

CURRICULUM VITA

Stephen W. McDaniel
Senior Professor
Regents Professor Emeritus of Marketing
Mays Business School
Texas A&M University
(February 2024)

SOCIETAL IMPACT STATEMENT

My primary responsibilities currently relate to heading up our Europe Marketing Study Abroad Program. My main goal is to increase students' awareness and understanding of global issues. This should result in students who are graduating and going into the business world who are better equipped to deal with cultural differences and operate successfully in a global business environment. I also work with A&M students in our Freshman Business Initiative Program and three student organizations for which I serve as Faculty Advisor. My main goal with each is to assist, advise, and encourage the students in their personal growth and as they provide beneficial services to our society.

PERSONAL INFORMATION

Office Address: Department of Marketing
Texas A&M University
College Station, Texas 77843-4112
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e-mail: s-mcdaniel@tamu.edu

EDUCATION

Ph.D., Business Administration, University of Arkansas, 1979
Major: Marketing. Minor: Management, Economics
M.B.A., Marketing, Texas A&M University, 1972
B.B.A., Marketing, Texas A&M University, 1971

EXPERIENCE

Director, Europe Marketing Study Abroad Program, 2007-Present

Director, Master of Science in Marketing Program, 1998-2019

Texas A&M University System Board of Regents Professor, Texas A&M University,
2014-Present

Senior Professor, Texas A&M University, 2021-Present

Professor of Marketing, Texas A&M University, 1993-2020

Assistant Department Head, Texas A&M University, 2006-2008

Associate Professor of Marketing, Texas A&M University, 1986-1993

Assistant Professor of Marketing, Texas A&M University, 1980-1986

Assistant Professor of Marketing, The University of Texas at Tyler, 1979-1980

Graduate Teaching Assistant/Instructor, University of Arkansas, 1976-1979

Instructor of Marketing, The University of Texas at Tyler, 1974-1976

Management Trainee, Department Manager, J.C. Penney Co., Inc. 1972-1973

2nd Lt., 1st. Lt., Captain, U.S. Army Signal Corps, Active and Reserve Duty, 1973-1984

RESEARCH

A. PUBLICATIONS

1. Refereed Journal Articles

a. Marketing Research Methodology

Ferrell, O.C., M.D. Hartline, and S.W. McDaniel, "Ethical Codes of Conduct Among Corporate Research Departments, Marketing Research Firms, and Data Subcontractors," *Journal of Business Ethics*, Vol. 16, No. 3 Summer 1997, pp. 1-13.

McDaniel, S. W. and R. Solano-Mendez, "Should Marketing Researchers Be Certified," *Journal of Advertising Research*, July/August 1993, pp. 20-31.

McDaniel, S. W. and M. E. Courtney, "Perceptions of Small Businesses Toward Professional Marketing Research Services," *Journal of Professional Services Marketing*, Vol. 4, No. 2, Winter 1989, pp. 3-18.

McDaniel, S. W., P. Verille, and C. S. Madden, "Marketing Research As A Sales Ploy," *Journal of Direct Marketing*, Vol. 2, No. 1, Winter 1988, pp. 6-11.

McDaniel, S. W., C. S. Madden and P. Verille, "Do Topic Differences Affect Survey Non-Response?" *Journal of the Market Research Society*, Vol. 29, No.1, Winter 1987, pp. 55-66.

McDaniel, S. W. and A. Parasuraman, "Practical Guidelines for Small Business Marketing Research," *Journal of Small Business Management*, Vol. 24, No. 1, January 1986, pp. 1-8.

Parasuraman, A. and S. W. McDaniel, "Selling Research Services to Small Businesses: Problems and Prospects," *Journal of Professional Services Marketing*, Vol. 1, No. 4, Summer 1986, pp. 6-18.

McDaniel, S. W. and A. Parasuraman, "Small Business Experience With and Attitudes Toward Formal Marketing Research," *American Journal of Small Business*, Vol. 9, No. 4, Spring 1985, pp. 1-7.

McDaniel, S. W., C. S. Madden, and P. Verille, "The Threats to Marketing Research: An Empirical Reappraisal," *Journal of Marketing Research*, February 1985, pp. 74-81.

Wynn, G. W. and S. W. McDaniel, "The Effect of Alternative Foot-in-the-Door Manipulations on Mailed Questionnaire Response Rate and Quality," *Journal of the Market Research Society*, Vol. 27, No. 1, 1985, pp. 15-26.

McDaniel, S. W., "Multicollinearity in Advertising-Related Data," *Journal of Advertising Research*, June 1981, pp. 59-63.

McDaniel, S. W. and C. P. Rao, "An Investigation of Respondent Anonymity's Effect on Mailed Questionnaire Responses Rate and Quality," *Journal of the Market Research Society*, Vol. 23, No. 3, 1981, pp. 150-159.

McDaniel, S. W. and C. P. Rao, "The Effect of Monetary Inducement on Mailed Questionnaire Response Quality," *Journal of Marketing Research*, May 1980, pp. 265-268

b. Religious Marketing

Vokurka, R. and S.W. McDaniel, "A Taxonomy of Church Marketing Strategy Types," *Review of Religious Research*, vol. 46, no. 2, 2004, pp. 132-149.

Vokurka, R., S.W. McDaniel, and N. Cooper, "Church Marketing Communication Methods: The Effect of Location and Impact on Growth," *Services Marketing Quarterly*, vol. 24, no. 1, 2002, pp. 17-32.

