

TEXAS STATE VITA**I. Academic/Professional Background**

A. Name and Title

Name: Dr. Steven W. Rayburn, II

Title: Associate Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2013	Oklahoma State University	Business Administration	
MBA	2007	University of Louisville	Business Administration	
BSBA	1996	University of Louisville	Marketing	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Associate Professor, Marketing Department	Texas State University	August 2019 - Present
Assistant Professor	Texas State University	August 2013 - August 2019
Doctoral Candidate	Oklahoma State University	August 2008 - May 2013

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Store Manager	ALDI Grocery Stores	2003 - 2008
Sales Manager	Sears Home Improvement Division	1999 - 2003
Manager	Kingfish Restaurants	1997 - 1999
Operations Manager	Lancaster's The Special Events People	1993 - 1997

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Nominee: Alpha Chi Favorite Professor, Alpha Chi National Honor Society.
2021

Award / Honor Recipient: McCoy College of Business Administration Presidential Distinction Award for Excellence in Teaching.
2020

Award / Honor Recipient: Graduating Student Recognition of Campus Support.
March 2020
May 2019
May 2017
December 2016
May 2016
December 2015
May 2015

Award / Honor Recipient: Student Veteran Appreciation of Campus Support Program.
May 2017

Award / Honor Recipient: Transfer Student Appreciation of Campus Support Program.
May 2015

Award / Honor Recipient: Graduate Teaching Assistant Excellence Award, Oklahoma State University.
2012

B. Courses Taught:

Texas State University:

MKT 3343 - PRIN OF MARKETING

MKT 3355 - RETAILING

MKT 3360 - SALES MANAGEMENT

MKT 3362 - STUDIES IN FREEENT

MKT 3365 - SERVICES MARKETING

MKT 4330 - PROMOTION STRATEGY

MKT 4395 - INDEPENDENT STUDY

MKT 4397 - DIRECTED STUDY MKT

MKT 5323 - QUAL RES MKT

MKT 5395 - INDEP STUDY IN MKT

MKT 5399A - THESIS

MKT 5399B - THESIS

Oklahoma State University:

Promotional Strategy

Sales Management

Oklahoma State University :

Consumer Behavior

Oklahoma State University:

Marketing Strategy

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Supervisor / Chair, Honor's Thesis, Status: Completed. (September 2020 - May 2021).

Marketing, Texas State University.

Student(s): Morgan Tyler, Undergraduate, Marketing.

Supervisor / Chair, Master's Thesis, "Exploring Consumer M-Shopping by Life Stage:

Organizational and Policy Implications", Status: Completed. (January 2020 -

December 2020). Marketing - College of Business, Texas State University.

Student(s): Imani McDonald, Graduate, MSMRA.

Independent Study, "Qualitative Data Analysis and Reporting", Status: Completed. (June

2020 - August 2020). Marketing, Texas State University.

Student(s): Anthony McGeorge, Graduate, MBA.

Member, Master's Thesis, "FEMININE, BY DESIGN: A SOCIETAL IMPACT STUDY
OF COMMUNICATION DESIGN ON GENDER BIAS IN TOY PACKAGE

BRANDING", Status: In Progress. (June 2019 - July 2020). Communication Design,

Texas State University.

Student(s): Mikaela Buck, Graduate, Master of Fine Arts.

Independent Study, "Qualitative Assessment of Specialty Entrepreneur Needs", Status:

Completed. (January 2019 - May 2019). Marketing, Texas State University.

Student(s): Brooke Turnage, Graduate, MBA.

Madison Ivers, Graduate, MBA.

Joshua Stines, Graduate, MBA.

Supervisor / Chair, Project, "Exploring Persuasive Communication", Status: Completed.

(September 2018 - December 2018). Marketing, Texas State University.

- Student(s): Melissa Black, Undergraduate, Marketing.
- Independent Study, "Qualitative Assessment of Specialty Entrepreneur Needs", Status: Completed. (August 2018 - December 2018). Marketing, Texas State University.
Student(s): Christina Sfamenos, Graduate, MBA.
- Supervisor / Chair, Honor's Thesis, "Has E-Commerce Changed Retail? The Effect of E-Commerce has had on physical retailers, employees, and the consumer", Status: Completed. (June 2018 - December 2018). Marketing, Texas State University.
Student(s): Imani McDonald, Undergraduate, Marketing.
- Independent Study, "Sales Manager Coach or Play: Salesperson Perceptions", Status: Completed. (September 2016 - December 2016). Marketing, Texas State University.
Student(s): Katelyn Bain, Graduate, Marketing.
Lakota Campbell, Graduate, Marketing.
- Independent Study, "Marketing Music in Austin Texas", Status: Completed. (June 2016 - July 2016). Marketing, Texas State University.
Student(s): Ryan Lacerda, Undergraduate, Marketing.
- Independent Study, "Advanced IT and Service Design", Status: Completed. (September 2015 - December 2015). Marketing, Texas State University.
Student(s): Gabriela Bantau, Undergraduate, CIS/Marketing.
- Outside Commentator, Dissertation, "Theological Education with Informal Settlement Leaders in Nairobi: Pedagogy from Below", Status: Completed. (May 2015). Doctor of Philosophy in Science of Religion and Missiology, University of Pretoria.
Student(s): Sheth Otieno Oguok.
- Independent Study, "Advanced Marketing Research", Status: Completed. (January 2014 - May 2014). Marketing.
Student(s): Trevor Ahrlett.
Kelby Baerga.
Caitlin Beckman.
Jesus Ibenez.
Lindsey Rose.
Rashyah Salas.
Justin Castillo.
- Independent Study, "Promotions", Status: Completed. (January 2014 - May 2014). Marketing.
Student(s): Viannet Gonzales.
Bernard Seger.

D. Courses Prepared and Curriculum Development:

- Independent Study in Marketing Research, Curriculum Development: 2016 - 2017.
- Services Marketing, Curriculum Development: 2015 - 2017.

Promotions, Curriculum Development: 2008 - 2017.

Directed Study in Qualitative Research Methods, Curriculum Development: 2014.

Guest Lecturer in MBA BA5351, Curriculum Development: 2014.

Consumer Behavior, Curriculum Development: 2012.

Marketing Strategy, Curriculum Development: 2012.

Sales Management, Curriculum Development: 2008.

E. Teaching Grants and Contracts

3. Funded Internal Teaching Grants and Contracts:

House, Robert (Co-Principal), Trinh, Samantha (Co-Principal), Rayburn, Steven W (Supporting). Collegiate Entrepreneurs Organization, McCoy College of Business Administration, Other, \$12,000.00. (Funded: October 2018 - November 2018). Grant.

4. Submitted, but not Funded, Internal Teaching Grants and Contracts:

Fisk, Raymond P, Nasr, Linda, Rayburn, Steven W. Alkek Learning Commons: Service Design Center, Texas State University. (Submitted: 2016). Contract.

F. Other:

Guest Lecture, Marketing Lecture, McCoy MBA Program. (October 28, 2015).

Guest Lecture, Marketing Lecture, McCoy MBA Program. (October 24, 2014).

Student Accomplishments:

Co-Authored Publication:

Advanced Information Technology: Transforming Service Innovation and Design. "Advanced Information Technology: Transforming Service Innovation and Design," Service Industries Journal; 30/7-8; pp. 339-355. Status: Completed. (2016). Texas State University.
Student(s): Gabriela Bantau, Undergraduate, CIS/Marketing.

G. Teaching Professional Development Activities Attended

Continuing Education Program, "Teaching Online at Texas State," Office of Distance and Extended Learning. (April 2020).

Workshop, "Program of Excellence in Teaching and Learning," Texas State University, San Marcos, TX, United States. (September 27, 2013 - April 25, 2014).

Workshop, "Technology Integration Workshop," Instruction Technological Support, Texas State University, San Marcos, TX, United States. (August 5, 2013 - August 16, 2013).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Non-refereed:

Rayburn, S. W., Anderson, S. T., & Fowler, K. (2020). Service Process Design and Management. In *The Routledge Handbook of Service Research Insights and Ideas* (pp. 227–240). New York, NY: Routledge.

2. Articles:

a. Refereed Journal Articles:

Rayburn, S. W., Badrinarayanan, V. A., Anderson, S. T., & Gupta, A. (2021). Continuous techno-training and business-to-business salesperson success: How boosting techno-efficacy enhances sales effort and performance. *Journal of Business Research*, 133, 66–78 (Quality Indicators: CABS: 3, ADBC: A, Marketing Dept: A, Impact Factor (Clarivate): 4.87/5.48 5-year). <https://doi.org/10.1016/j.jbusres.2021.04.066>

Rayburn, S. W., McGeorge, A. J., Anderson, S. T., & Sierra, J. J. (2021). Crisis-Induced Behavior: From Fear and Frugality to the Familiar. *International Journal of Consumer Studies*, (Quality Indicators: CABS: 2, ADBC: A, Marketing Dept: B; Impact Factor: 1.538). <https://doi.org/doi.org/10.1111/ijcs.12698>

Rayburn, S. W., Anderson, S. T., & Sierra, J. J. (2020). Future Thinking: A Marketing Perspective on Reducing Wildlife Crime. *Psychology and Marketing*, 37(12), 1643–1655 (Quality Indicators: CABS: 3, ABDC: A, Marketing Dept.: A, Impact Factor (Clarivate): 2.37, Lead Article). <https://doi.org/10.1002/mar.21413>

Rayburn, S. W., Mason, M. J., & Volkers. (2020). Service Captivity: No Choice, No Voice, No Power. *Journal of Public Policy and Marketing*, 39(2), 155–168.

- Giraldo, M., García, L., & Rayburn, S. W. (2020). Street Vending: Transformative Entrepreneurship for Individual and Collective Wellbeing. *Journal of Services Marketing*, 34(6), 757–768.
- Casabayó, M., Dávilla, J. F., & Rayburn, S. W. (2020). Thou Shalt Not Covet: Parents' Religiosity and its Role in Children's Materialism. *International Journal of Consumer Studies*, 44(5), 445–454.
- Rayburn, S. W., Anderson, S. T., & Sierra, J. J. (2020). Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education. *Marketing Education Review*, 0(0), 1–15 (Quality Indicators: CABS: 1, ADBC: C, Marketing Dept: B). <https://doi.org/10.1080/10528008.2020.1837633>
- Ashford-Hanserd, S. N., Sarmiento, E. R., Myles, C. C., Rayburn, S. W., Roundtree, A. K., Hayton, M.-P. E., ... Maleki, S. (2020). African American Experiences in the Historic Dunbar Neighborhood in San Marcos, Texas: A Case Study of Counter-Life Stories. *Social Sciences*, 9(10), 177–203. <https://doi.org/doi:10.3390/socsci9100177>
- David, G. A., & Rayburn, S. W. (2019). Support and Participation in Sales Manager-Salesperson Interactions. *Journal of Selling*, 19(2), 21–35.
- Anderson, S. T., Rayburn, S. W., & Sierra, J. J. (2019). Future Thinking: The Role of Marketing in Healthcare. *European Journal of Marketing*, 53(8), 1521–1545 (Quality Indicators: CABS: 3, ABDC: A*, Marketing Dept: A, Impact Factor (Clarivate): 2.13/2.61 5-year). <https://doi.org/10.1108/EJM-10-2017-0779>
- Dávilla, J. F., Casabayó, M., & Rayburn, S. W. (2018). Religious or Secular? School Type matters as a Moderator between Media Exposure and Children's Materialism. *International Journal of Consumer Studies*, 42, 779–791.
- Rayburn, S. W., Anderson, S. T., & Smith, K. H. (2018). Designing Marketing Courses based on Self-Determination Theory: Promoting Psychological Need Fulfillment and Improving Student Outcomes. *Journal for Advancement of Marketing Education*, 26(2), 22–32 (Quality Indicators: CABS: 1, ABDC: C, Marketing Dept.: B, Impact Factor: 1.14/1.30 5-year).
- Davis, K., Mohan, M., & Rayburn, S. W. (2017). Service Quality and Acculturation: Advancing Immigrant Healthcare Utilization. *Journal of Services Marketing*, 31(4-5), 362–372.
- Bantau, G., & Rayburn, S. W. (2016). Advanced Information Technology: Transforming Service Innovation and Design. *Service Industries Journal*, 36(13-14), 699–720.
- Rayburn, S. W., & Gilliam, D. (2016). Using Work Design to Motivate Customer Oriented Behaviors. *Service Industries Journal*, 36(7-8), 339–355.

- Gilliam, D. A., & Rayburn, S. W. (2016). Propensity for Reciprocity Among Frontline Employees. *Journal of Services Marketing*, 30(3), 290–301.
- Rayburn, S. W. (2015). Consumers' Captive Service Experiences: Its YOU and ME. *Service Industries Journal*, 35(15-16), 806–825.
- Rayburn, S. W. (2014). Improving Service Worker Affect: The Transformative Potential of Work Design. *Journal of Services Marketing*, 28(1), 71–81.
- Gilliam, D. A., Flaherty, K. E., & Rayburn, S. W. (2014). The Dimensions of Storytelling by Retail Salespeople. *The International Review of Retail, Distribution, and Consumer Research*, 24(2), 231–241.
- Rayburn, S. W., & Voss, K. (2013). A Model of Consumer's Retail Atmosphere Perceptions. *Journal of Retailing and Consumer Services*, 20(4), 400–407.
- Anderson, L., Ostrom, A. L., Corus, C., Fisk, R., Gallan, A. S., Giraldo, M., ... Williams, J. D. (2013). Transformative Service Research: An Agenda for the Future. *Journal of Business Research*, 66(8), 1203–1210.
- Rosenbaum, M. S., Corus, C., Ostrom, A. L., Anderson, L., Fisk, R. P., Gallan, A. S., ... Williams, J. (2011). Conceptualization and Aspirations of Transformative Service Research. *Journal of Research for Consumers*, 19, 1–6.

b. Non-refereed Articles:

- Anderson, S. T., Alkire, L., & Rayburn, S. W. (2018). Transformative Service Research and Service Design: Synergistic Effects in Healthcare. *The Service Industries Journal*, 38(1-2), 99–113 (Quality Indicators: CABS: 2, ABDC: B, Marketing Dept: B+, Impact Factor: 0.63, 2019 Best Paper Award).
<https://doi.org/10.1080/02642069.2017.1404579>

4. Abstracts:

- Giraldo, M., Rayburn, S. W., Ortiz, M., & Catellanos, J. (2020). Understanding Worker Wellbeing in the Informal Lending, 175–177.

10. Other Works in Print:

Blog posts:

- Ashford-Hanser, S. N., Sarmiento, E. R., Myles, C. C., Rayburn, S. W., Edward, Y., Theresa, C., ... Williams, C. D. (2020). *Reclaiming Dunbar: Black history, anti-gentrification, and community-engaged research in San Marcos, TX. endofaustin.com.*

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

- Fox, C. J., Rayburn, S. W., 2021 USASBE Virtual Conference, "Everyday Entrepreneurs: A Qualitative Study of Founder Motivations and Success Metrics," United States Association for Small Business and Entrepreneurship (USASBE) -, United States. (2021).
- Fox, C. J. (Presenter & Author), Rayburn, S. W. (Author), Academy of Management Annual Conference (Virtual), "Exploring the motivations and success metrics of everyday entrepreneurs: A qualitative examination.," Academy of Management. (2021).
- Fox, C. J., Rayburn, S. W., 2021 Small Business Institute Conference (Virtual), "Understanding Everyday Entrepreneurs: A Qualitative Study of Their Human Capital," United States Association for Small Business and Entrepreneurship (USASBE) -, United States. (2021).
- Rayburn, S. W., Gilliam, D., Mohan, M., 2020 Academy of Marketing Science Conference, "Brand Narratives in a World of Fragmented Digital Media." (December 2020).
- Rayburn, S. W., Makarem, S. C., Mohan, M., Jackson, Y. C., 2020 Journal of the Academy of Marketing Science: Paper Development Workshop, "Customer Coproduction under Service Captivity: The Role of Service Providers and Organizational Socialization." (September 2020).
- Rayburn, S. W., Giraldo, M., Garcia, L., First Virtual Subsistence Marketplaces Conference, "Street Vending: Transformative Service for Individual and Collective Wellbeing." (June 2020).
- McDonald, I. N., Rayburn, S. W., Anderson, S. T., 11th Annual International Research Conference for Graduate Students, "Consumer Mobile Shopping Behaviors," Texas State University Graduate College. (November 2019).
- Rayburn, S. W., Mason, M. j., Volkens, M., 2019 Public Policy and Marketing Conference, "Conceptualizing Service Captivity: When Power Shifts to Providers." (June 2019).
- Ashford-Hanserd, S. N., Sarmiento, E. R., Myles, C. C., Rayburn, S. W., Race, Ethnicity, Place Conference, "04.#ReclaimDunbar: Cultural heritage and (anti)-gentrification in the historic African American Dunbar neighborhood," University of Texas at Austin, Texas State University, Emma S. Barrientos Mexican-American Cultural Center, Austin, TX, United States. (October 24, 2018).
- Garcia, L., Rayburn, S. W., Anderson, S. T., 2018 Frontiers in Service Conference, "A Holistic Approach to Facilitating Employee Motivation and Wellbeing." (September 2018).

- Russell-Bennett, R., Previte, J., Fisk, R. P., Nasr, L., Anderson, S. T., Rayburn, S. W., SERVSIG International Research Conference, "Service Thinking: Perspectives and Applications." (June 2018).
- Anderson, S. T., Rayburn, S. W., Sierra, J. J., 2018 AMA Winter Conference, "Future Thinking the Role of Marketing in Healthcare Delivery," New Orleans, LA. (February 2018).
- Nasr, L., Fisk, R. P., Rayburn, S. W., Anderson, S. T., 2018 AMA Winter Conference, "Service Thinking: Escaping Tribalism and Embracing Mutualism," New Orleans, LA. (February 2018).
- Rayburn, S. W., Giraldo, M., Nasr, L., Tello, L., 2017 Association of Consumer Research - Latin America (ACR LA) conference, "Street Vending: Exploring the Transformative Impact of 'Forgotten' Services," Cali, Colombia. (July 2017).
- Fisk, R. (Presenter & Author), Anderson, S. (Author Only), Nasr, L. (Author Only), Rayburn, S. (Author Only), International Research Symposium on Service Excellence in Management (QUIS), "Enabling the Transformative Service Collaborative," Porto, Portugal. (June 2017).
- Tanner, E. (Presenter & Author), Rayburn, S. (Presenter & Author), Anderson, S. (Author Only), Su, L. (Author Only), Frontiers in Service Conference, "Provider-Captive Service Environments and the Impact on Physicians," ServSig, New York, NY. (June 2017).
- Nasr, L., Fisk, R., Rayburn, S. W., Anderson, S., Frontiers in Service Conference, "Service Thinking: Escaping Tribalism and Embracing Mutualism." (June 2017).
- Nasr, L. (Presenter & Author), Fisk, R. (Presenter & Author), Rayburn, S. (Author Only), Anderson, S. (Author Only), International Research Symposium on Service Excellence in Management (QUIS), "Service Thinking: Escaping Tribalism and Embracing Mutualism," Porto, Portugal. (June 2017).
- Rayburn, S. W., Nasr, L., Giraldo, M., Tello, L., 2017 Frontiers in Service Conference, "Street Vending: Exploring the Transformative Impact of 'Forgotten' Services," New York, NY, United States. (June 2017).
- Fisk, R., Anderson, S., Nasr, L., Rayburn, S. W., Frontiers in Service Conference, "Transformative Service Collaborative." (June 2017).
- Hammedi, W., Fisk, R., Rayburn, S. W., Anderson, S., Nasr, L., Frontiers in Service Conference, "Transformative Service Research and Poverty." (June 2017).
- Hammedi, W. (Presenter & Author), Fisk, R. (Author Only), Rayburn, S. (Author Only), Anderson, S., Nasr, L. (Presenter & Author), International Research Symposium on Service Excellence in Management (QUIS), "Transformative Service Research and Poverty," Porto, Portugal. (June 2017).

- Fisk, R. (Presenter & Author), Nasr, L. (Presenter & Author), Gallan, A. (Author Only), Ng, S. (Author Only), Rayburn, S. (Author Only), Roy, S. (Author Only), Sebastiani, R. (Author Only), 2016 Frontiers in Service Conference, "Doing Well by Doing Good: Transformative Service Organizations." (June 2016).
- Jackson, Y. (Author Only), Rayburn, S. (Presenter & Author), Mohan, M. (Author Only), Visinescu, L. (Author Only), 2016 Frontiers in Service Conference, "Implications of Service Captivity in a Medical Service Setting." (June 2016).
- Rayburn, S. (Presenter & Author), 2016 SERVSIG International Research Conference, "Service at the Base of the Pyramid to Connect, Empower, and Train." (June 2016).
- Rayburn, S. (Presenter & Author), Jackson, Y. (Author Only), Mohan, M. (Author Only), Visinescu, L. (Author Only), 2016 SERVSIG International Research Conference, "Service Captivity in the NICU: Encouraging Parent Participation in Care." (June 2016).
- Rayburn, S. (Presenter & Author), Fisk, R. (Presenter & Author), 2016 SERVSIG International Research Conference, "Service Research at the Crossroads: Creating the Transformative Service Research Project." (June 2016).
- Fisk, R. (Presenter & Author), Nasr, L. (Presenter & Author), Gallan, A. (Author Only), Ng, S. (Author Only), Rayburn, S. (Presenter & Author), Roy, S. (Author Only), Sebastiani, R. (Author Only), 2016 SERVSIG International Research Conference, "Transformative Service Organizations: Moving to Mutualism." (June 2016).
- Gilliam, D. A. (Presenter & Author), Rayburn, S. (Author Only), 2016 Winter American Marketing Association Conference, "Business-to-Business Brand Narratives in a 140 Character World." (February 2016).
- Rayburn, S. W., Society for Marketing Advances Conference, "Service Delivery at the Base of the Pyramid: What Works to Alleviate Poverty?." (October 2015).
- Fujikawa, Y. (Presenter & Author), Luria, G. (Author Only), Rayburn, S. (Presenter & Author), Yagil, D. (Author Only), Fisk, R. (Author Only), 2015 Frontiers in Service Conference, "Service Employee Improvisation: Organizational Influence Across Culture." (June 2015).
- Gilliam, D. A. (Presenter & Author), Rayburn, S. W. (Presenter & Author), 2015 National Conference in Sales Management, "A More Nuanced View of Sales Manager Support versus Participation." (April 2015).
- Rayburn, S. (Presenter & Author), Tanner, E. (Presenter & Author), 2014 Marketing and Public Policy Conference, "Power and Self-Concept for Physicians in Provider Captive Service Environments," Boston, MA. (2014).
- Rayburn, S. W. (Presenter & Author), Mason, M. J. (Author Only), 2014 Marketing and Public Policy Conference, "Service Providers' Value Co-Destruction for Consumers Seeking Social Service Assistance," Boston, MA. (2014).

- Gilliam, D. A. (Presenter & Author), Rayburn, S., 2014 Society for Marketing Advances Conference, "Propensity of Reciprocity and Cooperation among Front-Line Employees," New Orleans, LA. (October 2014).
- Simpson, L. D., Rayburn, S. W., 2014 Fall Marketing Management Association Fall Educators' Conference, "Leveraging Industry Experience in the Classroom: Experiential Learning through Application of Real-World Marketing Tools." (September 2014).
- Luria, G. (Author Only), Yagil, D. (Author Only), Rayburn, S. (Presenter & Author), Fisk, R. P. (Presenter & Author), 2014 Frontiers in Service Conference, "A Cross-Cultural Study of Service Employee Improvisation," Miami, FL. (June 2014).
- Rayburn, S. (Author Only), Luria, G. (Presenter & Author), Yagil, D. (Presenter & Author), Fisk, R. P. (Author Only), 2014 SERVSIG Conference, "The Meaning of Improvisation in Service Roles: Exploring Cross-Cultural Differences," Thessalokik, Greece. (June 2014).
- Rayburn, S. (Author Only), Tanner, E. (Presenter & Author), 2013 Society for Marketing Advances Conference, "Playing with a Double-Edged Sword: Dual Captive Service Environments and the Impact on Relationships," Hilton Head, SC. (October 2013).
- Rayburn, S. (Presenter & Author), 2013 Winter Marketing Educators' Conference, "Conceptualizing the Impact of Captive Service on Service Provision and Service Quality," Las Vegas, NV. (February 2013).
- Rayburn, S. W., Marketing and Public Policy Conference, "Social Service Delivery Research for Process Redesign and Policy Reform: A Services Marketing Perspective." (June 2012).
- Rayburn, S. W., Winter Marketing Educators' Conference, "A Transformative Research Application: Work Design of Service Settings." (February 2012).
- Rayburn, S. W., Mason, M., Summer Marketing Educators' Conference, "Social Services: An Application and Extension of Service-Dominant Logic." (August 2011).
- Rayburn, S. W., Winter Marketing Educators' Conference, "Beyond Empowerment: A Self-Determination Approach to Improving Service Worker Morale." (February 2011).
- Rayburn, S. W., Mason, M., Winter Marketing Educators' Conference, "Transformative Social Service Provision: The Case of SNAP and Service-Dominant Logic." (February 2011).
- Rayburn, S. W., National Conference in Sales Management, "Customer Account Type Impact on the Strategic Use of Sales and Marketing Collaboration in Strategic Account Management," Milwaukee, WI. (April 2010).

Rayburn, S. W., Houston Conference in Selling and Sales Management, "Collaboration Among SBU Sales Forces," Houston, TX. (April 2009).

2. Invited Talks, Lectures, and Presentations:

Rayburn, S. W., Mason, M. J., Volkers, M., 2020 Winter American Marketing Association Educators' Conference, "Service Captivity: No Choice, No Voice, No Power." (February 2020).

Rayburn, S. W., San Marcos Kiwanis Club, "Transformative Service Research." (March 2018).

Rayburn, S. W., Fulbright Specialist Program: Trip Two, "Fulbright Specialist Program - Part Two," Universidad de Piura. (January 2018).

Rayburn, S. W., Fulbright Specialist Program: Trip One, "Fulbright Specialist Program - Part One," Universidad de Piura. (June 2017).

Rayburn, S. (Leader), Anderson, S. (Discussant), Nasr, L. (Discussant), "Research as Service: Serving your Community with Research That Makes a Difference," Research on the Rocks, San Marcos, TX. (March 2017).

Rayburn, S. W., Latin American Research Workshop, "Research Development Workshop - Part Two," Lima, Peru. (February 2017).

Rayburn, S. W., Latin American Research Workshop, "Research Development Workshop - Part One," Lima, Peru. (November 2016).

Rayburn, S., 2014 Marketing Management Association Fall Educators Conference, "Letting Experience Guide Your Research: Deriving Thought and Direction from Industry Experience," San Antonio, TX. (September 2014).

Rayburn, S. W., Robert Mittelstaedt Doctoral Symposium, "Exploring Differences in Service Provision in Atypical Services: An Ethnographic Case Study of Service Delivery in Social Services." (March 2012).

3. Consultancies:

For Profit Organization, Cementos Pacasmayo, Lima, Peru. (April 2020 - Present).

For Profit Organization, Rush Enterprises, New Braunfels, TX, United States. (January 2019 - July 2020).

For Profit Organization, AHORA - Peru, Lima, Peru. (January 2018 - July 2019).

Non-Governmental Organization (NGO), CRU - Craig Corley, San Marcos, TX, United States. (September 2017 - October 2018).

Non-Governmental Organization (NGO), Center for Transforming Missions - Kenya, Sugarland, TX, United States. (August 2016 - December 2016).

For Profit Organization, Nurtured by Design, Sugarland, TX, United States. (March 2014 - May 2015).

4. Workshops:

Rayburn, S. W., Nasr, L., Giraldo, M., ACR Latin America Conference, "Conducting Transformative Service Research: Projects with Impact," Cali, Colombia. (July 5, 2017).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Rayburn, S. W., Luria, G., Yagil, D., & Fujikawa, Y. (Submitted / Under Review). Improvisation Meaning and Practice at the Organizational Frontline. *International Studies of Management & Organization*. (March 2021)

Anderson, S. T., Rayburn, S. W., McGeorge, A. J., Sierra, J. J., & Murdock, K. W. (Submitted / Under Review). A Response to Crisis: A Future Studies Perspective on Retailing. *Journal of Marketing Theory and Practice*, (Quality Indicators: 6.5% acceptance rate, CABS: 2, ADBC: B, Marketing Dept: B+; Impact Factor: 2.90). (February 2021). (February 2021)

Fox, C. J., Arabie, H., & Rayburn, S. W. (Submitted / Under Review). Resource Flows in a Customer-Partner Integrated Value Creation Model. *Journal of General Management*. (February 2021)

Rayburn, S. W., & Ochieng, G. (Submitted / Under Review). Fulfilling Transcendence Motives to Instigate Transformative Entrepreneurship. *Africa Journal of Management*. (November 2020)

Rayburn, S. W., Anderson, S. T., Zank, G. M., & McDonald, I. N. (Submitted / Under Review). M-atmospherics: From the Physical to the Digital. *Journal of Retailing and Consumer Services*, (Quality Indicators: CABS: 2, ADBC: A, Marketing Dept: B+, Impact Factor (Clarivate): 4.21). (July 2020)

b. Works "in progress":

Journal Articles:

Rayburn, S. W., Makarem, S. C., Mohan, M., & Jackson, Y. C. (In Preparation; Not Yet Submitted). Customer Coproduction under Service Captivity: The Role of Service Providers and Organizational Socialization.

Anderson, S. T., Rayburn, S. W., Smith, K. H., & Zank, G. M. (In Preparation; Not Yet Submitted). Future Thinking Climate Change: Marketing and Policy Implications. *European Journal of Marketing*.

Fox, C. J., & Rayburn, S. W. (In Preparation; Not Yet Submitted). Everyday Entrepreneurs: Motivation, Practice, and Success. *Journal of Small Business Management*.

c. Other Works Not in Print:

Abstract Presented at Professional Meetings:

Fox, C. J. (Presenter & Author), Rayburn, S. W. (Author), United States Association for Small Business and Entrepreneurship Annual Conference, "What do you know? An exploration of differences between entrepreneurs with and without formal business education and training.," United States Association for Small Business and Entrepreneurship (USASBE), New Orleans, LA, United States. (2020).

Posters:

Anderson, S. T. (Author), Rayburn, S. W. (Author), Tanner, E. (Author), Health Scholar Showcase, "Provider-Captive Healthcare Environments: Impact on Physician Outcomes," Texas State University, San Marcos, TX. (April 2021).

Anderson, S. T., Moradi, M., Rayburn, S. W., Health Scholar Showcase, "Visual Analytics: Using Business Intelligence Tools to Discover Health Care Insights," San Marcos, TX. (February 2019).

C. Scholarly / Creative Grants and Contracts:

2. Submitted, but not Funded, External Grants and Contracts:

Ashford, Shetay (Principal), Sarmiento, Eric (Co-Principal), Fox, Rebekah L (Supporting), Davio, Rebecca Lynn (Supporting), Guajardo, Miguel (Supporting), Rayburn, Steven W (Supporting), Valencia, Louie Dean (Supporting), Valle, Rosina Ruiz (Supporting). #ReclaimDunbar: A community needs assessment for the Dunbar arts, cultural, and innovation district, Corporation for National and Community Service, Federal, \$100,000.00. (Submitted: April 10, 2018, Funded: September 1, 2018 - December 31, 2019). Grant.

Davio, Rebecca Lynn (Principal), Percent Contribution: 100%, Rayburn, Steven W (Supporting), Percent Contribution: 15%, Willett, Dana (Supporting),

Percent Contribution: 15%, Wallace, Marc Anthony (Supporting), Percent Contribution: 15%, Jeffs, Monica (Supporting), Percent Contribution: 15%, Pantuso, Matthew (Supporting), Percent Contribution: 15%. The Future of Driver License, Texas Department of Public Safety, State, \$1,000,000.00. (Submitted: September 23, 2019). Contract.

Baucus, Melissa Smith (Principal), Konopaske, Arthur R (Supporting), Davis, Phillip Eugene (Supporting), Fox, Corey J (Supporting), Rayburn, Steven W (Supporting). Texas Hill Country Initiative to Grow and Scale Entrepreneurial Businesses for Economic Impact, FY 2018 EDA University Center Economic Development Program Competition, Federal, \$1,000,000.00. (Submitted: July 2018). Grant.

Rayburn, Steven W, Anderson, Sidney Thomas, Ramamonjiarivelo, Zo H, Nasr, Linda, Ekin, Tahir, Angelow, David E. Building Trust and Mutual Respect to Improve Healthcare, Robert Wood Johnson Foundation, Private / Foundation / Corporate, \$250,000.00. (Submitted: 2017). Grant.

Anderson, Sidney Thomas, Rayburn, Steven W. Leveraging Consumer Health Informatics Applications to Increase Community Engagement and Health Literacy, Robert Wood Johnson Foundation, Private / Foundation / Corporate, \$125,000.00. (Submitted: 2017). Grant.

Rayburn, Steven W, Nasr, Linda, Anderson, Sidney Thomas, Fisk, Raymond P. "100&Change" McArthur Foundation Grant, \$100,000,000.00. (Submitted: 2016). Grant.

3. Funded Internal Grants and Contracts:

Rayburn, Steven W (Principal), McDonald, Imani Nuari (Co-Principal). Student Travel to Present Research at Marketing and Public Policy Conference, McCoy College of Business - Student Development Grant, Texas State University, \$1,500.00. (Submitted: November 2019). Grant.

Rayburn, Steven W. Developing and Testing a Healthcare Telepractice Platform for Delivery of Speech Therapy in Latin America, Research Enhancement Program, Texas State University, \$8,000.00. (Submitted: September 2019). Grant.

Ashford-Hanserd, Shetay Nicole (Principal), Percent Contribution: 25%, Sarmiento, Eric Ryan (Co-Principal), Percent Contribution: 25%, Rayburn, Steven W (Co-Principal), Percent Contribution: 25%, Myles, Colleen Crystal (Co-Principal), Percent Contribution: 25%, Davio, Rebecca Lynn (Supporting), Fox, Rebekah L (Supporting), Guajardo, Miguel (Supporting), Valencia, Louie Dean (Supporting), Valle, Rosina Ruiz (Supporting). 03i.#ReclaimDunbar: A community needs assessment for the Dunbar arts, cultural and innovation district, Multidisciplinary Team Formation (MTI) Grant, Texas State University, Texas State University, \$1,000.00. (Funded: July 1, 2018 - December 31, 2019). Grant.

Rayburn, Steven W. Co-Track Chair at the Second Subsistence Marketplace Immersion Conference, McCoy College of Business, Texas State University, \$4,000.00. (Funded: January 2019 - June 2019). Grant.

Rayburn, Steven W, Anderson, Sidney Thomas, Nasr, Linda. Environmental Service Committee Grant, Texas State University, \$12,500.00. (Submitted: 2016, Funded: 2017 - 2018). Grant.

Rayburn, Steven W. Transformative Service Research Workshop at 2017 Association for Consumer Research Latin American Conference, McCoy College Faculty Development Grant, \$2,055.00. (Funded: 2016 - 2017). Grant.

Rayburn, Steven W (Principal). Understanding Service Delivery at the Base of the Pyramid, McCoy College of Business Research Grant, Texas State University, \$2,500.00. (Funded: December 2015). Grant.

Rayburn, Steven W (Principal). Service Captivity Experiences in the NICU: A Qualitative Exploration of “Infant Parents” Medical Service Interactions and Outcomes, McCoy College of Business Research Grant, Texas State University, \$1,500.00. (Funded: December 2014). Grant.

Rayburn, Steven W (Principal). Service Captivity Experiences in the NICU: A Qualitative Exploration of “Premie Parents” Service Interactions and Outcomes, Research Enhancement Program Grant, Texas State University, \$3,360.00. (Funded: December 2014). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Rayburn, Steven W. Customer Coproduction under Service Captivity, 2021 McCoy College Dean Summer Research Program, Texas State University, \$8,000.00. (Submitted: 2021). Grant.

Rayburn, Steven W. The Anthropological Model: A Holistic Approach to Work Design and Leadership, 2021 McCoy College Research Grant Program, Texas State University, \$5,000.00. (Submitted: 2021). Grant.

Rayburn, Steven W. Supporting Micro-Entrepreneur Growth and Sustainability in Subsistence Marketplaces, 2020-2021 McCoy Research Grant, Texas State University, \$5,000.00. (Submitted: April 2020). Grant.

Rayburn, Steven W. Developing Education and Development Programs to Support Micro-Entrepreneur Sustainability and Growth, 2020-2021 International Research Accelerator Grant, Texas State University, \$15,000.00. (Submitted: February 2020). Grant.

Resendiz, Maria D (Principal), Rayburn, Steven W (Supporting), Gonzales, Maria D (Supporting). Designing an Effective Model for Providing Therapy via

Telepractice in Latin America, Texas State University, \$16,000.00.
(Submitted: May 2019). Grant.

Rayburn, Steven W. Supporting Micro-Entrepreneurship for Sustainability and Growth: Creating a Positive Well-Being Spiral for Individuals and Communities, 2019-2020 International Research Accelerator Grant, Texas State University, \$15,000.00. (Submitted: January 2019). Grant.

Rayburn, Steven W. A Holistic Approach to Facilitating Employee Motivation and Wellbeing to Improve Customer Outcomes and Organization Performance, Research Enhancement Program, Texas State University, \$8,000.00. (Submitted: October 2018). Grant.

Nasr, Linda, Rayburn, Steven W. Street Vending: Exploring the Transformative Impact of 'Forgotten' Services, Research Enhancement Program Grant, Other, \$16,000.00. (Submitted: 2017). Grant.

Biediger-Friedman, Lesli M (Principal), Thornton, Hannah, Rayburn, Steven W, Nasr, Linda, Anderson, Sidney Thomas, Fisk, Raymond P. Texas State Food Security CAFÉ, 2017 Multidisciplinary Team Incentive Fund, \$2,500.00. (Submitted: 2017). Grant.

Rayburn, Steven W, Davidson, Ian, Hale, Daris. Understanding and Stopping Food Insecurity for University Students: Creating a Texas State University Solution, Research Enhancement Program Grant, \$16,000.00. (Submitted: 2017). Grant.

Rayburn, Steven W. Understanding Street Vending as Service; Individually and Collectively, McCoy College of Business Research Grant, \$2,500.00. (Submitted: 2016). Grant.

Rayburn, Steven W, Mendez, Francis A. Using Training to Positively Influence Front-Line Employee Customer Orientation and Customer Oriented Behaviors, Research Enhancement Program Grant, \$16,000.00. (Submitted: October 2015). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Fellowship Recipient: Service Learning Excellence Fellow, Texas State University.

2020

2019

2018

2017

Award / Honor Recipient: Service Learning Research Award, Service Learning Excellence Program - Texas State University.

2019

Award / Honor Recipient: 2019 Best Paper of the Year - The Service Industries Journal,
The Service Industries Journal.
August 2019

Award / Honor Recipient: Fulbright Specialist Award, Universidad de Piura; Lima, Peru.
2017 - 2018

Award / Honor Recipient: Alpha Chi National College Honor Society Favorite Professor,
Texas State University.
2017

Award / Honor Recipient: Winning Paper – Emerald Citations of Excellence, Emerald
Publishing Group.
2016

Award / Honor Recipient: Robert J Olney Early Career Research Award, McCoy College
of Business Administration, Texas State University.
2015 - 2016

Award / Honor Recipient: Highly Commended Paper at Journal of Services Marketing,
Emerald Publishing Group.
2015

Award / Honor Recipient: McCoy College of Business Administration Presidential
Distinction Award for Excellence in Scholarly/Creative Activities.
2015

Award / Honor Recipient: Robert Mittelstaedt Doctoral Symposium Doctoral Participant,
Oklahoma State University.
2012

Fellowship Recipient: AMA-Sheth Doctoral Consortium Fellow, Oklahoma State
University.
2011

Award / Honor Recipient: Doctoral Travel Fellowship, Houston Conference in Selling
and Sales Management.
2009

E. Scholarly / Creative Professional Development Activities Attended:

Continuing Education Program, "Subsistence Marketplaces," University of Illinois at
Urbana-Champaign. (January 2020 - April 2020).

Continuing Education Program, "Human Research - Social and Behavioral Research,"
Collaborative Institutional Training Initiative (CITI PROGRAM). (July 2019).

Workshop, "Transformative Service Research Track; Transformative Consumer Research
Conference," Villanova University, Villanova, PA. (June 2015).

Continuing Education Program, "Human Research - Social and Behavioral Research," Collaborative Institutional Training Initiative (CITI PROGRAM). (April 2015).

Self-Study Program, "Social/Behavioral Research Investigator Faculty/Staff/Student," Collaborative Institutional Training Initiative (CITI PROGRAM). (September 2012).

"Marketing and Public Policy Workshop and Doctoral Symposium," Georgia State University, Atlanta, GA. (June 2012).

Workshop, "Transformative Service Research Track; Transformative Consumer Research Conference," Baylor University, Waco, TX. (June 2011).

IV. SERVICE

A. Institutional

1. University:

Member, #ReclaimDunbar Research-Practitioner Partnership. (March 2018 - Present).

Member, Bobcat Bounty Food Pantry Steering Committee. (February 2018 - Present).

Member, University Institutional Review Board – Texas State University. (August 2017 - Present).

2. College:

Faculty Co-Advisor, ENACTUS. (July 2020 - Present).

Member, Global Orientation and Programming Task Force. (January 2021 - May 2021).

Presenter - Business Visit Day, McCoy College Advising Center. (October 11, 2019).

Faculty Advisor, Collegiate Entrepreneurs Organization (CEO). (August 2018 - May 2019).

Presenter - Business Visit Day, McCoy College Advising Center. (March 8, 2019).

Member, Business Leadership Week Committee – McCoy College of Business, Texas State University. (2015 - 2016).

Member, Research Enhancement Grant Committee - McCoy College of Business, Texas State University. (August 2014 - June 2015).

3. Department/School:

Member, Marketing Department Personnel Committee. (August 2019 - Present).

Member, Master of Science Marketing Research and Analysis Program Committee. (August 2019 - Present).

Member, Marketing Curriculum Review Committee. (April 2018 - Present).

Member, Impact of Research Committee – Marketing Department, McCoy College of Business, Texas State University. (August 2015 - Present).

Member, Subject Pool Committee – Marketing Department, McCoy College of Business, Texas State University. (August 2015 - Present).

Member, Marketing Department Personnel Committee - Subcommittee to Review MPPS. (March 2021 - April 2021).

Member, Sales Research Fund Committee – Center for Professional Sales, Marketing Department, McCoy College of Business, Texas State University. (August 2017 - December 2020).

Member, Search Committee – Marketing Department, McCoy College of Business, Texas State University. (April 2018 - November 2018).

Member, Transformative Service Collaborative. (August 2016 - September 2018).

Member, Masters of Science in Marketing Committee. (November 2016 - June 2018).

Director, Transformative Service Collaborative. (January 2017 - February 2018).

Chair, Sales Research Fund Committee – Center for Professional Sales, Marketing Department, McCoy College of Business, Texas State University. (August 2016 - July 2017).

Projects Director, Transformative Service Collaborative. (August 2016 - January 2017).

Member, Search Committee – Marketing Department, McCoy College of Business, Texas State University. (April 2016 - November 2016).

Member, Search Committee – Marketing Department, McCoy College of Business, Texas State University. (April 2015 - November 2015).

B. Professional:

Editorial Review Board Member, Journal of Promotion Management. (November 2019 - Present).

Editorial Review Board Member, Journal for Advancement of Marketing Education. (August 2018 - Present).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (May 2018 - Present).

Editorial Review Board Member, Journal of Business Research. (June 2016 - Present).

Reviewer / Referee, Journal of Business Research. (May 2021).

Reviewer / Referee, Journal of Services Marketing. (May 2021).

