

PERSONAL INFORMATION

Office: 215E Wehner Building Phone: 979-845-5849
Department of Marketing Fax: 979-862-2811
Mays Business School Cell: 979-492-0675
Texas A&M University Email: pbusch@tamu.edu
College Station, TX 77843-4112

Home: 9217 Riverstone Court Phone: 979-696-2530
College Station, TX 77845

Birthdate: July 18, 1945
Birthplace: Milwaukee, Wisconsin

Wife: Ann Fitzgerald Busch
Children: Jennifer Lynn Busch, born 12/4/71
John Fitzgerald Busch, born 2/9/75

EDUCATION

Ph.D. The Pennsylvania State University, 1974 (August)
M.B.A. University of Wisconsin, Madison, 1969.
B.B.A. University of Wisconsin, Whitewater, 1967.

ACADEMIC AND PROFESSIONAL EXPERIENCE

2011-present Texas A&M University System Regents Professor,
And Professor of Marketing.

1996-Present, Professor, Department of Marketing, Texas A&M University.

1986-1996, Professor and Head, Department of Marketing, Texas A&M University.

1979-1986, Associate Professor of Business, The University of Wisconsin-Madison.

1977-1979, Assistant Professor of Business, The University of Wisconsin-Madison. Responsibilities include teaching undergraduate and graduate courses in marketing communications and Ph.D. seminar in marketing,

1974-1977, Assistant Professor of Marketing, The University of Mississippi, University, Mississippi. Responsibilities: teaching undergraduate and graduate courses in Marketing Management, Marketing Research, Principles of Marketing, and Research Methodology on M.B.A.-Ph.D. level.

September, 1969- August, 1970, Instructor in Business Administration, Elizabethtown College, Elizabethtown, Pennsylvania. Responsibilities: teaching advanced undergraduate courses in Marketing Management, Advertising, Retailing, and Introductory Marketing.

Summer 1970, Instructor in Business Administration, The University Center, Harrisburg, Pennsylvania. Responsibilities: teaching Introductory Marketing to undergraduates, as well as graduate students taking prerequisite courses for M.B.A. programs.

Spring Semester 1969, Instructor in Business Administration, Madison Area Technical College. Responsibilities: Teaching a basic course in Sales and Sales Management during Spring Semester 1969 while completing M.B.A. at the University of Wisconsin-Madison.

1968, Sales Representative, Wisconsin Bell Telephone Company.

Boards of Directors:

2004 – Present. Painless Performance Products, Manufacturer of Electrical Products for automobile customization market. Fort Worth, Texas.

2012 – Present. Scott and White Health Plan (nonprofit). Temple, Texas.

HONORS AND AWARDS

2013 Selected by Pi Beta Phi Sorority, Texas A&M Chapter as a Most Influential Professor. Honored at scholarship banquet in November of 2013.

2013-Academy of Marketing Science 2013 Outstanding Marketing Teacher Award (National Award). Selected by AMS Board of Governors. Honored at the annual national conference, May 2013 in Monterey, CA. Presented teaching philosophy and approach at a special teaching session held at the conference.

December 2012-Service Excellence Award. In recognition of Sustained and Exceptional Service awarded by Mays Business School, Texas A&M University

November 2011-Texas A&M University System Regents Professor.

August 2008-Mays Faculty Fellowship for Teaching Innovation.

March 2008-Distinguished Achievement Award – Teaching at the University Level. Awarded by The Association of Former Students, Texas A&M University.

August 2007-Distinguished Achievement Award – Teaching at the College Level. Awarded by The Association of Former Students, Texas A&M University.

2002- The Boeing Company
A.D. Welliver Faculty Summer Fellowship,
St. Louis, Missouri and Seattle, Washington.

August 2002-Fish Camp Name Sake, Texas A&M University.

1999-Hall of Fame Inductee, St. Thomas Moore High School, Milwaukee, WI.

1993-Member, Beta Gamma Sigma.

Spring 1982-Outstanding Marketing Faculty Award. First recipient of the annual award by Mu Kappa Tau, the Professional and Honorary Society of the University of Wisconsin-Madison.

December 10, 1975-Outstanding Young Alumni Award at the University of Wisconsin- Whitewater.

November 1975-Dissertation Award Winner--American Institute of Decision Sciences. Dissertation received honorable mention in national competition. AIDA recognized the winners in their national program and presented awards at national meetings in Cincinnati, Ohio.

1974-1975 - Dissertation Award Winner--American Marketing Association. Dissertation was judged outstanding in national competition and selected as one of the five best marketing dissertations in. Received Award at A.M.A. national meeting in Rochester, New York, August 1975.