Lau, C. M., S. W. McDaniel, and L. Busenitz, "Growth in Non-Profit Organizations: The Effects of Leadership and Marketing Communication in Churches," *Journal of Managerial Issues*, Fall 1993, pp. 422-440.

McDaniel, S.W. and J.J. Burnett, "Targeting the Evangelical Market Segment," *Journal of Advertising Research*, Vol. 31, No. 4, August/September 1991, pp. 26-33.

Busenitz, L., S. W. McDaniel, and C. M. Lau, "Focused Versus General Marketing Strategies in a Religious Setting," *Journal of Professional Services Marketing*, Vol. 6, No. 1, 1990, pp. 167-182.

McDaniel, S. W. and J. J. Burnett, "Consumer Religiosity and Retail Store Evaluative Criteria," *Journal of the Academy of Marketing Science*, Vol. 18, No. 2, 1990, pp. 101-112.

McDaniel, S. W., "The Use of Marketing Techniques by Churches: A National Survey," *Review of Religious Research*, Vol. 31, No. 2, December 1989, pp. 175-183.

McDaniel, S. W., "A Content Analysis of Church Advertising in U.S. Newspapers," *Journal of Professional Services Marketing*, Vol. 3, No. 4, Fall 1988, pp. 241-254.

McDaniel, S. W., "Church Advertising: Views of the Clergy and General Public," *Journal of Advertising*, Vol. 15, No. 1, 1986, pp. 24-29.

McDaniel, S. W., "Marketing Communications Techniques in a Church Setting: Views on Appropriateness," *Journal of Professional Services Marketing*, Vol. 1, No. 4, Summer 1986, p. 39-54.

Smith, L. M. and S. W. McDaniel, "Church Accounting Systems, Current Practices and Recommended Procedures," *Business Insights*, Vol. 5, No. 1, Fall 1985, pp. 18-23.

c. Marketing Strategy

McDaniel, S.W. and S.B. Moore, "Pre-Production Relationship Marketing: A Lesson from Sports Marketing," *Journal of Relationship Marketing*, Vol. 4, No. ½, Spring 2005, pp. 73-90.

McDaniel, S.W., "What Makes a Highly Effective Marketer?" *Business Forum*, vol. 25, nos. 3, 4, 2003, pp. 36-40.

McDaniel, S.W., "The Seven Habits of Highly Effective Marketers," *Public Roads*, vol. 62, no. 3, November/December 1998, pp. 15-24.

Ormsby, J. G., S. W. McDaniel, and A. B. Gresham, "Behavioral Considerations for Small Businesses and J.I.T.," *Journal for Business and Entrepreneurship*, February 1994, pp. 51-58.

Groth, J. C. and S. W. McDaniel, "The Exclusive Value Principle: The Basis for Prestige Pricing," *Journal of Consumer Marketing*, Vol. 10, No. 1, Winter 1993, pp. 10-16.

McDaniel, S. W. and D. H. Rylander, "Strategic Green Marketing," *Journal of Consumer Marketing*, Vol. 10, No. 3, Summer 1993, pp. 4-10.

Ormsby, J. G. and S. W. McDaniel, "The Effect of J.I.T on Distributors," *Industrial Marketing Management*, 1992.

King, A. and S. W. McDaniel, "China's Consumer Market: How Are U.S. Products Perceived?" *Journal of Consumer Marketing*, Vol. 6, No. 4, Fall 1989, pp. 51-59.

Hise, R. T. and S. W. McDaniel, "The Role of CEOs in Product Planning and Development," *Management Review*, February 1989, pp. 44-49.

Hise, R. T. and S. W. McDaniel, "CEO Orientations and America's Eroding Domestic/Global Competitive Position," *Sloan Management Review*, Vol. 29, No. 2, Winter 1988, pp. 49-57.

McDaniel, S. W. and J. W. Kolari, "Marketing Strategy Implication of the Miles and Snow Strategic Typology," *Journal of Marketing*, Vol. 51, No. 4, October 1987, pp. 19-30.

McDaniel, S. W., L. M. Smith, and K. T. Smith, "The Status of Physician Advertising," *Journal of Professional Services Marketing*, Vol. 2, No. □, Fall/Winter 1986, pp. 131-146.

Kolari, J. W., S. W. McDaniel, and K. S. McKenzie, "Survey Findings on Expected Marketing Strategies of Different Size Banks," *Journal of Retail Banking*, Vol. 8, Spring/Summer 1986, pp. 59-68.

Hise, R. T. and S. W. McDaniel, "Using CEO Profiles in Executive Career Planning," *Managerial Planning*, March/April 1985, pp. 48-52.

McDaniel, S. W., C. Futrell, and A. Parasuraman, "Social Power Bases of Marketing Executives: The Relationship with Organizational Climate," *Journal of Business Research*, February 1985, pp. 77-85.

Hise, R. T. and S. W. McDaniel, "CEOs' Views on Strategy: A Survey," *Journal of Business Strategy*, Winter 1984, pp. 79-86.

McNeal, J. U. and S. W. McDaniel, "Prospects for Future Advertising

Regulation: A View from Capitol Hill," *Mid-South Business Journal*, January 1983, pp. 17-20.

McDaniel, S. W. and C. P. Rao, "Marketing Malpractice: The Need for Marketing Quality Control," *Mid-South Business Journal*, October 1981, pp. 14-19.

d. Consumer Behavior

McDaniel, S. W., R. W. Jackson, and C. P. Rao, "Inflation-Induced Adaptive Behavior," *Psychology and Marketing*, Vol. 3, No. 2, Summer, 1986, pp. 113-122.