Reviewer / Referee, Journal of Services Marketing. (May 2021).

Reviewer / Referee, Service Business. (May 2021).

Reviewer / Referee, International Journal of Consumer Studies. (April 2021).

Reviewer / Referee, Journal of Public Policy and Marketing. (April 2021).

Reviewer / Referee, International Journal of Consumer Studies. (March 2021).

Reviewer / Referee, Journal of Business Research. (March 2021).

Reviewer / Referee, European Management Journal. (February 2021).

Reviewer / Referee, Journal of Services Marketing. (February 2021).

Reviewer / Referee, Journal of Services Marketing. (February 2021).

Reviewer / Referee, 2021 Marketing and Public Policy Conference. (January 2021).

Reviewer / Referee, Journal of Services Marketing. (December 2020).

Reviewer / Referee, International Journal of Consumer Studies. (November 2020).

Reviewer / Referee, Service Business. (November 2020).

Reviewer / Referee, Journal of Promotion Management. (October 2020).

Reviewer / Referee, Journal of Services Marketing. (October 2020).

Reviewer / Referee, International Journal of Consumer Studies. (September 2020).

Reviewer / Referee, Journal of Services Marketing. (September 2020).

Reviewer / Referee, Journal of Marketing Theory and Practice. (August 2020).

Reviewer / Referee, The Service Industries Journal. (August 2020).

Reviewer / Referee, Service Business. (July 2020).

Reviewer / Referee, Journal of Services Marketing. (June 2020).

Co-Chair, Entrepreneurship Track – The First Virtual Subsistence Marketplaces Conference, Los Angeles, CA, United States. (May 31, 2020 - June 1, 2020).

Reviewer / Referee, Journal of Public Policy and Marketing. (May 2020).

Reviewer / Referee, Journal of Promotion Management. (April 2020).

Reviewer / Referee, Journal of Services Marketing. (April 2020).

Reviewer / Referee, Journal of Promotion Management. (March 2020).

Reviewer / Referee, Journal of Retailing and Consumer Service. (February 2020).

Reviewer / Referee, Service Business. (February 2020).

Reviewer / Referee, 2020 Marketing and Public Policy Conference. (January 2020).

Reviewer / Referee, 2020 Marketing and Public Policy Conference. (January 2020).

Reviewer / Referee, Journal of Services Marketing. (January 2020).

Reviewer / Referee, Service Business. (January 2020).

Reviewer / Referee, 2020 Marketing Management Association Spring Educators' Conference. (December 2019).

Reviewer / Referee, Journal of Promotion Management. (December 2019).

Reviewer / Referee, Journal for Advancement of Marketing Education. (September 2019).

Reviewer / Referee, Service Business. (September 2019).

Reviewer / Referee, Journal of Marketing Theory and Practice. (August 2019).

Reviewer / Referee, Journal of Public Policy and Marketing. (August 2019).

Reviewer / Referee, Service Business. (August 2019).

Reviewer / Referee, European Journal of Marketing. (July 2019).

Reviewer / Referee, Journal of Public Policy and Marketing. (July 2019).

Co-Chair, Entrepreneurship Track – Second Subsistence Marketplaces Bottom-Up Immersion Conference; Arusha, Tanzania, Arusha, Tanzania. (May 2019).

Reviewer / Referee, Journal of Retailing and Consumer Services. (May 2019).

Reviewer / Referee, Journal of Service Theory and Practice. (April 2019).

Reviewer / Referee, Service Business. (April 2019).

Reviewer / Referee, Journal of Services Marketing (1). (March 2019).

Reviewer / Referee, Journal of Services Marketing (2). (March 2019).

Reviewer / Referee, Creativity Research Journal. (February 2019).

Reviewer / Referee, Journal of Public Policy and Marketing. (February 2019).

Reviewer / Referee, Journal of Service Research. (January 2019).

Reviewer / Referee, Journal of Service Theory and Practice. (January 2019).

Reviewer / Referee, 2019 Marketing and Public Policy Conference (1). (December 2018).

Reviewer / Referee, 2019 Marketing and Public Policy Conference (2). (December 2018).

Reviewer / Referee, Journal of Services Marketing. (December 2018).

Reviewer / Referee, 2019 Marketing Management Association Spring Educators' Conference. (November 2018).

Reviewer / Referee, Journal of Marketing Theory and Practice. (October 2018).

Co-Guest Editor with Mario Giraldo, Linda Nasr, and Raymond Fisk, Journal of Service Theory and Practice. (June 2017 - October 2018).

Conference Chair: Co-Chair, 2018 Frontiers in Service Conference; Austin, TX. Hosted by Texas State University. (June 2016 - October 2018).

Reviewer / Referee, Journal for Advancement of Marketing Education. (July 2018).

Reviewer / Referee, 2018 Marketing Management Association Fall Educators' Conference. (June 2018).

Reviewer / Referee, Journal of Business Research. (June 2018).

Reviewer / Referee, Journal for Advancement of Marketing Education. (April 2018).

Reviewer / Referee, Journal of Marketing Theory and Practice. (March 2018).

Reviewer / Referee, Journal of Service Theory and Practice. (March 2018).

Reviewer / Referee, Journal of Service Research. (February 2018).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (December 2017).

Reviewer / Referee, 2018 Academy of Marketing Science Conference. (October 2017).

Reviewer / Referee, Journal of Service Research. (October 2017).

Reviewer / Referee, 2018 Winter Marketing Educators' Conference (1). (September 2017).

Reviewer / Referee, 2018 Winter Marketing Educators' Conference (2). (September 2017).

Reviewer / Referee, Journal of Service Theory and Practice. (September 2017).

Reviewer / Referee, Journal of Retailing and Consumer Services. (June 2017).

Reviewer / Referee, Journal of Retailing and Consumer Services. (May 2017).

Reviewer / Referee, Journal of Retailing and Consumer Services. (April 2017).

Reviewer / Referee, Service Industries Journal. (April 2017).

Reviewer / Referee, Journal of Marketing Theory and Practice. (March 2017).

Reviewer / Referee, 2017 Academy of Consumer Research– Latin America Conference (1). (February 2017).

Reviewer / Referee, 2017 Academy of Consumer Research– Latin America Conference (2). (February 2017).

Reviewer / Referee, Journal of Services Research. (February 2017).

Reviewer / Referee, Service Industries Journal. (December 2016).

Reviewer / Referee, 2017 Marketing Management Association Conference. (November 2016).

Reviewer / Referee, Journal of Marketing Management. (October 2016).

Reviewer / Referee, Journal of Marketing Theory and Practice. (October 2016).

Reviewer / Referee, Service Industries Journal. (September 2016).

Reviewer / Referee, Service Industries Journal (1). (August 2016).

Reviewer / Referee, Service Industries Journal (2). (August 2016).

Reviewer / Referee, Journal of Services Marketing. (June 2016).

Reviewer / Referee, Journal of Business Research. (April 2016).

Reviewer / Referee, Journal of Services Marketing. (April 2016).

Reviewer / Referee, Service Industries Journal (1). (March 2016).

Reviewer / Referee, Service Industries Journal (2). (March 2016).

Reviewer / Referee, Marketing Management Journal. (February 2016).

Reviewer / Referee, 2016 AMS World Marketing Congress. (November 2015).

Reviewer / Referee, 2016 Marketing Management Association Conference. (November 2015).

Reviewer / Referee, Winter Marketing Educators' Conference. (August 2015).

Reviewer / Referee, Journal of Services Marketing. (July 2015).

Reviewer / Referee, 2015 Society for Marketing Advances Conference (1). (May 2015).

Reviewer / Referee, 2015 Society for Marketing Advances Conference (2). (May 2015).

Reviewer / Referee, Journal of Service Research. (May 2015).

Reviewer / Referee, Service Industries Journal. (May 2015).

Reviewer / Referee, Journal of Services Marketing. (March 2015).

Reviewer / Referee, Service Industries Journal. (March 2015).

Reviewer / Referee, 2015 Marketing and Public Policy Conference (1). (January 2015).

Reviewer / Referee, 2015 Marketing and Public Policy Conference (2). (January 2015).

Reviewer / Referee, Service Industries Journal. (December 2014).

Reviewer / Referee, Service Industries Journal. (November 2014).

Reviewer / Referee, 2014 National Conference in Sales Management. (November 2013).

Reviewer / Referee, International Review of Retailing, Distribution, and Consumer Research. (November 2013).

Reviewer / Referee, Journal of Marketing Theory and Practice. (October 2013).

Reviewer / Referee, 2014 AMA Winter Educators' Conference. (August 2013).

Reviewer / Referee, Journal of Service Research special issue on Transformative Service Research. (June 2013).

Reviewer / Referee, 2012 AMA Summer Educators Conference. (August 2011).

Reviewer / Referee, 2009 AMA Summer Educators Conference. (August 2008).

C. Community:

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2020 - December 2020).

Organizer, Service Learning Projects - Promotional Strategy Course. (July 2020 - August 2020).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2020 - May 2020).

Member, 2019-2020 Comal Forward Committee, Comal Independent School District, New Braunfels, TX. (October 2019 - January 2020).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2019 - December 2019).

Organizer, Service Learning Projects - Promotional Strategy Course. (July 2019 - August 2019).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2019 - May 2019).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2018 - December 2018).

Organizer, Service Learning Projects - Promotional Strategy Course. (July 2018 - August 2018).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2018 - May 2018).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2017 - December 2017).

Organizer, Service Learning Projects - Service Marketing Course. (July 2017 - August 2017).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2017 - May 2017).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2016 - December 2016).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2016 - May 2016).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2015 - December 2015).

Organizer, Service Learning Projects - Promotional Strategy Course. (July 2015 - August 2015).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2015 - May 2015).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2014 - December 2014).

Organizer, Service Learning Projects - Promotional Strategy Course. (January 2014 - May 2014).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2013 - December 2013).

Organizer, Service Learning Projects - Promotional Strategy Course. (August 2011 - May 2013).

D. Organization Memberships:

Responsible Research in Business and Management Network (RRBM). (June 2018 - Present).

Beta Gamma Sigma. (October 2014 - Present).

SERVSIG. (July 2013 - Present).

F. Service Grants and Contracts:

2. Submitted, but not Funded, External Service Grants and Contracts:

Minifie, Jana Roberta (Principal), Armstrong, Gay Lynn (Co-Principal), Biggan, Elizabeth Ann (Co-Principal), Ellis, Joanna Howard (Co-Principal), Czyzewska, Maria (Co-Principal), Daniel, Kristy Lynn (Co-Principal), Guerrero, Daniel (Co-Principal), Lu, Yongmei (Co-Principal), Meaney, Karen S (Co-Principal), Newton, Terry John (Co-Principal), Rayburn, Steven W (Co-Principal), Renick, Cecil O, Trad, Megan Lynn, Wagner, Nicole Catherine. Using Critical Service Learning to have long term impact on the whole life health needs of our community members, across their lifespan, Kresge Foundation, Private / Foundation / Corporate, \$350,000.00. (Submitted: July 2017). Grant.

G. Service Professional Development Activities Attended:

Workshop, "Helping First Generation College Students Survive and Thrive in Your Class," Organizational Development and Communication; Texas State University, San Marcos, TX, United States. (March 2021).

Continuing Education Program, "Independent Review of Research," U.S. Department of Health & Human Services. (December 2020).

Continuing Education Program, "What are IRBs," U.S. Department of Health & Human Services. (December 2020).

Continuing Education Program, "What is Human Subjects Research," U.S. Department of Health & Human Services. (December 2020).

Continuing Education Program, "When HHS Regulations Apply," U.S. Department of Health & Human Services. (December 2020).

Workshop, "How to be an Upstander," Organizational Development and Communication; Texas State University, San Marcos, TX, United States. (November 2019).

Workshop, "Allies Training," Organizational Development and Communication; Texas State University, San Marcos, TX, United States. (September 2019).

Continuing Education Program, "Human Research - Institutional Review Board," Collaborative Institutional Training Initiative (CITI PROGRAM). (July 2019).

Continuing Education Program, "Human Research - Institutional Review Board," Collaborative Institutional Training Initiative (CITI PROGRAM). (May 2017).

Continuing Education Program, "Information Privacy Security (IPS) - IPS for Faculty, Students, Staff," Collaborative Institutional Training Initiative (CITI PROGRAM). (May 2017).

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Jeremy J. Sierra Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2005	New Mexico State Univ Main Campus	Business Administration	
MBA	2002	New Mexico State Univ Main Campus	Business Administration	
BS	1998	Cal State Polytechnic Univ Pomona	Hotel and Restaurant Manangement	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Professor, Marketing	Texas State University	September 2017 - Present
Associate Professor, Marketing	Texas State University	August 2011 - August 2017
Assistant Professor, Marketing	Texas State University-San Marcos	2007 - 2011
Assistant Professor of Marketing	Northern Arizona University	2005 - 2007
Graduate Assistant	New Mexico State University	2001 - 2005
Graduate Teaching Assistant	New Mexico State University	2001 - 2005

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Banquet set-up, waiter, housekeeping supervisor	Various Country Club Positions	1998 - 2000
Front-Desk Operations	The Scottsdale Plaza Resort, Scottsdale, AZ	1998
Waiter	The Scottsdale Princess – The Grill at TPC, Scottsdale, AZ	1998

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Restaurant Manager	JoJo's Pizza Kitchen, Chino Hills, CA	1996 - 1998
Restaurant Manager	Willie and Pie Pizza Parlour, Rancho Cucamonga, CA	1994 - 1996

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Recipient of an Emmett & Miriam McCoy College of Business Administration Advisory Board Teaching Excellence Award, Texas State University-San Marcos.
2009

B. Courses Taught:

Texas State University:

B A 5351 - ORG PERF & COMP AD

MGT 5333 - PROB IN BUS ADMIN

MKT 3343 - PRIN OF MARKETING

MKT 3350 - CONSUMER BEHAVIOR

MKT 3355 - RETAILING

MKT 3365 - SERVICES MARKETING

MKT 3370 - MARKETING RESEARCH

MKT 3380 - SPORTS MARKETING

MKT 4337 - MARKETING MGT

MKT 4395 - INDEPENDENT STUDY

MKT 5311 - CUR DEL MRKTING

MKT 5321 - MARKETING MGMT

MKT 5322 - MARKETING RESEARCH

MKT 5335 - SERVICES MARKETING

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Undergraduate Honors Thesis, "Red Bull: The Wings Migration", Status: Completed. (2016). Management.
Student(s): Ashton Quincey.

Member, Master's Thesis Committee Member, "Adventure Tourism: The Role of Social Comparison Theory in Successful Advertising Images", Status: Completed. (2013 - 2014). Other (Within Texas State University - San Marcos).
Student(s): Katie Dudley.

Member, Master's Thesis Committee Member, "I Can't Use my Cell Phone?: Cell Phone Addiction, Restrictive Social Environments and Health of College Students", Status: Completed. (2013). Other (Within Texas State University - San Marcos).
Student(s): Talli Stewart.

Member, Master's Thesis Committee Member, "Perceived Review Quality Impact on Intention to Purchase (not completed)", Status: Completed. (2009 - 2010). Marketing.
Student(s): Kate Morris.

G. Teaching Professional Development Activities Attended

Workshop, "Designing Your Online Course (DYOC)," Quality Matters (QM), San Marcos, TX, United States. (January 17, 2020).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

a. Scholarly Monographs:

Refereed:

Sierra, J., & Hyman, M. R. (2008). *Anticipated Emotions Matter: Horse-Race Bettors Rely on More than Expected Values*. Saarbrücken, Germany: VDM.

b. Textbooks:

Refereed:

Hyman, M. R., & Sierra, J. (2010). *Marketing Research Kit for Dummies*. Wiley.

d. Chapters in Books:

Refereed:

Sierra, J. J., Taute, H. A., & Lee, B.-K. (Accepted / In Press). Sports Fans' Defense of the Tribal Brand: Exploring Determinants Across Two Continents. In *Contemporary Marketing Analysis in Sport Business: Global Perspectives*. London, UK: Routledge.

Sierra, J. J., Hyman, M. R., & Heiser, R. S. (2010). A Review of Ethnic Identity in Advertising. In *Wiley International Encyclopedia of Marketing* (Vol. 4, pp. 1–17). John Wiley & Sons.

2. Articles:

a. Refereed Journal Articles:

Rayburn, S. W., McGeorge, A. J., Anderson, S. T., & Sierra, J. J. (2021). Crisis-Induced Behavior: From Fear and Frugality to the Familiar. *International Journal of Consumer Studies*, (Quality Indicators: CABS: 2, ADBC: A, Marketing Dept: B; Impact Factor: 1.538).
<https://doi.org/doi.org/10.1111/ijcs.12698>

Rayburn, S. W., Anderson, S. T., & Sierra, J. J. (2020). Future Thinking: A Marketing Perspective on Reducing Wildlife Crime. *Psychology and Marketing*, 37(12), 1643–1655 (Quality Indicators: CABS: 3, ADBC: A, Marketing Dept.: A, Impact Factor (Clarivate): 2.37, Lead Article).
<https://doi.org/10.1002/mar.21413>

Rayburn, S. W., Anderson, S. T., & Sierra, J. J. (2020). Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education. *Marketing Education Review*, 0(0), 1–15 (Quality Indicators: CABS: 1, ADBC: C, Marketing Dept: B).
<https://doi.org/10.1080/10528008.2020.1837633>

Lee, B.-K., Suh, T., & Sierra, J. J. (2020). Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-Study Approach. *Journal of Promotion Management*, 26(1), 1–18.

Sierra, J. J., & Taute, H. A. (2019). Brand Tribalism in Technology and Sport: Determinants and Outcomes. *Journal of Brand Management*, 26(2), 209–225.

Anderson, S. T., Rayburn, S. W., & Sierra, J. J. (2019). Future Thinking: The Role of Marketing in Healthcare. *European Journal of Marketing*, 53(8), 1521–1545 (Quality Indicators: CABS: 3, ADBC: A*, Marketing Dept: A, Impact Factor (Clarivate): 2.13/2.61 5-year).
<https://doi.org/10.1108/EJM-10-2017-0779>

- Sierra, J. J., Hyman, M. R., & Turri, A. M. (2018). Determinants and Outcomes of Superstitious Beliefs: A Multi-Study Approach. *Journal of Marketing Management*, 34(15-16), 1397–1417.
- Badrinarayanan, V. A., & Sierra, J. J. (2018). Inferred Social Approval and Brand Tribalism: A Tale of Two Communities. *Journal of Product and Brand Management*, 27(4), 363–374.
- Badrinarayanan, V., & Sierra, J. (2018). Triggering and Tempering Brand Advocacy by Frontline Employees: Vendor and Customer-Related Influences. *Journal of Business & Industrial Marketing*, 33(1), 42–52.
- Sierra, J., Harry Taute, & Byung-Kwan Lee. (2017). A Brand Foci Model to Explain Achievement Needs: A Contradictory Explanation. *Asia Pacific Journal of Marketing and Logistics*, 29(4), 743–758.
- Taute, H. A., Sierra, J. J., Carter, L. L., & Maher, A. A. (2017). A Sequential Process of Brand Tribalism, Brand Pride, and Brand Attitude to Explain Purchase Intention: A Cross-Continent Replication Study. *Journal of Product & Brand Management*, 26(3), 239–250.
- Sierra, J., Michael Hyman, Byung-Kwan Lee, & Suh, T. (2017). Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation. *Asian Journal of Business Research*, 7(1), 58–78.
- Sierra, J., Badrinarayanan, V., & Taute, H. A. (2016). Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism, and Self-Esteem. *Computers in Human Behavior*, 55, 626–632.
- Badrinarayanan, V., Sierra, J., & Martin, K. (2015). A Dual-Identification Framework of Online Multiplayer Video Games: The Case of Massively Multiplayer Online Role Playing Games (MMORPGs). *Journal of Business Research*, 68(5), 1045–1052.
- Taute, H. A., & Sierra, J. (Published). An Examination of Emotional Information Management in Gift Giving and Receipt. *Psychology & Marketing*, 32(2), 203–218.
- Sierra, J. J., Turri, A. M., & Taute, H. A. (2015). Unhealthy Food and Beverage Consumption: An Investigative Model. *Journal of Foodservice Business Research*, 18(5), 470–488.
- Sierra, J. J., Taute, H. A., & Turri, A. M. (2015). Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective. *Journal of Food Products Marketing*, 21(5), 503–520.
- Sierra, J., Hyman, M. R., Lee, B.-K., & Suh, T. (2015). Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural

- Investigation. *Asia Pacific Journal of Marketing and Logistics*, 27(4), 559–581.
- Taute, H. A., & Sierra, J. J. (2014). Brand Tribalism: An Anthropological Perspective. *Journal of Product & Brand Management*, 23(1), 2–15.
- Badrinarayanan, V., Sierra, J., & Taute, H. A. (2014). Determinants and Outcomes of Online Brand Tribalism: Exploring Communities of Massively Multiplayer Online Role Playing Games (MMORPGs). *Psychology & Marketing*, 31(10), 853–870.
- Taute, H. A., Peterson, J., & Sierra, J. (2014). Perceived Needs and Emotional Responses to Brands: A Dual-Process View. *Journal of Brand Management*, 21(1), 23–42.
- Sierra, J., Jillapalli, R., & Badrinarayanan, V. (2013). Determinants of a Lasting Purchase: The Case of the Tattoo Patron. *Journal of Retailing and Consumer Services*, 20(4), 389–399.
- Sierra, J., Taute, H. A., & Hyman, M. R. (2013). Efficacy of Sporting Event Ads with Textese (SMS-type Copy). *International Journal of Sport Management and Marketing*, 14(1), 4–22.
- Sierra, J., & Taute, H. A. (2013). Experiential Consumption of Video Game and In-Show Ads: Phenomenological Explanation through Thought Experimentation. *Journal of Research for Consumers*, 24, 57–87.
- Michael Hyman, & Sierra, J. (2012). Adjusting Self-Reported Attitudinal Data for Mischievous Respondents. *International Journal of Market Research*, 54(1), 129–145.
- Sierra, J., Hyman, M. R., & Heiser, R. S. (2012). Ethnic Identity in Advertising: A Review and Meta-Analysis. *Journal of Promotion Management*, 18(4), 489–513.
- Sierra, J., Taute, H. A., & Heiser, R. S. (2012). Explaining NFL Fans' Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective. *Journal of Retailing and Consumer Services*, 19(3), 332–342.
- Sierra, J., Heiser, R. S., & Torres, I. M. (2012). Text Message Copy in Print Ads: A Shrewd Communicative Strategy??. *Journal of Promotion Management*, 18(1), 119–143.
- Sierra, J., & Hyman, M. R. (2011). Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective. *Journal of Retailing and Consumer Services*, 18(4), 341–347.

- Sierra, J., Heiser, R. S., Williams, J. D., & Taute, H. A. (2010). Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of the Impact on Brand Image. *Journal of Brand Management*, 18(1), 79–96.
- Hyman, M. R., & Sierra, J. (2010). Idolizing Sports Celebrities: A Gateway to Psychopathology? *Young Consumers*, 11(3), 226–238.
- Sierra, J., Taute, H. A., & Heiser, R. S. (2010). Personal Opinions and Beliefs as Determinants of Collegiate Football Consumption for Revered and Hated Teams. *Sport Marketing Quarterly*, 19(3), 143–153.
- Sierra, J. (2010). Shared Responsibility and Student Learning: Ensuring a Favorable Educational Experience. *Journal of Marketing Education*, 32(1), 104–111.
- Taute, H. A., Sierra, J., & Heiser, R. S. (2010). Team Loving and Loathing: Emotional Determinants of Consumption in Collegiate Football. *Journal of Intercollegiate Sport*, 3(1), 182–199.
- Sierra, J., Heiser, R. S., & McQuitty, S. (2009). Exploring Determinants and Effects of Shared Responsibility in Service Exchanges. *Journal of Marketing Theory and Practice*, 17(2), 111–128.
- Sierra, J. J., & Hyman, M. R. (2009). In Search of Value: A Model of Wagering Intentions. *Journal of Marketing Theory and Practice*, 17(3), 235–249.
- Sierra, J., Hyman, M. R., & Torres, I. M. (2009). Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective. *Journal of Current Issues and Research in Advertising*, 31(2), 41–66.
- Sierra, J., Compton, N., & Frias-Gutierrez, K. M. (2008). Brand Response-Effects of Perceived Sexual Harassment in the Workplace. *Journal of Business and Management*, 14(2), 175–197.
- Heiser, R. S., Sierra, J., & Torres, I. M. (2008). Creativity via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effect. *Journal of Advertising*, 37(4), 75–84.
- Sierra, J., & Hyman, M. R. (2008). Ethical Antecedents of Cheating Intentions: Evidence of Mediation. *Journal of Academic Ethics*, 6(1), 51–66.
- Sierra, J. J., & McQuitty, S. (2007). Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory. *Journal of Marketing Theory and Practice*, 15(2), 99–112.
- Torres, I. M., Sierra, J., & Heiser, R. S. (2007). The Effects of Warning Label Placement in Print Ads: A Social Contract Perspective. *Journal of Advertising*, 36(2), 49–62.

Sierra, J., & Hyman, M. R. (2006). A Dual-Process Model of Cheating Intentions. *Journal of Marketing Education*, 28(3), 193–204.

Sierra, J., & McQuitty, S. (2005). Service Providers and Customers: Social Exchange Theory and Service Loyalty. *Journal of Services Marketing*, 19(6), 392–400.

Sierra, J., & McQuitty, S. (2004). Creating Customer Loyalty: Using Social Exchange Theory in Service Industries. *New Mexico Business Outlook*, January. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=40101

b. Non-refereed Articles:

Peterson, R., & Sierra, J. (2003). Where is Marketing Headed? *New Mexico Business Outlook*, December. Published. Retrieved from [/bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=31203](http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=31203)

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Sierra, J. J., Hyman, M. R., & Turri, A. M. (2018). Nostalgia and Astrometry as Precursors of Superstitious Beliefs - An Abstract. In N. Krey & P. Rossi (Eds.), *Back to the Future: Using Marketing Basics to Provide Customer Value. Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference* (pp. 287–288). Coronado, CA: Academy of Marketing Science (AMS) Annual Conference.

Sierra, J. J., Taute, H. A., & Lee, B.-K. (2017). A Brand Foci Model to Explain Achievement Needs: A Contradictory Explanation.

Sierra, J. J., & Taute, H. A. (2017). Explaining Motivational Needs through Positive Affect and Brand Tribalism.

Sierra, J. J., Hyman, M. R., & Turri, A. M. (2017). Superstition, Astrometry, and Suspension of Disbelief: An Explanatory Model of Risk-Seeking Tendencies - An Abstract. In M. Stieler (Ed.), *Creating Marketing Magic and Innovative Future Marketing Trends. Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference* (pp. 985–986). Orlando, FL: Academy of Marketing Science (AMS) Annual Conference.

Sierra, J. J., Turri, A. M., & Taute, H. A. (2016). An Investigative Model to Explain Unhealthy Food and Beverage Purchase Intentions. In K. K. Kim (Ed.), *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing? Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference* (pp. 53–54). Denver, CO: Academy of Marketing Science (AMS) Annual Conference.

- Sierra, J., Badrinarayanan, V., & Taute, H. A. (2015). Explaining Behavior in Brand Communities: A Sequential Model of Attachment, Tribalism. Denver, Co: Academy of Marketing Science.
- Sierra, J. J., Taute, H. A., & Turri, A. M. (2014). Probing Determinants of Intentions to Purchase Processed Foods and Soft Drinks: Explanation through Mediation. In K. Kubacki (Ed.), *Ideas in Marketing: Finding the New and Polishing the Old, Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference* (p. 297). Monterey, CA: Academy of Marketing Science (AMS) Annual Conference.
- Sierra, J., Jillapalli, R., & Badrinarayanan, V. (2012). Affect and Self-Expression as Determinants of a Lasting Purchase: The Case of the Tattoo Patron (p. 520). New Orleans, LA: Academy of Marketing Science.
- Taute, H. A., & Sierra, J. (2012). Brand Tribalism: An Anthropological Perspective (p. 206). New Orleans, LA: Academy of Marketing Science.
- Sierra, J., Taute, H. A., & Hyman, M. R. (2012). Efficacy of Ads with Short Message Service (SMS) Copy (p. 128). New Orleans, LA: Academy of Marketing Science.
- Sierra, J., Taute, H. A., & Heiser, R. S. (2012). Explaining NFL Fans' Purchase Intentions for Revered and Reviled Teams: A Dual-Process Perspective (p. 356). New Orleans, LA: Academy of Marketing Science.
- Sierra, J., Heiser, R. S., & Torres, I. M. (2011). Text Message Copy in Print Ads and Confiding in the Brand: A Communication Trust Theoretical Perspective (Vol. 18, pp. 848–858). American Society of Business and Behavioral Sciences.
- Sierra, J., & Hyman, M. R. (2010). Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective (pp. 208–209). Atlanta, GA: Society for Marketing Advances.
- Sierra, J., Taute, H. A., & Heiser, R. S. (2010). Personal Opinions and Beliefs as Determinants of Collegiate Football Consumption for Revered and Hated Teams (p. 84). Academy of Marketing Science.
- Sierra, J., Heiser, R. S., & Torres, I. M. (2010). The Effects of Text Messaging Lingo in Print Ads: A Distinctive Execution in Advertising Design (pp. 25–26). Society of Marketing Advances.
- Hyman, M. R., & Sierra, J. (2009). Adjusting Self-Reported Attitudinal Data for Mischievous Respondents. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 157–158). New Orleans, Louisiana: Society for Marketing Advances.

- Sierra, J., Heiser, R. S., & Taute, H. A. (2009). Consumer Racial Profiling in Retail Environments: A Longitudinal Analysis of the Impact on Brand Image. In K. Reynolds & J. C. White (Eds.) (pp. 192–193). Tampa, Florida: AMA Winter Marketing Educators' Conference.
- Sierra, J., Hyman, M. R., & Heiser, R. S. (2009). Ethnic Identity in Advertising: A Review and Meta-Analysis. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 11–12). New Orleans, Louisiana: Society for Marketing Advances.
- Sierra, J. (2009). Shared Responsibility and Student Learning: Ensuring a Favorable Educational Experience. In K. Reynolds & J. C. White (Eds.) (pp. 389–390). Tampa, Florida: AMA Marketing Educators' Conference.
- Taute, H. A., Sierra, J., & Heiser, R. S. (2009). Team Loving and Loathing: Determinants of Consumption in Collegiate Football. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 314–315). New Orleans, Louisiana: Society for Marketing Advances.
- Taute, H. A., & Sierra, J. (2008). A Preliminary Examination of Emotional Information Management in Gift Giving and Receipt. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 98–99). St. Petersburg, Florida: Society for Marketing Advances.
- Hyman, M. R., & Sierra, J. (2008). Idolizing Sports Celebrities: A Gateway to Psychopathology? In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 195–196). St. Petersburg, Florida: Society for Marketing Advances.
- Sierra, J., Compton, N., & Frias-Gutierrez, K. M. (2007). Brand Response-Effects of Perceived Sexual Harassment in the Workplace. Las Vegas, Nevada: International Business & Economics Research Conference.
- Sierra, J., Heiser, R. S., & McQuitty, S. (2007). The Effects of Shared Responsibility on Customer Perceptions of Value in Service Exchanges. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 244–245). San Antonio, Texas: Society of Marketing Advances.
- Sierra, J., & Hyman, M. R. (2006). Ethical Antecedents of Cheating Intentions. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 134–135). Nashville, Tennessee: Society for Marketing Advances.
- Sierra, J., & Hyman, M. R. (2005). In Search of Value: A Model of Wagering Intentions. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 303–304). San Antonio, Texas: Society for Marketing Advances.
- Sierra, J., & Hyman, M. R. (2004). The Effects of Ethnic Cues in Print Ads: An Application of Social Identity Theory. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 15–16). St. Petersburg, Florida: Society for Marketing Advances.

Sierra, J., & Compton, N. (2003). *Employment at Will: Exceptions to the Rule*. Las Vegas, Nevada: International Business & Economics Research Conference.

Sierra, J. (2003). *Linking the Human Service Provider and the Consumer: Inseparability and Emotional Exchange*. Las Vegas, Nevada: International Business & Economics Research Conference.

Compton, N., & Sierra, J. (2002). *Piercing the Corporate Veil*. Las Vegas, Nevada: International Business & Economics Research Conference.

5. Reports:

Sierra, J. (2008). *Using Cognitive and Emotive Factors to Explain Outlet Mall Shoppers Intentions to Purchase Apparel: A Dual-Process Perspective* (173rd ed.). Research Enhancement Program Final Reports. Retrieved from ecommons.txstate.edu/osp_regs/173

6. Book Reviews:

Sierra, J. (2004). *Branded Customer Service: The New Competitive Edge*. (J. Barlow & P. Stewart, Eds.). San Francisco, California: Berrett-Koehler Publishers, Inc./Journal of Product & Brand Management.

10. Other Works in Print:

Magazine / Trade Publications:

Sierra, J. (2009). *Low-cost Alternatives for Marketing Research Assistance*. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/September2009/article1.htm

Hyman, M. R., & Sierra, J. (2009). *Sport Celebrity Idolatry: A Problem?* *B>Quest*. Published. Retrieved from www.westga.edu/~bquest/2009/idolatry09.pdf

Hyman, M. R., & Sierra, J. (2009). *The Dangers of Sport Celebrity Idolatry*. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/May2009/article3.htm

Hyman, M. R., & Sierra, J. (2009). *What You Should Expect from a Marketing Researcher*. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/November2009/article2.htm

Sierra, J., & Hyman, M. R. (2008). *Emotions Matter: Horse-Race Bettors Rely on More than Expected Values*. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50391

McQuitty, S., & Sierra, J. (2007). Attitudes and Emotions as Determinants of Nostalgia Purchases: An Application of Social Identity Theory. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50356

Hyman, M. R., & Sierra, J. (2006). Academic Cheating: An Ethics Perspective and Solutions. *New Mexico Business Outlook*. Published. Retrieved from bbrs.nmsu.edu/nmbizoutlook/printarticle.php?articleID=50333

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Anderson, S. T., Rayburn, S. W., Sierra, J. J., 2018 AMA Winter Conference, "Future Thinking the Role of Marketing in Healthcare Delivery," New Orleans, LA. (February 2018).

3. Consultancies:

For Profit Organization, Oliver Animal Hospital, Austin, TX. (2011).

Non-Governmental Organization (NGO), Jardin de los Ninos, Las Cruces, NM. (2002).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Anderson, S. T., Rayburn, S. W., McGeorge, A. J., Sierra, J. J., & Murdock, K. W. (Submitted / Under Review). A Response to Crisis: A Future Studies Perspective on Retailing. *Journal of Marketing Theory and Practice*, (Quality Indicators: 6.5% acceptance rate, CABS: 2, ADBC: B, Marketing Dept: B+; Impact Factor: 2.90). (February 2021). (February 2021)

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Highly Commended Paper, Asia Pacific Journal of Marketing and Logistics.
2016

Award / Honor Recipient: Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business.
2016
2012

Award / Honor Recipient: Outstanding Paper, Journal of Product & Brand Management.
2015

Award / Honor Recipient: Stephen R. "Steve" Gregg, Sr. Excellence Professorship,
McCoy College of Business.
2015

Award / Honor Recipient: Research Fulton Award, College of Business at New Mexico
State University.
2013

Award / Honor Recipient: Gary V. Woods Research Award, McCoy College of Business.
2010 - 2011

Award / Honor Recipient: Best Paper in the Advertising & Marketing Communications
Track Award, Society for Marketing Advances.
2009

Award / Honor Recipient: Best Paper in the Sports, Entertainment & Event Marketing
Track Award, Society for Marketing Advances.
2005

Award / Honor Recipient: Best Paper in Track Award at the International Business &
Economics Research Conference, International Business & Economics.
2003

E. Scholarly / Creative Professional Development Activities Attended:

Conference Attendance, "Analytics Conference," SAS, Las Vegas, NV. (2015).

Conference Attendance, "Global Retailing Conference," Terry J. Lundgren Center for
Retailing at the University of Arizona, Tucson, AZ. (2015).

Conference Attendance, "Brand ManageCamp," Las Vegas, NV. (2014).

Conference Attendance, "Brand ManageCamp," Las Vegas, NV. (2013).

Seminar, "Part I of the Case Method Teaching Seminar," Harvard Business Publishing,
Phoenix, AZ. (2013).

F. Media Recognition:

Magazine, Psychology Today. (2013).

IV. SERVICE

A. Institutional

1. University:

Member, Presidential Award Selection Committee for Scholarly and Creative Activities. (January 2019 - Present).

Committee Chair, University Research Committee. (2012 - 2015).

Committee Member, Pride and Tradition Committee. (2009 - 2010).

2. College:

Member, College Review Group. (December 2019 - Present).

Committee Member, Undergraduate Curriculum Committee. (September 2017 - Present).

Committee Chair, Research Committee. (August 2016 - Present).

Committee Member, Research Enhancement Program (REP) Committee. (2010 - 2017).

Committee Member, Search Committee for the Jerry D. & Linda Gregg Fields Chair in Ethics and Corporate Responsibility. (October 2011 - February 2012).

Committee Member, Impact of Research Task Force. (2010 - 2011).

Committee Member, AQ/PQ Task Force in the McCoy College of Business Administration. (2009).

3. Department/School:

Member, M.S. in Marketing Research & Analysis Committee. (September 2019 - Present).

Committee Member, Marketing Journal Ranking Committee. (2009 - Present).

Committee Member, Research Seminar Committee. (2011 - 2019).

Committee Member, Merit Policy Committee. (2016 - 2018).

Committee Member, Marketing Department Academic Plan Committee. (2012).

Faculty Advisor, Texas State Collegiate Chapter of the American Marketing Association. (2007 - 2011).

Committee Member, Alumni Survey. (2009).

Committee Member, Creativity Committee. (2009).

Compiled, Suggested book reading list for Marketing Graduates. (2009).

Committee Member, Search Committee for new marketing faculty member.
(2008).

B. Professional:

Editor, Journal of Promotion Management. (September 2019 - Present).

Editorial Review Board Member, Journal of Global Scholars of Marketing Science.
(March 2017 - Present).

Editorial Review Board Member, Journal of Product & Brand Management. (March 2017
- Present).

Editorial Review Board Member, Journal of Services Marketing. (August 2010 -
Present).

Editorial Review Board Member, Journal of Marketing Theory and Practice. (2007 -
Present).

Editorial Review Board Member, Marketing Education Review. (2006 - Present).

Editorial Review Board Member, Psychology & Marketing. (2015 - December 2020).

Editorial Review Board Member, Journal of Promotion Management. (January 2012 -
September 2019).

Editorial Review Board Member, Journal of Advertising. (February 2010 - 2014).

Reviewer, Ad Hoc Reviewer, Academy of Marketing Science. (2011).

Reviewer, Ad Hoc Reviewer, AMA Collegiate Annual Report / Chapter Plan Judge.
(2011).

Reviewer, Ad Hoc Reviewer, European Journal of Psychology of Education. (2011).

Reviewer, Ad Hoc Reviewer, Journal of Interactive Advertising. (2011).

Reviewer, Ad Hoc Reviewer, Journal of Promotion Management. (2011).

Reviewer, Ad Hoc Reviewer, Journal of Sport Management. (2011).

Reviewer, Ad Hoc Reviewer, Society for Consumer Psychology. (2011).

Reviewer, Ad Hoc Reviewer, Society for Marketing Advances. (2011).

Reviewer, Ad Hoc Reviewer, Substance Abuse Treatment, Prevention, and Policy.
(2011).

Reviewer, Conference Paper, AMA Winter Marketing Educators' Conference. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2009).

Reviewer, Ad Hoc Reviewer, Journal of Services Marketing. (2009).

Reviewer, Ad Hoc Reviewer, Journal of Services Marketing. (2009).

Reviewer, Conference Paper, AMA Winter Marketing Educators' Conference. (2009).

Reviewer, Conference Paper, North American Conference of the Association for Consumer Research. (2009).

Reviewer, Ad Hoc Reviewer, Journal of Business Ethics. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Education. (2008).

Reviewer, Conference Paper, Academy of Marketing. (2008).

Reviewer, Conference Paper, AMA Summer Marketing Educators' Conference. (2008).

Reviewer, Conference Paper, AMA Summer Marketing Educators' Conference. (2007).

Reviewer, Conference Paper, AMA Winter Marketing Educators' Conference. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2006).

Reviewer, Conference Paper, AMA Summer Marketing Educators' Conference. (2006).

Reviewer, Conference Paper, Marketing and Public Policy Conference. (2004).

Reviewer, Conference Paper, AMA Summer Marketing Educators' Conference. (2002).

C. Community:

VBS Classroom Leader, Shepherd of the Hills Church, Austin, TX. (2013 - Present).

Committee Member, United Way Capital Area. (2007).

D. Organization Memberships:

Academy of Marketing Science.

E. Service Honors and Awards:

Award / Honor Recipient: College Achievement Award for the Presidential Award for Excellence in Service, McCoy College of Business.
2014

Award / Honor Recipient: Outstanding Reviewer for Journal of Services Marketing
Emerald Literati Network Awards for Excellence, Emerald.
January 2014

Award / Honor Recipient: Outstanding Professor Award in the W. A. Franke College of
Business from the Students in Greek Life, Northern Arizona University.
2007

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Denise T. Smart Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	1984	Texas A&M University	Marketing	
MBA	1976	The University of South Dakota	Business Administration	
BS	1973	South Dakota State University	Textiles and Clothing	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Dean	McCoy College of Business Administration - Texas State University	2000 - Present
Dean		January 4, 2000 - July 31, 2020
Associate Dean	University of Nebraska at Omaha	September 1996 - December 1999
Chair, Department of Marketing	University of Nebraska at Omaha	May 1995 - September 1996
Assistant Professor	University of Nebraska at Omaha	August 1992 - July 1995
Visiting Assistant Professor	Texas A&M University	September 1986 - July 1992
Lecturer	Texas A&M University	August 1978 - May 1984
Instructor	Sioux Falls College	January 1977 - May 1977
Graduate Research Assistant	University of South Dakota	August 1975 - December 1976

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Career Center Specialist	Northwest Area Schools Multi-district School System	March 1974 - June 1975
Assistant Buyer	Joslin's Department Store	June 1973 - March 1974
Intern	Joslin's Department Store South Dakota State Highway Department	June 1972 - August 1972 June 1970 - August 1970

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Marketing Educator of the Year, Association of Collegiate Marketing Educators.
March 2002

Award / Honor Recipient: Executive MBA Distinguished Professor of the Year, University of Nebraska at Omaha.
1998

Award / Honor Recipient: William M. Brown Outstanding Educator Award, American Marketing Association.
May 1994

Award / Honor Recipient: Association of Former Students of Texas A&M University Distinguished Teaching Award, Texas A&M College of Business Administration.
September 1990

Award / Honor Recipient: Outstanding Professor Award, Alpha Kappa Psi.
1988

B. Courses Taught:

Texas State University:

MGT 43900 - LEADER DEVELOPMENT

MKT 3343 - PRIN OF MARKETING

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Non-refereed:

Smart, D. T., & McAlister, D. T. (2005). Branding the Business School: Considerations and Concerns (pp. 215–228). Kennesaw, Georgia, U.S.: Kennesaw State University Press.

Conant, J. S., Smart, D. T., & Kelley, C. A. (1989). Master Teaching: Pursuing Excellence in Marketing Education. In W. M. Pride & O. C. Ferrell (Eds.) (pp. 177–191). Boston, MA: Houghton Mifflin Company.

Smart, D. T. (1989). The Advertising Environment: Ethics and Regulation. Prentice Hall.

2. Articles:

a. Refereed Journal Articles:

Smart, D. T., Kelly, C. A., & Conant, J. S. (2003). Mastering the Art of Teaching: Pursuing Excellence in a New Millennium. *Journal of Marketing Education*, 71–78.

