991.
- Center for Teaching Excellence Director, 1991-1999.
- Instructor, Center for Executive Development: AAFES Management Development, Strategic Retailing, Army Marketing Managers, Association of Collegiate Bookstores, Veterinary Business Program.

Texas A&M University

- Council of Master Teachers, 1991-1999.
- Students' Rights Appeals Panel, 1993.
- Illegal Discrimination Appeals Panel, 1995-present.
- Post Tenure Peer Review Committee, 1995-1999.
- Distance Learning Committee, 1996-1999.

Mays Business School:

- Behavioral Laboratory Committee, 1981-1983.
- Teaching Evaluation Committee, 1986.
- Executive MBA Committee, 1990-1992.

- Undergraduate Curriculum Revision Committee, 1989-1990.
- Teaching Excellence Task Force, Chair, 1993.
- CIBS Review Committee, 1995.
- UPO Review Committee, 1999-2000.
- Scholarship Committee, 2000-2006.
- Undergraduate Curriculum Committee, 2001-2005.

Marketing Department:

- Undergraduate Experience Committee 2007- present.
- Faculty Recruiting Committee, Chair, 2001-2002.

Editorial Review Board:

- Journal of Marketing Channels, 1990-present.

Ad hoc Reviewer:

- Journal of the Academy of Marketing Science, 1993-present.
- Journal of Marketing Research, 1986-present.
- Journal of Marketing, 1987-present.
- Journal of Management, 1991.

PROFESSIONAL AFFILIATIONS

- American Marketing Association.
- Society for Marketing Advances.
- Academy of Marketing Science.