McDaniel, S. W. and V. Zeithaml, "The Effect of Fear on Purchase Intentions," *Psychology and Marketing*, Spring 1986, pp. 19-23.

Jackson, R. W., S. W. McDaniel, and C. P. Rao, "Food Shopping and Preparation: Psychographic Differences of Workwives and Housewives," *Journal of Consumer Research*, June 1985, pp. 110-113.

McNeal, J. U. and S. W. McDaniel, "An Analysis of Need Appeals in Television Advertising," *Journal of the Academy of Marketing Science*, Spring 1984, pp. 176-190.

McDaniel, S. W., S. H. Hart, and J. U. McNeal, "Subliminal Stimulation as a Marketing Tool," *The Mid-Atlantic Journal of Business*, Winter 1982/83, pp. 41-48. An article based on this was published as "Messages to the Mind" in *Quest*, Fall 1982, pp. 2-4.

McDaniel, S. W. and C. P. Rao, "Consumer Attitudes Toward and Satisfaction with Warranties and Warranty Performance -- Before and After Magnuson-Moss," *Baylor Business Studies*, November, December 1981, January 1982, pp. 46, 61.

McNeal, J. U. and S. W. McDaniel, "Children's Perceptions of Retail Stores: An Exploratory Study," *Akron Business and Economic Review*, Fall 1981, pp. 39-42.

McNeal, J. U. and S. W. McDaniel, "The Role of Consumer Knowledge in the Study of Consumer Behavior," *Journal of Marketing Education*, Spring 1981, pp. 37-41.

McDaniel, S. W. and C. P. Rao, "A Post-Evaluation of the Magnuson-Moss Warranty Act," *Akron Business and Economic Review*, Summer 1980, pp. 38-41.

e. Marketing Education

McDaniel, S.W. and J.C. White, "The Quality of the Academic Preparation of Undergraduate Marketing Majors: An Assessment by Company Recruiters," *Marketing Education Review*, Fall 1993, pp. 9-16.

McDaniel, S. W. and L. M. Smith, "Industry Views on the Content of the International Marketing Course," *Journal of Marketing Education*, Vol. 9, No. 3, Fall 1987, pp. 9-14.

McDaniel, S. W. and R. T. Hise, "The Marketing Curriculum: A Decade of Change," *Journal of Marketing Education*, Fall 1984, pp. 2-8.

McDaniel, S. W. and R. T. Hise, "Shaping the Marketing Curriculum: The CEO Perspective," *Journal of Marketing Education*, Summer 1984, pp. 27-32.

2. Books

Hise, R. T. and S. W. McDaniel, *Cases in Marketing Strategy Instructors Manual*, Columbus: Charles E. Merrill Publishing Company, 1984, 166 pages.

Hise, R. T. and S. W. McDaniel, *Cases in Marketing Strategy*, Columbus: Charles E. Merrill Publishing Company, 1984, 676 pages.

McNeal, J. U. and S. W. McDaniel, *Consumer Behavior: Classical and Contemporary Dimensions*, Boston: Little, Brown, and Company, 1982, 501 pages.

3. Book Chapters

McDaniel, S. W., "Texas Instruments," a case contained in W. A. Cohen, *The Practice of Marketing Management*, New York: Macmillan Publishing Co., 1989, pp. 412-426.

McDaniel, S. W., "Southland Corporation 7-11 Stores," a case contained in Levison and Hawes, *Cases in Retailing Management*, Columbus, Ohio: Merrill Publishing Co., 1988.

McDaniel, S. W., "Shaklee," a case contained in T. Ingram and R. LaForge, *Sales Management*, Columbus, Ohio: Merrill Publishing Co., 1988, pp. 407-411.

Rao, C. P., G. E. Kiser, and S. W. McDaniel, "Ozark Saints Hospital," a case contained in M. L. Bell and J. W. Vincze, *Marketing Management*, Elsevier Science Publishing Co., Inc., 1987.

McDaniel, S. W., "Subliminal Advertising," in *Business Research: Marketing*, R. T. Hise, ed., Washington, D.C.: Research Publishing, 1986, pp. 948-953.

McDaniel, S. W., "Church Marketing," in *Business Research: Marketing*, R. T. Hise, ed., Washington, D.C.: Research Publishing, 1986, pp. 123-128.

4. Conference Proceedings (International)

L. M. Smith, S. W. McDaniel, and C. E. Wiggins, "Using Computer Simulation for Evaluating Alternative International Distribution Systems," *Proceedings of the 1985 Academy of International Business Annual Meeting*, October 17-20, 1985.

L. M. Smith, S. W. McDaniel, and C. E. Wiggins, "A Computer Simulation Model for Determining Cost Efficiency of Alternative International Distribution Channels," *Proceedings of the Second World Marketing Congress*, University of Stirling, Scotland, August 28-31, 1985.

5. Conference Proceedings (National)

White, J. Chris, Janet Tinoco, and Stephen W. McDaniel, "Determinants of Export Sales Intensity: The Mediating Role of Export Orientation," *Proceedings of the 2002 Summer Educators' Conference of the American Marketing Association* (winner of Best Paper Award in the Global Marketing track).

White, J. Chris and Stephen W. McDaniel, "The Strategic Impact of Export Development Stage on Decision-Makers' Attitudes Toward and Perceptions of the Export Environment," *Proceedings of the 1996 Winter Educators' Conference of the American Marketing Association*.

White, J. Chris and Stephen W. McDaniel, "Antecedents of Export Performance: A Structural Model Investigation," *Proceedings of the 1995 Summer Educators' Conference of the American Marketing Association*.