Smart, D. T., Kelly, C. A., & Conant, J. S. (1999). Marketing Education in the Year 2000: Changes Observed and Challenges Anticipated, 21, 206–216.

Smart, D. T., Tomkovick, C., Jones, E., & Menon, A. (1999). Undergraduate Marketing Education in the 21st Century: Views From Three Institutions, 9, 1–9.

Conant, J., Smart, D. T., & Redkar, D. (1998). Success in Academia: Navigating the Introduction Stage of the Faculty Career Life Cycle, 8, 73–93.

Fahy, J., Smart, D. T., Pride, W., & Ferrell, O. C. (1995). Advertising Sensitive Products, 14(3), 231–243.

Martin, C. L., & Smart, D. T. (1994). Consumer Experiences Calling Toll-Free Corporate Hotlines, 195–212.

Smart, D. T. (1994). Entrepreneurial Orientation, Distinctive Marketing Competencies and Organizational Performance, 10, 28–38.

Martin, C. L., & Smart, D. T. (1994). Will They Call Again? Observations of Callers to Consumer Hotlines, 8–10.

- Burnett, J., & Smart, D. T. (1994). Returning Young Adults: Implications for Marketers, *11*(3), 253–269.
- Conant, J. S., Smart, D. T., & Solano-Mendez, R. (1993). Generic Retailing Types, Distinctive Marketing Competencies, and Competitive Advantage, *69*, 254–279.
- Burnett, J., Mennon, A., & Smart, D. T. (1993). Sports Marketing: A New Ballgame With New Rules, *33*, 21–35.
- Smart, D. T., & Martin, C. L. (1993). Consumers Who Correspond with Business: A Profile and Measure of Satisfaction with Responses, *9*, 30–42.
- Smart, D. T., & Martin, C. L. (1992). Manufacturer Responsiveness to Consumer Correspondence: An Empirical Investigation of Consumer Perceptions, *26*, 104–128.
- Kelley, C., Conant, J. S., & Smart, D. T. (1991). Master Teaching Revisited: Pursuing Excellence From the Students' Perspective, *12*, 1–10.
- Conant, J. S., Smart, D. T., & Walker, B. J. (1990). Mail Survey Facilitation Techniques: An Assessment and Proposal Regarding Reporting Practices, *32*(4), 569–580.
- Smart, D. T., & Conant, J. S. (1990). Marketing Dissertations: Profiling the Successful Thesis Candidate, *12*, 2–8.
- Smart, D. T., Zemanek, Jr., J. E., & Conant, J. S. (1990). Direct Mail Retailing: How Effective are Videologs?, *4*, 30–37.
- Martin, C. L., & Smart, D. T. (1989). Consumer Correspondence: An Exploratory Investigation of Consistency Between Business Policy and Practice, *23*, 364–382.
- Conant, J. S., Smart, D. T., & Kelly, C. A. (1988). Master Teaching: Pursuing Excellence in Marketing Education, *10*, 3–13.
- Martin, C. L., & Smart, D. T. (1988). Relationship Correspondence: Similarities and Differences in Business Response to Complimentary vs. Complaining Consumers, *17*, 155–173.
- Smart, D. T., & Ensley, E. E. (1988). Timing of Negative Disclosures and Attitudinal Consequences, *5*, 139–154.
- Bush, A. J., Anil Menon, & Smart, D. T. (1987). Media Habits of the Do-It-Yourselfers, *27*, 14–20.

b. Non-refereed Articles:

Smart, D. T., Bush, A. J., & Nichols, E. L. (2002). Pursuing the Concept of Marketing Productivity: Introduction to the JBR Special Issue on Marketing Productivity. *Journal of Business Research*, 55, 343–347.

Conant, J. S., Smart, D. T., & Kelly, C. A. (1988). Secrets of Skilled Marketing Educators Revealed, 7, 3.

Smart, D. T., Snyder, D., & Sager, J. (1982). Survey Gauges Student Performances in the Mass Class, 1, 5.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Kelly, C. A., Smart, D. T., & Conant, J. S. (2000). Marketing's Master Teacher Revisited: A Replication. 2000 AMA Winter Educators' Proceedings.

Smart, D. T., Conant, J. S., & Kelly, C. A. (1998). Changes and Challenges: Insights From Skilled Marketing Educators (pp. 362–363). Chicago, IL: American Marketing Association Proceedings.

Kelly, C. A., Conant, J. S., & Smart, D. T. (1998). Expert Insights on the Future of Marketing Education (p. 28). Proceedings of the Western Marketing Educators' Conference.

Kelly, C. A., Conant, J. S., & Smart, D. T. (1998). Marketing Education in the 21st Century: A Delphi Approach (pp. 204–210). American Marketing Association Educators' Proceedings.

Smart, D. T., Conant, J. S., & Pflucker, M. G. (1992). Deregulation and the Information Content of Advertising: Illustrations From the Airline and Banking Industries (pp. 285–289). Southern Marketing Association Proceedings.

Smart, D. T., Burnett, J., & Herro, S. (1990). An Assessment of Scripting as an Advertising Tactic (pp. 424–426). Southern Marketing Association Proceedings.

6. Book Reviews:

Smart, D. T. (1998). Marketing to the Mind, Right Brain Strategies for Advertising and Marketing, written by Richard C. Maddock and Richard L. Fulton. *Journal of Consumer Marketing*.

Smart, D. T. (1993). Advertising Management and the Business Publishing Industry, written by Albert Greco. *Journal of Marketing*.

10. Other Works in Print:

Articles:

Smart, D. T. (1982). *Consumer Satisfaction Research: A Review*. Boston, MA: Little/Brown and Company.

Magazine / Trade Publications:

Smart, D. T. (1994, June). Complaining Customers: Considerations for More Effective Handling. Published.

Madden, C., Madden, M., Trentman, J., & Smart, D. T. (1986). Annotated Bibliography of Marketing Education 1975-1984. Published.

Newsletters:

Smart, D. T. (2019, March). Tips and Tricks to Preparing for a visit in Another County.

Smart, D. T. (2014). Women in AACSB Leadership Positions. AACSB Volunteer Newsletter.

Smart, D. T. (2007, July). A Lesson of Alertness About Encroaching Legislation. eNews.

Smart, D. T. (1990, July). Teacher's Internship Even Helped Her Students Learn More. Marketing News.

Written Case with Instructional Materials:

Smart, D. T. (1987). *The Texas Service Company* (pp. 269–273). Boston, MA: Houghton Mifflin Company.

Smart, D. T. (1981). *The Texas Service Company*. Hinsdale, Il: Dryden Press.

B. Works Not in Print:

2. Invited Talks, Lectures, and Presentations:

Smart, D. T., Chair/Director Training, "Supervising/Mentoring/Collaborating," Texas State University, Virtual. (October 22, 2020).

Smart, D. T., Academy of Marketing Science Annual Conference, "Special Session: Deanship, Department Head, and the Advanced Administration Career path," New Orleans, LA. (May 24, 2018).

Smart, D. T., AACSB ICAM, "Continuous Improvement Review Quesiton & Answer," AACSB, Tampa. (April 9, 2015).

- Smart, D. T., New Faculty Orientation, "From the Perspective of the Dean," Texas State University, San Marcos, TX. (August 2014).
- Smart, D. T., AACSB ICAM, "Continuous Improvement Review Question & Answer," AACSB, Singapore. (April 8, 2014).
- Smart, D. T., Texas Business Deans Conference, "AACSB Volunteers Training," Texas Business Deans, Dallas, TX. (October 27, 2013).
- Smart, D. T., Texas Business Deans Conference, "New Accreditation Standard Developments," Texas Business Deans, Edinburg, TX. (October 16, 2013).
- Smart, D. T., AACSB ICAM, "Scope of Accreditation and Strategic Management: A Successful Path to Accreditation," AACSB, Chicago, IL. (April 8, 2013).
- Smart, D. T., AACSB ICAM, "An Open Discussion on Business and Accounting Accreditation," AACSB, New York City. (April 29, 2011).
- Smart, D. T., AACSB ICAM, "Shaping the Future of AACSB Accreditation: Issues and Challenges," AACSB, New York City. (April 29, 2011).
- Smart, D. T., New Dean's Seminar, "Changing With the Changes," AACSB, Philadelphia. (June 2010).
- Smart, D. T., New Dean's Seminar, "Mastering the Inside Game," AACSB, Tampa, FL. (October 2009).
- Smart, D. T., New Dean's Seminar, "Strategic Management: The Vision, the Journey, and Making Things Happen," AACSB, Austin, TX. (June 2009).
- Smart, D. T. (Presenter & Author), Yuk-So, J. (Discussant), AACSB Deans' Meeting, "Transformative Gifts Large & Small," AACSB, San Francisco, CA. (February 2009).
- Smart, D. T., DiAngelo, J., R. S., Stevens, G., AACSB Continuous Improvement Conference, "Preparing a Successful Maintenance of Accreditation Report," AACSB, Atlanta. (September 2008).
- Smart, D. T., Southwestern Business Deans' Association annual meeting, "The Real McCoy," Southwestern Business Deans' Association, Santa Fe, NM. (June 10, 2008).
- Smart, D. T., Annual Business Deans Conference, "The Impact of a Naming Gift," AACSB, Tampa, FL. (April 22, 2007).
- Smart, D. T., Building B-Schools: Development and Communications Conference, "What's in a Name? How Two Schools Leveraged Leadership Gifts to Create a Culture of Giving," AACSB, Boston, MA. (March 2, 2007).

Smart, D. T., McCoy Building Supply Annual Managers' Meeting, "Two Special People: the Impact of the Gift from Emmett and Miriam McCoy," McCoy Building Supply, Galveston, TX. (January 12, 2007).

Smart, D. T., American Marketing Association Summer Educators' Conference, "The Status of Teacher Training in Marketing Ph.D. Programs," American Marketing Association, Chicago. (August 2006).

Smart, D. T., Mallalieu, L., Curran-Kelly, C., Palan, K., Society for Marketing Advances, "Gender Issues in Academe," Society for Marketing Advances, San Antonio, TX. (November 2005).

Smart, D. T., Curry, T., Dahringer, L., Evans, F., Graf, D., S. P., AACSB Teaching Business Ethics Conference, "Dean's Perspective," AACSB, Boulder, CO. (July 22, 2005).

Smart, D. T., AMA Sheth Foundation Doctoral Consortium, "The Path from Doctoral Student to Dean," American Marketing Association, Storrs, CT. (July 10, 2005).

Smart, D. T., Sosa, L., Zinkhan, G., Tinkham, S., Liriscy, R., Sung, Y., AMA Winter Educators' Conference, "Marketing and the Political Process—Trends in Persuasion and Communication," American Marketing Association, San Antonio, TX. (February 2005).

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Phi Kappa Phi, Phi Kappa Phi.
September 2013

Award / Honor Recipient: Designated Fellow, Society for Marketing Advances.
November 2007

Award / Honor Recipient: Best Article in the Past Five Years Award, Marketing Education Review.
2003

Award / Honor Recipient: Outstanding Article of the Year Award, Journal of Marketing Education.
2003
1989

Award / Honor Recipient: Best Article of the Year Award, Journal of Marketing Education.
1999

Award / Honor Recipient: Dean's Citation, Excellence in Research, University of Nebraska at Omaha.
1994

Award / Honor Recipient: Summer Marketing Educators' Conference Best Paper Award - Marketing Education Track, American Marketing Association.
1988

IV. SERVICE

A. Institutional

1. University:

Member, Faculty and Staff Morale Work Group. (June 2020 - Present).

Guest Speaker, Orientation for New Tenure-Track Faculty. (2020).

Committee Member, McCoy College of Business Administration Development Foundation. (2004 - 2020).

Committee Member, Southwest Texas Border Regional Advisory Board, Small Business Development Centers. (2002 - 2020).

Committee Member, Campus Information Resource Advisory Council. (2001 - 2020).

Chair, Search Committee for Assistant Vice President for International Affairs. (2018 - 2019).

Moderator, New Tenure-track Faculty Orientation, Panel entitled: "Implementing Research-Based Practices for College Teaching". (August 21, 2019).

Hearing Officer, Grievance Hearing. (2014).

Guest Speaker, Orientation for New Tenure-Track Faculty. (2012 - 2014).

Summative Performance Review Team for Dr. Jamie Chahin, Dean of Applied Arts. (2012).

Committee Member, Committee for Selection of Honorary Doctorates. (2011).

Committee Member, Search Committee for Vice President for University Advancement. (2011).

Committee Chair, Search Committee for Dean of Fine Arts and Communication. (2010 - 2011).

Committee Member, Search Committee for Director of Alumni Relations. (2010).

Committee Member, University Distinguished Professor Award Committee. (2010).

Task Force Member, Task Force for Internationalizing the Campus. (2010).

Committee Member, Committee for Selection of Honorary Doctorates. (2009).

Committee Member, Search Committee for Emerging Technology Funding Hire, College of Science. (2009).

Committee Member, University Distinguished Professor Award Committee. (2009).

Hearing Officer, Grievance Hearing. (2009).

Committee Chair, Search Committee for Associate Vice President for Finance. (2006).

Committee Chair, Search Committee for Vice President for University Advancement. (2005 - 2006).

Committee Member, University Academic (Strategic) Planning Steering Committee. (2003 - 2006).

Committee Chair, Search Committee for Vice President for Associate Vice President of Academic Affairs. (2004).

Committee Member, University Honor Code Committee. (2001 - 2004).

Committee Member, Texas A&M Opera and Performing Arts Society Statewide Advisory Board. (2000 - 2004).

Committee Member, Search Committee for School of Music Director. (2002 - 2003).

Committee Chair, Search Committee for University Ombudsman. (2002).

Committee Member, Program Review Team for Human Resources Department. (2001).

Committee Member, Summative Performance Review Team for Dr. Richard Cheatham, Dean of College of Fine Arts and Communication. (2001).

Guest Speaker, Presentations to high school counselors sponsored by Admissions. (November 2001).

Guest Speaker, Presentations to high school counselors sponsored by Admissions. (April 2001).

B. Professional:

Committee Chair, AACSB Peer Review Teams. (2007 - Present).

Team Member, AACSB Peer Review Teams. (2007 - Present).

Board of Directors of a Company, AACSB. (2013 - 2016).

Member, AACSB Committee on Accreditation Policy. (2010 - 2016).

Committee Chair, AACSB Continuous Improvement Review Committee. (2013 - 2015).

Board of Governors, Beta Gamma Sigma, St. Louis, MO, United States. (2010 - 2015).

Program Facilitator, AACSB New Deans Seminar. (2009 - 2014).

Program Coordinator, AACSB Associate Deans Conference. (November 2014).

Committee Chair, AACSB Pre-accreditation Committee. (2012 - 2013).

Member, AACSB Blue Ribbon Committee. (2010 - 2013).

Member, AACSB Pre-accreditation Committee. (2009 - 2013).

Mentor, AACSB. (2009 - 2013).

Officer, Vice President, AACSB Pre-accreditation Committee. (2010 - 2011).

Officer, President/Elect/Past, Southwestern Deans' Association. (2009 - 2011).

Editorial Review Board Member, Journal of Marketing Education. (1990 - 2010).

Program Coordinator, Southwestern Deans' Association. (2008 - 2009).

Board of Directors, AACSB Women Administrators in Management Education. (2006 - 2009).

Officer, Secretary, Southwestern Deans' Association. (2006 - 2008).

Editorial Review Board Member, Journal of Business Strategies. (1992 - 2008).

Officer, President/Elect/Past, Council of Texas Business Deans. (2006 - 2007).

Program Coordinator, Council of Texas Business Deans. (2006).

Officer, President/Elect/Past, American Marketing Association Academic Division. (2004 - 2006).

Reviewer, Conference Paper, American Marketing Association Summer Educators' Proceedings. (2002).

Editorial Review Board Member, Journal of Consumer Research. (1992 - 2000).

Reviewer, Conference Paper, American Academy of Advertising Proceedings. (1998).

Reviewer, Conference Paper, American Marketing Association Winter Educators' Proceedings. (1998).

Officer, President/Elect/Past, Society for Marketing Advances. (1995 - 1998).

Reviewer, Conference Paper, American Academy of Advertising Proceedings. (1996).

Reviewer, Conference Paper, American Marketing Association Winter Educators' Proceedings. (1996).

Reviewer, Conference Paper, Southwest Marketing Association Proceedings. (1996).

Officer, President/Elect/Past, Allied Southern Business Association. (1995 - 1996).

Reviewer, Conference Paper, American Academy of Advertising Proceedings. (1995).

Reviewer, Journal Article, Advances in Competitiveness Review. (1995).

Reviewer, Conference Paper, Bi-Annual World Marketing Congress. (1994).

Reviewer, Conference Paper, Southwest Marketing Association Proceedings. (1994).

Reviewer, Conference Paper, Bi-Annual World Marketing Congress. (1993).

Reviewer, Conference Paper, Southern Marketing Association Proceedings. (1992).

Reviewer, Journal Article, Academy of Marketing Science Doctoral Dissertation Award. (1992).

Committee Member, The Advertising Educational Foundation, Inc., New York. (1991).

Reviewer, Conference Paper, Academy of Marketing Science Proceedings. (1991).

Reviewer, Conference Paper, Southern Marketing Association Proceedings. (1991).

Reviewer, Journal Article, Academy of Marketing Science Doctoral Dissertation Award. (1991).

Reviewer, Conference Paper, Academy of Marketing Science Proceedings. (1990).

Reviewer, Conference Paper, Southwest Marketing Association Proceedings. (1990).

Reviewer, Journal Article, Academy of Marketing Science Doctoral Dissertation Award. (1990).

Reviewer, Conference Paper, Academy of Marketing Science Proceedings. (1989).

Reviewer, Conference Paper, Academy of Marketing Science Proceedings. (1988).

Reviewer, Conference Paper, Southern Marketing Association Proceedings. (1988).

Reviewer, Journal Article, International Research Seminar in Marketing. (1988).

Reviewer, Conference Paper, Southwest Marketing Association Proceedings. (1987).

Reviewer, Conference Paper, Southwest Marketing Association Proceedings. (1986).

C. Community:

Member, Frost Bank San Marcos Community Advisory Board. (2018 - Present).

Member, Austin Area Research Organization, Austin, TX. (2008 - Present).

Committee Member, Greater San Marcos Chamber of Commerce Search Committee for President, San Marcos, TX. (April 2016 - 2017).

Member, Pioneer Bank Community Advisory Board, San Marcos, TX. (2013 - 2017).

Member, Greater San Marcos Chamber of Commerce President Search Committee. (2009).

Board Member, Opera and Performing Arts Society (OPAS). (2000 - 2004).

Committee Member, United Arts Omaha. (1998 - 1999).

Officer, President/Elect/Past, Opera and Performing Arts Society (OPAS). (1991 - 1992).

Officer, President/Elect/Past, Opera and Performing Arts Society (OPAS). (1990 - 1991).

Officer, President/Elect/Past, Opera and Performing Arts Society (OPAS). (1989 - 1990).

Board Member, Opera and Performing Arts Society (OPAS). (1985 - 1988).

Committee Chair, Opera and Performing Arts Society (OPAS). (1985 - 1987).

D. Organization Memberships:

Alpha Mu Alpha.

American Academy of Advertising.

American Marketing Association.

Beta Gamma Sigma.

Society for Marketing Advances, formerly Southern Marketing Association.

The Academy of Marketing Science.

E. Service Honors and Awards:

Award / Honor Recipient: University Sales Center Alliance Outstanding Dean,
University Sales Center Alliance.
November 11, 2020

Award / Honor Recipient: Beta Gamma Sigma Chapter Honoree, Beta Gamma Sigma.
October 27, 2020

Award / Honor Recipient: Dean of the Year, Beta Gamma Sigma.
2019

Award / Honor Recipient: 2016 International Studies Program Administrator Award,
Center for International Studies, Texas State University.
April 28, 2016

Award / Honor Recipient: Texas State Quarterly Team Award, Common
Experience-Texas State.
August 2011

Award / Honor Recipient: Most Supportive Dean of the Year, Students in Free Enterprise
(SIFE).
May 24, 2005

Award / Honor Recipient: Administrator of the Year, Texas State Center for International
Studies.
2004

Award / Honor Recipient: Charles W. Plum Distinguished Service Award, Memorial
Student Center of Texas A&M University.
1992

Award / Honor Recipient: Brazos Valley Arts Supporter of the Year Award, Arts Council
of Brazos Valley.
1991

Award / Honor Recipient: Student-Community Relations Award, Memorial Student
Center OPAS of Texas A&M University.
1986

TEXAS STATE VITA**I. Academic/Professional Background**

A. Name and Title

Name: Dr. Karen H. Smith

Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	1993	University of Texas at Austin	Marketing	
MS	1982	Baylor University	Economics	
BBA	1980	Baylor University	Economics- Finance	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Professor	Texas State University	2013 - Present
Associate Professor	Texas State University	2000 - 2013
Assistant Professor	Texas State University	1993 - 2000

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Assistant Vice President	Texas Commerce Bank	1988 - 1989
Financial Analyst	Texas Commerce Bank	1983 - 1988
Asset/Liability Management Officer	First Mississippi National Bank	1982 - 1983

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Favorite Professor, The Alfred H. Nolle Chapter of the Alpha Chi National College Honor Society.
May 2018

Award / Honor Recipient: Alfred H. Nolle Chapter of the Alpha Chi National College Honor Society Favorite Professor, Alpha Chi National College Honor.
2011

Award / Honor Recipient: Foundation of Excellence Award, Texas State Student Foundation.
2008

B. Courses Taught:

Texas State University:

B A 4300 - IND STY GLOBAL BUS

MKT 3343 - PRIN OF MARKETING

MKT 3350 - CONSUMER BEHAVIOR

MKT 3375 - MKT FOR SOCIAL CHANGE

MKT 3375 - SOCIAL MARKETING

MKT 4310 - INTL MARKETING

MKT 4321 - CONSUMER BEHAVIOR

MKT 4395 - INDEPENDENT STUDY

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Supervisor / Chair, Honor's Thesis, "Bella and the Balloon", Status: Completed. (August 25, 2018 - December 10, 2018). Marketing, Texas State University.
Student(s): Melissa Black, Undergraduate, BBA in Marketing.

Member, Master's Thesis Committee Member, "Rangeland Biomass Utilization. Mesquite (*Prosopis* spp.) as a model for energy, food and fodder in Central and South Texas.", Status: Completed. (October 29, 2013 - June 30, 2015). Other (Within Texas State University - San Marcos).
Student(s): Charles Hoitt.

Supervisor / Chair, Honor's Thesis, "The Musician's Dilemma", Status: Completed. (January 18, 2011 - May 5, 2011). Other (Within Texas State University - San Marcos).
Student(s): Corey Jackson.

D. Courses Prepared and Curriculum Development:

Consumer Behavior, Revise Existing Course. Taught: August 2017 - December 2017.

E. Teaching Grants and Contracts

3. Funded Internal Teaching Grants and Contracts:

Smith, Karen. Designing Your Courses for Greater Student Engagement and Better Student Learning Workshop, McCoy College of Business Administration, Texas State University, \$1,928.00. (Funded: 2014). Grant.

F. Other:

Service Learning Faculty Fellow at Texas State for MKT 3375 Social Marketing. (January 15, 2016 - April 30, 2016).

Developed new upper-level marketing elective, MKT 3375 Social Marketing, renamed to Marketing for Social Change in 2016. (September 1, 2009 - December 31, 2009).

G. Teaching Professional Development Activities Attended

Workshop, "Modules, Prerequisites & Requirements," Texas State University, San Marcos, TX. (December 16, 2020).

Workshop, "Outcomes & Learning Mastery Gradebook," Texas State University, San Marcos. (December 16, 2020).

Workshop, "Assess and Engage with Canvas," Texas State University, San Marcos. (December 15, 2020).

Seminar, "Open Canvas session," Texas State University, San Marcos. (October 2, 2020).

Workshop, "Integrate Multimedia that Matters in Canvas," Texas State University, San Marcos. (August 2020).

Weekly consultations with a course design specialist from ODEL, "Transferring my courses from TRACS to Canvas," Texas State University, San Marcos. (July 14, 2020 - August 18, 2020).

Workshop, "Course Design," Texas State University, San Marcos. (May 20, 2020).

Workshop, "Quality Matters - Designing your Online Course (One-Day Virtual Workshop)," Texas State University, San Marcos. (May 18, 2020).

Workshop, "IMPACT OF A/B TESTING & SEO PERSONALIZATION," Austin American Marketing Association. (January 2020).

Seminar, "An academic introduction to Blockchain, DLT, and Cryptocurrencies," Department of Finance and Economics. (February 1, 2019).

Workshop, "Member Spotlight: Planning for Change," Mission Capital, Austin, TX. (November 29, 2018).

Institute, "Multi-cultural Transformation Institute," Texas State University, San Marcos, United States. (May 22, 2017 - May 26, 2017).

Conference Attendance, "World Social \Marketing Conference," International Social Marketing Association, Washington, D.C., United States. (May 16, 2017 - May 17, 2017).

Seminar, "Fellow Spotlight Program," Texas State University-Service Learning Excellence Program, San Marcos, TX, United States. (April 21, 2017).

Seminar, "Fellow Spotlight Program," Texas State University-Service Learning Excellence Program, San Marcos, United States. (February 10, 2017).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Refereed:

White, G., Smith, K., & Mendez, F. (2017). Ch 2. The impact of online training on Facebook privacy. In A. Mesquita (Ed.), *Research Paradigms and Contemporary Perspectives on Human-Technology Interaction* (pp. 22–42). Hershey, PA, USA: IGI Global.
<https://doi.org/10.4018/978-1-5225-1868-6>

2. Articles:

a. Refereed Journal Articles:

Zank, G. M., & Smith, K. H. (Accepted / In Press). Whole Grain Packaging Claims: Do They Matter? *Journal of Consumer Affairs*.

Rayburn, S. W., Anderson, S. T., & Smith, K. H. (2018). Designing Marketing Courses based on Self-Determination Theory: Promoting Psychological Need Fulfillment and Improving Student Outcomes. *Journal for Advancement of Marketing Education*, 26(2), 22–32 (Quality Indicators: CABS: 1, ABDC: C, Marketing Dept.: B, Impact Factor: 1.14/1.30 5–year).

Smith, K. H., Mendez, F., & White, G. (2016). The Impact of Online Training on Facebook Privacy. *Journal of Computer Information Systems, online*(October 2016), 1–9. <https://doi.org/10.1080/08874417.2016.1233001>

- Jackson, C. S., & Smith, K. (2014). A Social Marketing Template for Solving the Musicians' Dilemma through Nonprofit Healthcare Networks. *Journal of Nonprofit and Public Sector Marketing*, 26(1), 80–98.
- Smith, K., White, G., & Mendez, F. (2014). Narcissism as a Predictor of Facebook Users' Privacy Concern, Vigilance, and Exposure to Risk. *International Journal of Technology and Human Interaction*, 10(2), 78–95.
- Turri, A. M., Smith, K., & Kemp, E. (2013). Developing Affective Brand Commitment through Social Media. *Journal of Electronic Commerce Research*, 14(3), 201–214.
- Smith, K., Stutts, M. A., & Zank, G. (2012). An Exploratory Study of the Behavior and Perceptions of College Students with Respect to Regular, Light and Ultra-Light Cigarettes. *Journal of Public Policy & Marketing*, 31(2 Fall), 206–222.
- Golden, L. L., Brockett, P. L., Betak, J. F., Smith, K., & Cooper, W. W. (2012). Efficiency Metrics for Nonprofit Marketing/Fundraising and Service Provision – a DEA Analysis. *Journal of Management and Marketing Research*, 10(May).
- Stutts, M. A., Zank, G., Smith, K., & Williams, S. A. (2011). The Impact of Nutrition Information or Healthy Symbol on Children's Fast Food Menu Choices. *Journal of Consumer Affairs*, 45(Spring), 52–86.
- White, G., & Smith, K. (2010). Leadership and Team Characteristics in the Development of a Marketing Web Page. *Journal of International Technology and Information Management*, 19(3), 99–116.
- Zank, G., Stutts, M. A., & Smith, K. (2008). Are Light and Ultra-Light Cigarettes Safer: Perceptions of College Students. *College Student Journal*, 42(4), 1134–1144.
- Suh, T., & Smith, K. (2008). Attitude Toward Globalization and Country-of-Origin Evaluations: Toward a Dynamic Theory. *Journal of Global Marketing*, 21(2), 127–140.
- Smith, K., & Stutts, M. A. (2006). The Influence of Individual Factors on the Effectiveness of Message Content in Anti-Smoking Advertisements Aimed at Adolescents. *The Journal of Consumer Affairs*, 40(2), 261–293.
- Smith, K. (2004). Implementing the “Marketing You” Project in Large Sections of Principles of Marketing. *Journal of Marketing Education*, 26(August), 123–136.
- Smith, K., & Stutts, M. A. (2003). Effects of Short-term Cosmetic versus Long-term Health Fear Appeals in Anti-Smoking Advertisements on the

Smoking Behaviour of Adolescents. *Journal of Consumer Behaviour*, 3(2), 157–177.

Smith, K., & Stutts, M. A. (1999). Factors That Influence Adolescents to Smoke. *Journal of Consumer Affairs*, 33(2), 321–357.

Peterson, R. A., Smith, K., & Zerillo, P. (1999). Trademark Dilution and the Practice of Marketing. *Journal of the Academy of Marketing Science*, 27(Spring), 255–268.

Natesan, C., & Smith, K. (1998). The Internet Educational Tool in the Global Marketing Classroom. *Journal of Marketing Education*, 20(Summer), 149–160.

Stayman, D. M., Alden, D. L., & Smith, K. (1992). Some Effects of Schematic Processing on Consumer Expectations and Disconfirmation Judgments. *Journal of Consumer Research*, 19(September), 240–255.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Smith, K. H. (2020). Effects of Sustainability Attributes on Consumer Attitudes And Behavior (Vol. 31, pp. 868–871). American Marketing Association Summer Educators' Conference 2020.

Smith, K., & Poole, S. M. (2014). Implementing Experiential Learning Theory in a Social Marketing Course: An Assessment of Impact and Value (pp. 140–141). Society for Marketing Advances. Retrieved from http://c.ymcdn.com/sites/www.marketingadvances.org/resource/resmgr/2014_SMA_Proceedings.pdf

Zank, G., & Smith, K. (2009). Generational Cohort Effects on Green Consumer Behavior. In E. S. Moore, J. K. Pappalardo, & W. L. Wilkie (Eds.) (Vol. 19, pp. 182–191). Marketing and Public Policy Conference Proceedings.

Smith, K., & Williams, S. A. (2009). Using the Theory of Planned Behavior as a Framework for Understanding the Organic Food Consumer: An Exploratory Study. In E. S. Moore, J. K. Pappalardo, & W. L. Wilkie (Eds.) (Vol. 19, pp. 264–271). Marketing and Public Policy Conference Proceedings.

Smith, K., Zank, G., & Stutts, M. A. (2008). Are Fast-Food Menus Contributing to Overweight Children? In J. Kozup, C. R. Taylor, & R. P. Hill (Eds.) (Vol. 18, pp. 115–116). Marketing and Public Policy Conference Proceedings.

Smith, K., Zank, G., & Stutts, M. A. (2007). College Students' Perceptions of Light Cigarettes. In M. Hastak, J. Swasy, & S. A. Grier (Eds.) (pp. 75–76). Marketing and Public Policy Conference Proceedings.

- Smith, K., Zank, G., & Stutts, M. A. (2006). College Student Smoking: The Importance of Situational Factors. In D. Ariely, B. Shiv, & M. Strahilevitz (Eds.) (pp. 1003–1018). Proceedings of the Society for Consumer Psychology Conference. Retrieved from www.myscp.org/pdf/SCP2006Proceedings.pdf
- Stutts, M. A., Smith, K., & Zank, G. (2006). The Influence of Anti-Smoking Humorous Fear Appeals on the Smoking Behavior of Adolescents. In I. M. Martin, D. W. Stewart, & M. Kamins (Eds.) (pp. 217–227). Marketing & Public Policy Conference Proceedings.
- Stutts, M. A., Smith, K., & Zank, G. (2003). Content Analysis of Select State and Industry Anti-smoking Advertisements (pp. 248–255). Denver, CO: Proceedings of the Conference of the American Academy of Advertising.
- Stutts, M. A., Smith, K., McGoldrick, D., Pechmann, C., & Pollay, R. (2001). Pro-Smoking and Antismoking Communication Influences on Adolescents Decisions to Smoke,” Special Topics Session. In C. R. Taylor (Ed.) (pp. 289–292). Proceedings of the American Academy of Advertising.
- Smith, K., & Kidwell, B. (2001). To Smoke or Not Smoke: Consumer Perceptions of the Factors Affecting Uptake and Cessation. In J. L. Thomas (Ed.) (pp. 29–35). Association of Collegiate Marketing Educators Proceedings.
- Smith, K., & Natesan, C. (1999). Consumer Price-Quality Beliefs: Schema Variables Predicting Individual Differences. In E. Arnould & L. Scott (Eds.) (Vol. 26, pp. 562–568). Provo, Utah: Advances in Consumer Research.
- Smith, K., & Natesan, C. (1998). Interpretation and Integration of New Information with Prior Beliefs About the Price-Quality Relationship (pp. 147–155). AMA Winter Educators’ Conference Proceedings.
- Smith, K. (1993). The Moderating Influence of Depth of Processing on Order of Entry Framing Effects. In L. McAlister & M. Rothschild (Eds.) (Vol. 20, pp. 219–223). Provo, Utah: Advances in Consumer Research.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

- Smith, K., Teaching Moments Session, "Quantifying Class Participation in Consumer Behavior," 2015 Society for Marketing Advances, San Antonio, TX. (November 6, 2015).
- Smith, K., Poole, S. M., Society for Marketing Advances Conference, "Implementing Experiential Learning Theory in a Social Marketing Course," Society for Marketing Advances, New Orleans, LA. (November 7, 2014).

Smith, K., Zank, G., Stutts, M. A., McCoy College Research Grant Presentations, "Perceptions and Behaviors of Smokers Regarding Regular, Light and Ultra Light Cigarettes," McCoy College of Business, San Marcos, TX. (September 28, 2012).

Smith, K., Association of Collegiate Marketing Educators Annual Conference, "Issues in Behavioral Research Involving Adolescents," Association of Collegiate Marketing Educators. (2003).

Ninehaus, B., Smith, K., American Psychological Association Summer Conference, "Information Structure: A New Demographic Variable for the Information Age," American Psychological Association, Boston, MA. (1999).

2. Invited Talks, Lectures, and Presentations:

Smith, K. H., Research Roundtable for Scholars, "Millennials' Exposure to Privacy Risk and Vigilance in Using Privacy Controls on Social Media," PROGRAM ON ECONOMICS & PRIVACY, GEORGE MASON UNIVERSITY ANTONIN SCALIA LAW SCHOOL AND THE UNIVERSITY OF ARIZONA JAMES E. ROGERS COLLEGE OF LAW, University of Arizona, Tucson, AZ, United States. (December 7, 2018).

Smith, K., Texas State University Office for Service Learning: Fellow Spotlight Program, "Marketing for Social Change," Texas State University, San Marcos, TX. (October 14, 2016).

Zank, G. (Presenter & Author), Smith, K. H. (Panelist), McCoy College of Business Research Committee Brown Bag, "Whole Grain Claims: Do They Matter?," McCoy College Research Committee, San Marcos. (April 10, 2015).

White, G., Smith, K., Marketing & Public Policy Conference, "Knowledge, Vigilance, and Narcissism as Predictors of Facebook Users' Responses Toward Security and Privacy Risks,," Washington, DC. (June 2011).

Smith, K., Stutts, M. A., Zank, G., Research Grant Presentation, "Exploring Healthy Choices by Children at Fast Food Restaurants," McCoy College of Business Administration, San Marcos, TX. (2007).

Smith, K., Management and Marketing Advisory Council, "Anti-smoking Research Stream," Texas State University-San Marcos, San Marcos, TX. (2004).

Smith, K., Zank, G., CBA Research Committee Fall Symposium, "Perceptions of Light Cigarettes by College Students," Texas State University-San Marcos, San Marcos, TX. (2004).

Smith, K., Philosophy Dialogue Series, "Understanding Environmentally Related Behavior," Texas State Philosophy Department, San Marcos, TX. (2004).

Smith, K., San Marcos Noon Kiwanis Club Meeting, "Anti-smoking Research Stream," San Marcos Noon Kiwanis Club, San Marcos, TX. (2003).

Smith, K., Zank, G., CBA Research Grant Fall Symposium, "Understanding Environmentally-Related Consumer Concern and Consumer Behavior," Texas State University-San Marcos, San Marcos, TX. (2003).

Smith, K., Marketing Department Teaching Tips Brown Bag, "Using Humor and Graphics to Illustrate Concepts," Texas State University-San Marcos, San Marcos, TX. (2003).

Smith, K., Business Leadership Program, "What to Expect in the Principles of Marketing Course," Texas State University-San Marcos, San Marcos, TX. (2003).

Stutts, M. A., Smith, K., Research Grant Presentation, "Effects of State Anti-Smoking Campaigns on the Smoking Behavior of Adolescents," McCoy College of Business Administration, San Marcos, TX. (2002).

Smith, K., YTL Summit, "Electronic Marketing and Consumer Behavior," YTL Summit. (2002).

Smith, K., YTL Summit, "Electronic Marketing and Consumer Behavior," YTL Summit. (2001).

Smith, K., YTL Summit, "Electronic Marketing and Consumer Behavior," YTL Summit. (2000).

Stutts, M. A., Smith, K., Texas State-wide Tobacco Education and Prevention Conference, "Getting the Point Across – Mixed Media Messaging," Tobacco Education and Prevention, Corpus Christi, TX. (1999).

3. Consultancies:

Academic, Prentice-Hall Publishing. (2004 - 2005).

Litigation, Dechert L.L.P. (2003 - 2005).

5. Other Works not in Print:

b. Works "in progress":

Journal Articles:

Anderson, S. T., Rayburn, S. W., Smith, K. H., & Zank, G. M. (In Preparation; Not Yet Submitted). Future Thinking Climate Change: Marketing and Policy Implications. *European Journal of Marketing*.

Smith, K. H. (In Preparation; Not Yet Submitted). Educating Today's Students to be Tomorrow's Social Marketing Leaders.

Taylor, R. L., & Smith, K. H. (In Preparation; Not Yet Submitted). Covid 19-Driven Emergency Transition from F2F to Online Learning in Higher Education: Student Preparedness, Emotional Responses, and Perceived Learning Outcomes.

Smith, K. H. (In Preparation; Not Yet Submitted). Effects of Green Product Package Claims on Attitudes and Behavior.

Smith, K. H., Mendez, F. A., & White, G. (In Preparation; Not Yet Submitted). Effects of Personality Traits on Social Media Behavior: Exploratory Study. *Computers in Human Behavior*.

c. Other Works Not in Print:

Posters:

Zank, G. M., Smith, K. H., Wilson, R. T., Engle, E., Health Scholar Showcase, "It Matters What We Say: Nutritional Claims on Product Packaging," Texas State University, San Marcos, TX, United States. (February 10, 2017).

Zank, G. M. (Author Only), Engle, E. A. (Author Only), Smith, K. H. (Presenter & Author), 2014 Marketing & Public Policy Conference, "Products with Whole Grains: Examining Perceived Levels of Nutrition and Purchase Intentions," American Marketing Association, Boston, MA. (June 2014).

Zank, G. (Presenter & Author), Smith, K. (Presenter & Author), American Marketing Association Marketing and Public Policy Conference, "Parental Influence on Healthy Eating by Children," AMA, Washington, DC. (May 31, 2013).

C. Scholarly / Creative Grants and Contracts:

4. Submitted, but not Funded, Internal Grants and Contracts:

Smith, Karen H. Green Shopping: How Can Shoppers be Encouraged to Buy Green?, Research Enhancement Program, Texas State University, \$15,863.00. (Submitted: October 2018). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: McCoy College of Business Administration Achievement Award for the Presidential Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration.
2014

Award / Honor Recipient: McCoy College of Business Administration Achievement Award, McCoy College.

August 21, 2014

Award / Honor Recipient: Runner-up for Presidential Award for Excellence in Research,
McCoy College of Business Administration.
2004

Award / Honor Recipient: Faculty Research Award, Management & Marketing
Department.
2000

E. Scholarly / Creative Professional Development Activities Attended:

Marketing Jam, "A Night of Storytelling: Top Austin Brands Reveal Their Rise to
National Success," Austin AMA. (June 21, 2018).

Workshop, "The Changing Economy: Diversity, Millennials, Gen Z and the Gig
Economy," Austin AMA. (May 22, 2018).

IV. SERVICE

A. Institutional

1. University:

Member, Cancer Advocacy Movement for Colleges and Outreach (CAMCO).
(2015 - Present).

Member, Retirement and Benefits Committee. (2016 - 2018).

Member, Faculty Handbook Committee. (2015 - 2018).

Committee Member, Family and Consumer Sciences Faculty Search Committee.
(2010).

Committee Member, University Curriculum Committee. (2006 - 2009).

Committee Member, Scholarship Task Force. (2007).

Program Organizer, Consumer Advocates on Campus. (2007).

Committee Member, Library Committee. (1999 - 2007).

Faculty Advisor, Texas State University Wakeboard Team. (2005).

Committee Member, University website redesign effort. (2003 - 2005).

Committee Chair, Library Research Grants Sub-Committee. (2001 - 2005).

Committee Member, Allies. (2004).

Committee Member, Department of Mass Communication Academic Program Review. (2004).

Volunteer, University Health Center Disaster Drill. (2004).

Committee Member, Undergraduate Research Committee. (2002 - 2003).

Committee Member, Pack-It-Up Project. (2002).

Faculty Greeter, PAWS Preview, New Student Convocation. (2002).

2. College:

Chair, Scholarship Committee. (2000 - May 2020).

Emcee of Awards Ceremony, Scholarship Committee. (2002 - 2018).

Committee Member, College Review Group. (2014 - 2016).

Committee Member, Search Committee for Endowed Chair in Ethics. (2010).

Committee Member, Curriculum Committee. (2003 - 2009).

Committee Member, Beta Gamma Sigma Scholarship Committee. (2008).

Committee Member, Program Review Focus Group. (2004).

Committee Member, Undergraduate Research Committee. (2002 - 2003).

Committee Member, Scholarship Committee. (2000 - 2003).

Committee Member, Mission Statement Committee. (2001 - 2002).

Committee Member, Grants Committee. (2000 - 2001).

Committee Member, Research Task Force. (2000 - 2001).

3. Department/School:

Faculty Advisor, American Marketing Association student chapter. (2014 - Present).

Coordinator, SACS assessment for MKT 3350. (2008 - Present).

Committee Member, Personnel Committee. (2000 - Present).

Maintain faculty web pages. (2000 - Present).

Chair, Departmental Scholarship Committee. (2000 - May 2020).

Member, Faculty Search Committee. (2017).

Committee Member, Graduate Instructional Assistant Committee. (September 2009 - 2017).

Committee Chair, Behavioral Lab Committee. (2012 - 2015).

Committee Chair, Subject Pool Committee. (September 2007 - August 2015).

Committee Chair, Core Course Coordinator Committee for MKT 3343 Principles of Marketing. (2003 - 2011).

Survey and statistics consultant, Consultant for Texas State AAF Team. (2007 - 2008).

Committee Member, Faculty Search Committee. (2007).

Faculty Advisor, American Marketing Association Student Chapter. (2006 - 2007).

Committee Chair, Faculty Search Committee. (2006).

Survey and statistics consultant, Consultant for Texas State AAF Team. (2004 - 2005).

Committee Member, Awards Committee. (2003 - 2005).

Committee Chair, Academic Program Review. (2004).

Committee Chair, Faculty Search Committee. (2004).

Committee Chair, Faculty Search Committee. (2002 - 2003).

Committee Chair, Faculty Search Committee. (1999 - 2000).