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science
American Marketing Association
Association for Consumer Research

RESEARCH AND PUBLICATIONS

Books

Busch, Paul and Michael Houston. Marketing: Strategic Foundations. Basic marketing textbook for introductory marketing course. Richard D. Irwin, publisher, 1985.

Refereed Journal Articles

Busch, Paul. "A Tribute to David T. Wilson: Founding Editor of the Journal of Business-to-Business Marketing". Journal of Business-to-Business Marketing. (Forthcoming Spring 2015).

Mark Defanti and Busch, Paul. "The Effect of a Corporate Name Change Related to a Change in Corporate Image upon a Firm's Stock Price". Journal of Brand Management 19, 241-253 (December 2011).

Parish, Janet, Susan Cadwallader, Paul Busch. "Want To, Ought To, Need To: Employee Commitment to Organizational Change." Journal of Organizational Change Management. Vol. 21(1), 2008, pp. 32-52.

Lichtenthal, J. David, Gopalkrishnan R. Iyer, Paul Busch and Thomas Tellefsen. We Are All Business Marketers Now, Journal of Business and Industrial Marketing, 21 (2006) 414-421.

Varadarajan, Rajan, Mark DeFanti and Paul Busch. Brand Portfolio, Corporate Image and Reputation: Managing Brand Deletions, Journal of the Academy of Marketing Science, Vol. 34, Number 2 (Spring 2006), pp. 195-205.

Jones, Eli, Paul Busch and Peter Dacin. Firm Market Orientation and Salesperson Customer Orientation: Interpersonal and Intrapersonal Influences on Customer Service and Retention in Business-to-Business Buyer-Seller Relationships, Journal of Business Research, 56 (2003) 323-340, Special Edition on Salesforce Issues.

Siew Meng Leong, Paul Busch and Deborah Roedder John. Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis, Journal of Marketing Research, Vol. 26 (May 1989), pp. 164-178.

Szymanski, David and Paul Busch, Identifying the Generics Prone Consumer: A Meta Analysis, Journal of Marketing Research, 24, (November 1987), pp. 425-431.

Busch, Paul and Joseph F. Hair, Jr. Product Liability and Safety: Perspectives from Business vs. Public Policy Makers, Journal of Business Research, 8, (1980), pp. 485-499.

Busch, Paul. The Sales Manager's Bases of Social Power and Their Influence Upon the Salesforce, Journal of Marketing, Vol. 44, No. 3, (Summer 1980).

Miller, Joseph H., Jr. and Paul Busch. Host Selling vs. Premium TV Commercials: An Experimental Evaluation of Their Influence Upon Children, Journal of Marketing Research, 16, (August 1979), pp. 323-333.

Busch, Paul and Ronald F. Bush. Women Contrasted to Men in the Industrial Salesforce: Job Satisfaction, Values, Role Clarity, Performance, and Propensity to Leave, Journal of Marketing Research, 15, (August 1978), pp. 438-338.

Busch, Paul and Joseph F. Hair, Jr. Product Safety Legislation and the Small Retailer, American Journal of Small Business, 3, (July 1978), pp. 40-49.

Busch, Paul. No Fault Products Liability Insurance: An Answer to a Crisis? Chartered Property and Casualty Underwriters Journal, 31, (March 1978), pp. 18-23.

Busch, Paul. A Review and Critical Evaluation of the Consumer Product Safety Commission: Marketing Management Implications, Journal of Marketing, 40, (October 1976), pp. 41-49.

Busch, Paul and David T. Wilson. An Experimental Analysis of a Salesman's Expert and Referent Bases of Social Power in the Buyer-Seller Dyad, Journal of Marketing Research, 13, (February 1976), pp.3-11.

Reprinted in Melanie Waldendorf and Gerald Zaltman, Readings in Consumer Behavior, New York: John Wiley and Sons, 1979, pp. 143-154.

Reprinted in Richard Lutz, Contemporary Perspectives in Consumer Research, Boston: Kent Publishing Company, 1981, pp. 418-434.

Hair, Joseph F., Jr., Ronald F. Bush and Paul S. Busch. Employee Theft: Views from Two Sides, Business Horizons, 19, (December 1975), pp. 25-29.

Busch, Paul and Darego W. Maclayton. Federal Legislation's Impact on Pharmaceutical Marketing, Medical Marketing and Media, 10, (October 1975), pp. 24-32.

Busch, Paul, David T. Wilson and Ira Dolich. Behavioral Objectives and the Quantitative Methods Courses, Decision Sciences, 5, (January 1974), pp. 128-139.