Groth, J. C. and S. W. McDaniel, "The Exclusive Value Principle: The Basis for Prestige Pricing," *1990 AMA Educators' Proceedings*.

McDaniel, S. W. and J. J. Burnett, "Consumer Religious Commitment and Retail Store Evaluative Criteria," *1988 AMA Educators' Proceedings*.

Rice, G. and S. W. McDaniel, "Personal Values and Managerial Success of Small Owners/Managers," paper presented at the Academy of Management Symposium on Research Opportunities at the Marketing/Management Interface, Summer 1988.

McDaniel, S. W. and R. W. Jackson, "Exploring the Probabilistic Incentive in Mail Survey Research," *1984 AMA Educators' Proceedings*, Russell W. Belk, et. al., editors, pp. 372-375.

McDaniel, S. W., "The Client-Sponsored Project: Its Benefit in Teaching Marketing Research," *1984 AMA Educators' Proceedings*, Russell W. Belk, et. al., editors, pp. 106-109.

McDaniel, S. W. and C. P. Rao, "The Burden of Business Deregulation," *Proceedings of the 1983 American Institute for Decision Sciences Conference*.

Zeithaml, V. and S. W. McDaniel, "A Test of the Parallel Response Paradigm of Fear Arousal," *Proceedings of the 1983 American Institute for Decision Sciences Conference*.

Wynn, G. W. and S. W. McDaniel, "The Effect of Alternative Foot-in-the-Door Manipulations on Mailed Questionnaire Response Quality," *Proceedings of the 1983 American Institute for Decision Sciences Conference*.

McNeal, J. U., S. W. McDaniel, and D. T. Smart, "The Brand Repertoire: Its Content and Organization," *1983 AMA Educator's Proceedings*, Patrick E. Murphy, et. al., editors, pp. 91-96.

McDaniel, S. W. and R. T. Hise, "Have CEO's Adopted the Marketing Concept?," *The Marketing Concept: Perspectives and Viewpoints*, Poondi Varadarajan, ed., Proceedings of the Marketing Concept Workshop, American Marketing Association, 1983, pp. 154-183.

McDaniel, S. W. and C. P. Rao, "An Investigation of Response Quality and Demographic Characteristics of Initial vs. Post-Followup Respondents," *The Changing Marketing Environment: New Theories and Applications*, American Marketing Association 1981 Educators' Conference Proceedings, Kenneth Bernhart, et. al. editors, pp. 401-404.

McDaniel, S. W. and C. P. Rao, "The Effects of Anonymity on Respondent Effort in Mailed Questionnaire Surveys," *Developments in Marketing Science*, Academy of Marketing Science 1980 Annual Conference Proceedings, V. V. Bellur, et. al. editors, pp. 330-331.

McDaniel, S. W. and C. P. Rao, "Monetary Inducement's Effect on Respondent Effort in Mailed Questionnaire Surveys," *Marketing in the 80's: Changes and Challenges*, American Marketing Association 1980 Educator's Conference Proceedings, Richard P. Bagozzi, et. al. editors, pp. 324-326.

6. Conference Proceedings (Regional)

McDaniel, S. W., C. M. Futrell, and A. Parasuraman, "Social Power Bases of Marketing Executives: The Relationship with Organizational Climate," *Proceedings: 1983 Southwestern Marketing Association*, John C. Crawford and James Lumpkin, editors, pp. 138-141.

McDaniel, S. W. and J. U. McNeal, "Package Shape As A Means of Product Differentiation," *Progress in Marketing Theory and Practice*, 1981. Southern Marketing Association Proceedings, Ronald Taylor, et. al. editors, pp. 13-15.

McDaniel, S. W. and C. P. Rao, "Consumer Satisfaction with Major Appliance Repair and Warranty Performance," *Progress in Marketing Theory and Practice*, 1981 Southern Marketing Association Proceedings, Ronald Taylor, et. al.

editors, pp. 13-15.

McDaniel, S. W. and C. P. Rao, "The Effect of Sponsor-Respondent Relationship and Anonymity on Responses to 'Sensitive' Questions," *Proceedings: 1980 Southwestern Marketing Association*, Robert H. Ross, et. al., editors, pp. 59-60.

McDaniel, S. W. and C. P. Rao, "The Effects of Respondent Anonymity on Mailed Questionnaire Response Rate and Quality," *Proceedings: 1979 Southern Marketing Association*, Robert S. Franz, et. al. editors, pp. 208-211.

7. Other Publications

McDaniel, S. W. and C. R. Gullett, "CEOs Spot Areas of Growing Importance for Management of Next Decade," *Texas Bankers' Record*, April 1984, pp. 29, 70.

McNeal, J. U. and S. W. McDaniel, "The Americanization of Advertising," *Texas Business Executive*, Spring/Summer 1982, pp. 45-47.

B. RESEARCH GRANTS AND CONTRACTS

The Quality of the Academic Preparation of Graduate Management Education Students: An Assessment by Company Recruiters, \$20,000. Funded by the Graduate Management Admission Council, 1990-1991.

Marketing Seminar: Facilitating and Expediting Technology Transfer, \$61,679. Funded by the Department of Transportation, Federal Highway Administration, 1990-1991.

Teaching Innovation Grant, \$990.
Funded by the Center for Teaching Excellence, Texas A&M University, 1989.

Church Marketing Study, \$1,500.
Funded by the Baptist General Convention of Texas, 1988.