B. Professional:

Member Experience Team for Austin AMA. (July 2020 - Present).

Judge collegiate chapter annual reports, American Marketing Association-Collegiate Division. (2018 - Present).

Reviewer / Referee, Journal for Advancement of Marketing Education. (January 2021 - February 2021).

Reviewer / Referee, Journal for the Advancement of Marketing Education. (January 2021 - February 2021).

Reviewer / Referee, Atlantic Journal of Communication. (January 2021).

Reviewer / Referee, Atlantic Journal of Communication. (January 2021).

Reviewer / Referee, Atlantic Journal of Communication. (2020).

Co-Director of Collegiate Relations, Austin professional chapter of the American Marketing Association, Austin. (July 1, 2018 - June 2020).

Reviewer / Referee, Journal for the Advancement of Marketing Education. (2019).

Reviewer / Referee, Marketing Management Association Conference. (2019).

Judge collegiate chapter research posters, American Marketing Association-Collegiate Division. (2017 - 2019).

Judge collegiate chapter websites, AMA-Collegiate Division. (2016 - 2019).

Judge collegiate chapter exhibit booths, American Marketing Association-Collegiate Division. (2015 - 2019).

Reviewer / Referee, Health Education Research. (2018).

Reviewer / Referee, Journal of Service Theory and Practice. (2018).

Reviewer / Referee, Social Marketing 6th edition by Lee and Kotler. (January 5, 2018).

Reviewer / Referee, Association for Consumer Research Latin America Conference. (2017).

Reviewer / Referee, Atlantic Journal of Communication. (2017).

Reviewer / Referee, Health Education Research. (2009).

Reviewer, Ad Hoc Reviewer, The Journal of Consumer Affairs. (2009).

Reviewer, Conference Paper, American Marketing Association Summer Marketing Educators' Conference. (2009).

Reviewer, American Marketing Association Student Case Competition. (2008).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2008).

Reviewer, Conference Paper, American Marketing Association Winter Marketing Educators' Conference. (2008).

Reviewer, Conference Paper, World Social Marketing Conference, Canada. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Advertising. (2007).

Reviewer, Conference Paper, American Marketing Association Winter Marketing Educators' Conference. (2007).

Reviewer, Conference Paper, Mary Kay Dissertation Competition. (2007).

Marketing Track Co-Chair, South West Decision Sciences Institute Conference. (2006).

Public Policy Track Chair, Association of Collegiate Marketing Educators Conference. (2003 - 2004).

Session Chair, Association of Collegiate Marketing Educators Conference. (2002 - 2003).

Session Chair, Association of Collegiate Marketing Educators Conference. (2002 - 2003).

Reviewer, Ad Hoc Reviewer, The Journal of Consumer Affairs. (2002).

Reviewer, Journal Article, Journal of Public Policy and Marketing. (2001).

Session Chair, Association for Consumer Research Conference, Austin, TX. (2001).

Reviewer, Conference Paper, Association for Consumer Research Conference. (2000 - 2001).

Reviewer, Ad Hoc Reviewer, The Journal of Consumer Affairs. (2000).

Reviewer, Conference Paper, Society for Consumer Psychology annual conference. (2000).

C. Community:

Guest Speaker, College and Career Day at Negley Elementary School. (2008 - 2011).

Volunteer, Eastside Cafe's Recycling Challenge, Austin, TX. (2009).

Officer, Treasurer, Living Books Literacy Center, Austin, TX. (2000 - 2005).

Guest Speaker, College and Career Day, Kyle Elementary School, Kyle, TX. (2004).

Publicity Chair, Living Books Literacy Center, Austin, TX. (2000 - 2004).

Recruited and supervised marketing interns, Living Books Literacy Center, Austin, TX. (2000 - 2004).

D. Organization Memberships:

Social Marketing Association of North America (SMANA). (January 1, 2017 - Present).

International Social Marketing Association (iSMA). (January 2013 - Present).

American Marketing Association (AMA). (January 1994 - Present).

Austin chapter of the American Marketing Association (Austin AMA). (January 1994 - Present).

E. Service Honors and Awards:

Award / Honor Recipient: Outstanding Faculty Advisor, Collegiate Division of American Marketing Association.

April 2019

Award / Honor Recipient: Nominee for Presidential Award for Excellence in Service, McCoy College of Business Administration.

2005

F. Service Grants and Contracts:

3. Funded Internal Service Grants and Contracts:

Smith, Karen H. American Marketing Association International Collegiate Conference, McCoy Foundation, Other, \$8,000.00. (Submitted: September 2020, Funded: 2021). Grant.

Smith, Karen H. American Marketing Association International Collegiate Conference, McCoy Foundation, Other, \$8,000.00. (Submitted: September 2019, Funded: 2020). Grant.

Smith, Karen H. American Marketing Association International Collegiate Conference, McCoy Foundation, Other, \$7,000.00. (Funded: January 2019 - May 2019). Grant.

G. Service Professional Development Activities Attended:

Workshop, "Canvas and Teams for Student Organizations," Texas State University, San Marcos. (October 12, 2020).

Seminar, "Health, Wellness, and Safety for Faculty," Texas State University, San Marcos. (June 30, 2020).

Conference Attendance, "International Collegiate Conference," American Marketing Association-Collegiate Division, New Orleans, LA, United States. (March 16, 2017 - March 18, 2017).

TEXAS STATE VITA**I. Academic/Professional Background**

A. Name and Title

Name: Dr. Taewon Suh

Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2004	Saint Louis University	International Business Marketing	
PHD	1998	Sogang University	Mass Communications	
MA	1994	Sogang University	Mass Communications	
BA	1991	Sogang University	Sociology	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Sam Barshop Excellence Professor of Entrepreneurship, McCoy College of Business	Texas State University. San Marcos	January 2021 - Present
Professor, Marketing	Texas State University. San Marcos, United States	2020 - Present
Associate Professor	Texas State University-San Marcos	2009 - 2020
Assistant Professor	Texas State University-San Marcos	2003 - 2008
Research/Teaching Assistant	Saint Louis University	1999 - 2003
Visiting Researcher	Saint Louis University	1998 - 2000
Part-time Instructor	SangMyung University	1998
Part-time Instructor	HanYang University	1997
Part-time Instructor	MokWon University	1995 - 1997
Part-time Instructor	KyongKi College	1995 - 1996

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Director/Advisor of International Operation	YJ Visual Technology, Inc.	1998 - 1999
Assistant Researcher	Daehung Communications, Inc.	1996 - 1997

E. Other Professional Credentials (licensure, certification, etc.)

Preparing Students for Socially Responsible Global Citizenship, Texas State University.
(May 15, 2013 - Present).

II. TEACHING

B. Courses Taught:

Texas State University:

MKT 3355 - RETAILING

MKT 3367 - PROM STRATEGY

MKT 3370 - MARKETING RESEARCH

MKT 4310 - INTL MARKETING

MKT 4330 - PROMOTION STRATEGY

MKT 4395 - INDEPENDENT STUDY

MKT 4397 - DIRECTED STUDY MKT

MKT 5321 - MARKETING MANAGEMENT

MKT 5321 - MARKETING MGMT

MKT 5330 - INTERNATIONAL MKTG

MKT 5331 - INTEGRATED MKT COMM

MKT 5395 - INDEP STUDY IN MKT

MKT 5397F - CONTEMPORARY ANALYSIS TOPICS

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Member, Dissertation, "Applications of brand competition analysis and mapping", Status: Proposal. (January 2020 - Present). Pohang University of Science and Technology (POSTECH).

Student(s): Bongjun Ji, Doctoral, PhD in industrial engineering.

Supervisor / Chair, Project, "Blended Innovation", Status: In Progress. (October 2020 - May 2021). Texas State University.

Student(s): Mollie Kendall, Undergraduate.

Total 42 students in MKT4397 254 & at EIG@TXSTATE, Undergraduate.

Supervisor / Chair, Project, "Kickstarter Application for Chakancha", Status: Completed. (August 2020 - December 2020). Hangdong Global University & Texas State University.

Student(s): Cassidy Bailey, Undergraduate.

Total 33 students across three sections of MKT4310.

Research Advisor, Independent Study, "Developing a business model of a startup", Status: In Progress. (August 2019 - December 2019).

Student(s): Jesus Urbano, Undergraduate.

Supervisor / Chair, Internship, "Internship for PrevioXR, LLC", Status: In Progress. (June 2019 - December 2019).

Student(s): Austin Smith.

Research Advisor, Honor's Thesis, "planning of research for honor class thesis", Status: In Progress. (January 2019 - August 2019). Texas State University.

Student(s): John Lee.

Member, Applied Research Project, "Developing a research paper", Status: Completed. (October 2017 - February 2019). Other (Outside Texas State University - San Marcos), Saarland University, Germany.

Student(s): BENEDIKT SCHNELLBÄCHER, Doctoral.

Member, Applied Research Project, "Developing a research paper", Status: Completed. (May 2017 - December 2017). Other (Outside Texas State University - San Marcos), Seoul National University.

Student(s): Hyung-Sin Kim, Doctoral.

Member, Dissertation, Status: Completed. (January 2014 - May 2017). Department of Geography, Texas State University.

Student(s): Nathaniel Dede-Bamfo.

Research Advisor, Independent Study, Status: Completed. (January 2016 - May 2016). Marketing.

Student(s): Jake Wangler.

Research Advisor, Independent Study, Status: Completed. (January 2016 - May 2016).

Student(s): Tamara Rodriguez.

Research Advisor, Independent Study, Status: Completed. (January 2015 - May 2015).
Marketing.
Student(s): Blake Bohls.

Research Advisor, Applied Research Project, "planning of research", Status: Completed.
(January 2014 - May 2015).
Student(s): Akiko Mukai Agha, Graduate.

Project supervisor, Applied Research Project, "research assistant", Status: Completed.
(February 2014 - May 2014).
Student(s): Madison Corpening.
Megan Jackson.
Forrest Lowman.
Stephanie Macke.
Danali Marquez.

Project supervisor, Applied Research Project, "Research Assistant", Status: Completed.
(January 2013 - May 2013). Marketing.
Student(s): Ann Peairson.
Glen Roen.
Molly Wilkes.
Lakota Campbell.

Research Advisor, Independent Study, Status: Completed. (January 2013 - May 2013).
Marketing.
Student(s): Willem Gonzalez.

Research Advisor, Candidacy Exam, Status: Completed. (January 2012 - May 2013).
Student(s): Nathaniel Dede-Bamfo.

Member, Dissertation, Status: Completed. (August 2011 - March 2013). Other (Within
Texas State University - San Marcos).
Student(s): Aaron Wilson.

Supervisor / Chair, Applied Research Project, "Developing a research paper", Status:
Completed. (March 2011 - December 2012). Other (Outside of Texas State
University), Postech.
Student(s): Jaehun Lee, Doctoral.

Research Advisor, Applied Research Project, Status: Completed. (May 2011 - July 2012).
Other (Outside Texas State University - San Marcos), Postech.
Student(s): Yosup Kim.

Supervisor / Chair, Project, "Developing a business model of a startup", Status:
Completed. (January 2011 - December 2011). Other (Outside Texas State University
- San Marcos), Postech.
Student(s): Rok Kim, Graduate.

Member, Applied Research Project, Status: Completed. (January 2011 - August 2011).
Other (Outside of Texas State University), KAIST.
Student(s): Mokryun Baik.

Member, Exit Exam, Status: Completed. (2006). Other (Within Texas State University -
San Marcos).
Student(s): Sarah Mercer.

Research Advisor, Exit Exam, Status: Completed. (2005). Other (Within Texas State
University - San Marcos).
Student(s): April Mai.

D. Courses Prepared and Curriculum Development:

MKT 4310 International Marketing, First Time Course Preparation, Texas State
University. Taught: May 2018 - August 2018.

MKT 3370 Marketing Research, First Time Course Preparation, Texas State University.
Taught: June 2009 - August 2009.

MKT 5330 International Marketing, First Time Course Preparation, Texas State
University. Taught: November 2007 - January 2008.

MKT 5321 Marketing Management, First Time Course Preparation, Texas State
University. Taught: June 2006 - August 2006.

MKT 3355 Retailing, First Time Course Preparation, Texas State University. Taught:
March 2006 - July 2006.

Entrepreneurial Marketing, New Course, Texas State University. Approved: May 2018 -
March 2020.

Special Topic Course for MSMRA, Revise Existing Course. Approved: December 2019 -
February 2020.

F. Other:

Continuing Education, CNECTED for Deep Dive, Texas State University. Austin. 4.
(March 2021 - April 15, 2021).

Faculty Internship, International Internship for BioCubix, BioCubix, Co. 1. (May 2021 -
July 2021).

Guest Lecture, International Marketing Management, aSSIST Business School. Seoul,
South Korea. 56. (November 26, 2011).

Guest Lecture, Brand Design, IDAS / GS Group. Seoul, South Korea. 35. (April 8, 2011).

Guest Lecture, Marketing Performance Measurement, Pohang University of Science and Technology. Pohang, South Korea. 42. (March 25, 2011).

Guest Lecture, The Interface of Design and Marketing, KAIST. Daejeon, South Korea. 38. (July 30, 2010).

Keynote Speech, PROCEED 2018, Bito Campus GmbH. Meisenheim, Germany. 300. (September 1, 2018).

Keynote Speech, EIG Conference in Jinju, GyeongSang National University. Jinju, South Korea. 200. (December 16, 2016).

Keynote Speech, EIG Concerence, HongIk University. Seoul, South Korea. 57. (December 16, 2010).

Management / Executive Development, The Texas State I-Corps program, Texas State University. San Marcos, United States. (July 2020).

Management / Executive Development, The Texas State I-Corps program, Texas State University. San Marcos, United States. (June 2020).

Management / Executive Development, The Texas State I-Corps program, Texas State University. San Marcos, TX, United States. (November 2019).

Seminar, Business Model Canvas, KWT at Saarland University. Saarbraecken. 12. (December 7, 2017 - December 8, 2017).

Student Accomplishments:

Grant:

Mentor, I Corps Mini-grant. The Texas State I-Corps program, Texas State University. Status: Completed. (July 2020).

Student(s): Bryan McClure, Undergraduate.

Mentor, I Corps Mini-grant. "Developing VR Educational Solution," The Texas State I-Corps program, Texas State University. Status: Completed. (June 2020).

Student(s): Anthony McGeorge, Graduate, MBA.

Mentor, I Corps Mini-grant. The Texas State I-Corps program. Status: Completed. (November 2019).

Student(s): Austin Smith, Undergraduate.

Performance:

Supervisor, successfully funded a Kickstarter project (\$20,000). "Chakan Black," Kickstarter. Status: Completed. (November 2020).

G. Teaching Professional Development Activities Attended

Workshop, "Design thinking: An innovative, creative approach to better writing assignment," Texas State University, San Marcos. (February 7, 2019).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Non-refereed:

Chung-Hyun, K., & Suh, T. (2006). Creating Images and the Psychology of Marketing Communication (pp. 245–256). Managing the Multi-Dimensionality of Corporate Image: From the Stakeholders' Multi-layered Experience Perspective.

Biernatzkianc, W. E., & Suh, T. (2000). Stories We Tell Our People: Asian Cinema: Cultures, Values, and More. In J. Srampickal & L. Joseph (Eds.) (pp. 133–144). Asia: Cinema in the Republic of Korea.

e. Creative Books:

Suh, T. (2015). *Marketing Research: Insights and Tools*. Great River Learning.

2. Articles:

a. Refereed Journal Articles:

Suh, T., Wilson, R. T., & On, S. T. (Accepted / In Press). Gender Differences in Visual Attention to Digital Content of Place-Based Advertising: A Data-Driven Scientific Approach. *Electronic Commerce Research*.

Suh, T., & Chow, T. E. (2021). Developing a digital marketing tool for ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics. *Industrial Marketing Management*, 93, 10–21.

Suh, T., Kang, S., & Kemp, E. A. (2020). A Bayesian Network Approach to Juxtapose Brand Engagement and Behaviors of Substantive Interest in e-Services. *Electronic Commerce Research*, 20, 361–379.

Lee, S. B., & Suh, T. (2020). Emotionally exhausted employees strike back from the outside: Negative word-of-mouth as an employees' active brand-oriented deviance in a negative event. *Journal of Product & Brand Management*, 29(7), 863–876.

- Lee, B.-K., Suh, T., & Sierra, J. J. (2020). Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-Study Approach. *Journal of Promotion Management*, 26(1), 1–18.
- Suh, T., Jung, J., Zank, G. M., & Arend, R. J. (2019). Twofold Relationship Dynamics of Supplier's Knowledge Sharing. *Journal of Business & Industrial Marketing*, 34(4), 862–874.
- Suh, T., Khan, O., Schnellbaecher, B., & Heidenreich, S. (2019). Strategic accord and tension to business model innovation: Examining different tacit knowledge types and open action strategies. *International Journal of Innovation Management*. Published.
- Lee, J., Suh, T., Roy, D. P., & Baucus, M. S. (2019). Emerging Technology and Business Model Innovation: The Case of Artificial Intelligence. *Journal of Open Innovation*, 5(3), 44–53.
- Suh, T., Kim, H.-S., Ko, J., Badrinarayanan, V. A., & Bahk, S. (2018). Electronic Shelf Labels: Prototype Development and Validation Using a Design Science Approach. *Journal of Information Technology Management*, 29(4), 23–38.
- Wilson, R. T., & Suh, T. (2018). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. *International Journal of Advertising*, 37(3), 402–420.
- Suh, T., Ford, J., Ryu, Y., & Kim, J. (2017). Enhancing the simultaneous utilization of measure in product design for academic-practitioner collaboration. *Journal of Product & Brand Management*, 26(3), 312–326.
- Suh, T. (2017). Exhibited trust and excessive knowledge specificity: A competitive altruism hypothesis. *Industrial Marketing Management*, 62(2), 51–60.
- Sierra, J., Michael Hyman, Byung-Kwan Lee, & Suh, T. (2017). Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs: A Cross-Cultural Investigation. *Asian Journal of Business Research*, 7(1), 58–78.
- Badrinarayanan, V. A., Suh, T., & Kim, K.-M. (2016). Brand Resonance in Franchising Relationships: A Franchisee-Based Perspective. *Journal of Business Research*, 69(100), 3943–3950.
- Suh, T., & Lee, J. (2016). Internal audience segmentation and diversity in internal communication. *Corporate Communications*, 21(4), 450–464.
- Sierra, J., Hyman, M. R., Lee, B.-K., & Suh, T. (2015). Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural

Investigation. *Asia Pacific Journal of Marketing and Logistics*, 27(4), 559–581.

- Suh, T., & Xie, H. Y. (2014). Perceived resource deficiency and internationalization of small- and medium-sized firms. *Journal of International Entrepreneurship*, 12(3), 207–229.
- Suh, T., & Badrinarayanan, V. (2014). Proximal and Distal Influences on Project Creativity in International Marketing Teams. *International Marketing Review*, 31(3), 283–307.
- Jung, J. C., & Suh, T. (2013). Why IJV over WOS?: Home Country Effect on the U.S. and Japanese MNEs. *Journal of Asian Business Studies*, 7(2), 153–170.
- Suh, T., Jung, J. C., & Smith, B. (2012). Learning Creativity in the Client-Agency Relationship. *The Learning Organization*, 19(5), 428–439.
- Byun, K., Suh, T., & Kim, S.-I. (2011). Augmented Reality as Effective Media Communication Tool for Future Users. *Journal of Korea Design Knowledge*, 19(3), 154–164.
- Suh, T., Yi, H.-C., & Houston, M. B. (2011). Reassessing Firm Size in International Marketing Research. *Journal of Global Marketing*, 24(1), 85–99.
- Suh, T. (2011). Communications infrastructure and inward foreign investment: A comparison between developed and emerging markets. *Competitive Review*, 21(2), 205–223.
- Suh, T., Houston, M. B., Barney, S. M., & Kwon, I.-W. G. (2011). The Impact of Mission Fulfillment on the Internal Audience: Psychological Job Outcomes in a Services Setting. *Journal of Service Research*, 14(1), 76–92.
- Suh, T., Bae, M., Zhao, H., Kim, S. H., & Arnold, M. J. (2010). A Multi-Level Investigation of International Marketing Projects: The Roles of Experiential Knowledge. *Industrial Marketing Management*, 39(2), 211–220.
- Suh, T., & Houston, M. B. (2010). Distinguishing Supplier Reputation from Trust in Buyer-Supplier Relationship. *Industrial Marketing Management*, 39(5), 744–751.
- Xie, H. Y., Suh, T., & Kwon, I.-W. G. (2010). Do Magnitude and Asymmetry of Specific Asset Investments Matter in Supplier-Buyer Relationships? *Journal of Marketing Management*, 23(1), 1–20.
- Suh, T., & Smith, K. (2008). Attitude Toward Globalization and Country-of-Origin Evaluations: Toward a Dynamic Theory. *Journal of Global Marketing*, 21(2), 127–140.

- Suh, T., & Shin, H. (2008). When Working Hard Pays Off: Testing Creativity Hypothesis. *Corporate Communications: An International Journal*, 13(4), 407–417.
- Suh, T., Bae, M., & Kundu, S. (2007). Antecedents to Smaller Firms' Perceived Cost and. *Journal of Global Marketing*, 21(1), 5–18.
- Suh, T., & Amine, L. (2007). Managing Reputational Capital in Global Markets. *Journal of Marketing Theory & Practice*, 15(3), 205–218.
- Zhao, H., Suh, T., Kim, S. H., & Du, J. (2007). On the Determinants of Global Internet Diffusion. *Journal of Global Information Management*, 15(2), 28–55.
- Khan, O. J., Suh, T., & Kwon, I.-W. (2006). A Path to Mature market: Logistic Regression Approach to Delineate between Emerging, Transition, and Developed Markets. *International Journal of Business Innovation and Research*, 1(1/2), 129–143.
- Suh, T., Khan, O. J., & Kwon, I.-W. (2006). A Path to Mature Market: Logistic Regression Approach to Delineate Between Emerging, Transition, and Developed Markets. *International Journal of Business Innovation and Research*, 1(1/2), 129–143.
- Suh, T., & Kwon, I.-W. (2006). Matter over Mind: When Specific Asset Investment Affects Calculative Trust in Supply Chain Partnership. *Industrial Marketing Management*, 35, 191–201.
- Khan, O. J., & Suh, T. (2005). A Multi-Group Analysis between Developed and Emerging Markets on Societal Liberalization Attracting Foreign Investment. *Journal of Global Marketing*, 19(2), 77–94.
- Suh, T., & Shin, H. (2005). Creativity, Job Performance, and Their Correlates: A Comparison between Nonprofit and Profit-Driven Organizations. *International Journal of Nonprofit and Voluntary Sector Marketing*, 10, 1–9.
- Suh, T. (2005). Exploring a Global Pattern of E-Business Activities and Strategic Orientation. *Journal of American Academy of Business*, 6(1), 309–341.
- Kwon, I.-W., & Suh, T. (2005). Trust, Commitment, and Relationships in Supply Chain Management: A Path Analysis. *Supply Chain Management: An International Journal*, 10(1), 26–38.
- Kwon, I.-W. G., & Suh, T. (2004). Factors Affecting the Levels of Trust and Commitment in Supply Chain Partners. *Journal of Supply Chain Management*, 40(1), 4–14.
- Zhao, H., Luo, Y., & Suh, T. (2004). Transaction Cost Determinants and Ownership-Based Entry Mode Choice: A Meta-Analytical Review. *Journal of International Business Studies*, 35(6), 524–544.

- Suh, T., & Bae, M. (2003). The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization. *Journal of Korea Trade*, 7(2), 85–107.
- Suh, T., & Khan, O. (2003). The Effect of FDI Inflows and ICT Infrastructure on Exporting of ASEAN countries. *International Marketing Review*, 20(5), 554–571.
- Suh, T. (2002). Encouraged, Motivated, and Learning-Oriented to Work Creatively and Successfully: A Case of Korean Workers in Marketing Communications. *Journal of Marketing Communications*, 8, 134–147.
- Suh, T., & Bae, M. (2002). Foreign Direct Investment Inflows and ICT Configurations. *Pacific Focus*, 27, 213–226.
- Suh, T., & Kwon, I.-W. G. (2002). Globalization and Reluctant Buyers. *International Marketing Review*, 19(6), 663–680.
- Suh, T. (2000). Strategic Formation, Coordination, and Orchestration of Communication in Managing National Reputation. *Journal of Public Relations*, 3, 224–248.
- Suh, T. (1999). Visual Persuasion. *Communication Research Trends*, 19(3), 3–18.
- Suh, T. (1998). A Review: Corporate Image. *Sogang Journal of Communication and Culture*, 17, 137–171.
- Suh, T., & Kim, C.-H. (1996). Cynicism, Conformity, and Trust toward Product Information Sources. *Korean Journal of Advertising Research*, 30(1), 1–31.
- Jung, O., & Suh, T. (1996). Market Extension Strategies for Local Advertising Industries. *Korean Journal of Advertising Research*, 33(1).
- Kim, C.-H., & Suh, T. (1996). Unintended Effects of Idealized Ad Images. *Korean Journal of Advertising Research*, 33(4), 9–34.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

- Hsieh, C., Sanusi, E., & Suh, T. (Accepted / In Press). Empathy and the entrepreneurial process: cross-disciplinary fertilization via holistic marketing and mediation hypotheses.
- Suh, T., Jung, J., & Zank, G. (Accepted / In Press). Knowledge Specificity and Long-Term Partnership. Academy of Management.

- Kim, K.-O., Kim, N.-H., Lee, J., Kang, S., & Suh, T. (2012). City Web Site and Engagement: A Bayesian Belief Network Approach. 2011 Winter American Marketing Association Educators' Conference.
- Baik, M., Suk, H. J., Suh, T., & Kim, Y. S. (2011). Organic Food Package Design Management in SMEs: A Conjoint Analysis Approach. Deft, Netherlands: Proceedings of LASDR 2011, the 4th World Conference on Design Research.
- Young-Sam, R., Suh, T., & Dozier, S. (2009). The Effects of Design Aspects in Magazine Advertising. San Diego, CA: The Proceedings of 2009 Human-Computer Interaction International Conference.
- Young-Sam, R., Suh, T., & Kim, H. (2008). An Item Response Theory Approach. St. Petersburg, Florida: The Proceedings of 2008 Society for Marketing Advances Conference.
- Suh, T., Houston, M. B., Barney, S. M., & Kwon, I.-W. G. (2008). Mission Fulfillment and Employees' Psychological Outcomes. Austin, Texas: 2008 AMA Winter Conference.
- Suh, T. (2007). A Multiple Measurement Approach of Experiential Knowledge in International Marketing. Nashville, Tennessee: Proceedings of 2006 Society for Marketing Advances Conference.
- Suh, T. (2007). The Impact of Organizational Creativity and Encouragement on Advertiser's Learning. San Antonio, Texas: 2007 Society for Marketing Advances Conference.
- Suh, T., & Kim, H. (2006). Measure Development of Mission Fulfillment using Item Response Theory. Nashville, Tennessee: 2006 Society for Marketing Advances Conference.
- Suh, T., Magnusson, P. H., & Kwon, I.-W. (2005). Factors of Commitment and its Correlates in Supply Chain Management. San Antonio, Texas: 2005 Society of Marketing Advances Conference.
- Suh, T., Xie, H. Y., & Kwon, I.-W. (2005). The Effect of Total and Asymmetric Specific Asset Investment on Supplier-Buyer Relationship: A Structural Model. San Antonio, Texas: 2005 AMA Winter Conference.
- Suh, T., Zhao, H., Kim, S. H., Arnold, M. J., & Bae, M. (2005). The Impact of Experiential Knowledge and Creativity on Performance of International Project. San Antonio, Texas: 2005 American Marketing Association Winter Conference.
- Suh, T. (2004). Experiential Knowledge and Internalization of Foreign Markets. Boston, Massachusetts: The Proceedings of 2004 AMA Summer Conference.

- Suh, T., Khan, O., & Bae, M. (2004). Experiential Knowledge of Multinational SMEs and Their Perceived Attractiveness for Foreign Expansion: A Korean Context. Phoenix, Arizona: The Proceedings of 2004 AMA Winter Conference.
- Suh, T., Bae, M., & Kundu, S. (2003). Antecedents to Smaller Firms' Perceive Cost and Attractiveness in Going Abroad. Chicago, Illinois: The Proceedings of 2003 AMA Summer Conference.
- Suh, T., & Kwon, I.-W. G. (2003). The Role of Bilateral Asset Specificity and Replaceability on Trust in Supply Chain Partner. The Proceedings of 2003 AMA Winter Marketing Educators' Conference.
- Suh, T. (2003). The Role of Globalization on Country of Origin Evaluations. Monterey, California: The Proceedings of 2003 Academy of International Business Conference.
- Khan, O., & Suh, T. (2002). Delineating between Emerging Markets, Transition Markets, and Developed Markets: A Comparative Country-Level Model. Chicago, Illinois: Proceedings of 2001 AIBMidwest Chapter Conference.
- Suh, T., & Khan, O. (2002). Organizational and Motivational Influences on Creativity, Working Hard, and Performance. Sanibel, Florida: Proceedings of 2002 Academy of Marketing Science Conference.
- Suh, T., & Zhao, H. (2002). The Determinants of Internet Diffusion in Emerging Markets. Austin, Texas: Proceedings of 2002 AMA Winter Marketing Educators' Conference.
- Suh, T. (2002). The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization. St. Louis: The Proceedings of 2002 Academy of International Business-South West Chapter Conference.
- Suh, T., & Khan, O. (2002). The Effect of ICT Infrastructure and FDI Inflows on Exporting. San Diego, California: Proceedings of 2002 AMA Summer Marketing Educators' Conference.
- Suh, T. (2002). The Effects of Firm-Specific Factors on Ownership Choice of Operations in Foreign Markets. Austin, Texas: Proceedings of 2002 AMA Winter Marketing Educators' Conference.
- Suh, T., Kwon, I.-W. G., & Bae, M. (2001). Are Global-Minded Consumers Less Ethnocentric Buyers? A Cross-Cultural Comparison. Hawaii: The Proceedings of Eighth Cross-Cultural Research Conference.
- Suh, T., & Boggs, D. (2001). Communications Infrastructure, Openness, Market-Related Economic Factors, and FDI Inflow. New Orleans, Louisiana:

The Proceedings of 2001 Academy of International Business-South East Chapter Conference.

Suh, T., & Zhao, H. (2001). International Experience and Ownership Choice in FDI: A Meta- Analysis. New Orleans, Louisiana: The Proceedings of 2001 Academy of International Business-South East Chapter Conference.

b. Non-refereed:

Xie, Y., & Suh, T. (2010). Perceived Barriers for Internationalization of Small Firms: Perceived Lack of Resources. New Orleans, Louisiana: 2010 AMA Winter Conference.

Suh, T., & Amine, L. S. (2002). Defining and Managing Corporate Reputational Capital in Global Markets: Conceptual Issues, Analytical Frameworks, and Managerial Implications. Austin, Texas: Proceedings of 2002 AMA Winter Marketing Educators' Conference.

4. Abstracts:

Wilson, R. T., Suh, T., Shim, W.-S., & Gim, H. (2017). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. Published.

10. Other Works in Print:

e-books:

Suh, T. (2020). *Leadership in the Very Strong Team*. Seoul, South Korea: Brunch.

Suh, T. (2020). *Listen to the Management when You Listen to the Bands*. Seoul, South Korea: Brunch.

Suh, T. (2020). *Entrepreneurial Innovators Group: A White Book*. Seoul, South Korea: Brunch.

Suh, T. (2020). *Listen to the Marketing When You Listen to the Music*. Seoul, South Korea: Brunch.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Wilson, R. T., Suh, T., Shim, W., Gim, H., 2017 American Advertising Academy conference, "Advertising to the masses: The effects of crowding on the attention to place-based advertising," Boston, MA, United States. (2017).

Sierra, J. J., Hyman, M. R., Kim, B. K., Suh, T., 2017 Society for Marketing Advances Conference, "Intrinsic Religiosity and Attitude toward Finales as Precursors of Superstitious Beliefs." (2017).

Suh, T., 2013 Academy of International Business Conference, "External and Internal Tacit Knowledge, Within-Strategy Accord and Tension in Open Action Strategies, and Knowledge Generation of International Project Teams," Istanbul, Turkey. (July 2013).

Suh, T., Jung, J., Zank, G., 2013 ASAC Conference, "Knowledge about a Supply Chain Partner." (June 2013).

Suh, T., 2012 Summer American Marketing Association Educators' Conference, "Constructing Bayesian Network and Nomological Network of Performance-Based Usability of Mobile Devices," Chicago. (August 2012).

Suh, T., 2012 Academy of Management Conference, "Knowledge Specificity and Long-Term Relationship Expectations," Boston. (August 2012).

Kim, K., Kim, N., Lee, J., Kang, S., Suh, T., 2012 Winter American Marketing Association Educators' Conference, "City Web Site and Engagement: A Bayesian Belief Network." (February 2012).

Baik, M., Suk, H. J., Suh, T., Kim, Y. S., LASDR 2011, the 4th World Conference on Design Research, "Organic Food Package Design Management in SMEs: A Conjoint," Deift, Netherlands. (November 2011).

2. Invited Talks, Lectures, and Presentations:

Suh, T., Inochem, South Korea. (2017).

Suh, T., "New Trends in Social Recruiting," International University of Korea. (December 2015).

Suh, T., Smart School, Seoul, South Korea. (July 2015).

Suh, T., Dovetorabbit, "Engagement in Digital Marketing." (June 2015).

Suh, T., Dovetorabbit, "Very Strong Team." (January 2015).

Xie, Y., Suh, T., 2010 AMA Winter Conference, "Perceived Barriers for Internationalization of Small Firms: Perceived Lack of Resources," American Marketing Association, New Orleans, LA. (2010).

Suh, T., "Simplicity/Complexity in Organization,." (October 2010).

Young-Sam, R., Suh, T., Dozier, S., 2009 Human-Computer Interaction International Conference, "The Effects of Design Aspects in Magazine Advertisements." (2009).

Suh, T., Houston, M. B., The Fifth Annual Conference of Corporate Identity/Associations Research Group, "Distinguishing Trust and Reputation in Buyer-Supplier

- Relationship," Corporate Identity/Associations Research Group, Vancouver, Canada. (2008).
- Suh, T., Yi, H.-C., 2008 AMA Summer Conference, "Mission Fulfillment and Employees' Psychological Outcomes," American Marketing Association, San Diego, CA. (2008).
- Suh, T., Houston, M., Barney, S., Kwon, I.-W., 2008 AMA Winter Conference, "Mission Fulfillment and Employees' Psychological Outcomes," American Marketing Association, Austin, TX. (2008).
- Suh, T., Houston, M. B., The Fifth Annual Conference of Corporate Identity/Associations Research Group, "Mission Fulfillment and Internal Marketing," Corporate Identity/Associations Research Group, Vancouver, Canada. (2008).
- Young-Sam, R., Suh, T., Kim, H., 2008 Society for Marketing Advances Conference, "Revising the Mobile Phone Usability Questionnaire (MPUQ): An Item Response Theory Approach," Society for Marketing Advances, St. Petersburg, FL. (2008).
- Suh, T., Thunderbird School of Global Management, "Mission Integration Project." (2007).
- Suh, T., 2007 Society for Marketing Advances Conference, "The Impact of Organizational Creativity and Encouragement on Advertiser's Learning," Society for Marketing Advances, San Antonio, TX. (2007).
- Suh, T., 2006 Society for Marketing Advances Conference, "A Multiple Measurement Approach of Experiential Knowledge in International Marketing," Society for Marketing Advances, Nashville, TN. (2006).
- Suh, T., Kim, H., 2006 Society for Marketing Advances Conference, "Measure Development of Mission Fulfillment using Item Response Theory," Society for Marketing Advances, Nashville, TN. (2006).
- Suh, T., McCoy College 2005-2006 Grant, "Mission Integration and Its Impact on Employees," McCoy College of Business Administration, San Marcos, TX. (2006).
- Suh, T., McCoy College 2004-2005 Grant, "Factors in Commitment and Their Correlates in Supply Chain Management," McCoy College of Business Administration, San Marcos, TX. (2005).
- Suh, T., Magnusson, P. H., Kwon, I.-W., 2005 SMA Conference, "Factors of Commitment and its Correlates in Supply Chain Management," Society for Marketing Advances, San Antonio, TX. (2005).
- Suh, T., Doctoral Seminar on Multivariate Statistics, "Introduction to Structural Equation Modeling," Cook School of Business, Saint Louis University. (2005).

- Suh, T., 2005 Texas Marketing Faculty Consortium, "Mission Integration and Internal Marketing," Waco, TX. (2005).
- Suh, T., Xie, H. Y., Kwon, I.-W., 2005 AMA Winter Conference, "The Effect of Total and Asymmetric Specific Asset Investment on Supplier-Buyer Relationship: A Structural Model," American Marketing Association, San Antonio, TX. (2005).
- Suh, T., Zhao, H., Kim, S. H., Arnold, M. J., Bae, M., 2005 AMA Winter Conference, "The Impact of Experiential Knowledge and Creativity on Performance of International Project," American Marketing Association, San Antonio, TX. (2005).
- Suh, T., 2004 AMA Summer Conference, "Experiential Knowledge and Internalization of Foreign Markets," American Marketing Association, Boston, MA. (2004).
- Suh, T., Khan, O., Bae, M., AMA Winter Conference, "Experiential Knowledge of Multinational SMEs and Their Perceived Attractiveness for Foreign Expansion: A Korean Context," American Marketing Association, Phoenix, AZ. (2004).
- Suh, T., 2003-2004 CBA Grant, "International Experience and Internalization of Foreign Markets," Texas State University-San Marcos, San Marcos, TX. (2004).
- Suh, T., Doctoral Seminar on Multivariate Statistics, "Introduction to Structural Equation Modeling," Cook School of Business, Saint Louis University. (2004).
- Zhao, H., Suh, T., Kim, S. H., Du, J., Temple University CIBER Workshop, "On the determinants of Global Internet Diffusion," Temple University, Philadelphia. (2004).
- Suh, T., Bae, M., Kundu, S., AMA Summer Conference, "Antecedents to Smaller Firms' Perceive Cost and Attractiveness in Going Abroad," American Marketing Association, Chicago, IL. (2003).
- Kim, C.-H., Suh, T., La Londe Seminar Marketing Communications and Consumer Behavior, "Consumers' Multi-Layered Experience and Their Perception of Corporate Image,," La Londe, Paris, France. (2003).
- Kim, H.-H., Suh, T., Association for Consumer Psychology Conference, "Consumers' Perceptions from Multiple Contacts to a Company as Determinants of the Company's Overall Image," Association for Consumer Psychology, Seoul, South Korea. (2003).
- Jin, H. S., Suh, T., Suh, E., Association for Consumer Psychology Conference, "Influences of Ethnocentrism, Animosity, and Global Openness on Country-of-Origin Image," Association for Consumer Psychology, Seoul, South Korea. (2003).
- Khan, O., Suh, T., AMA Summer Conference, "The Effect of Civil and Economic Liberalization on FDI Inflows in Emerging Economies: A Multigroup Analysis," American Marketing Association, Chicago, IL. (2003).

- Suh, T., Kwon, I.-W. G., AMA Winter Marketing Educators' Conference, "The Role of Bilateral Asset Specificity and Replaceability on Trust in Supply Chain Partner," American Marketing Association. (2003).
- Suh, T., Academy of International Business Conference, "The Role of Globalization on Country of Origin Evaluations," Academy of International Business, Monterey, CA. (2003).
- Kwon, I.-W., Suh, T., Annual Spring Conference of Korean Society for Supply Chain Management, "Trust, Commitment, and Relationships in Supply Chain Management," Korean Society for Supply Chain Management, Seoul, South Korea. (2003).
- Suh, T., AMA Winter Marketing Educators' Conference, "Defining and Managing Corporate Reputational Capital in Global Markets: Conceptual Issues, Analytical Frameworks, and Managerial Implications," American Marketing Association, Austin, TX. (2002).
- Khan, O., Suh, T., AIB-Midwest Chapter Conference, "Delineating between Emerging Markets, Transition Markets, and Developed Markets: A Comparative Country-Level Model," AIB-Midwest Chapter, Chicago, IL. (2002).
- Zhao, H., Suh, T., Kim, S. H., Academy of International Business Conference, "On the Determinants of Global Internet Diffusion: A Cross-Country Analysis," Academy of International Business, Sydney, Australia. (2002).
- Suh, T., Academy of International Business Conference, "Organization Size and Choice of Ownership in Foreign Markets," Academy of International Business, PR. (2002).
- Suh, T., Zhao, H., AMA Winter Marketing Educators' Conference, "The Determinants of Internet Diffusion in Emerging Markets," American Marketing Association, Austin, TX. (2002).
- Suh, T., Academy of International Business-South West Chapter Conference, "The Effect of Entrepreneurial Tendencies, Experiential Knowledge, Tangible Resources Configuration on Non-Internationalized SMEs' Perceived Cost and Attractiveness in Internationalization," Academy of International Business-South West Chapter, St. Louis. (2002).
- Suh, T., Khan, O., AMA Summer Marketing Educators' Conference, "The Effect of ICT Infrastructure and FDI Inflows on Exporting," American Marketing Association, San Diego, CA. (2002).
- Suh, T., Shin, H., International Communication Association Conference, "A Theoretical Model for Korean Public Relations Practices," International Communication Association, Washington, DC. (2001).

Suh, T., Kwon, I.-W. G., Bae, M., Eighth Cross-Cultural Research Conference, "Are Global-Minded Consumers Less Ethnocentric Buyers? A Cross-Cultural Comparison," Cross-Cultural Research, HI. (2001).

Suh, T., Academy of International Business-South East Chapter Conference, "Communications Infrastructure, Openness, Market-Related Economic Factors, and FDI Inflow," Academy of International Business-South East Chapter, New Orleans, LA. (2001).

Suh, T., Zhao, H., Academy of International Business-South East Chapter Conference, "International Experience and Ownership Choice in FDI: A Meta- Analysis," Academy of International Business-South East Chapter, New Orleans, LA. (2001).

Suh, T., Korean Journalism and Mass Communication Association Conference, "Corporate Reputation Management: A Review," Korean Journalism and Mass Communication Association, Daejeon, South Korea. (1997).

3. Consultancies:

For Profit Organization, EIG Austin, LLC, Austin, United States. (September 2018 - Present).

For Profit Organization, Mystic World, Austin, TX, United States. (2018 - Present).

For Profit Organization, Egrosoft, Co., Seoul, South Korea. (January 2015 - Present).

For Profit Organization, Bito Campus, Meisenheim, Germany. (2018 - 2019).

For Profit Organization, Modulabs, Seoul, South Korea. (2018 - 2019).

For Profit Organization, CompanyMood, Saarlouis, Germany. (October 2017 - 2018).

For Profit Organization, Mass Asia. (May 2018 - June 2018).

For Profit Organization, SDI Planning, Co., Seoul, South Korea. (March 2017 - December 2017).

Academic, GyeongSang National University, Jinju, South Korea. (July 2016 - July 2017).

For Profit Organization, Dovetorabbit, Co., Seoul, South Korea. (June 2015 - March 2017).

For Profit Organization, Nexuscommunity, Co., Seoul, South Korea. (September 2010 - April 2011).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Lee, S. B., & Suh, T. (Submitted / Under Review). Internal audiences watch the boss walking the talk: the mechanism of management's mission alignment for employee's work engagement. *Journal of Business Research*. (December 20, 2020)

Lee, B., & Suh, T. (Submitted / Under Review). The Effects of Regulatory Mode and Attribute Alignability on Consumer Responses in a Competitive Advertising Context. *Asia Pacific Journal of Marketing and Logistics*. (December 2019)

b. Works "in progress":

Journal Articles:

Alkire, L., & Suh, T. (In Preparation; Not Yet Submitted). Artificial Intelligence in Retail: An Assessment of the Holistic Customer Experience. *Journal of the Academy of Marketing Science*.