Presentations at Conferences and Publication in Conference Proceedings

Busch, Paul (Session Chair), planned and organized session and recruited the following presenters: Eileen Hulme (Executive Director of the Noel Academy for Strengths-Based Leadership and Education), Carol McBryde (Department of Student Activities, Texas A&M University), Janet Turner Parish (Texas State University), Angie Yarbrough (The Richards Group). Faculty-Staff Partnerships: Applications of Gallup's StrengthsFinder Program to Improve Assessment and Learning Outcomes At the 8th Annual Texas A&M University Assessment Conference, "Partnerships in Assessment: Succeeding Together" (2008).

Busch, Paul. The Role of Internal Marketing in Business to Business Branding: Past, Present, and Future Directions, Academic Conference Proceedings for the Institute for the Study of Business Markets, sponsored by Penn State and presented at Northwestern University in Chicago (August 2006).

Busch, Paul (Session Chair), planned and organized session and recruited the following presenters: Rajendra Srivastava (Emory University), Mark Maxwell (Executive Dow Corning) and Susan Mudambi (Temple University). The Value Proposition of B2B Branding: Insights from Practice to Research, Winter American Marketing Association Educators' Conference Proceedings in St. Petersburg, (February 2006).

Busch, Paul and Rajan Varadarajan. Brand Portfolio, Corporate Image and Reputation: Managing Brand Deletions, at the Academy of Marketing Science meetings in Orlando, (May 2005).

Busch, Paul and Mark DeFanti. The Value Added of B-to-B Branding: Issues & Challenges, presented at New Priorities and Challenges for Business-to-Business Marketers Conference in Boston, sponsored by Penn State, Institute for the Study of Business Markets and presented at Harvard Business School, (August 2004).

Busch, Paul. "Consumers and Brands: Take Three" (Session Chair), "Branding Research, the Big Three Marketing Journals", presented at 2004 American Marketing Association Sheth Foundation Doctoral Consortium, (June 2004).

Busch, Paul. Maximizing the Value of Your Sabbatical, My Experience with the Boeing Faculty Fellowship, presented at American Marketing Association Summer Educators' Conference in Chicago, (August 2003).

Busch, Paul. The Role of Scripts in Sales Training, Paper presented at Winter Marketing Educators' Conference American Marketing Association, (1987), San Antonio, Texas.

Busch, Paul and Siew Meng Leong, A Review of Recent Social Power Research and Its Implications for Industrial Marketing Management, in New Developments in Industrial Marketing, Paper

Presentation (September 1984), Mainz, Germany.

Busch, Paul and James Farrell. The Role of Market Share in Health Care Management, in The Changing Marketing Environment: New Theories and Applications, edited by Kenneth Bernhardt. AMA Educator's Conference Proceedings, (1981), pp. 74-77.

Bagozzi, Richard P., Kenneth Bernhardt, Paul Busch, David Cravens, Joseph F. Hair, Jr., and Carol Scott, editors. Marketing in the 80's: Changes and Challenges, Educator's Conference Proceedings, Series No. 46, published by the American Marketing Association, 1980, 497 pages. Served as the Managing Editor of the Proceedings, which contained 120 papers.

Busch, Paul, Joseph F. Hair, Jr. and Ronald F. Bush. Problem Solving and Psychosocializing as Predominant Consumer Goals: A Replication and Extension, Educators' Conference Proceedings, (1979), pp. 188-192.

Bush, Ronald F. and Paul Busch. The Relationships of Tenure and Age to Job Satisfaction in the Industrial Salesforce, Educators' Conference Proceedings, (1979), pp. 417-422.

Bush, Ronald F., Paul Busch and Joseph F. Hair, Jr. Marketing Academic Journals: A Neglected Source of Information for Marketers, Proceedings: Southern Marketing Association, (1978), pp. 463-466.

Bush, Ronald F. and Paul Busch. Perceived Product Similarities and the FTC's Uniqueness Doctrine, Proceedings of the Southern Marketing Association, (November 1976), pp. 123-128.

Busch, Paul and Lewis Tucker. Decision Theory: The Consumer and Public Policy, Proceedings of Southeast American Institute of Decision Sciences, (February 1976), pp. 63-64.

Hair, Joseph F., Jr., Ronald F. Bush and Joseph F. Hair, Jr. The Generality and Concurrent Validity of the Importance Component in Multi-Attribute Attitude Models, Marketing: 1776-1976 and Beyond Proceedings of the American Marketing Association, (1976), pp. 616-621.

Busch, Paul. Approaches for Using and Strategies for Evaluating Behavioral Objectives in Decision Science Instruction, in Scientific and Behavioral Foundations for Decision Analysis, edited by L. Moore and S. M. Lee. Published by Southeast Region of American Institute for Decision Sciences, Atlanta, Georgia, (1974), pp. 163-167.

Bush, Ronald F., Lewis A. Palumbo, Paul Busch and Joseph F. Hair, Jr. Consumer Shoplifting and Employee Theft: Impact on the Retailer, Proceedings of Southern Marketing Association, (1974), pp. 180-182.