Exploration of the Influence of Personal Values on Consumer Purchase Location Decisions, \$8,000. Funded by the Center for Retailing Studies, Texas A&M University, 1988.

Teaching Innovation Grant, \$1,020.
Funded by the Center for Teaching Excellence, Texas A&M University, 1987.

Religiosity and Its Impact on Consumer Retail Store Patronage (with John Burnett). \$1,000. Funded by the Center for Retailing Studies, Texas A&M University, 1985.

Information Richness as a Determinant of Sales Organization Structure, \$484.
Funded by University Research Minigrant Program, 1983.

An Analysis of the Market Demand for Dry Roasted Bean Products, \$7,682.
Funded by the U.S. Department of Agriculture, 1982.

CEO Evaluations of and Personal Involvement in Business Functions, \$325.
Funded by University Research Minigrant Program, 1982.

An Analysis of the Market Demand for a Hurricane Protection Device (with V. Zeithaml
and H.G. Thompson), \$14,200.
Funded by the Texas Engineering Experiment Station, 1981.

Consumer Perceptions of Marketing Malpractice, \$250.
Funded by University Research Minigrant Program, 1981.

Advertising Agencies' Perceptions of Subliminal Advertising, \$225.
Funded by University Research Minigrant Program, 1980.

C. TEACHING

Taught the following courses at Texas A&M University:

MKTG 321 Principles of Marketing
MKTG 323 Marketing Research
MKTG 340 Channels and Distribution Management
MKTG/IBUS 402 Marketing Study Abroad
MKTG/IBUS 403 International Market Entry Strategies
MKTG 448 Marketing Management
MKTG 613 Marketing Management
MKTG 660 Marketing Consulting
MKTG 670 Marketing Leadership

D. AWARDS

University and College Level Awards

University

Texas A&M University Nominee for Southeastern Conference Faculty Achievement Award, sole nominee from Texas A&M University for 2014 award

Regents Professor Award, Texas A&M University System Board of Regents, January 2014

Texas A&M University Bush Excellence Award for Faculty in International Teaching, April 2012

AFS University Level Distinguished Achievement Award for Graduate Mentoring, Texas A&M University, The Association of Former Students, May 2007

AFS College Level Distinguished Achievement Award for Excellence in Teaching, Mays Business School, The Association of Former Students, September 2004

T-Camp Namesake Award for Student Service, Texas A&M University, 2000

Fish Camp Namesake Award for Student Service, Texas A&M University, 1993

College

Service Excellence Award, Mays Business School, Fall 2011

Dean's Performance Recognition Grant, Mays Business School, Fall 2011

*Teaching Performance Recognition Grant, Mays Business School,
Summer 2011, Summer 2013*

Teaching Innovation Fellowship, Mays Business School, Summer 2008, Summer 2009

Dean's Performance Recognition Grant, Mays Business School, Summer 2007

Department

Herb Thompson Teaching Excellence Award, 2016

External Awards

Who's Who in North American Education, 2014

Best Paper Award, Global Marketing (with J. Chris White and Janet Tinoco), 2002 Summer Marketing Educators' Conference of the American Marketing Association

Visiting Professor Scholarship, American Academy of Collegiate Schools of Business, Japan Study Tour, June 2001

Visiting Professor Scholarship, American Advertising Foundation and Johnson & Johnson Consumer Products Division, Princeton, New Jersey, 1998

Outstanding Young Men of America Award, 1984

Outstanding Paper Award (with Charles Futrell and A. Parasuraman), Southwestern Marketing Association Meeting, Houston, Texas, 1983

Outstanding Case Award (with C. P. Rao and G. E. Kiser), Southern Casewriters' Association Meeting, Atlanta, Georgia, 1981

E. SERVICE AND ADVISING

I. Professional Service Activities

1. Professional Association

Charter member, Marketing Research Association, Professional Review Certification Committee 2005-2010

2. Editorial Activities

Editor - *Marketing Educator*, publication of the American Marketing Association, 1987-1990

Associate Editor - *Marketing Educator*, 1986-1987

3. Editorial Review Boards

Services Marketing Quarterly – member of Editorial Review Board, 1991 – 2020.

Journal of Customer Service in Marketing & Management - member of Editorial Review Board, 1991-2015.

Health Marketing Quarterly - member of Editorial Review Board, 1994-2015.

Journal of Ministry & Management - member of Editorial Review Board, 1994-2003.

Journal of Professional Services Marketing - member of Editorial Review Board, 1991-2015.

Journal of Consumer Marketing - member of Editorial Review Board, 1989-1998.

Journal of Business Research - member of Editorial Review Board, 1988-2014.

Have served at different times as ad hoc reviewer for the following journals:

Journal of Marketing, *Journal of Marketing Research*, *Journal of The Academy of Marketing Science*, *Journal for the Scientific Study of Religion*, *Journal of Retailing and Consumer Services*.

Conference Activities

Track Chairperson - "Marketing Research Track" at the Southern Marketing Association Annual Meeting, 1989.

Session Chairperson - "Marketing Research in Action" at the Southwestern Marketing Association Annual Meeting, 1983.