Suh, T., & Moradi, M. (In Preparation; Not Yet Submitted). In-store experience to online experience: Integrating channels to enhance brand experience. *Journal of Business Research*. Retrieved from 601 University Drive

Suh, T. (In Preparation; Not Yet Submitted). Managing online customer experience in omnichannel marketing: The role of behavioral climate on customer engagement behaviors. *Industrial Marketing Management*.

Suh, T. (In Preparation; Not Yet Submitted). State-owned multinational corporations' hybridity and stakeholder relations: A Bayesian network analysis. *International Marketing Review*.

Reports:

Suh, T., & Zank, G. (In Preparation; Not Yet Submitted). *Designing and Managing a Supply Chain for Better Learning*. (2005)

c. Other Works Not in Print:

Keynote / Plenary Addresses:

Suh, T., PROCEED: Startups Meet Mittelstand, "Do you have the heart?: for Mittelstand's innovation," Bito Campus, GmbH & the City of Meisenheim. (September 2018).

Suh, T., Meisenheim's Business Leaders Meeting, "EIG and Innovation in Germany," The City of Meisenheim. (June 2018).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Suh, Taewon. Visiting Scholarship in Entrepreneurship, Universitat des Saarlandes, Institutional (Higher Ed), \$18,000.00. (Funded: September 2017 - January 2018). Sponsored Research.

Suh, Taewon. Conference/Showcase support, GNU, South Korea. (Funded: 2016). Sponsored Research.

Suh, Taewon. Research/Showcase support, Dovetorabbit. (Funded: 2015). Sponsored Research.

Suh, Taewon. Research, Nexuscommunity. (Funded: 2011). Sponsored Research.

Suh, Taewon. Research/Showcase support, IDAS. HongIK University. (Funded: 2010). Sponsored Research.

Suh, Taewon. Research Support, IPR. (Funded: 2007). Sponsored Research.

Suh, Taewon (Principal). Research support for doctoral student, St. Louis University, Institutional (Higher Ed), \$3,000.00. (Funded: 2002). Sponsored Research.

Suh, Taewon. Research Support, SSM Healthcare System and Saint Louis University, Other. (Funded: 2002). Sponsored Research.

Suh, Taewon. Post-Doctoral Research Grant, The Consortium for Supply Chain Management Studies, \$10,000.00. (Funded: 1998 - 1999). Sponsored Research.

2. Submitted, but not Funded, External Grants and Contracts:

Suh, Taewon. SMTECH, South Korea, \$500,000.00. (Submitted: 2015). Sponsored Research.

Suh, Taewon. SMTECH, South Korea, \$1,000,000.00. (Submitted: 2014). Grant.

Suh, Taewon. SMTECH, South Korea, \$200,000.00. (Submitted: 2014). Grant.

3. Funded Internal Grants and Contracts:

Suh, Taewon. Faculty Developmental Leave Supplemental Award, Texas State University, \$20,000.00. (Funded: 2017 - 2018). Grant.

Wilson, Rick T. (Co-Principal), Suh, Taewon (Co-Principal). Technology and Advertising: Improving Media Planning and Audience Measurement, Research Enhancement Program, Texas State University, \$15,980.00.

(Submitted: September 2014, Funded: December 2014 - November 2015).
Grant.

Suh, Taewon. McCoy College Faculty Development Fund, Texas State University, \$1,499.00. (Funded: 2014). Grant.

Suh, Taewon. McCoy College Faculty Development Fund, Texas State University, \$900.00. (Funded: 2014). Grant.

Suh, Taewon. McCoy College Faculty Development Fund, Texas State University, \$700.00. (Funded: 2013 - 2014). Grant.

Suh, Taewon. 2014 McCoy Faculty Development Fund, Texas State University, \$1,349.92. (Funded: February 2014 - June 2014). Grant.

Suh, Taewon. McCoy College Faculty Development Fund, Texas State University, \$2,453.00. (Funded: 2013). Grant.

Suh, Taewon. McCoy College Research Grant, Texas State University, \$668.00. (Funded: February 22, 2013 - July 2013). Grant.

Suh, Taewon. 2013 McCoy Faculty Development Fund, Texas State University, \$2,542.88. (Funded: March 2013 - June 2013). Grant.

Suh, Taewon. McCoy College Faculty Development Fund, \$2,000.00. (Funded: 2008 - 2009). Grant.

Suh, Taewon. McCoy College Research Grant, McCoy College of Business Administration, Texas State University, \$2,000.00. (Funded: 2008 - 2009). Grant.

Suh, Taewon. McCoy College Research Grant, McCoy College of Business Administration, Texas State University, \$1,000.00. (Funded: 2005 - 2006). Grant.

Suh, Taewon. McCoy College Research Grant, \$1,000.00. (Funded: 2004 - 2005). Grant.

Suh, Taewon. McCoy College Research Grant, McCoy College of Business Administration, Texas State University, \$2,000.00. (Funded: 2004 - 2005). Sponsored Research.

Suh, Taewon. CBA Research Grant, College of Business Administration, Texas State University, \$1,000.00. (Funded: 2003 - 2004). Grant.

Suh, Taewon (Principal), Zank, Gail M. (Co-Principal). Research Enhancement Program Grant, Texas State University-San Marcos, Texas State University, \$15,000.00. (Funded: 2003 - 2004). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Alkire, Linda, Suh, Taewon. Omnichannel Retail Technology: Blending the Offline and Online Retail, Research Enhancement Program Grant, Texas State University, \$16,000.00. (Submitted: October 2019). Grant.

Alkire, Linda, Suh, Taewon. Artificial Intelligence in Retail: An Assessment of the Holistic Customer Experience, Research Enhancement Program Grant, Texas State University, \$16,000.00. (Submitted: October 2018). Grant.

Suh, Taewon. Research Enhancement Program Grant, Texas State University-San Marcos, Texas State University, \$8,000.00. (Submitted: 2009). Grant.

Suh, Taewon (Principal), Thorne, Debbie M. (Co-Principal). Research Enhancement Program Grant, Texas State University, Texas State University, \$16,000.00. (Submitted: 2004). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Nominee: 2020 Presidential Award For Excellence in Scholarly/Creative Activities.

March 2020 - Present

Award / Honor Recipient: The Gary V. Woods Research Award.

2018 - 2019

Award / Honor Recipient: President's Faculty Development Leave Grant.

2017 - 2018

Award / Honor Recipient: Best Conference Paper Award, American Advertising Academy.

2017

Award / Honor Recipient: Dean's Nominee for the Presidential Award for Excellence in Scholarly/Creative Activities.

2017

Award / Honor Recipient: Highly Commended Paper Award, Asia Pacific Journal of Marketing and Logistics.

2016

Award / Honor Recipient: McCoy Faculty Development Grant, McCoy College of Business Administration.

March 1, 2013

Award / Honor Recipient: McCoy College Research Grant.

February 22, 2013

Award / Honor Recipient: Listed in Who's Who in America (67th Edition).

September 1, 2012

Award / Honor Recipient: Listed in Who's Who in America (65th Edition).
September 1, 2010

Award / Honor Recipient: Runner Up for the Presidential Award for Excellence in
Scholarly/Creative Activities, McCoy College of Business Administration.
2009
2007
2004

Award / Honor Recipient: Listed in Who's Who in America (64th Edition).
September 1, 2009

Award / Honor Recipient: Best Paper in Track, American Marketing Associations
Educators.
2008

Award / Honor Recipient: Dean Nominee for the Presidential Award for Excellence in
Scholarly/Creative Activities, McCoy College of Business Administration.
2008

Award / Honor Recipient: Listed in Who's Who in America (63rd Edition).
September 1, 2008

Award / Honor Recipient: The Gary V. Woods Research Award, McCoy College of
Business Administration.
2006 - 2007

Award / Honor Recipient: Dean Nominee for the Presidential Award for Excellence in
Scholarly/Creative Activities, McCoy College of Business Administration.
2006
2004

Award / Honor Recipient: Best Author Award, Journal of American Academy of
Business.
2005

E. Scholarly / Creative Professional Development Activities Attended:

Workshop, "Transforming good ideas into funded research," Texas State University, San
Marcos. (October 4, 2016).

Workshop, "Preparing Students for Socially Responsible Global Citizenship," Texas
State University. (May 14, 2013 - May 15, 2013).

"Bayesian Lab course," Baysia Company, San Antonio, TX, United States. (April 10,
2013 - April 12, 2013).

Workshop, "Junior Faculty Workshop," American Marketing Association, San Antonio, TX. (2005).

Workshop, "Technology in Classroom," Texas State University-San Marcos. (2004).

Continuing Education Program, "Program for Teaching Excellence," Saint Louis University. (2002).

F. Media Recognition:

Newspaper, Asia Today. (December 13, 2017).

Newspaper, Maeil Business News (MK). (November 4, 2016).

IV. SERVICE

A. Institutional

1. University:

Faculty Advisor, EIG@TXSTATE. (2021 - Present).

Member, Ignite/Deep Dive Work Team. (October 2020 - Present).

Faculty Advisor, Christians at Texas State. (2009 - Present).

University Mentor, Deep Dive 2021 Spring. (April 16, 2021 - April 18, 2021).

Organizer, EIG at Texas State (new student organization). (September 2020 - January 2021).

University Mentor, Deep Dive entrepreneurship workshop. (October 2020 - November 2020).

Team Mentor, Texas State I Corps Program. (April 2020 - August 2020).

Team Mentor, Texas State I Corps Program. (January 2020 - April 2020).

Faculty Lead, Texas State I-Corps 3-Week Program. (April 2019 - November 2019).

Panelist, GIS Day 2019 @TXST. (November 14, 2019).

Faculty Mentor, Consulting: International recruitment for College of Education. (March 2019 - May 2019).

Representative, Graduate Council. (2014).

Committee Member, Alkek Library Committee. (2004 - 2009).

Committee Member, Research Enhancement Program Review Committee. (2005 - 2006).

2. College:

Chair, Assurance of Learning. (September 2020 - Present).

Judge, Spring 2021 MBA Presentation Competition. (April 29, 2021).

Committee Member, Assurance of Learning. (August 2006 - May 2017).

3. Department/School:

Member, MSMRA faculty group. (2020 - Present).

Mentor, Visiting scholarship of Dr. Sanglim Lee. (January 2020 - February 2021).

Visiting Scholarship of Dr. Taewoong Yun. (January 2020 - August 2020).

Representative, Curriculum Committee. (August 2014 - May 2017).

Representative, Curriculum Committee. (2015).

Representative, Graduate Policies Committee. (2014).

Faculty Mentor, Usability Lab for McCoy's Building Supply. (January 2014 - May 2014).

Faculty Mentor, Usability Lab for McCoy's Building Supply. (January 2013 - May 2013).

Committee Member, Faculty Search Committee. (June 2012 - December 2012).

Committee Chair, Faculty Search Committee. (2009).

Committee Member, Departmental Representative for Assessment Committee. (2006 - 2009).

Committee Member, Faculty Search Committee. (2006 - 2007).

Committee Member, Academic Performance Review Committee. (2004).

Committee Member, Faculty Search Committee. (2004).

Committee Member, Faculty Evaluation Guideline Committee. (2003 - 2004).

B. Professional:

Editorial Review Board Member, Businesses, Basel, Switzerland. (November 2020 - Present).

Program Committee Member, The Digital Marketing & eCommerce Conference, Granada, Spain. (November 2019 - Present).

Reviewer / Referee, International Business Review. (April 2021).

Guest Editor, Journal of Open Innovation (business model innovation topics), Bazel, Switzerland. (February 2018 - December 2020).

Director, International Division, Korea Internet e-Commerce Association. (2016 - 2020).

Editorial Review Board Member, Journal of Internet & E-Commerce. (2016 - 2020).

Reviewer / Referee, Journal of Product & Brand Management. (January 2020 - November 2020).

Editorial Review Board Member, Sustainability. (May 2019 - September 2020).

Reviewer / Referee, Asia Pacific Journal of Marketing and Logistics. (2019).

Reviewer / Referee, Journal of Product and Brand Management. (2019).

Reviewer / Referee, Sustainability. (2019).

Reviewer / Referee, Journal of Product and Brand Management. (2018).

Reviewer / Referee, Technovation. (2018).

Reviewer / Referee, Review of Economics & Finance. (2016 - 2018).

Ad-hoc Journal Reviewer, International Marketing Review. (2016).

Ad-hoc Journal Reviewer, Marketing Management Journal. (2016).

Ad-hoc Journal Reviewer, Corporate Communications. (2015).

Ad-hoc Journal Reviewer, Journal of Business Research. (2015).

Conference Reviewer, Society of Marketing Academy Conference. (2015).

Ad-hoc Journal Reviewer, Journal of Business Research. (2014).

Ad-hoc Journal Reviewer, International Journal of Production Economics. (2013).

Editorial Review Board Member, Journal of Foodservice Management. (2013).

Ad-hoc Journal Reviewer, International Journal of Production Economics. (2012).

Ad-hoc Journal Reviewer, Multinational Business Review. (2012).

Ad-hoc Journal Reviewer, Multinational Business Review. (2010).

Reviewer, Ad Hoc Reviewer, Journal of Supply Chain Management. (2009).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2009).

Reviewer, Conference Paper, Summer AMA Educators' Conference. (2009).

Reviewer, Ad Hoc Reviewer, Industrial Marketing Management. (2008).

Reviewer, Ad Hoc Reviewer, Journal of World Business. (2008).

Reviewer, Ad Hoc Reviewer, Corporate Communication. (2007).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2007).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2006).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (2005).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2005).

Reviewer, Conference Paper, Society for Marketing Advances Conference. (2005).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (2004).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2004).

Reviewer, Conference Paper, Academy of International Business Conference. (2004).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (2003).

Reviewer, Ad Hoc Reviewer, Multinational Business Review. (2003).

Session Chair, Association for Consumer Psychology Conference. (2003).

Reviewer, Conference Paper, Academy of International Business Conference. (2002 - 2003).

Reviewer, Conference Paper, Eighth Cross-Cultural Research Conference. (2001).

Reviewer, Conference Paper, Winter AMA Educators' Conference. (2001).

C. Community:

Strategic Advisor, Key Publication, Co., Seoul. (December 2020 - Present).

Strategic Advisor, SJ Natural, Co., Jinju. (November 2020 - Present).

Strategic Advisor, Biocubics, Co., Seoul. (October 2020 - Present).

Strategic Advisor, Solar Optics, Co., Siheung. (July 2020 - Present).

Startup Accelerating Advisor, The Wave Company, Gangreung. (2019 - Present).

Board Member, Reccobox, Co., Seoul. (2017 - Present).

Volunteer, The Church in Austin, Austin, TX. (2011 - Present).

Founder, Entrepreneurial Innovators Group, Seoul/Austin/Mainz. (December 2010 - Present).

Board Member, CompanyMood, Saarlouis. (2017 - 2019).

Advising Board Member, Mass Asia, Co., Seoul. (July 2018 - June 2019).

Board Member, Innovation Committee for Mittelstand in Rheinland-Pfalz, Mainz. (January 2018 - December 2018).

Management Advisor, SDI Planning, Co., Seoul. (2016 - 2017).

Strategy Advisor, Egsoft, Co., Seoul. (2015 - 2017).

Strategy Advisor, Dovetorabbit, Co., Seoul. (2014 - 2017).

Chair, EIG Jinju Conference, Business School at GSU, Jinju. (2016).

Research Advisor, McCoy's Building Supply, San Marcos, TX. (2013 - 2014).

Program Advisor, GCG, Austin, TX. (2013).

Speaker, Alereon.com, Austin, TX. (2012).

Program Chair, 2011 Korean Institute of Design Management Conference. (2011).

Speaker, GS Group, Seoul. (2011).

Conference Chair, EIG Conference, IDAS, HongIK University. (2010).

Director, KBCA, Austin, TX. (2006 - May 2010).

Guest Speaker, Daesung Group. (2009).

Guest Speaker, SanChung Local Government. (2009).

Board Member, Korean Culture Foundation in Texas, TX. (2007).

Guest Speaker, Mill Elementary, Austin, TX. (2005 - 2006).

Teacher, Korean School, KBCA, Austin, TX. (2005 - 2006).

D. Organization Memberships:

Organizational Design Community. (2014 - Present).

American Marketing Association (AMA). (2001 - Present).

Academy of Management. (2002 - 2003).

Academy of International Business. (2001 - 2003).

International Communication Association. (2001 - 2003).

E. Service Honors and Awards:

Award / Honor Recipient: Inducted Member, Beta Gamma Sigma.
2006

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Holly A. Syrdal Title: Assistant Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2016	University of Texas at Arlington	Business Administration	Exploring Engagement with Social Media Content
MBA	2006	Southeastern Louisiana Univ	Business Administration	
BS	2000	University of New Orleans	Marketing	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Assistant Professor, Marketing	Texas State University. San Marcos, TX, United States	September 1, 2019 - Present
Assistant Professor, Marketing	University of Southern Mississippi. Hattiesburg, MS, United States	August 2016 - May 2019

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Lecturer	Marketing, University of Texas at Arlington, Arlington, TX, United States	2015
Graduate Teaching Associate	Marketing, University of Texas at Arlington, Arlington, TX, United States	August 2011 - May 2015

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Instructor	Marketing & Supply Chain Management, Southeastern Louisiana University, Hammond, LA, United States	August 2008 - July 2011
Undergraduate Coordinator	Marketing & Supply Chain Management, Southeastern Louisiana University, Hammond, LA, United States	August 2008 - July 2011
Graphic Designer	Marketing, North Oaks Health System, Hammond, LA, United States	2003 - 2005
Marketing Coordinator	Marketing, Standard Coffee Service Company, New Orleans, LA, United States	2000 - 2003

E. Other Professional Credentials (licensure, certification, etc.)

Quality Matters (QM) - Designing Your Online Course. (January 16, 2020 - Present).

Quality Matters (QM) - Applying the QM Rubric (APPQMR). (February 14, 2018 - Present).

Inbound Marketing, HubSpot Academy. (2017 - Present).

Social Media Marketing, Hootsuite. (2015 - Present).

Email Marketing Certification, HubSpot Academy. (July 2020 - August 2022).

Human Research - Social and Behavioral Research - Basic Course, Collaborative Institutional Training Initiative (CITI Program). (August 2, 2020 - August 2, 2022). License Number: 37689628.

Google Analytics, Google. (August 2020 - August 2021). License Number: 40235851.

Google Ads Search Certification, Google. (August 6, 2020 - August 6, 2021). License Number: 56076826.

Social Media Marketing, HubSpot Academy. (August 12, 2019 - September 10, 2019).

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: ACME AxxessCapon Teaching Innovation Award,
Association of Collegiate Marketing Educators.
March 19, 2021

Award / Honor Recipient: Foundations of Excellence Award, Texas State University
Student Foundation.
November 2020

Fellowship Recipient: Marketing Management Association Doctoral Fellow.
2014
2013

Fellowship Recipient: Society for Marketing Advances Doctoral Fellow.
2014

Award / Honor Recipient: University of Texas at Arlington Marketing Department
Outstanding Teaching & Research Award.
2014

B. Courses Taught:

Texas State University:

MKT 3370 - MARKETING RESEARCH

MKT 4330 - PROMOTION STRATEGY

MKT 4397 - DIRECTED STUDY MKT

MKT 5340 - DIGITAL MARKETING

MKT 5397E - SOCIAL MEDIA MARKETING

Southeastern Louisiana University:

MRKT 303 - Principles of Marketing

MRKT 314 - Public Relations

MRKT 342 - Advertising

University of Southern Mississippi:

MKT 355 - Integrated Marketing Communications

MKT 428 - Marketing Management

MKT 458 - Services Marketing

MKT 478 - Social Media Marketing & Merchandising

MKT 492 - Digital Marketing Strategy

MKT 600 - Marketing Management

University of Texas at Arlington:

MARK 3321 - Principles of Marketing

MARK 3370 - Social Media Marketing

MARK 4311 - Marketing Research

D. Courses Prepared and Curriculum Development:

MKT 4397 - Digital Marketing & Analytics, New Course, Texas State University.
Taught: January 2020 - December 2020.

MKT 5397E - Social Media Marketing, New Course, Texas State University. Taught:
January 2020 - December 2020.

MKT 5340 - Digital Marketing, New Course, Texas State University. Taught: August
2019 - December 2019.

MKT 478 - Social Media Marketing & Merchandising, New Course, University of
Southern Mississippi. Taught: January 2018 - May 2019.

F. Other:

Seminar, 2019 BusinessTRACK Conference, Texas Academy of General Dentistry.
Austin, TX, United States. 25. (October 26, 2019).

G. Teaching Professional Development Activities Attended

Seminar, "Stukent Digital Summit Spring 2021," Stukent, Virtual. (March 12, 2021).

Seminar, "Designing Open Book/Open Note Multiple Choice Exams," Texas State
University. (January 12, 2021).

Online Course, "Advanced Google Analytics," Google. (August 2020).

Online course, "Google Ads - Search Course," Google. (August 2020).

Online Course, "Google Analytics for Beginners," Google. (August 2020).

Online Course, "HubSpot - Email Marketing Certification Course," HubSpot. (August 2020).

Seminar, "Using Turnitin through Canvas," Texas State University and Turnitin. (July 29, 2020).

"Flexing Classroom Technology for Hybrid Instruction," Texas State University. (July 27, 2020).

Seminar, "Zoom for Faculty and Staff," Texas State University. (June 24, 2020).

Seminar, "Shop Talk: Presenting Virtually: Increase Interactivity and Engagement in your Online Presentation," Texas State University. (June 10, 2020).

Seminar, "Integrate Multimedia that Matters in Canvas," Texas State University. (June 5, 2020).

Workshop, "Microsoft Teams Training," Texas State University. (June 1, 2020).

Seminar, "Zoom Bombing - Securing the Feed," Texas State University. (May 28, 2020).

Continuing Education Program, "Teaching Online at TXST," Texas State University, San Marcos, TX, United States. (May 1, 2020).

Workshop, "TRACS for New Faculty," Texas State University. (August 23, 2019).

Seminar, "Innovative Teaching," University of Southern Mississippi. (January 7, 2019 - January 11, 2019).

"Hootsuite Social Marketing Certification." (2015).

Workshop, "AMOS Structural Equations Modeling Workshop." (2015).

Workshop, "PLS Structural Equations Modeling Workshop." (2015).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

2. Articles:

a. Refereed Journal Articles:

- McDougal, E. R., Syrdal, H. A., Gravois, R., & Kemp, A. F. (Accepted / In Press). Telling the Tale: Applying a Strategic Brand Storytelling Process for STP Planning. *Journal of Strategic Marketing*.
- McDougal, E. R., Syrdal, H. A., Gravois, R., & Kemp, A. F. (2020). Power of Story: Using Storytelling to Increase Students' Confidence and Competence in Applying Marketing Concepts. *Marketing Education Review*. Accepted / In Press.
- Woodroof, P., Howie, K., Syrdal, H. A., & VanMeter, R. (2020). What's Done in the Dark Will be Brought to the Light: Effects of Influencer Transparency on Product Efficacy and Purchase Intentions. *Journal of Product & Brand Management*, 29(5), 675–688. <https://doi.org/10.1108/JPBM-05-2019-2362>
- Kemp, A. F., McDougal, E. R., & Syrdal, H. A. (2019). The Matchmaking Activity: An Experiential Learning Exercise on Influencer Marketing for the Digital Marketing Classroom. *Journal of Marketing Education*, 41(2), 141–153.
- VanMeter, R., Syrdal, H. A., Powell-Mantel, S., Grisaffe, D. B., & Nesson, E. T. (2018). Don't Just "Like" Me, Promote Me: How Attachment and Attitude Influence Brand-related Behaviors on Social Media. *Journal of Interactive Marketing*, 43, 83–97.
- Syrdal, H. A., & Briggs, E. (2018). Engagement with Social Media Content: A Qualitative Exploration. *Journal of Marketing Theory and Practice*, 26(2-1), 4–22.
- Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). The Effect of Return Policy Leniency on Consumer Purchase and Return Decisions: A Meta-Analytic Review. *Journal of Retailing*, 92(2), 226–235.
- Cope, R. C., Cope, R. C., Bass, A. N., & Syrdal, H. A. (2011). Innovative Knowledge Management At Disney: Human Capital and Queuing Solutions For Services. *Journal of Service Science*, 4(1), 13–19.
- Foster, J. L., & Syrdal, H. A. (2009). Improvements to the E-learning Environment: Meeting Student Needs. *Contemporary Issues in Education Research*, 2(1).

3. Conference Proceedings:

a. Refereed Conference Proceedings:

- Syrdal, H. A., VanderSchee, B., VanMeter, R., & Woodroof, P. (Accepted / In Press). Self-expansion in Marketing Education: Using the Know Me Activity to Foster Connection and Perseverance.

- Syrdal, H. A., & McDonald, I. N. (2020). Through the Practitioner Lens: The Value of Branded Digital Marketing Certifications.
- Syrdal, H. A., Kemp, A. F., & McDougal, E. R. (2019). Teaching Students to Use Twitter Activity Data for Engagement Analysis.
- Kemp, A. F., McDougal, E. R., & Syrdal, H. A. (2018). Improving Students' Understanding of Core Marketing Concepts Through the Use of Buyer Persona Workshops.
- Syrdal, H. A., & Bok, S. (2016). What Drives Consumer Behaviors Expressed on Social Media? An Examination of Engagement and Source Credibility. Academy of Marketing Science.
- Syrdal, H. A., & Briggs, E. (2016). Developing a Positive Organizational Image: The Role of Engagement with Social Media Content.
- Syrdal, H. A., & Briggs, E. (2015). Social Media Engagement: It's a State of Mind. Society for Marketing Advances.
- Syrdal, H. A., VanMeter, R., & Grisaffe, D. B. (2014). Does Attachment Drive Meaningful Social Media Interactions?: Which Retail Customers Are Talking and Are You Listening? Society for Marketing Advances.
- Syrdal, H. A., & Itani, O. (2014). Student Evaluations of Teaching: What Can Text Analytics Reveal From Qualitative Data? Marketing Management Association.
- Cope, R. F., Bass, A. N., Syrdal, H. A., & Henderson, J. D. (2011). Disney's Knowledge Management Approach For Enhanced Customer Service. Academy of Management and Information Sciences.
- Cope, R. F., Baldwin, Y., & Syrdal, H. A. (2009). Strategies for Managing Organizational Anxiety with Knowledge Management. Academy of Management and Information Sciences.
- Foster, J. L., & Syrdal, H. A. (2008). E-learning: What Students Want in the Virtual Classroom. Global Conference on Business and Finance.

4. Abstracts:

Syrdal, H. A. (Accepted / In Press). Teaching Students to Optimize Their LinkedIn Profiles. *Marketing Education Review*.

10. Other Works in Print:

Competition Submission: ACME AxxessCapon Teaching Innovation Competitions:

Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, P. J.
(Accepted / In Press). *The Know Me Activity: A Self-expansion Exercise to Overcome Instructor-Student Social Isolation*.

Magazine / Trade Publications:

VanMeter, R., Syrdal, H. A., Mantel, S. P., Grisaffe, D. B., & Nesson, E. T.
(2019, September). If You Want More than Just “Likes,” Attachment is Better than Attitude. *Keller Center Research Report, 12(3)*. Retrieved from <https://www.baylor.edu/business/kellercenter/news.php?action=story&story=209665>

Janakiraman, N., Syrdal, H. A., & Freling, R. (2016, August). How to Design a Return Policy. *Harvard Business Review*. Published. Retrieved from <https://hbr.org/2016/08/how-to-design-a-return-policy>

Panel Member Presentations:

Syrdal, H. A. (2015). *Survey Switch: Increasing Quality of Student Work Through the Use of Peer Critiques*.

Panel Presentations:

Syrdal, H. A., Kemp, A., & McDougal, E. (2017). *Experiential Learning in Digital Classroom: Working with Clients to Gain Real World Experience*.

Coker, K., Howie, K., Syrdal, H. A., VanMeter, R., & Woodroof, P. (2017). *The Truth About Transparency and Authenticity on Social Media – How Brands Communicate and How Customers Respond*.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Cope, R. F., Bass, A. N., Syrdal, H. A., Henderson, J. D., Academy of Management and Information Sciences Conference, "Disney's Knowledge Management Approach For Enhanced Customer Service," Orlando, FL, United States. (2011).

Cope, R. F., Baldwin, Y., Syrdal, H. A., Academy of Management and Information Sciences Conference, "Strategies for Managing Organizational Anxiety with Knowledge Management," New Orleans, LA, United States. (2009).

Foster, J. L., Syrdal, H. A., Global Conference on Business and Finance, "E-learning: What Students Want in the Virtual Classroom," San Jose, Costa Rica. (2008).

2. Invited Talks, Lectures, and Presentations:

Syrdal, H. A., Matthews, L. (Assistant Professor), Society for Marketing Advances Doctoral Consortium, "What to Expect as You Begin Your Career," Society for Marketing Advances, New Orleans, LA, United States. (November 2019).

Syrdal, H. A., American Marketing Association - Texas State University Chapter, "LinkedIn Workshop: Learn How to Build Your LinkedIn Profile," American Marketing Association, Texas State University, San Marcos, TX, United States. (October 2019).

Syrdal, H. A., Texas Academy of General Dentistry Business Track Conference, "Online Reputation and Reviews," Texas Academy of General Dentistry, Austin, TX, United States. (October 2019).

Syrdal, H. A., Texas Academy of General Dentistry Business Track Conference, "Social Media Influencer Marketing," Texas Academy of General Dentistry, Austin, TX, United States. (October 2019).

Syrdal, H. A., Texas Academy of General Dentistry Business Track Conference, "Websites: the Foundation of a Solid Digital Strategy," Texas Academy of General Dentistry, Austin, TX, United States. (October 2019).

Syrdal, H. A., UT Arlington Entrepreneur Society Meeting, "Social Media Engagement: It's a State of Mind," UT Arlington Entrepreneur Society, Arlington, TX, United States. (April 2016).

4. Workshops:

Zahay-Blatz, D. (facilitator and presenter), Syrdal, H. A. (presenter), Politte, W. (presenter), 2020 ACME Conference, "Best Practices in Teaching Digital Marketing," Association of Collegiate Marketing Educators Conference, San Antonio, TX, United States. (March 11, 2020).

VanMeter, R. (Facilitator and Presenter), Syrdal, H. A. (Presenter), Society for Marketing Advances Conference, "Measuring Up: Teaching Marketing Analytics," Society for Marketing Advances, West Palm Beach, FL, United States. (November 2018).

Zahay-Blatz, D. (Facilitator and presenter), Samii, L. (Presenter), Syrdal, H. A. (Presenter), Marketing Management Association Fall Educators' Conference, "Tools and Technologies for Teaching Digital Marketing IV: Focus on Analytics," Marketing Management Association, Kansas City, MO, United States. (September 2018).

Zahay-Blatz, D. (Facilitator and presenter), Parker, J. (Presenter), Syrdal, H. A. (Presenter), Marketing Management Association Fall Educators' Conference, "Tools and Technologies for Teaching Digital Marketing III," Marketing Management Association, Pittsburgh, PA, United States. (September 2017).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Syrdal, H. A., Vander Schee, B., VanMeter, R., & Woodroof, P. (Submitted / Under Review). The Pedagogy of Vulnerability and Marketing Education: Cultivating Self-expansion in a Time of Separation. *Journal of Marketing Education*. (April 11, 2021)

Myers, S., Sen, S., & Syrdal, H. A. (Submitted / Under Review). Social Religion: A Cross-platform Examination of the Impact of Christian Influencer Message Cues on Engagement. *Journal of Advertising*. (March 18, 2021)

Myers, S., Sen, S., Syrdal, H. A., & Woodroof, P. (Submitted / Under Review). All You Need is Love: An Examination of Social Media Engagement with Micro-Influencers. *Journal of Product and Brand Management*. (March 10, 2021)

b. Works "in progress":

Journal Articles:

Vander Schee, B., Syrdal, H. A., VanMeter, R., & Woodroof, P. (In Preparation; Not Yet Submitted). Courage, Relatedness, Competence, and Trust (CoReCT) model: Applying self-determination and self-expansion theories to foster an authentic pedagogical disposition. *Active Learning in Higher Education*.

Syrdal, H. A., Briggs, E., & VanMeter, R. (In Preparation; Not Yet Submitted). An Approach for Measuring Engagement with Social Media Content. *Journal of Marketing Theory and Practice*.

Syrdal, H. A., VanMeter, R., Howie, K., & Woodroof, P. (In Preparation; Not Yet Submitted). Authenticity: A "Real" Look at What It Means for Branded Social Media Content. *Journal of Interactive Marketing*.

Syrdal, H. A. (In Preparation; Not Yet Submitted). The Value of Digital Marketing Certifications. *Journal of Marketing Education*.

Syrdal, H. A., McDougal, E. R., & McDougal, A. K. (In Preparation; Not Yet Submitted). Using Twitter Analytics for Customized Engagement Analysis. *Journal of Marketing Education*.

c. Other Works Not in Print:

Panel Presentations:

Syrdal, H. A., Society for Marketing Advances Conference, "Teaching Students to Optimize Their LinkedIn Profiles," Society for Marketing Advances, Virtual. (November 2020).

Parker, J. M. (Presenter), Pollitte, W. (Presenter), Syrdal, H. A. (Presenter), Zahay-Blatz, D. (Facilitator and Presenter), Marketing Management Association Fall Educators' Conference, "Unleashing Creativity in Teaching Digital Marketing NOW," Marketing Management Association, Virtual. (October 2020).

Syrdal, H. A., Society for Marketing Advances Conference, "Using Facebook Ads Manager for Lessons on Targeting," Society for Marketing Advances, New Orleans, LA. (November 2019).

Clark, M. (Facilitator and presenter), VanMeter, R. (Presenter), Syrdal, H. A. (Presenter), Harvey, E. (Presenter), Society for Marketing Advances Conference, "Applying Millennials' Digital Skills to the Local Business Community," Society for Marketing Advances, Atlanta, GA, United States. (November 2016).

Clark, M. (Facilitator and presenter), VanMeter, R. (Presenter), Syrdal, H. A. (Presenter), Harvey, E. (Presenter), American Marketing Association Summer Conference, "Utilizing the Millennial Generation's Skills as Digital Natives for Social Media Marketing Education in the Business Community," American Marketing Association, Atlanta, GA, United States. (August 2016).

Panel Sessions:

Syrdal, H. A., Watson, A. (Assistant Professor), Academy of Marketing Science Annual Conference, "The University of Google? A discussion about the disruptive changes in digital marketing education and what marketing programs may look like in the not-so-distant future.," Academy of Marketing Science, Virtual. (June 2021).

Gravois, R., Syrdal, H. A., McDougal, E. R., Lopez, T., Bolin, S., Eastman, M., Raman, P., Association of Collegiate Marketing Educators Annual Conference, "Connecting in Disconnected Times: Strategies for Building Community and Connection in the Era of COVID-19," Virtual. (March 2021).

C. Scholarly / Creative Grants and Contracts:

3. Funded Internal Grants and Contracts:

Syrdal, Holly Atwood. The Value of Digital Marketing Certifications, McCoy College of Business, Texas State University, \$5,000.00. (Funded: October 10, 2019 - Present). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Syrdal, Holly Atwood. McCoy College Dean's Summer Research Stipend Program, Other, \$8,000.00. (Submitted: February 5, 2021). Grant.

Syrdal, Holly Atwood (Principal). Authenticity: A "Real" Look at What It Means for Branded Social Media Content, Research Enhancement Program (REP), Texas State University, \$8,000.00. (Submitted: 2019). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Business Advisory Council Research Award in the College of Business, The University of Southern Mississippi.
2018

Award / Honor Recipient: Best Paper in Social Media & Marketing Technology Track, Society for Marketing Advances.
2016

Fellowship Recipient: Academy of Marketing Science Doctoral Fellow.
2015

Award / Honor Recipient: Southeastern Louisiana University College of Business ASSET Award for Distinguished Research Presentation.
2008

E. Scholarly / Creative Professional Development Activities Attended:

Seminar, "Certifications: How to Add Relevance and Credibility to Your Digital or Social Marketing Courses," Stukent, Virtual. (February 11, 2021).

Workshop, "Qualitative Techniques for Social Media Research Workshop," Society for Marketing Advances, Virtual. (November 4, 2020).

"Scholarship & Teaching Excellence Program (STEP)," Texas State University, San Marcos, TX, United States. (September 2019 - May 2020).

Workshop, "PLS Structural Equation Modeling Workshop," Society for Marketing Advances, New Orleans, LA, United States. (November 6, 2019).

Workshop, "Tenure and Promotion to Associate Professor: Advice for Assistant Professors," Texas State University. (October 10, 2019).

Workshop, "Getting Started With SimplyAnalytics," Texas State University. (September 3, 2019).

Conference Attendance, "AMS Excellence in Marketing Education Professional Development Series 2," Teaching Digital Marketing. (2017).

"Google Analytics." (2017).

"HubSpot Inbound Marketing Certification." (2017).

Seminar, Cardiff University. (2015).

Conference Attendance, "University of Louisiana System Serves CAPSTONE Conference on Service-learning." (2010).

"The Dale Carnegie Course." (2002).

IV. SERVICE

A. Institutional

1. University:

Member, Americans with Disabilities Act Committee. (August 2018 - May 2019).

Faculty Advisor, Southeastern Louisiana University Collegiate Chapter of the American Marketing Association. (2010 - 2011).

2. College:

Member, McCoy College of Business Undergraduate Curriculum Committee. (January 2021 - May 2021).

Participant, McCoy College of Business - Commencement Ceremony. (December 14, 2019).

Guest Speaker, American Marketing Association. (October 23, 2019).

3. Department/School:

Member, M.S. in Marketing Research and Analysis Program Committee. (August 2019 - Present).

Assistant, Scholarship Committee. (February 25, 2020).

Participant, Alpha Mu Alpha Induction Ceremony. (November 12, 2019).

LinkedIn Development Committee. (2017 - May 2019).

Chair, Client Feedback Committee. (2017 - May 2019).

Library Liaison. (2016 - May 2019).

Member, Search Committee, Marketing Professor Position. (2018).

Member, Search Committee, Supply Chain Professor Position. (2018).

College of Business Merit Instrument Committee. (2010 - 2011).

College of Business AACSB Policy on Faculty Qualifications Committee. (2009 - 2010).

Department of Marketing and Supply Chain Management Assessment Committee. (2009 - 2010).

Department of Marketing and Supply Chain Management Merit Instrument Revision Committee. (2008 - 2009).

B. Professional:

Director of Academic Placement Services, Society for Marketing Advances. (November 2018 - Present).

Reviewer / Referee, Journal of Marketing Theory and Practice. (April 2021).

Session Chair, Society for Marketing Advances Conference, Virtual. (November 2020).

Reviewer / Referee, Journal of Marketing Theory & Practice. (September 2020).

Reviewer / Referee, Marketing Education Review. (September 2020).

Digital and Social Media Marketing Track Co-chair, Academy of Marketing Science Annual Conference. (August 2019 - May 2020).

Reviewer / Referee, Journal of Marketing Theory & Practice. (November 2019).

Reviewer / Referee, Marketing Education Review. (November 2019).

Speaker, Society for Marketing Advances Doctoral Consortium, New Orleans, LA, United States. (November 7, 2019).

Session Chair, Marketing Management Association Fall Educators' Conference, Santa Fe, NM, United States. (September 2019).

Reviewer / Referee, Association of Marketing Theory & Practice. (2018).

Reviewer / Referee, Academy of Marketing Science Annual Conference. (2017 - 2018).

Reviewer / Referee, Journal of Marketing Theory & Practice. (September 2018).

Reviewer / Referee, Association of Marketing Theory and Practice. (2017).

Reviewer / Referee, Association of Marketing Theory and Practice. (2016).

Reviewer / Referee, Journal of Marketing Education. (2016).

Reviewer / Referee, Society for Marketing Advances Conference. (2016).

Reviewer / Referee, Society for Marketing Advances Conference. (2015).

Adjudicator, American Marketing Association Case Competition. (2014).

Reviewer / Referee, Academy of Marketing Science World Marketing Congress. (2014).

C. Community:

Member, Dripping Springs High School Parent-Teacher-Student Association, Dripping Springs, TX. (August 2020 - Present).

Member, Dripping Springs Band Boosters, TX. (September 2019 - Present).

Member, Sycamore Springs Middle School Parent-Teacher Association, Austin, TX. (August 2019 - May 2020).

Member, South Mississippi Arts Association, Hattiesburg, MS. (2017 - 2019).

Member, Benedict Day School Parent-Teacher Association, Sumrall, MS. (August 2018 - May 2019).

Member, Oak Grove Middle School Parent-Teacher Organization, Hattiesburg, MS. (August 2017 - May 2018).

Member, Longleaf Elementary School Parent-Teacher Organization, Hattiesburg, MS. (August 2016 - May 2017).

Member, Bette Perot Elementary Parent-Teacher Association, Fort Worth, TX. (2011 - 2016).

Heritage HOA Crime and Safety Committee, Fort Worth, TX. (2014 - 2015).

Member, Heritage Land Use and Business Development Committee, Fort Worth, TX. (2014 - 2015).

Member, Bette Perot Elementary Campus Educational Improvement Committee, Fort Worth, TX. (2012 - 2015).

Board Member, Advisory Board of Epsilon Beta Chapter of Sigma Kappa Sorority at University of New Orleans, New Orleans, LA. (2008 - 2011).

Officer, Greater New Orleans Sigma Kappa Sorority Alumnae Chapter, New Orleans, LA. (2008 - 2011).

D. Organization Memberships:

Association for Collegiate Marketing Educators (ACME). (2020 - Present).

University of Texas at Arlington Alumni Association. (2016 - Present).

Society for Marketing Advances (SMA). (2014 - Present).

Marketing Management Association (MMA). (2013 - Present).

American Marketing Association. (2008 - Present).

Southeastern Louisiana University Alumni Association. (2006 - Present).

University of New Orleans Alumni Association. (2000 - Present).

Academy Marketing Science. (2015 - 2017).

Greater New Orleans Sigma Kappa Sorority Alumnae Chapter. (2000 - 2011).

E. Service Honors and Awards:

Award / Honor Recipient: Carla Buss Memorial Scholarship.
2015

Award / Honor Recipient: Enhanced Doctoral Teaching Assistantship.
2011 - 2015

G. Service Professional Development Activities Attended:

"University of Texas at Arlington Faculty Fellows Program for Service-learning." (2015).