Wilson, David T. and Paul Busch. A Theoretically Integrative Approach to the Study of Consumer Decision Making: An Empirical Analysis, in the National Proceedings of the American Institute for Decision Sciences, (1973), pp. 48-51.

Wilson, David T., Paul Busch and Eugene Melander. Toward the Development of a Self-Administered Questionnaire for Deriving Risk Preference Functions, in the Proceedings of the Midwest American Institute for Decision Sciences, (1972), pp. 21-22.

Book Chapters

Volume Editor: “Legends in Marketing: Shelby Hunt.” The Sheth Foundation and Sage Publications collaborated to produce a series that compiles and discusses the works of marketing academics who have influenced the development of the marketing discipline. This series is designed to be used as a text for doctoral seminars in marketing. At the request of Shelby Hunt, I served as Editor of Volume 1: Marketing Theory: The Nature and Scope of Marketing (2011).

Busch, Paul and Siew Meng Leong, A Review of Recent Social Power Research and Its Implications for Industrial Marketing Management, a chapter in Industrial Marketing: German-American Perspective, Editors K. Bachaus and D. Wilson. Springer-Verlag. (1985). Berlin, Germany.

Busch, Paul, Ronald F. Bush and Joseph F. Hair, Jr. Social Power Theory in Buyer Behavior, in Consumer and Industrial Buying Behavior, edited by Arch G. Woodside, Jagdish N. Sheth, and Peter D. Bennett, Elsevier North-Holland, Inc., (1977), pp. 333-343.

Publications Not Classified Elsewhere

Busch, Paul. Product Liability: Problems, Opportunities and Some Solutions, in Perspectives in Business, (published by the University of Wisconsin-Madison, Bureau of Business Research), (Summer 1978), pp. 10-15.

Holman, Kenneth and Paul Busch. The Economic Impact of the University of Mississippi on the Local Economy, Monograph Series, Bureau of Business and Economic Research, University of Mississippi, (August 1976), 30 pages.

Busch, Paul and Rebecca Brown. Cooling Off Laws in Mississippi, Mississippi Business, Bureau of Business and Economic Research, (October 1975), pp. 2-5.

Busch, Paul and Rebecca Brown. Mississippi’s Consumer Protection Act, Mississippi Business, Bureau of Business and Economic Research, (June 1975), pp. 1-3.

As a service to the American Marketing Association, I wrote articles on the legal aspects of marketing for the Legal News and Views sections of the Marketing News which has a circulation of about 23,000 and is the AMA’s bimonthly newspaper. The following is a listing of those articles.

Busch, Paul. Safety Commission Zeros in on Three Product Categories, Marketing News, (October 29, 1982), p. 2.

Busch, Paul. U.S. Encourages Voluntary Product Safety Standards, Marketing News, (December 11, 1981), p. 18.

Busch, Paul. U.S. Regulation Discourages Dumping of Unsafe Products on Foreign Markets, Marketing News, (November 14, 1980).

Busch, Paul. Adoption of U.S. Product Liability Act Now Up to States, Marketing News, (February

22, 1980), p.6.

Busch, Paul. Bicycle Company Promotes Safety with Corrective Ads, Marketing News, (October 5, 1979), p. 4.

Busch, Paul. Product Recall Grows as Peril for Marketers, Marketing News, (June 1, 1979), p. 6.

Busch, Paul. Flammability Standard Becomes Hot Issue, Marketing News, (May 4, 1979), p. 3.

Busch, Paul. Product Liability Found in Machine Design Use, Marketing News, (November 17, 1978), p. 4.

Busch, Paul. Some Marketers Aid Product Safety Effort, Marketing News, (August 11, 1978), p. 4.

Busch, Paul. TRIS Case Holds Lessons for Marketing Managers, Marketing News, (April 7, 1978), p. 4.

Busch, Paul. Football Helmet Makers are Finding Product Liability a Kick in the Head, in Marketing News, (December 2, 1977), p. 3.

Grants and Funding

Mays Business School Summer Teaching Innovation Program 2009

Gallup's StrengthsFinder is a web-based tool that identifies an individual's top five Strengths and teaches them how to maximize those qualities. This project was worked in collaboration with Dr. Janet Marcantonio, Executive Professor - Executive MBA and Master's Program Office TAMU and Dr. John Krajicek, Executive Professor - MBA Program Office TAMU. Focus points included:

1. Design MBA and EMBA versions of the Introductory Strengths Workshop.
2. Develop MBA and EMBA-specific workshops on Strengths topics.
3. Identify and cultivate executive speakers who use Strengths.
4. Develop an assessment plan.
5. Developed written assignments appropriate for MBA and EMBA students.
6. Develop specific learning outcomes for all activities and assignments.
7. Evaluate Gallup resources.