II. Committee Assignments

1. University

Advisory Board, Vice President of Student Affairs, 2002-2005

University Rewarding Teaching/Enhancing Student Learning Project, 1999-2001

Association of Former Students Distinguished Alumni Committee, 1993-1994

University Media Board, 1989-2006

University Scholarship Committee, 1984-1988

University Mentors Program, 1981-2020

2. College

Chair, Center for Human Resource Management Faculty Review Committee 2019-2020

Center for Retailing Studies Faculty Advisory Committee, 2006-2017

Center for Retailing Studies Review Committee, 2011-2012

Regents Scholar Mentor, 2007-2008

Mays Business School Ethics Council, 2003-2006

Promotion and Tenure Committee, 2001-2004

Master of Science Advisory Committee, 1999-2020

Center for Graduate Business Career Services Review Committee, 1998-1999

Cooperative Education Committee, 1994-2020

MBA Faculty Committee, 1993-1999

Curriculum Advisory Committee, Center for Entrepreneurship and New Venture Management, 1989-1992

Teaching Effectiveness Committee, 1982-1987

Undergraduate Programs Committee, 1981-1993

3. Department

MS-Marketing Admissions Committee, 1918-2020

Masters Program Review Committee, 1996-1997; 2016 (Chair)

Awards and Scholarships Committee, Chairman, 1983-1990

Undergraduate Curriculum Committee, Chairman, 1982-1985

III. University/College/Department Advising Roles

Starlight Aggies Faculty Advisor, 2022-present.

Breakaway Volunteers Faculty Advisor, 1992-present.

Freedom Ministries Faculty Advisor 1992-present.

Pi Sigma Epsilon Advisor, 2007-2008.

Master of Science in Marketing Advisor, 1998-2019.

Masters Marketing Association Advisor, 1998-2020.

Marketing Cooperative Education Advisor, 1994-2020.

The Association of Former Students Distinguished Alumni Award Committee, 1993-1994.

Department of Marketing Undergraduate Student Advisor, January-July 1992.

Center for Entrepreneurship Advisory Board, 1989-1995.

Beta Gamma Sigma Advisor, 1988-1993.

General Motors Oldsmobile Cutlass Ciera Project Advisor, 1984.

University Undergraduate Fellows Advisor, 1984-1985.

CBA Minority Students Advisor, 1984-1986.

IV. Instructor/Mentor Positions

Freshman Business Initiative (FBI) Program/BUSN 101 (1 section), Fall 2021

Freshman Business Initiative (FBI) Program/BUSN 101 (1 section) Fall 2022

Freshman Business Initiative (FBI) Program/BUSN 101 (2 sections) Fall 2023

V. Community Service Activities

Guest Speaking

Speaker, "Texas A&M University and Study Abroad Programs," Fort Bend Aggie Moms Club, Sugarland, Texas, October 27, 2008.

Speaker – “The Dead Sea Scrolls: Why Are They Important?” *Veritas Forum*, February 2004, 2007, 2008 and *Hostel Program*, Association of Former Students, Texas A&M University, Summer 2004.

Speaker – “Marketing Your Business to Parents and the Community,” ChildrenNinos Bilingual Education Program, College Station, August 2004.

Speaker - Student Programs Office of the Memorial Student Center, March 30, 1995.

Speaker, Jacksonville A&M Mother’s Club, March 20, 1994.

Speaker, Smith County A&M Mother's Club, Tyler, Texas, November 18, 1993.

Speaker - Bryan/College Station Homebuilders Association Meeting, College Station, Texas, October 1989.

Speaker - International Association of Business Communicators Meeting, College Station, Texas, January 1989.

Judge - Distributive Education Clubs of America Area V Career Development Conference, February 21, 1987.

Planner and speaker - "Practical Marketing Research Seminar," Bryan-College Station Chamber of Commerce, October 1984.

Speaker - "Marketing the Church" Lutheran Ministers New Church Conference, College Station, Texas, February 8, 1984.

Co-planner and speaker - "Advertising and Marketing Seminar," Bryan-College Station Chamber of Commerce, June 1981.

Advising/Board Membership

Faculty Advisor – Starlight Aggies Student Organization, Texas A&M University, 2022-present

Faculty Advisor and Member - Board of Directors, Breakaway Ministries, Texas A&M University, College Station, Texas, 1992-present.

Faculty Advisor - Freedom Ministries Student Organization, Texas A&M University, 1992-present.

Faculty Advisor - Resurrection Week Student Organization, Texas A&M University, 1992-2004.

Member - Board of Directors, Texas A&M University Baptist Student Union, 1986-94.

Marketing Advisor - Alternative Career Exploration Program, Bryan High

School, 1983-1984.

Marketing Advisor - Career Exploration Mentorship Program, College Station
Independent School District, 1983-1984.

F. Participation in Executive Development Programs

U. S. Department of Transportation, National Highway Institute. "Marketing New Highway Technology." One-day seminars conducted on the following dates and at the following locations:

May 4, 1993	-	Lincoln, Nebraska
May 19, 1994	-	Madison, Wisconsin
June 23, 1994	-	Charlottesville, Virginia
June 27, 1994	-	Harrisburg, Pennsylvania
June 28, 1994	-	Baltimore, Maryland
June 29, 1994	-	Washington, D. C.
Nov. 16, 1995	-	Springfield, Illinois
April 11, 1996	-	Indianapolis, Indiana
Sept. 10, 1997	-	Lexington, Kentucky

U. S. Department of Transportation, Federal Highway Administration, "Marketing Seminar: Facilitating and Expediting Technology Transfer." Two-day seminars conducted on the following dates and at the following locations:

March 5-6, 1991	-	Baltimore, Maryland
May 6-7, 1991	-	Arlington, Virginia
May 14-15, 1991	-	Portland, Oregon
May 23-24, 1991	-	Arlington, Virginia
June 4-5, 1991	-	Kansas City, Kansas
June 18-19, 1991	-	New Brunswick, New Jersey
Sept. 12-13, 1991	-	Fort Worth, Texas
Sept. 26-27, 1991	-	Panama City, Florida
Oct. 17-18, 1991	-	Chicago, Illinois
Nov. 14-15, 1991	-	Washington, D.C.
Nov. 21-22, 1991	-	Berkeley, California
May 28-29, 1992	-	Springfield, Massachusetts
July 14-15, 1992	-	Denver, Colorado
Nov. 23-24, 1992	-	Santa Fe, New Mexico
March 15-16, 1993	-	Baltimore, Maryland
April 13-14, 1993	-	Denver, Colorado
June 17-18, 1993	-	Springfield, Massachusetts
August 24-25, 1993	-	Lansing, Michigan
September 9-10, 1993	-	Atlanta, Georgia
October 28-29, 1993	-	Kansas City, Missouri

"Promotion of Economic Industrial Development Through Advertising." Presentation given at the Course of Instruction in Basic Industrial Development on the following dates and at the following locations:

March 22, 1984	-	Texas A&M University
March 21, 1985	-	Texas A&M University
March 12, 1986	-	Texas A&M University
April 1, 1987	-	Texas A&M University
March 24, 1988	-	Texas A&M University
March 30, 1989	-	Texas A&M University
March 27, 1990	-	Texas A&M University
November 7, 1990	-	San Antonio, Texas
March 29, 1991	-	Texas A&M University
November 7, 1991	-	San Antonio, Texas
March 25, 1992	-	Texas A&M University
November 12, 1992	-	San Antonio, Texas
March 23, 1993	-	Texas A&M University
November 11, 1993	-	San Antonio, Texas
March 29, 1994	-	Texas A&M University
November 10, 1994	-	San Antonio, Texas
March 29, 1995	-	Texas A&M University
November 8, 1995	-	San Antonio, Texas
March 24, 1996	-	Texas A&M University
November 7, 1996	-	San Antonio, Texas
March 27, 1997	-	Texas A&M University
November 4, 1997	-	San Antonio, Texas
March 24, 1998	-	Texas A&M University
November 3, 1998	-	San Antonio, Texas
March 24, 1999	-	Texas A&M University
November 9, 1999	-	San Antonio, Texas
March 21, 2000	-	Texas A&M University
November 9, 2000	-	San Antonio, Texas
March 19, 2001	-	Texas A&M University
November 7, 2001	-	San Antonio, Texas
March 20, 2002	-	Texas A&M University
November 6, 2002	-	San Antonio, Texas
March 26, 2003	-	San Antonio, Texas

"Improve Your Marketing Effectiveness." Presentation given to State Farm Insurance Company agents regional meeting, Bryan, Texas, September 10, 1998.

"Improve Your Marketing of Training Programs." Presentation given to the American Society for Training & Development, College Station, April 9, 1998.

"Principles of Marketing." One day seminar taught for Brown & Root, Inc., Houston, Texas, January 25, 1996, February 7, 1996, February 13, 1997, January 8, 1998, July 21, 1999, and February 18, 2000.

"Case Studies: Listening to the Customer." Session moderated at the Annual Meeting of the National Association of College Stores, Orlando, Florida, April 15, 1994.

"Delivering Legendary Service...How to Make It Happen." Presentation given at the Annual Meeting of the National Association of College Stores, Orlando, Florida, April 15, 1994.

"Marketing Highway Technology." Presentation given at the Annual Meeting of the FHWA Technology Transfer Coordinators, Lincoln, Nebraska, May 4, 1993.

"Listening to Your Customers." Presentation given at the Annual Meeting of the National Association of College Stores, Denver, Colorado, April 16, 1993.

"Food Services Marketing Seminar." A two-day course conducted for the Department of Food Services, Texas A & M University, January 7, 12, 1993.

"Customer Service Quality." Presentation given to the Army-Air Force Exchange Service Executive Development Programs, Texas A&M University, June 11, 1992.

"The College Stores Service Quality Research Kit: How to Conduct Customer Surveys on Your Campus." Presentation given at the Annual Meeting of the National Association of College Stores, New Orleans, Louisiana, May 11, 1992.

"Preparing for Retailing in the 90's," Presentation given at the National Association of College Stores Executive Development Program, Texas A&M University, December 4, 1990.

"Critical Issues in Marketing" and "Customer Service: Lessons of Experience." Presentations given at the New Business Development Workshop, The Center for Entrepreneurship, Texas A&M University, May 19, 1990.

"Marketing Food Services." Presentation given at the National Association of College and University Food Services Regional Conference, Texas A&M University, April 6, 1989.

"Marketing Food Services." Presentation given at the National Association of College and University Food Services Regional Conference, Texas A&M University, February 11, 1985.

Case discussion leader. Sales Management Seminar, Center for Executive Development. June 1981.

G. Consulting

Business Plan Development. Consulting provided to Brazos Valley Neonatology, Association for expanding the medical services provided to critically ill newborns, 1995.

Focus Group Studies. Conducted five focus group interviews and wrote five research reports for Scott & White Health Plan, Temple, TX, and College Station, TX, 1992-94.

Department of Transportation, Federal Highway Administration, consulting work in developing and teaching two-day seminars for FHWA personnel at 20 locations in the U.S., 1990-93 and one-day seminars at 9 locations in the U.S., 1993-present.

Service Quality Research Kit Development. Consulted with college bookstores in California, Tennessee, New York and Connecticut in developing a 70 page manual, *College Store Service Quality Research Kit: How to Conduct Customer Surveys On Your Campus*, for the National Association of College Stores, 1990-91.