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Ruth A. Taylor

Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	1981	University of North Texas	Marketing	
MED	1977	Texas Christian University	Home Economics	
BS	1975	University of Houston	Home Economics Teacher Education	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Honorary Professor of International Studies - Permanent Designation, College of International Studies	Texas State University	September 2016 - Present
Professor	Texas State University-San Marcos	1994 - Present
Fulbright Specialist, Textile Engineering	Univerisdad Nacional Mayor de San Marcos. Lima, Peru	November 3, 2017 - November 26, 2017
Honorary Professor, Textiles Engineering	Universidad Nacional Major de San Marcos. Lima, Peru	November 3, 2017 - November 26, 2017
Visiting University Professor	University de Lima (Peru). Lima, Peru	October 24, 2012 - October 28, 2012
Visiting International Professor, Textiles Engineering	Universidad Nacional Major de San Marcos. Lima, Peru	May 12, 2010 - May 15, 2010
Fulbright Specialist	Universidad Nacional Mayor de San Marcos, Lima Peru	July 4, 2008 - July 28, 2008

<i>Position</i>	<i>University</i>	<i>Dates</i>
Visiting International Professor	Universidad Nacional Mayor de San Marcos. Lima, Peru	July 2, 2006 - July 5, 2006
Fulbright Specialist	Universidad de Lima (Peru)	June 5, 2006 - July 2, 2006
Associate Professor	Texas State University-San Marcos	1990 - 1994
Adjunct Professor	St. Edwards University	1982 - 1991
Assistant Professor of Marketing, Department of Marketing	Texas State University. San Marcos, TX, United States	September 1, 1987 - 1990
Assistant Professor	Southwestern University	1982 - 1987
Assistant Professor of Family and Consumer Science, Department of Family and Consumer Science	Texas State University. San Marcos, TX, United States	September 1, 1981 - May 15, 1982
Graduate Teaching Fellowship	University of North Texas	1978 - 1981
Lecturer	Tarrant County Community College	1977 - 1978
Graduate Teaching Fellowship	Texas Christian University	1975 - 1977

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Honorary Professor International Business	College of Business, Universidad Nacional Mayor de San Marcos, Lima, Peru	June 2008 - Present
Faculty Externship	Headquarters, Caterpillar Company, Sequin, TX	September 14, 2017
Faculty Externship	Corporate Headquarters, Total Logistics Quality, Inc. (TLQ), Austin, TX	August 19, 2015

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Faculty Intern	International Division- Office Secretary of State, State of Texas, Austin, TX, United States	January 2002 - May 2002
Faculty Intern while on Faculty Development Leave	International Office, State of Texas Economic Development Commission	September 2001 - December 2001
Faculty Internship	Corporate Headquarters, J.C. Penney Company, Dallas, TX	May 15, 1989 - May 31, 1989
Faculty Internship	Highland Mall, J.C. Penney Company, Austin, TX	March 15, 1987 - May 30, 1987
Salesperson/Showroom Representative	Jacque Del Lamar/Apparel Mart, Dallas, TX	1978 - 1981
Faculty Internship	Administrative Offices - Northeast Mall, J.C. Penney Company, Fort Worth, TX	September 1977 - June 1978
Substitute Teacher	K-12, Fort Worth ISD, Fort Worth, TX	August 1975 - June 1976
Playground Director	Church School, Houston, Texas	1972 - 1975
Commerical Accounts Clerk	Security Pacific Bank, Los Angeles, Calif.	1969 - 1971
Administrative Assistant	Corporate Headquarters, Varo, In., Garland, TX	1967 - 1969
Credit Department Representative	Credit Department, Sears Inc., Los Angles, CA	August 1969 - November 1969
Accounting/Payroll Clerk	Accounting, Varo, Inc. Garland, Texas	1965 - 1967

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Sales Clerk	Pier I Imports, Dallas, TX	May 1963 - August 1963
Inventory Accounting	Texas Instruments	July 1960 - August 1963
Assembly line worker	Production, Texas Instruments, Dallas, TX	April 1960 - July 1960
Accounting Clerk	Accounting, Pollock Paper Company, Dallas, TX	August 1959 - December 1959
Food Service	Whil-a-Whip Restaurant, Red Oak, IA	May 1959 - August 1959
Food Service	Corner Cafe, Bedford, IA	September 1958 - May 1959
Food Service	Whil-a-Whip Restaurant, Red Oak, IA	May 1958 - August 1958
Delivered Newspapers	Circulation Dept. for Gravity, Iowa, Omaha World Herald, Omaha, NE	March 1953 - May 1957

E. Other Professional Credentials (licensure, certification, etc.)

Certified Global Business Professional International Trade Educator, North American Small Business International Educators (NASBITE). (August 2014 - Present).

NASBITE Certified Global Business Professional (CGBP) Credential, NASBITE International. (January 12, 2013 - Present).

Certificate of Training - STAT-USA, U.S. Department of Commerce - STAT-USA. (May 15, 2002 - Present).

Lifetime Secondary Teaching Certificate, University of Houston. (May 15, 1975 - Present).

Academia Latino Americana Escuela de Espanol. (2006).

Center for Multicultural and Language Training, Intensive Study of the Spanish Language, Universidad International. (2005).

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Nominee: Bedford Community School's Hall of Fame, Bedford Community School, Bedford, Iowa.
December 2017 - Present

Award / Honor Nominee: University Distinguished Professor Award, Texas State University.
December 2017 - Present

Award / Honor Recipient: Texas State University Alumni Teaching Award 2020, Texas State University Alumni Association.
August 15, 2020

Award / Honor Recipient: Fulbright Specialist Teaching Award, U.S. Department of State.
November 3, 2017 - November 26, 2017

Award / Honor Recipient: Life Time Member Award, Who's Who in America.
July 2017

Award / Honor Recipient: Recognition as a Faculty Member Who Contributed Significantly to the Success and Development of a Transfer Student During Their First Year on Campus, Director, Retention Management and Planning's Transfer Student Appreciation of Campus Support Program.
July 2016

Award / Honor Recipient: NASBITE Program Excellence Award, North American Small Business International Trade Educators.
April 2016

Award / Honor Recipient: Permanent Designation as Honorary Professor of International Studies, Texas State University.
April 2016

Award / Honor Recipient: Fulbright Specialist 5-year Specialist Roster Member, U.S. Department of State.
January 2016

Award / Honor Nominee: Presidential Award for Teaching Excellence, Texas State University.
January 2014

Award / Honor Recipient: 25 Points of Pride, Emmett & Miriam McCoy College of Business.
2013

Award / Honor Nominee: Professors Whom Made An Outstanding Commitment to Excellence in Teaching and Learning, Graduating Student Recognition of Campus Support Program.

November 2013

Award / Honor Recipient: Professors Whom Have Made An Outstanding Difference in the Academic Life of Students, Graduating Student Recognition of Campus Support Program.

August 2013

Award / Honor Recipient: Marketing Educator of the Year Award, Marketing Educator Association.

April 2013

Award / Honor Nominee: Presidential Excellence in Diversity Award, Texas State University.

January 2013

Award / Honor Recipient: Professors Whom Contributed Significantly to Students' Academic Success and Development, Graduating Student Recognition of Campus Support Program.

August 2012

Award / Honor Recipient: Two-time Fulbrighter, Academic Development & Assessment - International Office.

October 2011

Award / Honor Recipient: Congratulatory Letter, Texas State University Student Veteran Appreciation of Campus Support Programs.

July 2011

Award / Honor Recipient: Professors Who Contributed Significantly to Academic Success and Development of Students, Texas State University.

July 2011

Award / Honor Recipient: Professors Whom Veteran Students Felt Make a Positive Difference in Their Academic Life, Texas State University Student Veteran Appreciation of Campus Support Program.

July 2011

Award / Honor Recipient: Two Congratulatory Letters, Texas State University Graduating Student Recognition of Campus Support Program.

July 2011

Award / Honor Recipient: Nominated for 2010 Marketing Educator of the Year, Marketing Educators' Association.

2010

Award / Honor Recipient: International Faculty Recognition, International Office - Texas State University.

November 2010

Award / Honor Recipient: Honored Faculty Member, Chi Omega Sorority.

October 2010

Award / Honor Recipient: Honored Professor/Keynote Speaker, Phi Epsilon Omicron - Texas State University.

October 2010

Award / Honor Recipient: One of Six Top Outstanding Professors at Texas State, Pan-Hellenic Council, Texas State University.

October 2010

Award / Honor Recipient: Named "godmother" - Honor bestowed by masters students of 1st graduating class, Master in Textile Technology Program, Universidad Nacional Mayor de San Marcos (Lima, Peru).

July 2010

Award / Honor Recipient: Recommended Professor Award, Delta Gamma Sorority.

April 2010

Award / Honor Nominee: Marketing Educator of the Year Award, Marketing Educators' Association.

December 2009

Award / Honor Recipient: Gold Medal of Honor - Honorary International Professor, Universidad Nacional Mayor de San Marcos.

2008

Award / Honor Recipient: Runner Up Award for the Presidential Award for Teaching Excellence, McCoy College of Business Administration.

2007

Award / Honor Recipient: Runner Up Award for the Presidential Award for Teaching Excellence, McCoy College of Business Administration.

2006

Award / Honor Recipient: Fulbright Senior Specialist Award, Universidad de Lima - Lima, Peru.

June 1, 2006 - June 30, 2006

Award / Honor Recipient: National Program Excellence Award, North American Small Business International Trade Educators Association.

2005

Award / Honor Recipient: Outstanding Leadership Award, Delta Gamma Women.

December 2004

Award / Honor Recipient: Leading Educators of the World, Leading Educators of the World Organization.

2004

Award / Honor Nominee: Marketing Educator of Year Award, Marketing Educators' Association.

2004

Award / Honor Recipient: Marquis' Who's Who in American Education, Marquis' Who's Who Organization.

2004

Award / Honor Recipient: Marquis' Who's Who in the World, Marquis Who's Who Organization.

2004

Award / Honor Recipient: Professor of the Month Award, National Panhellenic Council.
April 2004

Award / Honor Recipient: Outstanding Professional, America's Registry of Outstanding Professionals.

2003

Award / Honor Nominee: Piper Teaching Award, Texas State University.

2002

Award / Honor Recipient: Marquis' Who's Who of American Women, Marquis' Who's Who Organization.

1999

Award / Honor Nominee: Leavy Freedom Foundation Teaching Award, Leavy Freedom Foundation.

December 1992

December 1991

Award / Honor Recipient: Marquis' Who's Who in America, Marquis' Who's Who in American Organization.

1990

Award / Honor Recipient: Marquis' Who's Who in Business Higher Education, Marquis' Who's Who Organization.

1989

Award / Honor Recipient: Department of Research Award, Department of Management and Marketing Texas State University.

1988

Award / Honor Recipient: Marquis' Who's Who in American Colleges and Universities,
Marquis' Who's Who Organization.
1986

Fellowship Recipient: Graduate Teaching Fellowship, North Texas State University -
Department of Marketing.
1978 - 1981

Fellowship Recipient: Masters Graduate Teaching Fellowship in Textiles Laboratory,
School of Home Economics and Interior Design.
August 1975 - May 1977

B. Courses Taught:

Texas State University:

MKT 3343 - PRIN OF MARKETING

MKT 3355 - RETAILING

MKT 3357 - SALE&SALE MGT

MKT 3377 - INTERNATIONAL MARKET

MKT 4310 - INTL MARKETING

Southwestern University:

Marketing Research

Principles of Marketing

Promotions

Study Abroad - China, Japan and Hong Kong

Southwestern University :

Preparatory Course for Study Abroad - China, Japan and Hong Kong

St. Edward's University :

Marketing - Graduate Course

Universidad Nacional Major de San Marcos (Lima, Peru):

One Week Intensive Seminar Course Course - Marketing Cultural Weavers and
their Works - As part of my Fulbright Specialist Project

Universidad de Lima - Lima, Peru:

Effectively Teaching International Marketing

Universidad de Lima - Lima, Peru:

Analyzing Foreign Markets Using USDOC International Resources

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Member, Applied Research Project, Status: Completed. (January 2006 - July 4, 2006).
Other (Outside Texas State University - San Marcos), Universidad Nacional Major de
San Marcos, Lima, Peru.
Student(s): Rudy Becerra, Ph.D. Business Administration.

Member, Dissertation, "Change in Accounting Methods for Custom Businesses in Peru",
Status: Completed. (December 15, 2005 - July 4, 2006). College of Business,
Universidad Nacional Major de San Marcos, Lima, Peru.
Student(s): Rudy Becerra, Doctoral, Ph.D./Ph.D.

Supervisor / Chair, Master's Thesis, Status: Completed. (January 1, 1999 - May 15,
1999). Texas State University.
Student(s):

D. Courses Prepared and Curriculum Development:

EM/FM-CAP experience: 2005.

Student Study in America - Washington, D. C., Texas State University. Taught: May
2006.

Business Internship, Curriculum Development, Texas State University. Taught:
September 1989.

MKT 3343, Developed new class handout for MKT 3343 related to students' building of
personal and professional attributes, Texas State University. Taught: January 2019 -
Present.

MKT 3343, Developed student learning material in MKT 3343, Texas State University.
Taught: January 2019 - Present.

International Marketing course into a preparation course preparing students with material
found on the NASBITE Global Business Professional Certification Examination, First
Time Course Preparation: 2013.

MkT 4310 International Marketing, First Time Course Preparation, Texas State
University: August 2021 - January 2021.

Global Vision/Team Texas Student Study/Travel Reverse Trade Mission to Canada, New Course: 2002.

International Marketing, New Course, Texas State University. Approved: September 1989 - 1992.

Correspondence Course - Retail Management, New Course, Texas State University. Taught: August 1990.

Correspondence Course - Principles of Marketing MKT 3343, New Course, Texas State University. Taught: 1988.

Sales Management, New Course, Texas State University. Taught: May 2005.

MKT 3343, Revise Existing Course. Taught: December 2017 - Present.

MKT 3343 Principles of Marketing, Revise Existing Course. Taught: January 2017 - Present.

MKT 3343, Revise Existing Course, Texas State University. Approved: August 2018 - December 2018.

MKT 3343 Principles of Marketing - Common Final, Revise Existing Course, Texas State University. Taught: September 2003 - Present.

MKT 4310 International Marketing, Revise Existing Course, Texas State University. Taught: September 2014.

MKT 4310 International Marketing, Revise Existing Course, Texas State University. Taught: 2007.

MKT 3343, Revise Existing Course, Texas State University. Taught: January 2019 - Present.

Principles of Marketing (MKT 3343), Revise Existing Course, Texas State University. Taught: January 2016 - Present.

MKT 4310 International Marketing, Revise Existing Course, Texas State University. Taught: 1981 - 2012.

10-day International Youth Forum - Canada, Study Abroad, Texas State University. Taught: 2006.

Student Trade Mission to Canada, Study Abroad, Texas State University. Taught: May 2006.

China, Japan & Hong Kong, Study Abroad, Southwestern University. Taught: June 1987.

E. Teaching Grants and Contracts

1. Funded External Teaching Grants and Contracts:

Taylor, Ruth A. Fulbright Specialist Teaching Award - Peru, U.S. Department of State - Fulbright Program, Federal. (Funded: November 3, 2017 - November 26, 2017). Grant.

Taylor, Ruth A. Campus-wide Subscription to STAT-USA/Internet & USA Trade Online, U.S. Department of Commerce - STAT-USA. (Funded: 2001 - 2005). Grant.

Taylor, Ruth A. Infocus Equipment Grant, Infocus, Inc., Private / Foundation / Corporate, \$1,000.00. (Funded: October 2001). Grant.

Taylor, Ruth A. International Trade Experience for Southwest Texas State Students, Motorola, Inc., \$5,000.00. (Funded: 2000). Grant.

2. Submitted, but not Funded, External Teaching Grants and Contracts:

Taylor, Ruth A. 14-day Fulbright Specialist Grant - Burkina Faso, U.S. Department of State - Fulbright Specialist Program 2014, Federal. (Submitted: June 14, 2014). Contract.

Taylor, Ruth A. Fulbright Specialist Project - Philippines - 2014, U. S. Department of State - Fulbright Specialist Grant, Federal. (Submitted: June 14, 2014). Grant.

Taylor, Ruth A. Enhancing Research Productivity by Using US Department of Commerce Trade Databases in the International Marketing Course - 2002, Merrick Foundation, Texas State University. (Submitted: 2002). Grant.

Taylor, Ruth A. TIME: Texas International Marketing Education - 1993, U.S. Department of Education. (Submitted: 1993). Grant.

Taylor, Ruth A. An Aid for Assisting Student Understanding of the Financial Aspects of Retail Management - 1990, Merrick Foundation, Private / Foundation / Corporate. (Submitted: 1990). Grant.

Taylor, Ruth A. Teaching of Critical Thinking - 1989, Merrick Foundation, Private / Foundation / Corporate. (Submitted: 1989). Grant.

3. Funded Internal Teaching Grants and Contracts:

Taylor, Ruth A. Grant for International-Related Research, Office of the Provost, Other, \$400.00. (Funded: September 2016). Grant.

Taylor, Ruth A. Grant to support attendance and paper presentation at ICERI, Other, \$1,000.00. (Funded: September 2016). Grant.

Taylor, Ruth A. Grant to support attendance and paper presentation at ICERI, Other, \$1,890.00. (Funded: September 2016). Grant.

Taylor, Ruth A. Study of Business Models of Sami Band Weavers in Sweden and to attend the VÄV 2014 Swedish Weaving Council's triennial weaving conference. (Funded: September 2014). Grant.

Taylor, Ruth A. (Funded: 2004 - 2005). Grant.

Taylor, Ruth A. Southwest Texas State University – Faculty Development Leave Grant. (Funded: 2001). Grant.

Taylor, Ruth A. An International Trade Experience for SWT Students. (Funded: 2000). Grant.

Taylor, Ruth A. Team Texas Pilot Project – An International Trade Experience for SWT Students, \$1,000.00. (Funded: 1999). Grant.

Taylor, Ruth A. Faculty Advancement/Liberal Arts. (Funded: 1994). Grant.

Taylor, Ruth A. Faculty Advancement Center/Liberal Arts Grant to attend 2-week multi-media workshop, \$1,500.00. (Funded: 1994). Grant.

Taylor, Ruth A. Global Vision/Junior Team Canada, \$11,000.00. (Funded: 1994). Grant.

Taylor, Ruth A. Scholarly Activity: A Model for Evaluating Faculty Productivity, SWT College of Business Grant, \$1,000.00. (Funded: 1990 - 1992). Grant.

Taylor, Ruth A. Incorporating Multimedia into the School of Business Curriculum, Merrick Foundation, \$1,500.00. (Funded: 1989). Grant.

4. Submitted, but not Funded, Internal Teaching Grants and Contracts:

Taylor, Ruth A. McCoy Faculty Development Project grant proposal. (Funded: September 2014). Grant.

Taylor, Ruth A. SWT Business Research Grant. (Funded: 2000). Grant.

Taylor, Ruth A. SWT College of Business Research Grant. (Funded: 1993). Grant.

F. Other:

Counseled individual students on careers/personal marketing plan/need for commercial awareness in competitive job markets, During office hours, Texas State University. San Marcos, TX. (2016 - Present).

Field Trip, Directed a 7-day field trip to the U.S. Department of Commerce - Washington, D.C., Texas State University and U.S. Department of Commerce. Washington, DC, United States. 7. (May 2005).

Guest Lecture, Taught an one week-intensive course in 'Marketing Cultural Weavers and Their Works', Fulbright Specialist Program/Universidad Nacional Mayor de San Marcos. Lima, Peru. (November 13, 2017 - November 18, 2017).

Guest Lecture, Taught 'Marketing Guatemalan Cultural Weavers and Their Works' at monthly meeting, Fort Worth Weavers Guild. Fort Worth, TX. (October 28, 2017).

Guest Lecture, Taught Marketing of Guatemalan Cultural Weavers and Thier Works at Monthly Meeting, Weavers and Spinners Society of Austin. Austin, TX. (September 17, 2017).

Student Reverse Trade Mission, Created Reverse Trade Mission between Canadian Students and Texas State University Students, Young Parliamentarians - Canada. San Marcos, TX, United States. 12. (April 15, 2002 - April 19, 2002).

Study Abroad, Study Abroad: China, Japan and Hong Kong, Southwestern University. Georgetown, TX. 15. (June 1, 1986 - June 27, 1986).

Wrote Student Employment Recommendation Letters, as requested. (September 1987 - Present).

Wrote Student Scholarship Recommendation Letters, as requested, Texas State University. (September 1987 - Present).

G. Teaching Professional Development Activities Attended

Self-Study Program, "Windows 10 in Easy Steps," Easy Steps Publishing, Austin, TX, United States. (July 2019 - Present).

Tutorial, "Documenting the Impact of COVID-19 on Faculty Performance," Texas State Faculty Development Center. (January 14, 2021).

Tutorial, "Assessment Strategies That Support First Generation Student Success," Texas State University Faculty Development Center. (January 13, 2021).

Tutorial, "Designing Open Book/Open Note Multiple Choice Exams," Texas State Faculty Development Center. (January 12, 2021).

Tutorial, "HB3834 Cybersecurity Training," Texas State Information Security Office. (October 1, 2020).

Tutorial, "Classroom Civility and Compliance During COVID-19 (Difficult Classroom Conversations Series)," Texas State Faculty Development Center. (August 27, 2020).

Tutorial, "Engaging, not Enraging: Strategies for Mindfully Approaching Tense Situations in the Classroom (Difficult Conversations Series)," Texas State Faculty Development Center. (August 26, 2020).

Tutorial, "Microsoft Teams," Texas State IT Assistance Center (ITAC). (August 18, 2020).

Tutorial, "Using Turnitin through Canvas," Texas State IT Assistance Center (ITAC). (July 29, 2020).

Tutorial, "Camp Canvas: Canvas Essentials," Texas State IT Assistance Center (ITAC). (May 19, 2020).

Tutorial, "Quality Matters: Designing Your Online Course (Virtual) (DYOC)," Quality Matters (QM) and Texas State IT Assistance Center (ITAC). (May 19, 2020).

Tutorial, "Their Cheating Hearts: Tips for Maintaining Academic Integrity While Teaching Remotely," Texas State Faculty Development Center. (April 8, 2020).

Tutorial, "Zoom for Faculty and Staff," Texas State IT Assistance Center (ITAC) Zoom for Faculty and Staff. (April 8, 2020).

Conference Attendance, "Through the Glass Ceiling: Women and Leadership," Academy of Business Research, San Antonio, TX, United States. (November 2019 - November 1, 2019).

Workshop, "MMIW (Missing and Murdered Indian Women)," Texas Christian University Office of Diversity, Fort Worth, United States. (October 7, 2019).

Professor one-day visit, "McSpadden Dulcimer Factory," McSpadden, Mountain View, AK, United States. (August 11, 2018).

Workshop, "Training on Operation of Consew 226R Industrial Sewing Machine," Bruce Upholstery, Granbuy, TX, United States. (July 2016).

Workshop, "EEO and Title IX On-Line Courses," Texas State University, San Marcos, TX, United States. (2015).

Workshop, "Multicultural Institute Course Revision Grant," Texas State University, San Marcos, TX. (2006).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

b. Textbooks:

Refereed:

Taylor, R. A. (Accepted / In Press). *Principles of Marketing*. DAME Publications.

d. Chapters in Books:

Refereed:

Taylor, R. (1989). Do Retail Buyers Short Circuit Profit-Making Items in the Apparel Industry. In M. R. Solomon (Ed.). New York University – Institute of Retail Management.

Non-refereed:

Taylor, R. (1985). Do Retailers Short-Circuit Profit-Making Items in the Apparel Industry? In M. R. Solomon (Ed.) (pp. 143–153). *Psychology of Fashion*.

e. Creative Books:

Taylor, R. A. (Accepted / In Press). *TextMaps Study Guide: Principles of Marketing, by Hise, Gresham*. DAME Publishing.

Taylor, R. A. (2000). *TextMaps Study Guide: Marketing, 7th ed. by Berkowitz, Kerin, Hartley and Rudelius*. Irwin Custom Publishing.

Taylor, R. A. (1998). *TextMaps Study Guide: Marketing, 6th ed. by Berkowitz, Kerin, Hartley and Rudelius, 6th ed.* Irwin.

Taylor, R. A. (1996). *TextMaps Study Guide, Economics, 1996 ed., Macroeconomics (Ch 1-4) by Byrns and Stone*. DAME Custom Publishing.

Taylor, R. A. (1996). *TextMaps Study Guide, Economics, 1996 ed., Microeconomics (Ch 20-27) by Byrns and Stone*. DAME Custom Publishing.

Taylor, R. A. (1996). *TextMaps Study Guide: Marketing, 5th ed. by Berkowitz, Kerin, Hartley and Rudelius*. Irwin Custom Publishing.

Taylor, R. A. (1995). *TextMaps Study Guide: Consumer Behavior, 6th ed, Hawkins, Best & Coney*. Irwin Custom Publishing.

Taylor, R. A. (1995). *TextMaps Study Guide: Retail Management, 1995 ed. by Berman and Evans*. Simon & Schuster.

Taylor, R. A. (1995). *TextMaps: Human Resource Management, 1995 ed., by Megginson, Franklin and Byrd*. DAME Publication.

Taylor, R. A. (1994). *Textmaps Study Guide: Marketing, 4th ed. by Berkowitz, Kerin, Hartley and Rudelius*. Irwin Custom Publishing.

2. Articles:

a. Refereed Journal Articles:

Taylor, R. A. (2020). Reframing Delivery of Principles of Marketing: Moving Bored Students to Board Room Employer-Needed Kick Ass Skilled Grads. *Academy of Business Research Journal*, 11. Published.

Taylor, R. A. (2017). Advancing International Marketing Education: Emerging and Frontier Country Analysis Project Model. *Academy of Business Research Journal*, IV. Published.

Taylor, R. A. (2016). Learning Modules: Preparing Work-Ready Marketing Grads (as Emerging and Frontier Market Expats). *Journal of Marketing Development and Competitiveness*, 10(3).

Taylor, R., & Brodowsky, G. (2012). Integrating Cross-Cultural Marketing Research Training in International Business Education Programs: It's Time, and Here's Why and How. *Journal of Teaching International Business*, 23(2), 145–172.

Taylor, R. (2011). Is the Job Market Tight for Your Grads? Beyond the ABCs of Job Search: "Suit'em up, Inside and Out, and "Brand" Them. *Advances in Business Research*, Fall 2011(2).

Taylor, R., & Laird-McGee, T. (2010). "Virtual Community Management and Measurement for Goal-Centric Outcomes (social representation research and other metrics). *Advances in Business Research Journal*, 1(1), 210–223.

Taylor, R., Becerra, R., Stuart, P., & Case, S. (2009). Securitization of brand names: Basic Concepts and its use in practice, *Special Edition*, 62–83.

Taylor, R. A. (2008). IP Securitization: Brand Strategy Meets Wall Street's Bond Market. *Journal of Marketing/Emory University Conference January 2009*. Published.

Taylor, R. A., & Brodowsky, G. (2008). Is that your final answer? Improving and Moving Beyond Standard Multiple Choice Marketing Questions. *Journal of Academy of Business Education*, 9, 1–16.

Taylor, R. (2006). An Experiential Model for Teaching Intercultural Competencies: Integrating Federal Information Resources into Marketing Courses. *Journal for Advancement of Marketing Education*, 8. Published.

Taylor, R. (2006). Multi-State International Catalog Exhibitions: A South America Experience. *Competitiveness Review*, 16(1), 83–91.

- Taylor, R. (2005). Pursuing the Global Economy: Assistance for Small Businesses. *Small Business - An Introduction*. Published.
- Taylor, R., & Williams, F. B. (2004). Cross –Border Harvesting Of Foreign Market Intelligence: Federal Websites With Enhanced Investigation Functionalities. *Journal of Contemporary Business Issues*, 12(1), 42–49.
- Taylor, R. (2004). Pursuing the Global Economy: Assistance for Small Business. *Competitiveness Review*, 14(1 & 2), 82–89.
- Taylor, R. A. (2003). Successful Exporting by the Small Business Firm: Keys for Strategic Decision-Making. *U.S. Department of Commerce Websites (several of Them)*. Published.
- Taylor, R. (2001). Small- and Medium-Size Businesses in Pursuit of the Global Economy: Solo? Internet? Low-Cost Assistance? Trade Mission? *Journal of Global Competitiveness*, 2001, 395–407.
- Mintz, S., Moffeit, K., & Taylor, R. (1996). Ethical Obligations of CPAs in Advertising and Solicitation: Public Interest Considerations. *Research in Accounting Ethics*. Published.
- Taylor, R. (1995). McCarthy’s 4 Ps: Timeworn or Time-tested? *Journal of Marketing Theory and Practice*, 3(3), 1–9.
- Taylor, R. (1994). Marketing Professional Services: Make Yellow Page Advertisements Good Surrogates of Experience. *Journal of Professional Services Marketing*, 10(2).
- Taylor, R. (1994). When Customers (or Clients) are Marketplace Illiterate. *Journal of Professional Services Marketing*, 3(1), 44–47.
- Taylor, R., Montondon, L., & Moffeit, K. (1993). Ethics Among Business Students. *Central Business Review*, XII(1), 10–13.
- Taylor, R. (1993). On Teaching Marketing Competitiveness. *Competitiveness Review*, 3(1), 44–47.
- Taylor, R., & Ross, J. (1992). Business Students Use of Research Data Bases: Implications for Educators. *Marketing Education Review*, 2, 34–38.
- Hunnicut, G., Taylor, R., & Keeffe, M. (1991). An Exploratory Examination of Faculty Evaluation and Merit Compensation Systems in Texas Colleges and Universities. *CUPA*, 42(1).
- Taylor, R., Hunnicutt, G., & Keeffe, M. (1991). Merit Pay in Academia: Historical Perspectives and Contemporary Perceptions. *Review of Public Personnel Administration*, 11(3).

Taylor, R., & Moffeit, K. (1991). The Professionalization of Advertising and Direct Solicitation. *The CPA Woman*. Published.

Taylor, R. (1990). Retail Education: A Three Decade Comparison with Audit Guidelines. *Journal of Midwest Marketing, March*, 58–62.

Taylor, R. (1990). The Marketing Portfolio – On Advising Students for Job Interview. *Journal of Midwest Marketing, Summer*(58-62).

Taylor, R. (1989). A Pedagogical Approach: Bringing Current Events and Realism into the Retail Classroom. *Journal of Marketing Education, Summer*, 58–63.

Taylor, R., & Eure, J. (1989). Preparing Students for Retail Careers: Whose Responsibility? *Journal of Midwest Marketing, Spring*, 159–163.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Taylor, R. A. (2021). M-C Exam/True-Falsing™, TextMapping™, and TextCoding™ Of Significance Across Academic and Professional Credentialing Exam Disciplines, and Across Population Strata Members: First- or Continuing-Gen First Peoples, New Americans or In-America Without Documentation.

Taylor, R. A. (2020). First-Generation College Students (FGCSs): Use of TextMaps™ /True-False Learning Method to Enhance College Readiness & Academic Competence to “Shoot for your Academic Moon.” (Developed by a FGCS for FGCSs ... and Others).

Taylor, R. A. (Accepted / In Press). Fulfilling multicultural marketing curricula goals with world discrimination, disparity, oppression and marginalization realism across eight cultures of indigenous hand weavers as small-scale entrepreneurial makers/marketers. Marketing Educators’ Association Conference.

Taylor, R. A. (Accepted / In Press). Flawed multiple-choice final exam items cause skewed assurances of learning: Simple statistical audits provide principles of marketing educators & their departments continuous improvement guidelines.

Taylor, R. A. (2020). Effectively Teaching Authentic Multicultural Marketing Courses: Understanding Goals, Discrimination and Disparities, and What Those with Urge to Make Can Learn from Indigenous Weaving Makers as Entrepreneurial Marketers (An Eight-Culture Study).

- Taylor, R. A. (2018). Former and Current “Forgotten” Physical Environment and Disaster Management Concepts (Support for These in Environmental Scans, Strategic Marketing Plans, and Marketing Texts).
- Taylor, R. A. (2017). Do Marketing Grads Have Contribution-Ready Employability? The Commercial Awareness Imperative Taught Via Principles of Marketing.
- Taylor, R. A. (2016). Emerging and Frontier Markets Seek Expatriates with Specialized Training: A Set of Training Modules. NASBITE Conference Proceedings April 2016.
- Taylor, R. A. (2016). Intensifying Global Concern: Legality of Graded Attendance Policies.
- Taylor, R. A. (2016). Advancing Marketing Education: Emerging and Frontier Country Analysis Project Model (abstract only).
- Taylor, R. A. (2016). Emerging- and Frontier-Market Expatriate Talent Shortage: The Importance of Providing Today’s Marketing Students Proper Education. Denver, Colorado.
- Taylor, R. A. (2016). International Marketing: Training Students as Transnational Expatriates by Emphasizing Developing Market Countries of Study. Denver, Colorado, USA: Marketing Educator’s Association Annual International Conference Proceedings,.
- Taylor, R. A. (2016). Emerging Market Recruiting Boom: Educating Students as Future Emerging Market Expatriates.
- Taylor, R. A. (2015). Adapting Expatriate-Oriented Cross-Cultural Training To Needed Subcultural Training For Domestically-Mobilized Constituents (September 2015). Management Marketing Association Conference Proceedings.
- Taylor, R. A. (2015). Emerging Market Recruiting Boom: Educating All Students as Future EM Expatriates (Vol. September 2015). Marketing Management Association Conference Proceedings.
- Taylor, R. A., & Jillipalli, R. (2015). Challenges in the Teaching of Marketing - Metacognitive Thought Sought Class Attendance Policies: Best Practices/Student Challenges/Administrative Overrides.
- Taylor, R., & Jillapalli, R. (2015). Challenges in the Teaching of Marketing: Metacognitive Thought Sought in Class Attendance Policies. Marketing Educators’ Association 2015 Annual Conference Proceedings.
- Taylor, R. (2014). Marketing Handwoven Textile Exhibitions and Creating Related Publicity: What Audiences Want to See and Know, and Why? (With

Implications for Exhibit Marketers and Marketing Educators) (April, p. 4).
USA: Marketing Educators Association.

Taylor, R. A. (2013). Teaching CGBP Credentials in Peru, Dramatizing the Learning Process.

Taylor, R. (2013). A Cross-Culture, Drama-Embedded Prep Course: Learning To Earn The NASBITE Certified Global Business Professional (CGBP) Credential. Portland, Oregon,, USA: 2013 Marketing Educators Association International Conference Proceedings.

Taylor, R. (2012). Help Students Improve on Academic and Professional Exams: The True-False Method of Taking a Multiple-Choice Exam (2012th ed., Vol. April, p. CD). Long Beach, California, USA: Marketing Educators' Association Conference.

Taylor, R. A. (2011). Is the Job Market Tight for Your Grads? Beyond the ABCs of Job Search: Suit'em up" Inside and Out, and "Brand" Them (Abstract only).

Taylor, R. A. (2011). Unraveling and Demystifying Qualitative-Based Theories Applicable to Study of "Community" (White Paper on Social Representation Theory: Grounded Theory , and Consumer Culture Theory). Marketing Education Association.

Taylor, R. (2011). A Meta-Analysis Demystifying Marketing- & Virtual Community-Centric Qualitative Research: White Papers on Social Representation Theory; Grounded Theory; and Consumer Culture Theory (p. 10). San Diego, California, USA: Proceedings, Marketing Educators' Association.

Taylor, R. (2010). Social Representation Research: Uses, Importance & Relationship to Netnography and Marketing Communities. Seattle, Washington: 2010 Marketing Educators' Conference.

Taylor, R., & Brodowsky, G. B. (2010). International Marketing Research: Too Big and Too Important to Fit into a Single Chapter (April 2009). Seattle, Washington, USA: Proceedings 2010 Marketing Educators' Conference.

Taylor, R., & Becerra, R. (2009). Status of Undergraduate Brand Management Education: Closing the Gap between Marketing Classrooms and Corporate Boardrooms. Marketing Educators' Association, USA: 2009 Proceedings Marketing Educators' Association Conference.

Brodowsky, G., & Taylor, R. (2008). Moving Beyond Traditional Multiple-Choice Questions.

- Taylor, R. (2007). Cross-Border Market Entry: A Twelve-Step Analyses Schema Useful in Educating Present and Future SME Managers. San Antonio, Texas, USA: 2007 Proceedings, Marketing Educators' Association Conference.
- Taylor, R. (2006). Fulbright Opportunities for Faculty.
- Taylor, R. (2005). Measuring International Sales in Services (Educator Overview of World Concern and International Standardization Efforts) (1st ed., Vol. 16, pp. 153–155). Dallas, Texas: Academy of International Business – Southwest Chapter.
- Taylor, R. (2005). The New Mandatory QSS for Service Providers – Evolutionary Need for Change in Measuring International Sales in Services (Marketing Educators' Grass-Roots Briefing). Dallas, Texas: Association of Collegiate Marketing Educators.
- Taylor, R. (2005). The Value of Learning to Use Federal International Resources: A Graduate's Job Perspective. Dallas, Texas: Association of Collegiate Marketing Educators Conference.
- Taylor, R., Alvarez, C. C., Baker, K. C., Aguilar, C., M., Griffin, S. L., Hurley, E. M., & O'Connor, S. P. (2005). Understanding and Using Federal Technology/Information Resources in the Marketing Classroom (An Educators' Overview). Dallas, Texas: Association of Collegiate Marketing Educators.
- Taylor, R., & Baker, K. C. (2005). Using Federal International Information Enhanced Marketing Courses in the Real World,. Dallas, Texas: Association of Collegiate Marketing Educators.
- Taylor, R. A. (2004). Enhance Trade and Trade Effectiveness with Free and Low-Cost Federal International Research Reports, Trade Leads and Trade Statistics (2004th ed.). North American Small Business Trade Educators.
- Taylor, R. A. (2004). Using Federal International Resources to Enhance Marketing Courses: Stat-USA Internet.
- Taylor, R. A. (2003). STAT-USA/Internet and USA Trade Online: Best Kept Secrets Relative to Principles of Marketing and International Marketing Education (Vol. March). Association of Collegiate Marketing Educators.
- Taylor, R. A. (2003). Integrating Federal Government Information Sources into the International Business Curriculum (Vol. April). North American Small Business Trade Educators.
- Taylor, R. A. (2002). Instructional Methods: Managing the Stress and Difficulty of Change. American Marketing Association - Winter Conference.
- Taylor, R. A. (2001). Globalization Without Traveling the Globe.

- Taylor, R. A. (2001). Globalization: A Requisite for Today's Business Managers. Association of Business Research.
- Taylor, R. A. (2001). Small- and Medium-Size Businesses in Pursuit of Global Economy: Solo? Internet? Low-Assistance? Trade Mission?
- Taylor, R. A. (2000). American Expatriate Managers in the New Millennium: Exploring Business Need and Student Desire.
- Taylor, R. A. (2000). Supply and Demand for American Expatriate Managers.
- Taylor, R. A. (1999). Socially-Responsible IBE Versus TBC Business Education: Implications for Y2K Business Educators.
- Taylor, R. A. (1998). Socially-Responsible Business Education: Implications for Year 2000 and Beyond: Implication for Marketing Educators, Accounting Educators, and Other Business Educators.
- Hunnicut, G. (1995). The Survival of Academic Journals in Light of Current Budgetary Crunches: Are Scholarly Print Journals Endangered.
- Taylor, R. A., & Eure, J. (1993). Assessing Marketing Journal Quality: Going Beyond "Reputation." Southwestern Marketing Association.
- Taylor, R. A., Montondon, L., & Moffeit, K. (1993). Consistency Between Personal and Professional Ethics of Future Business Managers.
- Taylor, R. A., Moffeit, K., & Mintz, S. (1993). Ethical Responsibilities of CPA's in Advertising and Solicitation. American Accounting Association - Western Region.
- Taylor, R. A. (1993). The 4Ps Chapter in the History and Future of Marketing.
- Taylor, R. A., & Middlebrook. (1992). On Increasing MBA Course Satisfaction: Enhancing Knowledge Development in Marketing.
- Taylor, R. A. (1992). On Measuring Service Strategies of Service Businesses.
- Taylor, R. A. (1992). Classroom/Community Interface: Student Research Impact Community.
- Taylor, R. A. (1992). On Teaching Sales: A WMEA Conference Idea Expanded.
- Taylor, R. A. (1991). A Framework for Teaching Sales in a General Marketing Curriculum.
- Taylor, R. A. (1991). Legal Developments in Marketing - Topical Areas Accounting for Most Conflict Over Past Five Years (1984-mid-1989).

Taylor, R. A., & Eure, J. (1989). Retail Research Audit: Areas of Emphasis and Neglect.

Taylor, R. A. (1989). The Relative Importance of Periodical Literature to Retail Text Publication.

Taylor, R. A., & Eure, J. (1989). Exploratory Study: Business Students' Preferences for Retailing Careers.

Taylor, R. A. (1989). Supermarkets' Drive for Advertising Efficiency May Inhibit Advertising Effectiveness.

Taylor, R. A. (1988). Developing and Using Teaching Standards to Ensure Value-Added Marketing Graduates.

Taylor, R. A. (1988). Pilot Study: Marketing Curriculum Skewed Nationwide?

Taylor, R. A. (1988). Evolution and Convolution in Marketing Curricula - The Next 25 Years as Foreseen by Marketing Educator Panelists.

Taylor, R. A. (1987). Marketing Education "1962-2002": How far have we come - Where are we going?

Taylor, R. A. (1986). The Multiple Uses of the McIntosh Computer in the Liberal Arts Classroom.

Taylor, R. A. (1983). Evaluating Retail Buyers Effectiveness as a Prescreening Agent: A Need for Research.

Taylor, R. A. (1977). Selected Aspects of Care Labeling for Piece Goods.

b. Non-refereed:

Taylor, R. (2013). Domestic and International Student Receptivity: Creative Dramatization Aids Student Learning of Domains and Concepts Aligned With NASBITE Certified Global Business Professional (CGBP) Credentialing Exam (April 2013). Albuquerque, New Mexico,, USA: NASBITE International Conference,.

Taylor, R. (2005). Internships and Career Opportunities with USDOC Foreign Commercial Service. North American Small Business International Trade Educators' Conference (NASBITE).

4. Abstracts:

Taylor, R. A. (2019). The art of service blueprinting when consumer decision process is highly complex (A hearing impaired person's documentary based on the consumer decision process) - Abstract. Published.

Taylor, R. A. (2019). Reframing principles of marketing: From bored students to employer-needed kick-ass skilled grads. Published.

Taylor, R. A. (1985). Do Retailers Short Circuit Profit-Making Items in the Apparel Industry? Published.

5. Reports:

Taylor, R. (1979). *Fiber Content of Care Labels for Textile Wearing Apparel* (Vol. April). Proceedings of the 2nd Federal Trade Commission Hearing on Care Labeling of Textile Wearing Apparel - Washington, D.C.

Taylor, R. A. (1977). *Care Labeling of Textile Products*. Proceedings of the Federal Trade Commission Hearing on Care Labeling of Textile Wearing Apparel - Los Angeles.

6. Book Reviews:

Taylor, R. A. (2019, December). How Fabric Changed History Book Review by Ruth Taylor in Fort Worth Weaving Guild Newsletter. Fort Worth, Texas, USA: Fort Worth Weaving Guild Newsletter.

Taylor, R. A. (2019, November). Book Review by Ruth Taylor in Weaving and Spinners Society of Austin. Austin, Texas, USA: Weavers and Spinners Society of Austin Newsletter.

10. Other Works in Print:

Case Studys:

Taylor, R. A. (Published). The Rolyats vs. New Car Dealer". In *Case Study in Professional Personal Selling, Instructor's Manua*. Prentice-Hall Publishing.

Magazine / Trade Publications:

Taylor, R. A. (2004). Using Federal Government Information Sources in the International Business Curriculum. Published.

Taylor, R. A. (2004). Using Federal International Resources to Enhance Marketing Courses. Published.

Newsletters:

Taylor, R. (2013). Following the Family's Path: Hand Woven Bolstervar Returned to Sweden "Alive" after 135 Years. Austin, Texas, USA: Spinners and Weavers Society. Retrieved from wssaustin.org

Taylor, R. A. (2016, October). WSSA Member Participated in the Big Medium/Elisabet Ney Museum Art Swap. *Weavers and Spinners Society of Austin, WSSA Newsletter*.

Taylor, R. A. (2015). The Four States in One's "Learning to Weave" Journey. *The Heddle Herald, Newsletter of the Fort Worth Weavers' Guild*.

Taylor, R. (2015, October). The State's of Learning to Weave. Warps and Wefts Saori Canada US Association Newsletter.

Taylor, R. (2015, July). Saori-Style Weaving of a Bridal Bouquet in the Making. Contemporary Handweavers of Texas Newsletter.

Taylor, R. (2015, March). The Four States in One's "Learning to Weave Journey". Fort Worth Weaver's Guild Newsletter.

Taylor, R. (2014, December). Convergence of "Use Your Stash" Challenge: Sami Band Weaving and VAV 2014 International Weaving Fair: A Once-in-a-Lifetime-Experience. Fort Worth, Texas, USA: Fort Worth Weaving Guild.