To enhance StrengthsFinder presentations, the following executives were recruited:

1. Paul Atkinson, Dealer and General Manager, Atkinson Toyota
2. Craig Benson, Director of Career Exploration, University of Missouri Career Center
3. Mary Kay Brammer, Vice President and CFO, PrimeWay Federal Credit Union
4. Tom Heizer, Senior Manager, Customer Loyalty and Relations, Gulf States Toyota
5. Carol McBryde, Clinical Assistant Professor, Mays Business School TAMU
6. Brent McCombs, Vice President of Talent, Waste Management
7. Gail Rogers, Advanced Senior Consultant, Marathon Oil Company
8. Jay Romans, Senior Vice President and Chief People Officer, Waste Management

The Mays Business School Summer Teaching Innovation Program 2009 funded **\$10,000**.

Mays Business School Summer Teaching Innovation Program 2006

This project is designed to assist students in developing a heightened awareness of self, others, and the broader international environment in which they will operate upon graduating from Texas A&M University. Specifically, the *Promotional Strategy* (Marketing 345) course objectives include: to understand the concept of integrated marketing communications (IMC) and its growing importance in planning and executing advertising and promotional programs, to examine the types of consumer and trade-oriented sales promotion tools and factors to consider in using them, to demonstrate how personal selling is combined with other program elements in the design of a promotional program, to understand the objectives of business-to-business communications, and to examine the importance of international marketing and the role of international advertising. Students in the course will take the *StrengthsFinder* assessment to identify areas of strengths. Results of the *StrengthsFinder* assessment will be used to engage students in exploratory discussions, case studies, and exercises to create a stronger sense of personal talents and skills. Funded in the amount of \$10,000.

Quality Enhancement Program, *Leading in a Global Environment*

Interdisciplinary study and service project with the Look College of Engineering and Mays College of Business, completed during Fall 2005 and Spring 2006, funded for **\$4,650** plus **\$3,500** in matching support-in-kind. Final report was submitted October 1, 2006.

Co-Principal Investigator: “E-services: Graduate Education, Research and Outreach.” **\$240,000** funded April 2001 by TAMU System Telecommunications & Informatics Task Force (TITF).

TEACHING ASSIGNMENTS

Courses Taught

Texas A&M University

Undergraduate Level

Marketing 345, Promotion Strategy, 3 credits

This is an elective course for undergraduate students. The course examines the role of various promotional tools in both profit and nonprofit organizations. Topics include advertising, sales promotion, publicity and public relations.

Marketing 442, Product Management, 3 credits

This is an elective course for undergraduate students. This course explains innovation, planning, and development of new products and revitalization of existing products; product design, packaging and marketing testing

Graduate Level

Marketing 613, Marketing Management (EMBA), 3 credits

I teach two daylong modules in the Mays Business School Executive MBA program. The topics are new product development and branding.

Marketing 649, Survey of Marketing, 3 credits

This is a required course for MBA students. The major objective is to introduce MBA students to the fundamentals of marketing management and included such topics as market segmentation, consumer behavior, product development, distribution, pricing, and promotion.

Marketing 671, Product Innovation, 3 credits

This is an elective course for graduate students. It explains the role of brand managers in the development of new products. Topics include pricing, brand equity management, and promotion of new products.

University of Wisconsin - Madison

Business 520- Marketing Management, 3 credits

This course is the introductory undergraduate course in marketing. It is required of all undergraduate majors in business. The course emphasizes the role of marketing in society and in the operation of a firm. Normative and descriptive perspectives are taken in the examination of such topics as consumer behavior, market segmentation, product management, distribution management, pricing, promotion, and marketing research.

Business 523 - Marketing Communications, 3 credits

This is an advanced undergraduate course required of all marketing majors. The course examines the role of various promotional functions in both profit and nonprofit organizations. Topics covered include: advertising, personal selling and sales management, publicity, public relations and sales promotion including coupons, packaging, trading stamps, etc. The legal, social, and ethical dimensions of promotion are analyzed.

Business 822 - Marketing Policy, 3 credits

This course is required of masters' students in marketing. The course employs the case method and analyzes problems and policies in pricing, product development and management, promotion, marketing research, and channels of distribution.

Business 826 - Product and Price Management, 3 credits

This is an elective graduate level course. The major objective of the course is to analyze the contemporary research and writings in the product and price policy areas within marketing. Cases dealing with top management decisions and current journal articles are the major inputs to the course. Topics include the organizational behavior dynamics of product management, financial aspects of product and price decisions, product portfolio management, unit pricing, and product safety and liability.

Business 928 - Doctoral Seminar in Marketing, 2 credits

This course is taken by doctoral-level majors and minors in marketing. The major thrust of the course is an examination and critical evaluation of contemporary scholarly research in marketing. Students

are directed towards the development of a dissertation proposal.