Market Analysis of Production Credit Associations. Conducted for the Farm Credit Bank, Austin, Texas, 1989.

Used Oil Thermal Cracking Unit Market Analysis. Conducted for United Export, Inc., Houston, Texas, through Technology Business Development, Texas A&M University, 1989.

Market Research Study of the Wood Shavings Stable Bedding Market. Conducted for Northcutt Woodworks, Crockett, Texas, 1988. Research Methodology Development. Methodological assistance provided for Walker Research, Inc., Indianapolis, Indiana, 1988, 1990.

Conference/Retreat Center Study. Conducted for Mo-Ranch Conference Center, Hunt, Texas, 1986-1987.

Market Research Study. Shell Oil Corp. Retail Service Stations. Conducted for Broach Oil Company, College Station, Texas, 1986.

Market Analysis for a Voice Synthesizer Device. Conducted for the Institute for New Ventures and Technology, 1984. Attitude survey of Texas farmers and ranchers. Conducted for the Farm Credit Bank, Austin, Texas, 1985.

Preliminary Market Analysis for a Soil Testing Device. Conducted for the Institute for Ventures and New Technology, 1984.

Preliminary Market Analysis on a Kennel Shower. Conducted for the Institute for New Ventures and Technology, 1984.

Marketing Audit. Conducted for Washington County State Bank, Brenham, Texas, 1984.

Image Study. Conducted for Production Credit Association, Tyler, Texas, 1984.

Brand Awareness Study. Conducted for Acme Brick Company, Fort Worth, Texas, 1984.

Commercial Market Analysis. Conducted for International Equities, Bryan, Texas, 1984.

Research Methodology Development. Methodological assistance provided for Walker Research Inc., Indianapolis, Indiana, 1984.

Customer Image Study. Conducted for Production Credit Association, Uvalde, Texas, 1982.

Market Analysis for Cellular Telephone System (with James U. McNeal), Conducted for Bryan Industrial Electronics, Inc., Bryan, Texas, 1982.

Attitude survey of Texas farmers and ranchers. Conducted for the Federal Intermediate Credit Bank, Houston/Austin, Texas 1982.

H. Teaching and Instruction-Related Student Advising

Coordinated student marketing research projects for the following organizations:

Hoffbrau Restaurant	College Station Community Center
Barker Photography Studio	Shiple Do-Nuts
Bruce Boyd Insurance	Play-N-Care, Inc.
Superior Auto Service	Mobley Pool Co.
Brazos Valley Christian Books & Gift Store	Oliver Bros. Transmissions
Brazos Family Institute	Home Care Services
A&M Development Foundation	Oak 'n Brass Furniture
Headhunters Hair Salon	Dean's Temporary Services
A&M Married Student Housing	OMC Industries, Inc.
A&M University Center	Maxi's Crepes Restaurant
George White, DVM	Geranium Junction
A&M Food Services Department	Sherwin - Williams Co.
Manor East Theater	Aerofit
Gizmo's Cafe	Ken Martin's Steak House
Domino's Pizza	Fred Brown Mazda/BMW
KAMU TV	U-Save Auto Rental
Loupot's Book Store	Tri-State Sporting Goods
Thomas Sweet's	Mama's Pizza
Jay's Gym	TAMU Fitlife Exercise Program
Flying Tomato Pizza	Deluxe Burger Cafe
Schlotsky's Sandwich Shop	Balloon Bonanza
The Gentleman's Quarter	MSC Town Hall
Deluxe, Inc.	Emilio's Pizza
24 Hour Gyms of Texas	Tom's BBQ
Messina Hof Winery	United Citizen Bank
Parking Transit Traffic, TAMU	Pop's Corn & More
The Greenery	Kroger Co.
Frank's Bar & Grill	Cavender's Boot City
Yesterday's	POPABILITIES
The Oaks Apartments	Bikini Cap Co.

Garfields Restaurant
Executive Secretarial Services, Inc.
Spaw-Maxwell
Hewlett-Packard Inc. and Enterprise
Citizens State Bank
Dell Computer
Fossil, Inc.
Tyco, Inc.
Nix of America
Citizen State Bank
EAG Services
OfficeMax
ConocoPhillips
Texas Digital Corp.
Texas Farm Bureau Insurance
7-Eleven Corp.
National Highway Traffic Safety Admin.
Chevrolet
Cisco
Walmart
Honda
America's Natural Gas Alliance
Southwest Airlines
Eatology
Millican Reserve
Bryan-CS Convention & Visitors Bureau
Carter Family Restaurants
American Fuel and Petrochemical Manufacturers
BCS Convention & Visitors Bureau
HP Enterprise
Texas A&M Forest Service
The Arts Council of the Brazos Valley
Dallas Film
Modo Payments
Ft. Shiloh Grille
City of College Station –
Parks & Recreation Dept.
Duke Energy
Tracy-Locke Partnership
U.S. Registered Owner
Chevy Cobalt
Euro RSCG
Easterwood Airport
Coca-Cola
Hastings Entertainment
Kellogg
Texas State Dept. of Agriculture
Apple
Zogotech
Nissan Cube
Customer Marketing Group
The Lee Group
Demand Media
Caterpillar
Floor 22 Consulting
Weir SPM
AT&T
Grojean & Associates
GameStop
Jason's Deli
Prevost Consulting
GCATS
ZTE/Splash Media
HP Inc.
Bella Pear
Celltex, Inc.
Houston Grand Opera
James Avery