Taylor, R. A. (2013, December). A Swedish Hand Woven Bolstervar's Migration Path: Sweden, USA, and Return to Sweden (1878 to 2013). Fort Worth, Texas, USA: Fort Worth Hand Weavers Guild. Retrieved from fortworthweaversguild.org

Taylor, R. (1992). Teaching International Marketing Using PC GLOBE. Global Access, Addison-Wesley International Business Newsletter.

Other Published Works: Dissertations:

Taylor, R. A. (1981). *An Empirical Exploratory Audit Study of the Effectiveness of Retail Buyer of Fashion Wearing Apparel in Meeting Constituent Markets' Wants and Needs*. North Texas State University.

Other Published Works: Master's Thesis:

Taylor, R. A. (1977). *Selected Aspects of Care Labeling of Piece Goods*. Texas Christian University.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Taylor, R. A., Western Marketing Educators Association Conference, "A Framework for Teaching Sales in the General Marketing Curriculum," Western Marketing Educators Association. (1991).

- Taylor, R. A. (Author/Presenter), Advances in Consumer Research Symposium, "The art of service blueprinting when consumer decision process is highly complex (A hearing-impaired person's documentary based on the consumer decision process)," University of Arkansas, Fort Smith, Arkansas, Symposium, Fort Smith, AK, United States. (November 12, 2019).
- Taylor, R. A. (Author/Presenter), Academy of Business Research, "Reframing principles of marketing: From bored students to employer-needed kick-ass skilled grads," Academy of Business Research, San Antonio, Texas, TX, United States. (October 31, 2019).
- Taylor, R. A., Marketing Educators Association International Conference, "Former and Current Forgotten Physical Environment and Disaster Management Marketing (Support for including these important concepts in environmental scans, strategic marketing plans and marketing texts)," Santa Fe, NM, United States. (April 20, 2018).
- Taylor, R. A., Pre-Congresso Internacional Textil e Industria de la Moda Conference, "Current and Historic Production and Marketing Techniques Used to Market Japanese Kumihimo Braiding," Universidad Nacional Major de San Marcos, Lima, Peru. (November 17, 2017).
- Taylor, R. A., Pre-Congresso Internacional Textil e Industria de la Moda Conference, "Cross Cultural Marketing Techniques Found Useful in Economic Development Strategies- Japan, Sweden, Guatemala, Ecuador, and Peru," Universidad Nacional Mayor de San Marcos, Lima, Peru. (November 16, 2017).
- Taylor, R. A., Marketing Educators' International Conference, "Emerging and Frontier Market Expatriate Talent Shortage: the Importance of Providing Today's Marketing Students Proper Education," Marketing Educators' Association, Conference Center, Denver, CO, United States. (2016).
- Taylor, R. A., Marketing Management Association International Conference, "Emerging Market Recruiting Boom: Educating All Students As Future EM Expatriates (Highly Beneficial With or Without an Accompanying Study Abroad Program)," Marketing Management Association, Conference Center, San Juan, PR, United States. (2016).
- Taylor, R. A., Examination Policies and Grading Methods Track, Oral Presentation, "Intensifying Global Concern: Legality of Graded Attendance Policies," ICERI (International Conference on Education Research and Innovation), Seville, Spain. (November 16, 2016).
- Taylor, R. A., Academy of International Business Research Conference, "Advancing Marketing Education: Emerging and Frontier Country Analysis Project Model," Academy of International Business Research, Conference Center, San Antonio, TX, United States. (September 2016).

- Taylor, R. A., NASBITE International Annual International Conference, "Emerging Market Recruiting Boom: Educating Students as Future Emerging Market Expatriates," Newport, RI, United States. (April 2016).
- Taylor, R. A., NASBITE Conference, April 2016, "\Marketing Graduates as Expatriates: Emerging- and Frontier-Market Training Modules," NASBITE (North American Small Business International Trade Educators, Newport, RI. (April 8, 2016).
- Taylor, R. A., Jillipalli, R., Marketing Educators' Association, Annual International Conference Proceedings, "Challenges in the Teaching of Marketing - Metacognitive Thought Sought Class Attendance Policies: Best Practices/Student Challenges/Administrative Overrides," Las Vegas, NV, United States. (April 2015).
- Taylor, R., Marketing Educators' Association Conference, "Marketing Hand Woven Textiles Exhibitions and Creating Related Publicity: What Audiences Want to See and Know and Why," Marketing Educator's Association, San Jose, CA. (April 17, 2014).
- Taylor, R. A., NASBITE International Annual Conference, "Teaching CGBP Credentials in Peru: Dramatizing the Learning Process," NASBITE International, Inc., Conference Center, Albuquerque, NM, United States. (2013).
- Taylor, R. A., 37th Annual Marketing Educators Conference, "A Cross-Cultural, Drama-Embedded Exploratory Prep Course Benefits Learning to Earn NABITE Certified Global Business Professional (CGBP) Credential," Marketing Educators' Association. (April 2013).
- Taylor, R. A., Marketing Educators' Association Annual Conference, "Help Students Improve Performance in Academic and Professional Exams: The True-False Method of Taking a Multiple-Choice Exam," Marketing Educators' Association, Long Beach, CA, United States. (2012).
- Taylor, R., Annual Conference, "Is the Job Market Tight for Your Grads? Beyond the ABCs of Job Search;'," Academy of Business Research Conference, Fort Smith, AK. (October 2011).
- Taylor, R., Marketing Educators' Association Conference, "Unraveling and Demystifying Qualitative-Based Theories Applicable Study of 'Community'," Marketing Educator's Association, Long Beach, CA. (April 2011).
- Taylor, R. (Presenter & Author), Advances in Business Research Symposium, "Virtual Community Management and Measurement for Goal-Centric Outcomes (Social Representation Research and Other Metrics)," Advances in Business Research Center, University of Arkansas - Fort Smith. (October 28, 2010).
- Taylor, R. A., Marketing Educators' Association Conference, "International Marketing Research: Too Big and Too Important to Fit Into a Single Chapter," Marketing Educators' Association, Conference Center, Seattle, WA, United States. (April 2010).

- Taylor, R., Business and Marketing Teachers Conference, "Business Management Education: Career Preparation Classroom vs. Boardroom," Business and Marketing Educator's Association, Houston, TX. (2009).
- Taylor, R. A., Marketing Educators' Association International Meeting, "Moving Beyond Traditional Multiple-Choice Questions," Marketing Educators' Association, Conference Center. (2008).
- Taylor, R. A., Marketing Educators' Association International Meeting, "Cross-Border Market Entry: A Twelve-Step Analyses Schema Useful in Educating Present and Future SME Managers," Marketing Educators' Association, Conference Center, San Antonio, TX, United States. (2007).
- Taylor, R. A., Association of Collegiate Marketing Educators' Meeting, "Fulbright Opportunities for Faculty," Association of Collegiate Marketing Educators, Conference Center, Oklahoma City, OK, United States. (2006).
- Taylor, R. A., NASBITE International Conference, "Internship Opportunities with USDOC Foreign Commercial Service," NASBITE International, Inc., Conference Center. (2005).
- Taylor, R. A., Association of Collegiate Marketing Educators Conference, "The New Mandatory QSS for Service Providers - Evolutionary Need for Change in Measuring International Sales in Services (Marketing Educators' Grass Roots Briefing)," Association of Collegiate Marketing Educators, Dallas, TX. (2005).
- Taylor, R. A., Baker, S.-K. C., Association of Collegiate Marketing Educators' Conference, "Using Federal International Information Enhanced Marketing Course in the Real World," Association of Collegiate Marketing Educators, Conference Center, Dallas, TX, United States. (2005).
- Taylor, R. A., Association of Collegiate Marketing Educators (ACME) Annual Meeting, "Using Federal Resources: STAT-USA/Internet: USA TRADE ONLINE," Association of Collegiate Marketing Educators, Conference Room, Houston, TX, United States. (2005).
- Taylor, R. A., Academy of International Business, "Measuring International Sales in Services (Educator Overview of World Concern and International Standardization Efforts)," Academy of International Business, Conference Center, Dallas, TX, United States. (March 2005).
- Taylor, R. A., Alvarez, C. C., Baker, K. C., Aguilar, C. M., Griffin, S. L., Hurley, E. M., O'Connor, S. P., Association of Collegiate Marketing Educators Conference, "Understanding and Using Federal Technology/Information Resources in the Marketing Curriculum (A Student/Educators' Overview)," Association of Collegiate Marketing Educators, Conference Center, Dallas, United States. (March 2005).
- Taylor, R. A., NASBITE International Annual Conference, "Enhance Trade and Trade Education Effectiveness with Free or Low-Cost Federal International Research

- Reports, Trade Leads and Trade Statistics," NASBITE International, Conference Center, Las Vegas, NV, United States. (2004).
- Taylor, R. A., Williams, F. B., Association of Collegiate Marketing Educators Conference, "Using Federal International Resources to Enhance Marketing Courses: STAT-USA/Internet (Country/Industry Reports) and USA Trade Online (Import/Export Data)," Association of Collegiate Marketing Educators, Conference Center, Oklahoma City, OK, United States. (March 2004).
- Taylor, R. A., NASBITE International Conference, "Integrating Federal Government Information Sources Into the International Business Curriculum," NASBITE International, Inc., Conference Center, San Antonio, TX, United States. (April 2003).
- Taylor, R. A., Association of Collegiate Marketing Educators Conference, "STAT-USA Trade Online/Internet (Country/Industry Reports) and USA Trade Online (Import/Export Reports): Best Kept Secrets Relative to Principles of Marketing and International Trade Education," Association of Collegiate Marketing Educators, Conference Center, Houston, TX, United States. (March 2003).
- Taylor, R. A., American Society for Competitiveness Conference, "Preparing for Multi-State Catalog Exhibitions: A Caribbean and South American Experience," American Society for Competitiveness, Conference Center, Arlington, VA, United States. (October 2002).
- Taylor, R. A., Western Decision Sciences Conference, "American Expatriate Managers in the New Millennium: Exploring Business Need and Student Desire," Western Decision Sciences, Conference Room. (April 2002).
- Taylor, R. A., American Marketing Association Winter Conference, "Instructional Methods: Managing the Stress and Difficulty of Change," American Marketing Association, Conference Room, Austin, TX, United States. (February 2002).
- Taylor, R. A., American Society for Competitiveness Conference, "Small and Medium-Size Businesses in Pursuit of the Global Economy: Solo? Internet? Low-Cost Assistance? Trade Missions?," American Society for Competitiveness, Conference Center, New York, NY, United States. (October 2001).
- Taylor, R. A., International Business Education and Technology Conference, "Globalization Without Traveling the Globe: Time- and Cost-Efficient Resources for Building Global Understanding," International Business Education and Technology, Conference Room, Cancun, Mexico. (March 2001).
- Taylor, R. A., Association of Business Research Conference, "Globalization: A Requisite for Today's Business Managers," Association of Business Research, Conference Center, Cancun, Mexico. (March 2001).
- Taylor, R. A., Western Decision Sciences Conference, "Supply and Demand for American Expatriate Managers in the New Millennium: the Role of Higher

- Education," Western Decision Sciences, Conference Center, Houston, TX, United States. (April 2000).
- Taylor, R. A., Western Decision Sciences Conference, "Socially-Responsible Business Education: Implications for 2000 and Beyond," Western Decision Sciences, Conference Center. (April 1999).
- Taylor, R. A., American Society of Business and Behavioral Science Conference, "Integrating Business Education for Year 2000 and Beyond: Implications for Marketing Educators, Accounting Educators, and Other Business Educators," American Society of Business and Behavioral Science. (1998).
- Taylor, R. A., Western Decision Sciences Conference, "Socially-Responsible IBE Versus TBC Business Education," Western Decision Sciences, Conference Center. (1998).
- Taylor, R. A., Southwestern Marketing Association Conference, "The Survival of Academic Journals in Light of Current Budgetary Crunches: Are Scholarly Print Journals Endangered," Southwestern Marketing Association. (March 1995).
- Taylor, R. A., Southwestern Marketing Association Conference, "Assessing Marketing Journal Quality: Going Beyond 'Reputation'," Southwestern Marketing Association. (1993).
- Taylor, R. A., American Accounting Association - Western Region Conference, "Ethical Responsibilities of CPA's in Advertising and Solicitations," American Accounting Association - Western Region. (1993).
- Taylor, R. A., Midwest Marketing Association Conference, "The 4Ps Chapter in the History and Future of Marketing," Midwest Marketing Association. (September 1993).
- Taylor, R. A., Montondon, L., Moffeitt, K., Western Marketing Educators Conference, "Consistency Between Personal and Professional Ethics of Future Business Managers," Western Marketing Educators. (April 1993).
- Taylor, R. A., Western Marketing Educators Association Conference, "Classroom/Community Interface: Student Research Impacts Community," Western Marketing Educators Association. (1992).
- Taylor, R. A., Middlebrook, B., American Marketing Association Summer Conference, "On Increasing MBA Course Satisfaction," American Marketing Association. (1992).
- Taylor, R. A., Western Marketing Educators Conference, "On Teaching Sales: A WMEA Conference Idea Expanded," Western Marketing Educators. (1992).
- Taylor, R. A., Southwestern Marketing Association Conference, "Legal Developments in Marketing - Topical Areas Accounting for Most Conflict Over the Past Five Years (1984-mid 1989)," Southwestern Marketing Association. (1991).

- Taylor, R. A., Southern Marketing Association Conference, "Exploratory Study: Business Students' Preference for Retailing Careers," Southern Marketing Association. (1989).
- Taylor, R. A., Southwest Business Symposium Conference, "Retail Research Audit: Areas of Emphasis and Neglect," Southwest Business Symposium, Edmund, OK, United States. (1989).
- Taylor, R. A., Southwestern Marketing Association Conference, "The Relative Importance of Periodical Literature to Retail Text Publication," Southwestern Marketing Association, New Orleans, LA, United States. (1989).
- Taylor, R. A., Atlantic Marketing Association Conference, "Supermarkets' Drive for Advertising Efficiency May Inhibit Advertising Effectiveness," Atlantic Marketing Association, Orlando, United States. (October 1989).
- Taylor, R. A., Atlantic Marketing Association Conference, "Evolution and Convolution in Marketing Curricula - The Next 25 Years as Forseen by Marketing Educator Panelists," Atlantic Marketing Association, Williamsburg, VA, United States. (1988).
- Taylor, R. A., Marketing Educators Association Conference, "Developing and Using Teaching Standards to Ensure Value-Added Marketing Graduates," Marketing Educators Association, Ottawa, Canada. (October 1988).
- Taylor, R. A., Marketing Educators Association Conference, "Marketing Education 1962 - 2012: How far have we come? Where are we going?," Marketing Educators Association Conference. (1987).
- Taylor, R. A., Southwestern Marketing Association Conference, "Pilot Study: Marketing Curriculum Skewed Nationwide?," Southwestern Marketing Association. (October 1987).
- Taylor, R. A., Southwestern Marketing Association Conference, "The Multiple Uses of the Macintosh Computer in the Liberal Arts Classroom," Southwestern Marketing Association. (1986).
- Taylor, R. A., Southwestern Marketing Association Conference, "Evaluating Retail Buyer Effectiveness as a Pre-Screening Agent: A Need for Research," Southwestern Marketing Association. (March 1983).

2. Invited Talks, Lectures, and Presentations:

- Taylor, R. A., "Marketing Cultural Weavers and Their Works - Guatemala," Weaving and Spinning Society of Austin Monthly Meeting, Northwest Austin Recreation Center, Austin, TX. (September 14, 2017).
- Taylor, R. A., "Accepted for Invited Talk Engagement: Cross-Cultural Weaving Marketing Strategies Learned at Tinkuy 2017," Fort Worth Weaving Guild, Monthly

- Meeting, January 27, 2018 - University Christian Church, Fort Worth, TX. (January 27, 2018).
- Taylor, R. A. (Educator/Speaker), Monthly Meeting, "Marketing Cultural Weavers and Their Works - Guatemala," Fort Worth Weaving Guild, Fort Worth, TX. (October 27, 2017).
- Taylor, R. A., CoSearch 2017 - Awards Night, "Alternative Ways to Reduce Dependencies on Perscription Drugs in Chronic Pain Situations Using Music, Art, Weaving and Other Craft Therapy," College of Fine Arts - Texas State University, Texas State Performing Arts Center, San Marcos, TX. (September 16, 2017).
- Taylor, R. A., CoSearch 2017, "Providing Students "Maker Space" on Campus on a Non-Credit Basis - Hand Weaving and Other Crafts," College of Fine Arts - Texas State University, StarPark Auditorium, San Marcos, TX. (September 15, 2017).
- Taylor, R. A., Marketing Educators Association International Meeting, "Do Marketing Grads Have Contribution-Ready Employability? The Commercial Awareness Imperative Taught Via Principles of Marketing," Marketing Educators Association, San Diego, CA. (April 2017).
- Taylor, R. (Author Only), Sunday School Class, "Swedish Parishes," University Christian Church, Private Residence, Fort Worth, TX. (January 2014).
- Taylor, R. A., Seeker Class, "Ancestry Search in Sweden," University Christian Church, Fort Worth, TX, United States. (December 15, 2013).
- Taylor, R. A., "Hand Woven Art Concept." (September 2013).
- Taylor, R. A., Various Classes of Students at Universidad de Lima, "Class to Class Presentations about International Marketing Careers and Global Trade Employment Opportunities," Universidad de Lima, Lima, Peru. (2012).
- Taylor, R. A., "2-day International Seminar on International Marketing," Lima, Peru. (October 26, 2012).
- Taylor, R. A., "Class-to-Class Presentations," Lima, Peru. (October 24, 2012).
- Taylor, R. A., Center of International Studies - Brown Bag Series, "My 10 Years of experience (2002-2012) in Working with Universidad de Lima and Universidad Nacional Major de San Marcos.," Center of International Studies - Texas State University, San Marcos, TX, United States. (October 10, 2012).
- Taylor, R. A., Fort Worth Weaver's Guild, "Display my hand woven handbag at the 'Handbag Challenge'." (September 2012).
- Taylor, R. A., Marketing Educator's Association International Conference, "Social Representation Research: Uses, Importance & Relationships to Netnography and

- Marketing Communities," Marketing Educator's Association, Conference Center, Seattle, WA, United States. (2009).
- Taylor, R. A., Marketing Educators' Association International Meeting, "Status of Undergraduate Brand Management Education: Closing the Gap Between Marketing Classrooms and Corporate Boardrooms," Marketing Educators' Association, Conference Center. (2008).
- Taylor, R., Universidad Nacional Mayor de San Marcos, "Twelve Steps to Analyzing Foreign Markets," Universidad Nacional Mayor de San Marcos, Lima, Peru. (2008).
- Taylor, R. A., Universidad Nacional Mayor de San Marcos, "Twelve Steps in Analyzing Foreign Markets," Lima, Peru. (2007).
- Taylor, R., University of Lima Workshop, "Using U.S. Federal Resources in Pursuing Opportunities Presented By The U.S./Peru Trade Promotion Act," University of Lima, Lima, Peru. (2006).
- Taylor, R. A., Faculty Development Workshop, "Fulbright Opportunities for Faculty," Texas State University, Alkek Library Meeting Room, San Marcos, TX, United States. (2005).
- Taylor, R. A., Directors of STAT-USA, U.S. Department of Commerce Meeting, "Integration of STAT-USA/Internet and USA Trade Online Into the University Curriculum at Southwest Texas State University," STAT-USA/Internet, U.S. Department of Commerce, U.S. Department of Commerce Meeting Room, Washinton, DC, United States. (October 9, 2002).
- Taylor, R. A., "Care-Labeling of Textile Wearing Apparel - 1," U.S. Federal Trade Commission - Federal Hearing on Care Labeling - 1st Hearing, Federal Trade Commission Building, Los Angeles, CA, United States. (1976).

3. Consultancies:

- Academic, Wiley Publishing Company. (August 2020 - Present).
- Academic, Wiley Publishing. (2017 - Present).
- Academic, SAGE Publications. (2009 - Present).
- Academic, McGraw-Hill Publishing. (2008 - Present).
- Academic, Universidad de Lima, Lima, Peru. (2006 - Present).
- Academic, Universidad Nacional Mayor de San Marcos, Lima, Peru. (2006 - Present).
- Academic, Irwin-McGraw Hill Publishing. (1993 - Present).
- For Profit Organization, HumorGraphics, Austin, TX, United States. (1981 - Present).

For Profit Organization, Milburn Taylor Advertising Design, Austin, TX, United States.
(January 1979 - Present).

Government, World Learning and U.S. Department of State, Washington, DC, United States. (September 1, 2019 - December 31, 2020).

Academic, Universidad de Lima, Lima, Peru. (November 21, 2017).

Academic, Universidad Nacional Mayor de San Marcos, Lima, Peru. (July 4, 2008 - August 4, 2008).

Academic, Prentice Hall Publishing. (2003).

Government, STAT-USA entity of the U.S. Department of Commerce, Washington, DC, United States. (July 2003).

Academic, The Dryden Press. (2000).

4. Workshops:

Taylor, R., Faculty Development Workshop, "Fulbright Opportunities for Faculty," Texas State University-San Marcos, San Marcos, TX. (2006).

5. Other Works not in Print:

a. Works "submitted" or "under review":

A marketing education teaching innovation competitive competition entrys:

Taylor, R. A. (Submitted / Under Review). *First-Generation College Students (FGCSs): Use of TextMaps™/True-False Learning Method to Enhance College Readiness & Academic Competence to “Shoot for your Academic Moon” (Developed by a FGCS for FGCSs ... and Others)*. (December 2019)

Conference Proceedings:

Taylor, R. A. (Submitted / Under Review). Aiding the Aged Hearing Impaired: Decision Process Mapping Advice From “One of Them.” (November 15, 2018)

Journal Articles:

Taylor, R. A. (Submitted / Under Review). Economic Impact of COVID-19 Pandemic on Interns & Business Operation of Internships Challenges, Opportunities & “Best Practices” in Pre-, Occurring- and Crisis Recovery. (July 26, 2020)

b. Works "in progress":

Journal Articles:

- Taylor, R. A. (In Preparation; Not Yet Submitted). M-C Exam/True-Falsing™, TextMapping™, and TextCoding™ Of Significance Across Academic and Professional Credentialing Exam Disciplines, and Across Population Strata Members: First- or Continuing-Gen First Peoples, New Americans or In-America Without Documentation. *Journal of Marketing Education*. (December 31, 2020)
- Taylor, R. A. (In Preparation; Not Yet Submitted). A Comparison of Business Models and Marketing Strategies Practiced by Indigenous Andean Highlands' Hand Weavers in Peru and Ecuador. *Global Marketing or International Journal of Culture, Tourism, and Hospitality Research*.
- Taylor, R. A. (In Preparation; Not Yet Submitted). A Comparison of Business Models and Marketing Strategies Practiced Indigenous Andean Highland's Hand Weavers and those Practiced by Indigenous Sami Hand Weavers in Northern Sweden. *International Journal of Culture, Tourism and Hospitality Research*.
- Taylor, R. A. (In Preparation; Not Yet Submitted). A Study of Business Models and Marketing Strategies Practiced Indigenous Sami Hand Weavers in Northern Sweden. *International Journal of Urban and Regional Marketing*.
- Taylor, R. A. (In Preparation; Not Yet Submitted). Breaking the Boundaries of Business Graduates' Internationalization: Supplying Emerging Markets with Qualified Expatriates. *Journal of International Marketing Education*.
- Taylor, R. L., & Smith, K. H. (In Preparation; Not Yet Submitted). Covid 19-Driven Emergency Transition from F2F to Online Learning in Higher Education: Student Preparedness, Emotional Responses, and Perceived Learning Outcomes.
- Taylor, R. A. (In Preparation; Not Yet Submitted). Effectively Serving the Growing Tourist Market: Marketing Tips from the Successful Otavalo, Ecuador Merchants (with implications for tourist-related merchants and marketing educators). *International Journal of Marketing or Journal of Destination Marketing and Management*.
- Taylor, R. A. (In Preparation; Not Yet Submitted). Marketing Grads: 21st Century, Globally-Sought, Applied Work-Ready Skills (Emphases on Developing Commerical Awareness). *Journal of Marketing Education*.
- Taylor, R. A. (In Preparation; Not Yet Submitted). Marketing Strategies Employed by Indigenous Peruvian Weavers. *Applied Services Marketing or Community Development Journal*.

Taylor, R. A. (In Preparation; Not Yet Submitted). Use of Innovative, Low-Budget Marketing Strategies, Including those related to the Display and/or Sale of Indigenous Sami Hand Woven Textiles, as Practiced by Remote Umeå, Sweden's Marketing Managers to Grow Intended City Interests. *Journal of Sustainable Tourism*.

Taylor, R. A. (In Preparation; Not Yet Submitted). Economic Development and Cultural Preservation as Practiced by Weavers Worldwide.

Taylor, R. A. (In Preparation; Not Yet Submitted). Effectively Serving the Tourism Market with Handwoven Goods.

Taylor, R. A. (In Preparation; Not Yet Submitted). Main Skill Lacking in Marketing Graduates: Commercial Awareness.

Taylor, R. A. (In Preparation; Not Yet Submitted). Effectiveness of Hand Woven Exhibits in Community Tourism Development.

Taylor, R. A. (In Preparation; Not Yet Submitted). Ten effective entrepreneurial strategies learned from cultural weavers in Otavalo, Ecuador (Implications for entrepreneurs worldwide).

Taylor, R. A. (In Preparation; Not Yet Submitted). Marketing Strategies Employed by Indigenous Ecuadorian Weavers. *Journal of Hospitality and Leisure Marketing*. (November 2019)

c. Other Works Not in Print:

Creative Works Exhibit (Juried):

Taylor, R., Common Threads International Exhibit - Fort Worth Weavers Guild, "Handwoven Saori Bridal Bouquet," Fort Worth, TX. (September 2015).

Creative Works Exhibit (Peer-reviewed, Non-Juried):

Taylor, R. A., Yearly 'Challenge' Meeting of Fort Worth Weavers' Guild, "Woven Handbag Challenge," Fort Worth Weaver's Guild (FWWG), Fort Worth, TX, United States. (2012).

Creative Works Exhibit (Juried):

Taylor, R. A., Common Threads Juried Show, "Celebrating 50 Years of Marriage - a Woven Work," Fort Worth Weaving Guild, Fort Worth Community Art Center, Fort Worth, TX, United States. (September 2013).

Taylor, R. A. (Competitive Entry), Common Threads Competition, "Sami Sampler in Black and White," Fort Worth Weavers Guild, Fort Worth Community Center, Fort Worth, TX. (2017).

Taylor, R. A., Common Threads, "Hand Woven Silk and Denim Man's Barbecue Apron – FWWG Celebrating 60 Years," Fort Worth Community Art Center. (September 2015).

Taylor, R. A., Common Threads International Exhibit (Juried), "Handwoven Ethic Apron – FWWG Celebrating 60 Years," Fort Worth Community Art Center, Fort Worth, TX, United States. (September 2015).

Taylor, R. A., Common Treads International Exhibit - Fort Worth Weavers Guild, "Saori Hand Woven Bridal Bouquet and Mothers' Nosegay," Fort Worth Community Art Center, Fort Worth, TX, United States. (September 2015).

Taylor, R. A., Contemporary Handweavers of Texas State Conference, "Hand Woven Silk and Denim Man's Barbeque Apron – FWWG Celebrating 60 Years." (June 2015).

Taylor, R., Warp Speed Ahead Contemporary Handweavers of Texas Conference, "Handwoven Bridal Bouquet and Two Mothers' Nosegays," Austin, TX. (June 2015).

Taylor, R. A., Contemporary Handweavers of Texas State Conference, "Handwoven Ethic Apron – FWWG Celebrating 60 Years," Austin, TX, United States. (June 2015).

Taylor, R. A., Contemporary Handweavers of Texas State Conference, "Saori Hand Woven Bridal Bouquet and Mothers' Nosegay," Austin, TX, United States. (June 2015).

Taylor, R. A. (Entrant), Contemporary Hand Weavers of Texas State Conference, "Creative Woven Works - Hand Woven Bridal Bouquet," Contemporary Hand Weavers of Texas, Austin Convention Center, Austin, TX, United States. (May 2006).

Taylor, R. A. (Competitive Entrant), Common Threads - Juried Exhibit, "Hand Woven Bridal Bouquet," Fort Worth Weavers Guild (FWWG), Fort Worth Community Center, Fort Worth, TX, United States. (2005).

Creative Works Exhibit (Non-Peer Review; Non-Juried)s:

Taylor, R. A., Big Medium/Elisabet Ney Museum Art Swap, "Handwoven Ethnic Hand Woven Bands and Small Textile Items," Big Medium & Elsabet Ney Museum, Austin, TX, United States. (July 9, 2016).

Creative Works Exhibit (Non-Refereed; Non-Juried)s:

Taylor, R. A., Japanese Bamboo Festival, "Inkle Loom Bamboo Sampler," Japanese Gardens - Zilker Park, Austin, TX, United States. (September 2012).

Creative Works Exhibit (Peer-Reviewed, Non-Juried)s:

Taylor, R. A., Fort Worth Weaving Guild Annual Challenge Luncheon, "27 Sami Hand Woven Bands Using Sami Loom," Fort Worth Weavers Guild (FWWG), Fort Worth, TX, United States. (2014).

Creative Works Exhibit (Peer-reviewed, Non-Juried)s:

Taylor, R. A. (Entrant), Fort Worth Weavers Guild Annual Challenge Meeting, "Color Study in Marketing of Hand Woven Textiles," Fort Worth Weavers Guild, Fort Worth Annual Meeting - UniverSity Christian Church, Fort Worth, TX, United States. (July 2016).

Taylor, R. A., Fort Worth Weavers Guild, "Study in Neutrals As Applied to the Marketing of Hand Woven Textiles." (July 2016).

Taylor, R. A., Annual Challenge of Fort Worth Weavers' Guild, "Use Your Stash Weaving Challenge," Fort Worth Weavers' Guild, Fort Worth, TX, United States. (November 2013).

Taylor, R. (Author Only), Fort Worth Weavers' Guild Annual Challenge Meeting, "The Eye of the Beholder - Celebrating 50 years," Fort Worth Weavers Guild, Fort Worth, TX. (May 2013).

Taylor, R. A. (Entrant), Fort Worth Weaving Guild Annual Challenge, "Color Gamut," Fort Worth Weaving Guild, Fort Worth Weaving Guild's Annual Challenge Meeting, Fort Worth, TX, United States. (May 2006).

Demonstrations:

Taylor, R. A., Fort Worth Weavers' Guild, "12 Sami Woven Bands." (May 2014).

Juror / Adjudicator / Curator:

Taylor, R. A., "A Twelve Botanicals Handwoven Satchel," The Fort Worth Weaving Guild and J N Long Arts Complex, The Botanicals Woven Works Display, Cleburne. (December 2020).

Keynote / Plenary Addresses:

Taylor, R. A., Congresso Internacional Textil e Industria de la Moda (CITEXIM), "The Marketing of Cross-Cultural Weavers and Their Works:

Sweden, Guatemala, Ecuador, and Peru," Universidad Nacional Mayor de San Marcos, Lima, Peru. (November 15, 2017).

Taylor, R. A., Universidad de Lima's 50th Anniversary Celebration, "Earning a NASBITE Certified Global Business Professional (CGBP) Certification," Universidad de Lima, Universidad de Lima Conference Room, Lima, Peru. (October 2012).

Taylor, R., Workshop, Universidad Nacional Mayor de San Marcos, Textiles Technology and Branding, "Branding of Textiles Wearing Apparel," Universidad Nacional Mayor de San Marcos, Lima, Peru. (July 2008).

Taylor, R., Universidad Nacional Mayor de San Marcos, "The U.S./Peru Trade Promotion Act, The Good, The Bad and The Ugly,," Universidad Nacional Mayor de San Marcos, Lima, Peru. (2007).

Other:

Taylor, R. A., San Pedro de Cajas in the Andean Highlands of Peru, "Research regarding 'San Pedro' technique of weaving." (October 2012).

Taylor, R. A., Handbag Challenge, "Display of Hand Woven Handbag Challenge Entry," Fort Worth Weaver's Guild. (September 2012).

Taylor, R. A., Austin Weavers' and Spinners' Society booth at the Japanese Garden Bamboo Festival, "Inkle Loom Woven Bamboo Sampler Wall Hangings (15 of them)." (September 2012).

Presentation of Hand Works at Creative Exhibit s:

Taylor, R. A. (Presenting Maker of Hand Works), Creative Exhibit "Art On and Off the Wall", "Creative Presentation of Hand Works," Lamar Senior Citizens' Center, Lamar Senior Citizens' Center, Austin, TX, United States. (December 7, 2019).

Public Hearing # 2s:

Taylor, R. A., "Care-Labeling of Textile Wearing Apparel - 2," U.S. Federal Trade Commission, U.S. Federal Trade Commission Headquarters, Washington, DC, United States. (1978).

Reading of Creative Works / Performances:

Taylor, R. A., FWorth Community Arts Center, "Entry of Woven Wall Hanging into Juried Hand Weaving Show," The Eye of the Beholder: Celebrating 50 Years, Fort Worth, TX, United States. (September 2013).

Taylor, R. A., Japanese Garden Bamboo Festival, "Display my Inkle Loom woven bamboo sampler hangings." (September 2012).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Taylor, Ruth A. Study of the Zapotec Weavers of Octovallo, Mexico, Center of International Studies, Texas State University, Texas State University, \$500.00. (Funded: May 15, 2018 - June 4, 2018). Grant.

Taylor, Ruth A. Leshner. Fulbright Senior Specialist Grant, U. S. Department of State - Fulbright Program, Federal. (Funded: June 4, 2008 - August 4, 2008). Grant.

Taylor, Ruth. USDOC/STAT-USA Merchandise for Teaching Federal Resources in Peru, U.S. Department of Commerce- STAT-USA, Federal. (Funded: 2006). Grant.

Taylor, Ruth A. USA Merchandise in Kind Grant, \$11,000.00. (Funded: 2001 - 2006). Grant.

Taylor, Ruth. Fulbright Senior Specialist Grant. (Funded: June 2, 2006 - July 2, 2006). Grant.

Taylor, Ruth A. USA Merchandise in Kind Grant. (Funded: 2001 - 2005). Grant.

Taylor, Ruth. Student Development Project, McCoy College of Business Administration, Texas State University, \$5,200.00. (Funded: November 28, 2005 - December 2, 2005). Grant.

2. Submitted, but not Funded, External Grants and Contracts:

Taylor, Ruth A. Study of Ethnographic and Diversity Histories of the People in Southern Mexico, Center for International Studies Texas State University, Other, \$500.00. (Submitted: February 2019). Grant.

Taylor, Ruth A. Understanding Ethnographic History and Diversity of People in Guatemala Where I Conducted Research in 2017, Center of International Studies Texas State University, Institutional (Higher Ed), \$500.00. (Submitted: January 1, 2019). Grant.

Taylor, Ruth A. Establishing a Community of HOPE Arts and Crafts Meetups: Fighting Drug & Alcohol Dependencies, U.S. Department of State, \$2,000.00. (Submitted: February 9, 2018, Funded: March 15, 2018). Grant.

Taylor, Ruth A. 14-DAY Fulbright Senior Specialist Consultant Assignment. (Funded: August 3, 2014). Grant.

Taylor, Ruth A. Infocus Equipment Grant. (Funded: 2001). Grant.

3. Funded Internal Grants and Contracts:

- Taylor, Ruth A. Honorary Professor Research: Integrating Latin American Perspective in the Curriculum - Mexico, Center of International Studies, Texas State University, \$1,000.00. Grant.
- Taylor, Ruth A, Percent Contribution: 100%. Faculty Development Leave, Texas State University, Institutional (Higher Ed). (Submitted: September 2019, Funded: September 2020 - December 2020). Grant.
- Taylor, Ruth A. (Principal). Honorary Professor of International Studies Grant, International Studies Texas State University, Texas State University, \$400.00. (Funded: 2017). Grant.
- Taylor, Ruth A. Verena & Kenneth J. Wilson Latin America Research Grant - Guatemala, Center for International Studies, Texas State University, Texas State University, \$1,000.00. (Funded: 2017). Grant.
- Taylor, Ruth A. Grant for International Studies, Center for International Studies, Texas State University, \$250.00. (Funded: 2016). Grant.
- Taylor, Ruth (Principal). Study of Hand Woven Textiles Expositions as a Means of City/Area Economic Development, McCoy Faculty Development Foundation, Private / Foundation / Corporate, \$3,500.00. (Submitted: January 15, 2014, Funded: April 15, 2014 - October 15, 2014). Grant.
- Taylor, Ruth A. McCoy Faculty Development Grant to conduct on-site interviews and observations as part of a field-based study at the Swedish Weaving Council's VAV 2014 Weaving Conference/ Trade Fair (VAV 2014), \$3,500.00. (Funded: September 18, 2014 - September 20, 2014). Grant.
- Taylor, Ruth (Principal). Supplement Semester Salary Grant Accompanying Faculty Development Leave, Presidential Award, Texas State University. (Funded: January 1, 2014 - May 31, 2014). Grant.
- Taylor, Ruth (Principal). Faculty Development Leave, Texas State University, Texas State University. (Funded: September 1, 2013 - December 31, 2013). Grant.
- Taylor, Ruth (Principal). Study of Business Models Used by Indigenous Andean Hand Weavers in Ecuador, McCoy College of Business, Texas State University, \$2,500.00. (Funded: October 22, 2013 - October 31, 2013). Grant.
- Taylor, Ruth (Principal). Entrepreneurship Regarding Hand Woven Textiles in Ecuador, McCoy Faculty Development Foundation, Texas State University, \$2,500.00. (Submitted: January 15, 2013, Funded: April 15, 2013 - October 15, 2013). Grant.

Taylor, Ruth A. McCoy College of Business Faculty Development Grant.
(Funded: August 2013). Grant.

Taylor, Ruth A. Study of Business Spanish 2 - Cusco, Peru, McCoy College of Business, Texas State University, \$500.00. (Submitted: January 2006, Funded: July 2006). Grant.

Taylor, Ruth A. Study Business Spanish I - Puerto Vallarta, Mexico, McCoy College of Business Foundaton, Texas State University, \$2,000.00. (Submitted: 2005, Funded: 2005). Grant.

Taylor, Ruth A. Faculty Development Grant, McCoy College of Business Administration; Office of Sponsored Projects; Marketing Department; College of Liberal Arts; Office of Student Research;, Texas State University, \$1,387.00. (Funded: 2000). Grant.

4. Submitted, but not Funded, Internal Grants and Contracts:

Taylor, Ruth A (Principal), Percent Contribution: 100%. Presidential Supplemental Grant to Faculty Development Leave, Texas State University, Texas State University. (Submitted: September 2019, Funded: January 2021 - May 2021). Grant.

Taylor, Ruth A (Principal), Percent Contribution: 100%. Honorary Professor of International Studies, Center for International Studies Texas State University, \$500.00. (Submitted: February 2019). Grant.

Taylor, Ruth A (Principal), Percent Contribution: 100%. Verna and Kenneth J. Wilson Latin American Research Grant, enter for International Studies Texas State University, \$500.00. Grant.

Taylor, Ruth A. Understanding Ethnographic Histories and Diversities of the Zapotec Indians near Octovala, Mexico where I Have Completed Field Research in Recent Past Summers, Center for International Studies , Texas State University, Institutional (Higher Ed), \$500.00. (Submitted: January 1, 2018). Grant.

Taylor, Ruth A. Indigenous Peoples of Alaska as Hand Weavers and Their Use of Hand Weaving Techniques in Mental and Occupational Therapy, Other. (Funded: September 2015). Grant.

Taylor, Ruth A. Indigenous Peoples of Alaska as Hand Weavers and Their Use of Hand Weaving Techniques in Mental and Occupational Therapy, McCoy Faculty Development Project grant proposal - 2014. (Submitted: 2014). Grant.

Taylor, Ruth A. McCoy Faculty Development Project grant proposal. (Funded: September 2014). Grant.

Taylor, Ruth A. McCoy College of Business. (Funded: 1993). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Professional Biography Published, Marquis Who's Who in America - 73rd Edition.

January 2019 - Present

Award / Honor Recipient: Albert Nelson Marquis Lifetime Achievement Award, Marquis Who's Who.

August 22, 2018 - Present

Award / Honor Recipient: Named to Fulbright Senior Specialist 5-year Roster, U.S. Department of State.

2013 - Present

Award / Honor Recipient: Best Paper Honorable Mention, Marketing Educator's Association.

April 2017

Award / Honor Recipient: Honorary Professor of International Studies, Center for International Studies.

2011 - 2016

Award / Honor Recipient: Best Paper in Marketing/MIS Track Award, International Academy of Business Research Conference.

November 2016

Award / Honor Recipient: President's Supplemental Faculty Development Leave Grant, President of Texas State University.

January 15, 2014 - May 15, 2014

Award / Honor Recipient: Faculty Development Leave Award, Texas State University.

September 1, 2013 - December 15, 2013

September 1, 2001 - December 15, 2001

September 1, 1994 - December 15, 1994

Award / Honor Recipient: Outstanding Achievement of American Women, Marquis Who's Who of American Women.

March 2010

Award / Honor Recipient: Fulbright Specialist Award - Lima, Peru, U.S. Department of State.

June 4, 2008 - July 4, 2008

Award / Honor Recipient: Runner Up Award for the Presidential Award for Research Excellence, McCoy College of Business Administration.

2007

Award / Honor Recipient: Faculty Development Leave Award, Texas State University.

September 1, 2007 - December 15, 2007

Award / Honor Nominee: Gary V. Woods Research Award, McCoy College of Business Administration.

2005

Award / Honor Recipient: Runner Up Award for the Presidential Award for Research Excellence, McCoy College of Business Administration.

2005

Award / Honor Nominee: Piper Teaching Award, Texas State University.

2004

Award / Honor Nominee: Presidential Seminar Honoree Award, President Texas State University.

December 2001

Award / Honor Nominee: Presidential Seminar Award Nominee, President Texas State University.

December 1995

Award / Honor Recipient: Finalist - not Winner - Presidential Award for Excellence in Scholarly and Creative - Associate Professor Level, Texas State University.

January 1991

Award / Honor Recipient: Department Research Award, Department of Management and Marketing Texas State University.

1990

Award / Honor Recipient: Finalists for the Assistant Professor Level of the Presidential Award for Excellence in Scholarly and Creative, Texas State University-San Marcos.

1990

Award / Honor Recipient: Department Research Award, Department of Management and Marketing Texas State University.

December 1989

E. Scholarly / Creative Professional Development Activities Attended:

Self-Study Program, "Study of Handweavers in Ohio and Michigan, USA," Texas State University, San Marcos, TX, United States. (August 1, 2019 - Present).

Self-Study Program, "Windows 10 for Seniors," Easy Steps Publishing, Austin, United States. (July 15, 2019 - Present).

Conference Attendance, "Southern Regional Director," Marketing Educators' Association. (September 1981 - Present).

International Work/Study/Research/Teaching/Travel, "Japan; China; Hong Kong; Sweden; Norway; Germany; Switzerland; France; Spain; Holland; Italy; England; Morocco; Venezuela; Costa Rica; Mexico; Peru; Ecuador; Guatemala; Venezuela; Dominican Republic; Chile; Taiwan; Canada; Hawaii (U.S); Puerto Rico (U.S)." (1963 - Present).

"Studied "The Growth of the Tourism Market in Western Travis County," " Community Impact Newspaper, Austin, United States. (December 2019 - February 15, 2019).

Conference Attendance, "Academy of Business Research International Research," Academy of Business Research, San Antonio, United States. (November 2019 - November 1, 2019).

Self-Study Program, "Examination Blueprinting for Common Final Principles of Marketing," San Marcos, United States. (September 2019 - November 2019).