Dissertation Committees

Texas A&M University

Mark DeFanti	(2006) (Chair)	Eli Jones III	(1997) (Chair)
Eileen Wall	(2003)	Kathleen Seiders	(1995)
Traci Haigood	(2001)	Sundar Bharadwaj	(1993)
Lucille Pointer	(2000)	Gail Zank	(1993) (Chair)
Satish Jayachandran	(1999)	Paulette Dubofsky	(1993)
		Chuck Tomkovick	(1992) (Chair)

University of Wisconsin

Siew Meng Leong	(1986) (Co-chair)	Surrendra Singh	(1982)
Tom Noordewier	(1985)	Terry Childers	(1981)
Cathy Cole	(1983)	Robert Ruekert	(1981)
Peg Friedman	(1983)	John Gaski	(1979)
Ruth Smith	(1983)	James Larson	(1979)
		Carol Suprenant	(1979)

University of Mississippi

Joe Miller, Chair (1977)

Other Teaching Assignments

Annual Careers in Advertising and Public Relations Discussion Panel. Each year, I recruit five Advertising and Public Relations executives from industry to participate in this event. The following representatives participated in a recent panel:

- Michael Albrecht, President, Freed Advertising
- Patrick Kiker, Digital Account Director, The Integer Group
- Brenda Love, President, Love Advertising
- Erica Martinez, Director of Human Resources, Slingshot
- Dawn McKeag, Global Program Director, Slingshot

Panel participants conduct an open discussion with students and offer sound advice to help lead marketing students to the next step when choosing a career in Advertising or Public Relations. 2006-present.

Collaborated with Center for Executive Development and Professor John Krajicek for the Halliburton Business Leadership Development III Program, 2010-present. The program is conducted two to three times per year.

Collaborate with Professor Janet Marcantonio and Professor John Krajicek in Executive MBA Orientation to train Executive MBA Students on the Gallup StrengthsFinder philosophy and tools (2007-present).

Incorporated the HP Social Media Project into Marketing 442 course (Fall 2009).

The Entrepreneurship Boot Camp for Veterans (EVB) offers cutting edge training in entrepreneurship and small business management to post 9/11 disabled vets. Since 2008 I have served as an instructor in

the EBV program. In addition to teaching the introduction to marketing module, I have organized and facilitated a day long program in marketing for this intensive week-long program. In this capacity I have recruited other instructors including TAMU professors and small business owners with military backgrounds. TAMU is one of several universities across the U.S. who sponsors an EBV program. This has been a humbling and gratifying experience to work with these wounded warriors.

Faculty Advisor for projects for Mays Business School Executive MBA Program. This assignment involves supervising the major projects that are conducted by the 49 students in Class VIII of Executive MBA Program (2007)

Faculty Advisor in MBA Consulting Projects, TAMU Mays Business School, 2004 to present.

Collaborate with Professor Steve McDaniel in Marketing Leadership Course to train MS Marketing students on the Gallup StrengthsFinder philosophy and tools (2005-present).

Texas A&M Center for Executive Development Program for a division of the United States Army. Lead instructor and faculty member for Marketing Managers Program for the US Army's Family and Morale Welfare and Recreation (1998-2007).

Taught graduate level course Global Brand Promotion, during the Summer 2001 at the Vienna University of Economics.

SERVICE

Texas A&M University

Department of Marketing

Chair, Recruiting Committee for Professor Rank Hire in Consumer Behavior	2009-2010
Faculty Advisor, Texas A&M University Collegiate Chapter, The American Marketing Association	1989-2003
Ph.D. Recruitment-Selection Committee	1986-2003
Center for Retailing Studies Faculty Advisory Board	1989-2000
Steering Committee, R.C. Barclay Reference and Retailing Resources Center	1991-1994
Ph.D. Program Review Committee	1987-1989

Mays Business School

Conducted day long StrengthsFinder workshop for 37 Members of the Mays Staff Council, Mays Business School February 19, 2014

Member, Mays Teaching Council	2009-present
Member, Classroom Task Force	2009-present
Presenter, “Faculty Expectations for EMBA Students” during orientation week	2005- June 30, 2011
Chairperson, Promotion and Tenure Committee	1997-98, 1998-99, 1999-00
Chairperson, Doctoral Program Review Committee	1999-2000
Member, Executive Committee, Mays Business School	1986-1996
Member, Promotion and Tenure Committee	1986-87, 1987-88, 1988-89
Total Quality Management Committee Served on TQM Committee for College Helped arrange TQM Seminar for College	1992-1994
Judge for MBA Case Competition	1995, 1996
Masters Students in Business Alumni Task Force	1996

The Mays Business School conducts four-year reviews of its centers. The review committee has members from each academic department in the college, and involves collection of data from constituents to a review of the financial status of the center. I have served on the following committees:

Center for Executive Development	2010	Chair
Center for Human Resources Management	2009	Member
Center for Real Estate Research	1994	Member
Center for Entrepreneurship	1994	Chair
Center for Management Information System	1993	Chair
Center for Entrepreneurship	1992	Chair

Texas A&M University

Faculty Teaching Academy. July 1, 2010-June 30, 2011.

Association of Former Students Award Selection Committee-Individual Student Relations. February 2011-April 2011.

Center for Teaching Excellence Faculty Advisory Board. Appointed 2008 to 2010.

Faculty Senate. Served on two committees: Legislative Affairs and Personnel and Welfare elected Spring of 2003, Served as Mays Business School Faculty Senate Caucus Leader 2005-2006. Completed three year term in August of 2006.

Member, TAMU Committee on Quality Enhancement Plan, 2001-2003.

Member, Vision 2020 Committee, 1998-99.

Member, University Tenure and Mediation Committee, 1998-99.

Conducted a series of five focus groups with faculty and staff on improvement of campus-wide communications, reporting to the Vice President for Continuous Improvement (1995).

Conducted a series of focus groups and a mail survey of Texas A&M University Physical Plant Facilities on service quality, reporting to the Director of Physical Plant at Texas A&M University (1992).

Nutrition Committee. Served on TAMU Systems Committee to evaluate the teaching and research program on the study of nutrition (1988-89).

University of Wisconsin

School of Business

Dean's Search and Screen Committee	1984-85
Scholarship Committee	1983-84
Undergraduate Appeals Committee	1982
Graduate School Bulletin (Chairperson)	1979-80
Enrollment Growth Committee	1979
Admission Committee	1977-82
Computer Committee	1977-82

Department

Doctoral Preliminary Exam Committee	1977, 1978, 1979, 1980 (Chair), 1981, 1982, 1984 (Chair)
Develop Marketing Department Brochure	1978
Faculty Advisor to Mu Kappa Tau (Professional and Honorary Marketing Society on University of Wisconsin-Madison Campus)	1979-1981

Service to National Organizations

Member/Chairperson, American Marketing Association/Richard D. Irwin Distinguished Marketing Educator Award Selection Committee, 1991-94.

Duties included solicitation of nominations, promotion of the award to all AACSB schools nationally and internationally, promotion and publicity for honoree, recruitment of members for selection committee, chair the selection meeting, present the award at the AMA annual summer conference luncheon, host dinner honoree:

<u>My Role</u>	<u>Honoree</u>	<u>National AMA Meeting</u>
1994-Chair	Louis Stern, Northwestern University	San Francisco
1993-Chair	Jerry Wind, University of Pennsylvania	Boston

1992-Chair Shelby Hunt, Texas Tech University Chicago
1991-Member Paul Green, University of Pennsylvania San Diego

Vice President-Education, American Marketing Association. Served as Vice President-Elect for the 2,300 member division in 1983-84 and Vice President in 1984-85.

Member, of the American Marketing Association Board of Directors, 1983-85

Member, American Marketing Association's Advisory Council, 1981-86. In that capacity, I advise the AMA vice president of education, and prepare reports for developing and implementing a strategic plan for the AMA Education Division.

Program Chairperson, National Educators' Conference, American Marketing Association. I was appointed in May 1979 for August 1980 meeting. My duties included selection of track chairs, responsibility for 120 papers, managing editor of 500-page proceeding; approximately 800 attended the conference in Chicago.

Reviewing for Scholarly Journals

Member of Editorial Review Boards for the following journals:

Marketing Management (1994-2009)
Journal of Business to Business Marketing (1993-present)
Asian Journal of Marketing (1980-2005)
Journal of Marketing (1979-1996)

Ad hoc Reviewer for following journals:

Journal of Marketing Research
Journal of Consumer Research
Journal of Academy of Marketing Science

Reviewer of Papers for:

American Marketing Association
Association for Consumer Research
American Institute of Decision Sciences
Annual Review of Marketing
American Marketing Association Annual Doctoral Dissertation Competition

Reviewer of Textbook Manuscripts for the Following Publishers:

Harper and Row, Inc.
W.C. Brown Company Publishers
Random House
John Wiley & Sons, Inc.
Kent Publishing
Pitman Publishing
Richard D. Irwin

Other Professional Service

Texas A&M Center for Executive Development for Halliburton. 2010-Present.

Scott & White Healthcare: Conducted focus groups. July 2010.

Presentation to National Distributors Meeting for Silestone: “Branding Silestone,” Paul Busch and Michael Albrecht, Senior Vice President, Freed Advertising, Cancun, Mexico, 11-10-2004.

Joined Board of Directors 2004: Painless Performance Products, Manufacturer of electrical harnesses for automobile customization market, Fort Worth, TX.

Presentation on Brand Equity for Mary Kay Global Product Management Team, December 11, 2002.

Texas A&M Center for Executive Development for Veterinarians. October, 1999.

Texas A&M Center for Executive Development Program for a division of the United States Army (Morale, Wealth fare, and Recreation). Lead instructor and faculty member (1998-present).

Texas A&M Center for Executive Development Program. Service Quality Program for City of Bryan, Texas. February 1997.

Developed a marketing plan for The Guest Amenities Group, a division of the National Sanitary Supply (1997).

Develop a marketing plan for Lockheed Martin (Information System, Orlando, FL). 1996.

Conducted a series of four groups on the shopping habits of students for the Post Oak Mall, College Station, Texas and by CBL & Associates (1996). (Pro Bono)

Developed a one-day workshop on the use of marketing in the technology transfer process for the Federal Highway Administration (with Professor Steve McDaniel of Texas A&M University).
Conducted seminars in:

Maryland, Washington, D.C., Colorado, and Utah	1994
California, and Minnesota	1995

Conducted a marketing research study of Bryan/College Station furniture buying market and competitive environment for Star Furniture (Houston, Texas), and Sachnowitz & Company Marketing and Advertising, reporting to Chairman of Board and President of Star Furniture and President and Senior Creative Director of Sachnowitz (Houston, Texas), 1993.

Conducted study on new marketing approaches for health care products. Study done for United Division of Pfizer, reporting to Director of Sales and Marketing, October 1985.

Faculty member in a program for the National Association for Hospital Development, University of

Wisconsin Management Institute. I taught in this program, July 1985.

Faculty Member in the American Society for Hospital Marketing and Public Relations of American Hospital Association, University of Wisconsin Management Institute. I taught in the executive development program, April 1985.

Designed and implemented a study on market performance and forecast growth rates for Wisconsin Association of Manufacturers, 1983.

Faculty Member in the Graduate Institute of Bank Marketing in Graduate School of Business, Louisiana State University-Baton Rouge. I taught in the executive development program for bank marketing executives, 1981, 1982, 1983, 1984.

University of Wisconsin Hospital and Clinics (UWHC). I designed and implemented three major marketing research studies for UWHC.

1978--Attitude Survey of Faculty and Staff

1980--Analysis of Patient and Resident in Area Served UWHC Clinic

1981--Survey of 8,700 Physicians in Wisconsin and Northern Illinois

Center for Advanced Study in Health Care Fiscal Management, Organization, and Control. The Center is administered by the School of Business, University of Wisconsin-Madison. The Center is supported by a million dollar grant from W. K. Collage Foundation of Battle Creek, Michigan. My function was to evaluate the Center's promotional and marketing efforts relating to the recruiting of students for the program, 1978.

Involved with the Center for Public Representation of Madison, Wisconsin. Involved in the design of a study on the problems of illegal and unethical personal selling activities of health insurance sales agents when selling Medicare supplemental health insurance policies to the elderly. The study is funded by the Federal Trade Commission. (1977)

Designed and implemented a study of the market potential for a travel agency in Greenwood, Mississippi, 1977.

Designed and implemented a personal interview survey for the Mississippi Valley Gas Company which is one of the largest utility companies in the southeastern United States. The study was a consumer awareness and attitude survey. The purpose of the research was to provide benchmark data to be used to improve the firm's marketing program--especially their advertising and personal selling efforts. Reported to top management of the utility company and their top executives of their advertising agency, 1976. (With J. F. Hair, Jr. and R. F. Bush.)

Heavily involved with the Small Business Administration in providing managerial assistance and skills to their small business clients. This involvement covered a three-year period in which I served as a Faculty Project Director in the SBAs Small Business Institute Program. During my involvement with the program I consulted directly with some 25 businesses ranging from retailing, food processing to manufacturing. The majority of these businesses were owned and operated by member of minority groups, 1974-77.

Chair for Student Awards and Relations of Madison, Wisconsin, Chapter of American Marketing Association, 1977-79.

Served as reviewer and discussant in symposium entitled: Beyond the Buyer-Seller Dyad at American Psychological Association Annual Meeting, Toronto, 1978.

Student member of Ph.D. Evaluation Committee, Pennsylvania State University, 1972-73.

Editorial Assistant to Professor Eugene J. Kelly while he was Editor of Journal of Marketing, 1971.

Conducted a study of using various equipment for pretesting the effectiveness of advertising. Study was done for the New Holland Division of the Sperry Rand Corporation, reporting to Director of Marketing Research, 1970. Committee