Conference Attendance, "Advances in Business Research," University of Arkansas - Fort Smith (Arkansas), Fort Smith, AR, United States. (November 11, 2019 - November 12, 2019).

Conference Attendance, "Brexit and the European Union: Divorce European Style," Academy of Business Research, San Antonio, TX, United States. (November 1, 2019).

Institute, "4th Annual Native American and Indigenous Peoples Day Symposium," Texas Christian University, San Marcos, United States. (October 2019 - October 7, 2019).

Seminar, "9th Annual Sacred Springs Native American Powwow, Meadows Center for Water and Environment," Texas State University, San Marcos, TX, United States. (October 2019 - October 20, 2019).

Self-Study Program, "Contacted the Diversity Connection Program - American Indian and Alaskan Natives," Texas State University, San Marcos, TX, United States. (September 2019 - September 19, 2019).

Seminar, "Dr. Monna Hanna-Attish," Center of International Studies, Texas State University, San Marcos, United States. (September 18, 2019).

Conference Attendance, "Treasuring Our Past, Discovering Our Future - Contemporary Handweavers Conference," Contemporary Handweavers Conference, Fort Worth, TX. (May 29, 2019 - June 2, 2019).

Conference Attendance, "Frontiers in Service," Texas State University, Austin, TX, United States. (September 8, 2018).

Conference Attendance, "The 42nd Annual Marketing Educators' Association Conference," Marketing Educators' Association, Santa Fe, NM, United States. (April 19, 2018 - April 21, 2018).

Seminar, "World Fair Trade Organization Day," Maya Traditions, Panajachel, Guatemala. (2017).

Conference Attendance, "Congreso Internacional Textil e Industria de la Moda," Universidad Nacional Mayor de San Marcos, Lima, Peru. (November 13, 2017 - November 17, 2017).

Workshop, "Natural Dyeing in the Andes," Center for Textiles, Chinchero, Peru. (November 12, 2017).

Conference Attendance, "TINKUY 2017," Center for Traditional Textiles Conservation (CTTC) and Andean Textiles Association, Cusco, Peru. (November 8, 2017 - November 12, 2017).

Workshop, "Advanced Backstrap Weaving," Center for Traditional Textile Conservation (CTTC), Cusco, Peru. (November 10, 2017).

Conference Attendance, "Contemporary Handweavers of Texas State Conference," Contemporary Hand Weavers of Texas (CHT), Sugarland, TX, United States. (May 31, 2017 - June 4, 2017).

Workshop, "International Marketing of Japanese Kumihimo Braiding and the Marketing Lessons," Contemporary Hand Weavers of Texas (CHT), Sugarland, TX. (June 3, 2017).

Common Threads Bi-Annual Juried Exhibition (Juried), "Creative Challenge in Black and White - An Indigenous Sami Sampler in Black & White," Fort Worth Weavers Guild, Fort Worth, TX. (January 2017 - May 2017).

Workshop, "Understanding of 'Women Cooperatives' in the Guatemalan International Trade of Textiles," Mayan Hands - Fair Trade Organization, Almalonga, Guatemala. (May 20, 2017).

Workshop, "Advanced Guatemalan Backstrap Weaving - Guatemalan International Renown Weaver," Mayan Hands Fair Trade Organization, Antigua, Guatemala. (May 18, 2017).

Workshop, "Beginning Backstrap Weaving," Mayan Traditions Fair Trade Organization, Panajachel, Guatemala. (May 15, 2017).

Workshop, "Beginning Backstrap Weaving," Cojolya Fair Trade Organization, Santiago. Atitlan, Guatemala. (May 12, 2017).

Conference Attendance, "Marketing Educators Association Annual International Conference," Marketing Educators Association, San Diego, CA. (April 6, 2017 - April 8, 2017).

Conference Attendance, "VAV Weaving Conference," Swedish Weaving Council, Omea, Sweden. (September 11, 2014 - September 20, 2014).

Self-Study Program, "Community Economic Development Through Exhibits of Sami Woven Textiles," Umea, Sweden Economic Development Council, Umea, Sweden. (September 11, 2014 - September 18, 2014).

Conference Attendance, "SAORI International Conference 2014," US/Canadian SAORI Association, Peach Tree City, NC, United States. (July 11, 2014 - July 16, 2014).

Conference Attendance, "Yellow Rose Fiber Fest 4th annual Show," Fiber Association of Texas, Seguin, TX, United States. (June 4, 2014).

Self-Study Program, "Hand Weaving of Traditional Sami Woven Bands and Study of Sami Culture." (January 1, 2013 - August 5, 2013).

Self-Study Program, "Inkle Handweaving Patterns," Austin, TX, United States. (January 1, 2011 - December 31, 2012).

Self-Study Program, "MAC Professional." (October 1, 2011 - June 27, 2012).

Self-Study Program, "Development of International Marketing Handbook." (August 2011 - May 2012).

Workshop, "Navajo Weaving," Fort Worth Weaving Guild, Fort Worth, TX, United States. (May 28, 2012 - May 30, 2012).

Workshop, "Backstrap Weaving of South America," Weavers and Spinners Guild of Austin, Austin, TX, United States. (May 18, 2012 - May 19, 2012).

Conference Attendance, "Marketing Educators' Association annual conference," Marketing Educators' Association, Long Beach, CA, United States. (April 23, 2012 - April 26, 2012).

Workshop, "Certified Global Business Professional Bootcamp," NASBITE International, Portland, OR, United States. (April 21, 2012 - April 23, 2012).

Workshop, "Fiber Arts Project Nights," Austin Spinners and Weavers Society, Austin, TX, United States. (January 2011 - December 2011).

Self-Study Program, "Connect online testing program," Irwin-McGraw Hill. (August 2011 - November 2011).

Conference Attendance, "Advances in Business Research Conference," Society for Advances in Business Research, Fort Smith, AR, United States. (October 28, 2011 - October 30, 2011).

Conference Attendance, "Advances in Business Research Conference," Society for the Advances of Business Research, Fort Smith, AR, United States. (October 28, 2011 - October 30, 2011).

Conference Attendance, "Fiber Arts Industry," Texas Growers & Spinners and Weavers, Bryan-College Station, TX, United States. (May 23, 2011 - May 25, 2011).

Conference Attendance, "2010 Marketing Educators' Conference," Marketing Educators' Association, Seattle, WA, United States. (April 23, 2010 - April 25, 2010).

Workshop, "Excellence in Teaching," Marketing Educators' Association, Seattle, WA, United States. (April 22, 2010).

Conference Attendance, "Marketing Educators' Conference," Marketing Educators' Association, CA, United States. (April 11, 2009 - April 14, 2009).

Conference Attendance, "Marketing Educators' Association Conference," Marketing Educators' Association, San Antonio, TX, United States. (April 2008).

Workshop, "Advanced Functions of the Macintosh," Faculty Development Center - Texas State University, San Marcos, TX, United States. (September 1995).

Workshop, "LD Barcoding, Authorware, and Distance Learning: Implications for Marketing Educators II," American Marketing Association Summer Conference, San Francisco, CA, United States. (1994).

Workshop, "LD Barcoding, Authorware and Multimedia: Implications for Marketing Educators," Western Marketing Educators Association, Scottsdale, AZ, United States. (April 1994).

Workshop, "McCarthy's 4Ps as Contemporary Marketing Paradigm: Are We Teaching Marketing Students Outdated Materials," Western Marketing Educators Conference, Santa Clara, CA, United States. (1993).

Workshop, "Multimedia for the Classroom," Faculty Advancement Center - Southwest Texas State University, San Marcos, TX, United States. (October 1992).

Workshop, "Using SPSS for the PC." (September 1992).

Workshop, "All-in-One Electronic Mail/Word Processing," Faculty Advancement Center - Texas State University, San Marcos, TX, United States. (July 1992).

Tutorial, "Beginning Conversational Japanese," University of Texas - Austin, Austin, TX, United States. (July 1991).

Workshop, "International Marketing Seminar," University of Texas/Texas A&M, Austin, TX, United States. (July 1991).

Workshop, "Business Ethics Program of Teaching Ethics," Arthur Anderson Company, St. Charles, IL, United States. (1990).

F. Media Recognition:

Magazine, Womans' Wear Daily. (1985).

Newspaper, Intimate Fashion News. (1985).

TV, Channel ?, Fort Worth, Texas. (1977).

IV. SERVICE

A. Institutional

1. University:

Member, Undergraduate Research Advisory Directory - Mentor. (September 2019 - Present).

Member, Library Grant Proposal Screening Committee. (2013 - Present).

Member, Texas State University Library Committee. (2013 - Present).

Participant, Paw Preview New Student Orientation. (2004 - Present).

Member, Faculty Senate Liaison - Faculty Senate, Texas State University. (September 1994 - Present).

Participant, Spring Graduation Ceremony. (September 1987 - Present).

Participant, Faculty Senate Review of 'Fellows Policy' update. (September 2019 - October 2019).

Participant, Department of Communication's Survey on Helicopter Teaching. (September 2019).

One of 200 Invited Former Faculty Senators - Texas State University, Texas State University Faculty Senate Diamond 60th Anniversary Celebration. (April 23, 2019).

Faculty Senate Forum participant, Faculty Senate Liaison - Campus Security and Safety. (2016).

Faculty Senate Forum Participant, Faculty Senate Liaison – Strategic Goals Setting. (2016).

International Board Member, Scientific Committee of the Journal of Industrial Data. (2016).

Member, Spring Commencement Ceremony. (2016).

Committee Member, University Speakers' Committee. (2009 - 2013).

Committee Member, Faculty Handbook Committee. (2009 - 2012).

Mace Bearer, Texas State University Graduation Ceremony. (May 2012).

Committee Member, 2010-2011 Common Experience Sustainability Team Award. (September 2011 - May 2012).

Committee Member, Piper Professor Selection Committee. (2009 - 2011).

Committee Chair, Faculty Workload Committee. (September 2010 - December 2010).

University Mentor. (2004 - 2010).

Member, Department Representative University Fund Drive. (2002 - 2007).

Member, College Coordinator - University Fund Drive. (2002).

Faculty Senate Secretary, Texas State University. (1994 - 1996).

Chair, Presidential Upper-Level Scholarship Committee. (1995).

Member, University Lecturers Committee. (1992 - 1995).

University Mentor. (1992 - 1995).

Member, Presidential Award for Excellence in Scholarly/Creative Selection Committee. (1992 - 1994).

Faculty Senator, Faculty Senate, Texas State University. (September 1993 - September 1994).

Faculty Senate Representative - CoFGO Representative (State Level), Texas State University. (1992 - 1993).

University Council Member. (1992 - 1993).

Member, Annual Fund Raising Phon-a-thons. (1991 - 1993).

Secretary of Faculty Senate, Texas State University. (September 1992 - August 1993).

Faculty Senate Member, Texas State University. (January 1992 - May 1993).

Member, Tenure & Promotion Policy Update Committee. (1992).

Presidential Public Relations Advisory Council - Marketing Sub-Committee. (1991 - 1992).

2. College:

Alternate Department of Marketing Representative, McCoy College Review Group. (1994 - Present).

Participant, McCoy College of Business - Reception for Donors Brian & Wetonnah McCoy. (September 27, 2019).

Member, Alternate McCoy College of Business Review Committee. (September 1995 - December 2018).

Committee Member, Diversity, Ethics and Sustainability Committee. (2006 - 2011).

Committee Member, College Research Committee. (2006 - November 2011).

Committee Member, Gary Woods Research Awards Committee. (August 1, 2011 - November 1, 2011).

Member, College Core Curriculum Committee. (2004 - 2006).

Member, CBA and Department Goals Evaluation Committee. (September 2000 - 2001).

Chair, Herbert Yarbough Scholarship Committee. (1995).

Academic Program Auditor - Morocco, University of Rabat,, College of Business - Southwest Texas State University. (November 15, 1995 - November 30, 1995).

Member, Summer School Policies and Procedures Committee. (1992 - 1993).

Chair, Herbert Yarbough Scholarship Committee. (1992).

Chair, J.C. Penney Scholarship Committee. (1992).

MBA Student Orientation Seminar Participant, College of Business - Texas State University. (1992).

Member, School of Business Ethics Committee. (1992).

Chair, Presidential Upper-Level Scholarship Committee. (1991 - 1992).

Chair, J.C. Penney Scholarship Committee. (1989).

3. Department/School:

Member, Department of Marketing Personnel Committee Revisions of Merit Policy MPPS. (September 2019 - Present).

Member, Request of Interim Department Chair Department of Marketing.
(September 2019 - Present).

Member, MKT 3343 Core Curriculum Committee. (2005 - Present).

Marketing Department SWT Mentoring Program. (September 1995 - Present).

Alternate Member, McCoy College Review Group Department of Marketing
Representative. (September 1994 - Present).

Member, Faculty Senate Liaison. (September 1994 - Present).

Acting Chair Substitute for 3 days, Department of Marketing. (April 1994 -
Present).

Member, Department of Marketing Personnel Committee. (September 1993 -
Present).

Member, Faculty Senate Liaison - Faculty Senate - Texas State University.
(September 1993 - Present).

Reviewer, Faculty Evaluation Procedures Committee. (September 1993 -
Present).

Member, Department of Marketing Personnel Committee. (September 1991 -
Present).

Committee Member, Personnel Committee. (September 1990 - Present).

Faculty Mentor, Department Personnel Committee. (September 1990 - Present).

Faculty volunteer, PAWS Preview New Student Orientation Program. (September
1990 - Present).

Observation of Classroom Teaching of Junior Faculty. (1990 - Present).

Counseled with numerous students relative to their request for career advice.
(September 1987 - Present).

Participant, Freshman Orientation. (September 1987 - Present).

Advised students on career choice and career progression, as requested. (1987 -
Present).

Wrote Student-Requested Employment Recommendation Letters, as requested.
(1987 - Present).

Wrote Student-Requested Scholarship Recommendations, as requested. (1987 - Present).

Member, Department of Marketing Personnel Committee Revision of Personnel Committee MPPS. (September 2019 - September 2020).

Interim Department Chair's Request to participant in consulting with Chair about 'Points' chair might assign to give + or - .5 to faculty evaluation scores for varying other than student evaluations annual performance activities, Department of Marketing Interim Chair. (November 2019).

Served at request of Interim Chair to advise Chair on text that should be included in a Presidential Faculty Development Leave Supplemental Grant Application, Interim Chair of Department of Marketing. (September 2019).

Member, McCoy College of Business - 5 yr. Summative Review Chair, Dr. Ray Fisk. (January 1, 2019 - May 15, 2019).

Senior Faculty Classroom Observer of Junior Faculty Member, Department of Marketing. (October 20, 2018).

Member, Department of Marketing Faculty Senate Liaison - Faculty Senate, Texas State University. (September 1993 - August 2017).

Numerous letters for students based on their request for Letters of Recommendation for Employment and/or Scholarships. (2016).

Member, Personnel Committee Merit Evaluations Sub-Committee Evaluating Departmental Faculty for Merit based on each their 2015 performance as related to Teaching, Research, and Service. (2016).

Senior Faculty Member, Observation of Classroom Teaching of tenure-track faculty member, Dr. Annie Lu. (2016).

Senior Faculty Member, Observation of Classroom Teaching of tenure-track faculty member, Mr. Craig Miller. (2016).

Department of Marketing Teaching, Research, and Service Policy Revision Committee. (2015 - 2016).

Member, Marketing Teaching, Research, and Service Policy Revision Committee. (2015 - 2016).

Member, Department of Marketing Merit Policy Revision Committee. (January 1, 2016 - July 2016).

International Marketing course. (2013).

Member, Full-Professor AACSB Reaccreditation Interview Group. (2011).

Committee Member, AACSB Reaccreditation Interview Group. (September 2011 - November 2011).

Committee Member, Celebration of International Education. (September 2011 - November 2011).

Committee Member, Veterans Day Celebration. (September 2011 - November 2011).

Representative, Department of Marketing at the Texas State University Annual Veterans Day Celebration. (November 11, 2011).

Representative, Department of Marketing at the Texas State University Celebration of International Education. (November 11, 2011).

Chair, Business Professionals of America from Clemens High School in Schertz, Texas who wrote wanting to visit the Texas State University Marketing Department. (February 7, 2011).

Committee Chair, Business Professionals of American from Clemens High School in Schertz, Texas. (February 7, 2011).

Committee Member, Marketing Department Faculty Evaluation Policy and Procedures Update. (September 2010 - November 2010).

Member, Search committee for Marketing Faculty Member. (September 2008 - 2009).

Search Committee Member, Assistant Professor of Marketing. (September 2008 - 2009).

Committee Chair, Texas State Alumni Survey Questions Committee. (March 2009 - April 2009).

Participant, Alpha Mu Alpha - induction ceremony as a 22 year member and speaker. (2008).

Member, Faculty Evaluation Procedures Committee. (August 2005 - December 2006).

Member, Department Curriculum Committee. (2004 - 2006).

Member, Personnel Search Committee. (August 2004 - December 2004).

Member, Student Learning Objectives Committee. (August 2004 - December 2004).

Program Review Outside Auditors'. (2004).

Member, Core Course Coordinator Committee - Common Final Principles of Marketing. (2004).

Member, Majors Fair. (2004).

Member, Student Learning Objectives Committee. (2004).

Organizer, Alpha Mu Alpha Induction Ceremony - Speaker/Member Organizer - Induction for Alpha Mu Alpha Committee. (September 2004 - November 2004).

Course Coordinator, Sections of the Principles Marketing Course. (September 2001 - 2002).

Consultant in Research. (1995).

Chair, Coordinator of Multi-Course Principles of Marketing Course. (1993 - 1995).

Departmental representative, College Faculty Governance Committee. (1994).

University Mentor, New Faculty Mentor. (1991 - 1993).

B. Professional:

Member, Wiley Plus Advisory Panel. (July 2020 - Present).

Reviewer / Referee, Fulbright Specialist Program, Washington, DC. (January 2020 - Present).

Reviewer / Referee, Fulbright Specialist Program, Washington, DC, United States. (January 2019 - Present).

Member, International Editorial Board - Industrial Data Journal - College of Textiles Engineering Universidad Nacional Mayor de San Marcos, Lima, Peru. (November 2016 - Present).

Certified Global Business Professional Representative, NASBITE - International. (2011 - Present).

Reviewer, Ad Hoc Reviewer, SAGE Publications. (2010 - Present).

Session Chair, Marketing Educators' Association. (2009 - Present).

Board of Directors - Southern Region Co-Director, Marketing Educators Association. (2007 - Present).

NABITE Certified Global Business Professional Trainer, NASBITE International. (2007 - Present).

Session Chair and substitute session chair:, American Marketing Association; The International; Applied Business Research; Association of Collegiate Marketing Educators. (2005 - Present).

Board member, Co-director Southern Region, Marketing Educators Association. (2001 - Present).

Reviewer, Ad Hoc Reviewer, McGraw-Hill Publishing. (2000 - Present).

Editorial Board Member, McGraw-Hill Publishing for Marketing and International Marketing. (1995 - Present).

NASBITE Certified Global Business Professional Representative, NASBITE International. (1995 - Present).

Member, International Expansion Committee. (1993 - Present).

Reviewer, Conference Papers, Marketing Educators Association. (September 1989 - Present).

Reviewer / Referee, Marketing Educators' Association. (1989 - Present).

Reviewer / Referee, Manuscripts Marketing Educators' Association Annual Conference. (1988 - Present).

Session Chair, Marketing Educators Association. (1988 - Present).

Ad-hoc Text Reviewer, Irwin, Sage, Dryden, West, Allyn-Bacon, Houghton-Mifflin, Harper-Collins, and Prentice-Hall publishing companies. (1987 - Present).

Chapter Reviewer Kerin, Principles of Marketing, McGraw-Hill. (1987 - Present).

Editorial Board Member, SAGE Publications. (1987 - Present).

Reviewer / Referee, Marketing Educator's Association. (January 2020 - April 2020).

Reviewer / Referee, Future Business Leaders of America's Business Plan Competitive Event. (July 2019 - August 2019).

Reviewer / Referee, Future Business Leaders of America, Dallas, TX, United States. (March 1, 2019 - March 31, 2019).

Conference Track Chair, Evaluation Methods and Grading Policies Track, ICERI Conference, Seville, Spain. (2017).

Chair, ICER - Conference, Seville, Spain. (November 2017).

Reviewer / Referee, Journal of Marketing Management. (2016).

Attendee / Participant, CIES Fulbright Scholar Ambassador Reception, Austin, TX, United States. (September 22, 2016).

Reviewer / Referee, AMS Conference - 2015. (2015).

Session Chair, Marketing Educators' International Conference, Denver, CO, United States. (April 16, 2014).

Reviewer / Referee, Journal of Marketing Management. (2013).

Reviewer, Ad Hoc Reviewer, Advances in Business Research. (2011).

Reviewer, Ad Hoc Reviewer, Marketing Education Review. (September 2011 - November 2011).

Reviewer, Conference Paper, Marketing Management Association. (August 2011 - November 2011).

Session Chair, Academy of Business Research, Fort Smith, AR, United States. (September 28, 2010 - September 30, 2010).

Track Chair: Retailing and Services Marketing Track, Association of Collegiate Marketing Educator. (2006).

Coordinator / Organizer, Track Chair - Association of Collegiate Marketing Educators. (2004 - 2006).

Track Organizer, Association of Collegiate Marketing Educators, Dallas, TX, United States. (April 23, 2006 - April 25, 2006).

Reviewer / Referee, Association of Collegiate Marketing Association. (2005).

Chair, Session Chair - Marketing Educators' Association. (2004).

Chair, Special Session Chair and Substitute Session Chair - American Marketing Association. (2004).

Chair, Track Chair - Marketing Educators' Association Conferences. (2004).

Reviewer / Referee, Contemporary Business Issues. (2004).

Reviewer / Referee, Irwin-McGraw Hill. (2004).

Reviewer / Referee, Wiley and Sons. (2004).

Track Chair: Retailing and Services Marketing Track, Association of Collegiate Marketing Educator. (2004).

Editorial Board member, Competition Forum. (2003).

Reviewer / Referee, American Society for Competitiveness Conference. (2003).

Reviewer / Referee, Journal of Marketing Education Special Issue - Principles of Marketing. (2003).

Reviewer / Referee, Marketing Education Review (Special Issue). (2003).

Coordinator / Organizer, Special Session Coordinator - American Marketing Association Winter Conference. (2002).

Reviewer / Referee, Marketing Education Review. (2002).

Reviewer / Referee, Academy of Business Disciplines. (1997 - 2000).

Reviewer / Referee, Association of Decision Sciences. (1997 - 2000).

Reviewer / Referee, Retail Management: A Strategic Approach. (1997 - 2000).

Reviewer / Referee, Southwest Marketing Association. (1997 - 2000).

Reviewer / Referee, Western Marketers' Education Association. (1997 - 2000).

Editorial Board member, Journal of Applied Business Research; Marketing Education Review; Southwest Business Review. (1987 - 2000).

Vice President of Career and Technology Education Committee, Marble Falls High School, Marble Falls Independent School District. (1999).

Reviewer / Referee, Irwin; West; Allyn-Bacon; Houghton-Mifflin; Harper Collings; and Prentice Hall. (1990 - 1996).

Attendee / Participant, American Marketing Association, Winter Educators' Conference. (1995).

Product Development Team, Irwin Publishing. (1990 - 1994).

Reviewer / Referee, Southwestern Marketing Association. (1990 - 1993).

Discussant of Papers, Academy of International Business Disciplines. (1992).

Editorial Review Board Member, Marketing Education Review. (1992).

Discussant of Papers, Western Marketing Educators Association. (1990 - 1992).

Editorial Review Board Member, Journal of Applied Business. (1990 - 1992).

Reviewer / Referee, Midwest Marketing Association. (1990 - 1992).

Coordinator / Organizer, Southwest Association of Decision Sciences. (1991).

Discussant of Papers, Southwestern Marketing Association. (1990 - 1991).

Editorial Review Board Member, Southwest Business Review. (1990 - 1991).

Reviewer / Referee, American Society for Competitiveness. (1990).

Reviewer / Referee, Journal of Applied Business Research. (1987).

C. Community:

International Medical Mission - Honduras (Volunteer), Central Texas Medical Center. (October 2017 - Present).

Attendee, Texas Christian University Fine Arts Christmas Fundraiser Bi-annual event. (2014 - Present).

Participant, Contemporary Handweavers of Texas. (2014 - Present).

Participant, Colonial Dames of America, Austin, TX. (2011 - Present).

Participant, Daughters of American Revolution. (2011 - Present).

Participant, Huguenot Society, Austin. (2011 - Present).

Participant, The National Museum of Women. (2011 - Present).

Participant, The Wintrop Society. (2011 - Present).

Speaker, Austin Spinners and Weavers Society, Austin, TX. (2010 - Present).

Speaker, Fort Worth Weaving Guild. (2010 - Present).

Member, Fort Worth Weavers Guild, Fort Worth, TX. (2009 - Present).

Participant, Common Threads' Weaving Exhibits. (2009 - Present).

Member, Connecticut Historical Society. (2007 - Present).

Member, Fort Worth Weavers' Guild. (2007 - Present).

Member, Weavers and Spinners Society, Austin, TX. (2007 - Present).

Member, Weavers and Spinners Society of Austin. (2007 - Present).

Participant, Austin Weaver's and Spinners Society, Austin, TX. (2007 - Present).

Participant, Monthly community meetings of the Fort Worth Weaver's Guild. (2007 - Present).

Member, Fort Worth Chapter of the Texas Garden Club. (2005 - Present).

Member, Fort Worth Weaving Guild, Fort Worth. (September 2004 - Present).

Member, 'Seekers' class at University Christian Church, Fort Worth, TX. (2004 - Present).

Member, Fort Worth Newcomers Organization. (2004 - Present).

Participant, Amon Carter Museum, Fort Worth, TX. (2004 - Present).

Participant, Kimbell Art Musuem, Fort Worth, TX. (2004 - Present).

Participant, Lamar Senior Citizen Center 'Art On & Off the Wall' event, Austin, TX. (October 2019 - December 7, 2019).

Worked with Professional Business Community Member, San Marcos, TX. (2017).

Citizen Diplomat. (June 17, 2014).

Host, Ms. Jenny Slick, the Navajo Indian teacher of the Navajo Weaving Bootcamp and two of her assistants, Fort Worth, TX. (March 2012).

Guest, Weavers and Spinners Society of Austin Show, Austin, TX. (September 24, 2011 - September 25, 2011).

Committee Member, Austin/Lima Sisters City Program, Austin, TX. (2008 - 2009).

Sponsor, Austin/Lima Sister Cities Texas/Peruvian Art Show International Center, Austin, TX. (2008).

Participant, Monthly community meetings of the Austin Spinners and Weavers Guild. (2007).

Promote the Greater Houston Women's Chamber of Commerce Shadowing Experience Opportunities for College Women. (2007).

Member, Board of Directors, International Hospitality Council, Austin, TX. (2002).

Organizer, Capitol Complex itinerary, Austin, TX. (2002).

Participant, Jeffrey S. Connor's Oath of Office Ceremony. (2002).

Volunteer, Assisting the Office of the Secretary of State plan and implement Consular Corp Day 2001. (2002).

Volunteer, Office of the Secretary of State, TX. (2002).

Volunteer, Fall 2001 Faculty internship in the International Office of Texas Economic Development, TX. (2001).

Initiated, planned, and spearheaded, 1st and 2nd annual Austin Area Texas Christian University community service event "Christmas Luncheon/Party for the Gathering. (1995 - 1997).

Board Member, Austin Newcomers, Austin. (1995).

Board Member, Associate Board Member - Barton Creek Country Club, Austin, TX. (1994 - 1995).

Organizer, Yearbook Planning, Design and Presentation- Lost Creek Garden Club, Austin, TX. (1994 - 1995).

Board Member, Lost Creek Home and Garden Club. (1992 - 1994).

D. Organization Memberships:

Phi Gamma Mu (Texas State University). (2013 - Present).

Fort Worth Weaving Guild (FWWG). (2007 - Present).

Weavers and Spinners Society of Austin (WSSA). (2007 - Present).

Marquis Who's Who in American Colleges and Universities (WWBHE). (2005 - Present).

Fort Worth Garden Clubs, Inc. (May 2004 - Present).

National Garden Clubs. (May 2004 - Present).

Texas Garden Clubs, Inc. (May 2004 - Present).

Daughters' of American Revolution. (1995 - Present).

Marquis Who's Who in America. (1995 - Present).

Marquis Who's Who in American Education. (1995 - Present).

Marquis Who's Who in American Woman. (1995 - Present).

Marquis Who's Who in Business Higher Education (WWBHE). (1995 - Present).

Marquis Who's Who in the World. (1995 - Present).

North American Small Business Association (NASBITE). (1989 - Present).

Marketing Educators' Association (MEA). (1988 - Present).

Colonial Dames XVII Century. (1987 - Present).

America's Registry of Outstanding Professionals. (1985 - Present).

Texas Huguenot Society. (1985 - Present).

The Winthrop Society. (1985 - Present).

Alpha Mu Alpha. (1981 - Present).

Beta Gamma Sigma (Univeristy of North Texas). (1981 - Present).

Kappa Delta Pi (University of North Texas). (1981 - Present).

Phi Delta Kappa. (1981 - Present).

Phi Epilson Omicron (Univerity of Houston). (1975 - Present).

E. Service Honors and Awards:

Award / Honor Recipient: Tinkuy 2017 Encuentro del arte Textil, Center for Traditional Textiles Conservation and the Andean Textile Arts Association - Cusco, Peru.
November 8, 2017 - November 11, 2017

Award / Honor Recipient: Honorary Professor of International Studies, College of Liberal Arts - International Studies Program.
September 2011

Award / Honor Recipient: Yellow Rose of Texas Service Award, Office of the Texas Secretary of State.
2002

Award / Honor Recipient: Faculty Internship Award, Office of Texas Secretary of State and Texas Economic Development Agency.
September 1, 2001 - May 15, 2002

Award / Honor Recipient: Faculty/Student Mentoring Award, Texas State University.
December 1993

G. Service Professional Development Activities Attended:

Tutorial, "What the Eyes Don't See - a story of Criticism, Resistance and Hope in an American City," Center for International Studies - Texas State University, San Marcos, United States. (September 1, 2019 - September 18, 2019).

Workshop, "Peace Corps Returning Volunteer Program," Center for International Studies, Texas State University, San Marcos, TX, United States. (September 11, 2019).

Conference Attendance, "Treasuring Our Past, Discovering our Future," Contemporary Hand Weavers', Fort Worth. (May 31, 2019 - June 1, 2019).

Workshop, "Weaving Origami," Contemporary Handweavers of Texas, Fort Worth, United States. (May 29, 2019 - June 1, 2019).

Faculty Internship, "Caterpillar Faculty Externship," Caterpillar Organization, Sequin, TX. (September 14, 2017).

Faculty Internship, "International Trade," Office of Texas Secretary of State and Texas Economic Development Commission, Austin, TX, United States. (September 2001 - December 2001).

Faculty Internship, "Faculty Internship at Headquarters," J.C. Penney Company, Dallas, TX, United States. (July 1991 - August 1991).

Faculty Internship, "Faculty Internship," J.C. Penney Company, Austin, TX, Afghanistan. (July 1989 - August 1989).

Faculty Internship, "Purchasing Practices as Utilized by Chain Stores," J. C. Penney Company, Hurst, TX, United States. (September 1, 1977 - December 1977).

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Anna M. Turri

Title: Associate Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2011	Univ of Arkansas Main Campus	Business Administration	The Choice Overload Hypothesis: Exploring Moderators . . .
MBA	2007	Sam Houston State University	Business Administration	
BBA	2001	Texas A&M University	Finance	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Assistant Chair, Department of Marketing	Texas State University. San Marcos, TX, United States	September 1, 2019 - Present
Associate Professor, Department of Marketing	Texas State University. San Marcos, TX, United States	2017 - Present
Assistant Professor, Department of Marketing	Texas State University. San Marcos, TX, United States	2011 - 2017
Graduate Teaching Assistant	University of Arkansas. Fayetteville, AR, United States	2007 - 2011
Graduate Research Assistant	Sam Houston State University. Huntsville, TX, United States	2006 - 2007

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
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<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Optometric/Sales Assistant	Sam Houston Optical	2005 - 2006
President	J.A.M., SRL, Italy	2003 - 2005
Intern	ItalConverting SpA, Italy	2001 - 2002
Optometric/Sales Assistant	Sam Houston Optical	1995 - 1999

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: 2016 Presidential Distinction Award for Excellence in Teaching, McCoy College of Business Administration.
August 2016

Award / Honor Recipient: Favorite Professor, Alpha Chi National Honor Society at Texas State University.
April 2014

Award / Honor Recipient: 2013 College Achievement Award for Excellence in Teaching, McCoy College of Business Administration.
August 2013

Award / Honor Recipient: Faculty Member of the Month, American Marketing Association Collegiate Chapter at Texas State University.
February 2012

B. Courses Taught:

Texas State University:

MKT 3360 - SALES MANAGEMENT

MKT 4310 - INTL MARKETING

University of Arkansas:

MKTG 3553 - CONSUMER BEHAVIOR

MKTG 4633 - GLOBAL MARKETING

D. Courses Prepared and Curriculum Development:

MKT 3360 Sales Management, First Time Course Preparation, Texas State University: December 2011 - August 2012.

MKTG 3553 Consumer Behavior, First Time Course Preparation, University of Arkansas: December 2010 - May 2011.

MKT 4310 International Marketing, Updated Course To A Fully-Online Format, Texas State University: June 2020 - December 2020.

MKT 4310 International Marketing, Updated Course To A More Active Learning Format, Texas State University: May 2017 - December 2017.

F. Other:

Guest Lecture, MSEC 7302: Leadership Skills in Commercialization and Entrepreneurship. (February 5, 2013 - February 7, 2013).

Guest Lecture, BA 5351: Organizational Performance for Competitive Advantage. (October 30, 2012).

Guest Lecture, MKT 3358: Professional Selling. (September 12, 2012).

G. Teaching Professional Development Activities Attended

Self-Study Program, "Teaching Online at Texas State - Supplemental," Texas State University, San Marcos, TX, United States. (June 24, 2020).

Workshop, "Designing Your Online Course," Quality Matters. (May 14, 2020).

Workshop, "Program for Excellence in Teaching and Learning," Texas State University, San Marcos, TX, United States. (August 2011 - April 2012).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

2. Articles:

a. Refereed Journal Articles:

Sierra, J. J., Hyman, M. R., & Turri, A. M. (2018). Determinants and Outcomes of Superstitious Beliefs: A Multi-Study Approach. *Journal of Marketing Management*, 34(15-16), 1397–1417.

Mukherjee, A., Smith, R. J., & Turri, A. M. (2018). The Smartness Paradox: The Moderating Effect of Brand Quality Reputation on Consumers' Reactions to RFID-based Smart Fitting Rooms. *Journal of Business Research*, 92, 290–299.

- Watson, A., Zank, G., & Turri, A. M. (2018). I Know, but I'd Rather be Beautiful: The Impact of Self-Esteem, Narcissism, Weight, and Knowledge on Addictive Tanning Behavior in Millennials. *Journal of Consumer Affairs*, 52(1), 209–226.
- Turri, A. M., Smith, R. J., & Kopp, S. W. (2017). Privacy and RFID Technology: A Review of Regulatory Efforts. *Journal of Consumer Affairs*, 51(2), 329–354.
- Sierra, J. J., Turri, A. M., & Taute, H. A. (2015). Unhealthy Food and Beverage Consumption: An Investigative Model. *Journal of Foodservice Business Research*, 18(5), 470–488.
- Sierra, J. J., Taute, H. A., & Turri, A. M. (2015). Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective. *Journal of Food Products Marketing*, 21(5), 503–520.
- Stokes, A., & Turri, A. M. (2015). Consumer Perceptions of Carbon Labeling in Print Advertising: Hype or Effective Communication Strategy? *Journal of Marketing Communications*, 21(4), 300–315.
- Newman, C. L., Turri, A. M., Howlett, E., & Stokes, A. (2014). Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems. *Journal of Macromarketing*, 34(4), 505–519.
- Burton, S., Tangari, A. H., Howlett, E., & Turri, A. M. (2014). How the Perceived Healthfulness of Restaurant Menu Items Influences Sodium and Calorie Misperceptions: Implications for Nutrition Disclosures in Chain Restaurants. *Journal of Consumer Affairs*, 48(1), 62–95.
- Turri, A. M., Smith, K., & Kemp, E. (2013). Developing Affective Brand Commitment through Social Media. *Journal of Electronic Commerce Research*, 14(3), 201–214.
- Fries, J. L., Turri, A. M., Bello, D. C., & Smith, R. J. (2010). Factors that Influence the Implementation of RFID Programs. *Journal of Business & Industrial Marketing*, 25(8), 590–595.
- Turri, A. M., Maniam, B., & Hynes, G. E. (2008). Are They Watching? Corporate Surveillance of Employees' Technology Use. *The Business Review, Cambridge*, 11(2), 126–130.
- Turri, A., Maniam, B., & Earl, R. (2007). Effects of Online Trading on the Investment Community. *ASBBS E-Journal*, 3(1), 146–155.
- Turri, A., Maniam, B., & Leavell, H. (2006). Globalization: The Good, Bad and Ugly. *The Business Review, Cambridge*, 6(1), 31–37.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

- Sierra, J. J., Hyman, M. R., & Turri, A. M. (2018). Nostalgia and Astrometry as Precursors of Superstitious Beliefs - An Abstract. In N. Krey & P. Rossi (Eds.), *Back to the Future: Using Marketing Basics to Provide Customer Value. Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference* (pp. 287–288). Coronado, CA: Academy of Marketing Science (AMS) Annual Conference.
- Sierra, J. J., Hyman, M. R., & Turri, A. M. (2017). Superstition, Astrometry, and Suspension of Disbelief: An Explanatory Model of Risk-Seeking Tendencies - An Abstract. In M. Stieler (Ed.), *Creating Marketing Magic and Innovative Future Marketing Trends. Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference* (pp. 985–986). Orlando, FL: Academy of Marketing Science (AMS) Annual Conference.
- Sierra, J. J., Turri, A. M., & Taute, H. A. (2016). An Investigative Model to Explain Unhealthy Food and Beverage Purchase Intentions. In K. K. Kim (Ed.), *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing? Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference* (pp. 53–54). Denver, CO: Academy of Marketing Science (AMS) Annual Conference.
- Watson, A., & Turri, A. M. (2015). Liminal Transition and Brand Engagement in Self-Concept: An Exploration of Brand Acquisition during Life's Most Malleable Moments. In R. VanMeter & J. Weiser (Eds.), *Advances in Marketing: Real Time Marketing* (pp. 169–170). San Antonio, TX: Society for Marketing Advances Conference.
- Mukherjee, A., Turri, A. M., & Smith, R. J. (2014). Branding a Brand: The Impact of Novel Technology on Brand Perceptions. In R. VanMeter & J. Weiser (Eds.), *Advance in Marketing: Transformational Marketing* (pp. 200–201). New Orleans, LA: Society for Marketing Advances Conference.
- Sierra, J. J., Taute, H. A., & Turri, A. M. (2014). Probing Determinants of Intentions to Purchase Processed Foods and Soft Drinks: Explanation through Mediation. In K. Kubacki (Ed.), *Ideas in Marketing: Finding the New and Polishing the Old, Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference* (p. 297). Monterey, CA: Academy of Marketing Science (AMS) Annual Conference.
- Newman, C. L., Turri, A. M., Howlett, E., & Stokes, A. (2012). Twenty Years of COOL Research: A Review of the Literature from 1990-2010. In K. J. Shanahan (Ed.), *Annals of the Society for Marketing Advances, Volume 1* (pp. 278–279). Orlando, FL: Society for Marketing Advances Conference.

Turri, A. M., Smith, R. J., & Kopp, S. W. (2010). Item-Level RFID: Consumer Privacy Issues & Alternative Remedies. In K. C. Manning, K. J. Kelly, & D. E. Sprott (Eds.), *Sustainability and Society: 2010 AMA Marketing and Public Policy Conference Proceedings* (pp. 86–87). Denver, CO: AMA Marketing and Public Policy Conference.

Stokes, A., Turri, A. M., & Tangari, A. (2009). Is Carbon Labeling Effective? The Impact of Carbon Labels on Consumer Perceptions and Purchase Intentions. In K. Reynolds & J. C. White (Eds.), *Excellence in Marketing Research, Striving for Impact: 2009 AMA Winter Educators' Conference Proceedings* (pp. 437–438). Tampa, FL: AMA Winter Educators' Conference.

10. Other Works in Print:

Supplemental Cases in Textbooks:

Turri, A. (2011). Hello - It's India Calling: The Effect of Offshoring on Business. In G. E. Hynes (Ed.), *Managerial Communication: Strategies and Applications* (5th ed., pp. 371–376). Burr Ridge, IL, USA: McGraw-Hill.

Turri, A. (2011). Live Chat in eCommerce. In G. E. Hynes (Ed.), *Managerial Communication: Strategies and Applications* (5th ed., pp. 377–379). Burr Ridge, IL, USA: McGraw-Hill.

Turri, A. (2011). Monitoring in the Workplace. In G. E. Hynes (Ed.), *Managerial Communication: Strategies and Applications* (5th ed., pp. 387–391). Burr Ridge, IL, USA: McGraw-Hill.

Turri, A. (2011). Texting Versus Emailing in Business. In G. E. Hynes (Ed.), *Managerial Communication: Strategies and Applications* (5th ed., pp. 351–353). Burr Ridge, IL, USA: McGraw-Hill.

Turri, A. (2011). Video Resumes. In G. E. Hynes (Ed.), *Managerial Communication: Strategies and Applications* (5th ed., pp. 380–383). Burr Ridge, IL, USA: McGraw-Hill.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Turri, A. M., Watson, A. N., Texas Marketing Research Colloquium, "Brand Engagement in Self-Concept during Liminal States: An Investigation of Brand Acquisitions throughout Life's Transitions," Baylor University, Waco, TX. (March 24, 2017).

Turri, A., Stokes, A., Marketing and Public Policy Preconference Workshop, "The Impact of Eco-Labeling on Consumer Perceptions," Villanova University, Radnor, PA. (May 29, 2008).

Hynes, G., Stretcher, R., Turri, A., Association of Business Information Systems Conference, "The Importance of Interpersonal Communication Skills for Successful Live Chat in Ecommerce," Federation of Business Disciplines, San Diego, CA. (March 16, 2007).

2. Invited Talks, Lectures, and Presentations:

Newman, C. L., Turri, A. M., Howlett, E. A., Stokes, A., Texas State Marketing Department Speaker Series, "Twenty Years of Country-of-Origin Labeling Research: A Review of the Literature from 1990-2010," Department of Marketing, Texas State University, San Marcos, TX. (April 26, 2013).

Turri, A. M., RFID Executive Education Seminar Series, "RFID & Consumer Behavior," University of Arkansas RFID Research Center, Fayetteville, AR. (January 18, 2011).

Smith, R. J., Turri, A. M., Information Technology Research Institute Board Meeting, "Consumer Perceptions of RFID Application in a Retail Context," Walton College of Business, University of Arkansas, Fayetteville, AR. (August 4, 2009).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Turri, A. M., & Watson, A. (Submitted / Under Review). Product Assortment, Choice Overload, and Filtering Technology across Retail Contexts. *The International Review of Retail, Distribution and Consumer Research*. (October 9, 2020)

b. Works "in progress":

Journal Articles:

Zank, G. M., & Turri, A. M. (In Preparation; Not Yet Submitted). To Tan or Not To Tan? Exploring Consumer Perceptions and Influencers of Tanning. *Journal of Consumer Affairs*.

c. Other Works Not in Print:

Posters:

Stokes, A., Zank, G. M., Turri, A. M., AMA Marketing and Public Policy Conference, "I Know, but I'd Rather Be Beautiful: The Impact of Self-Esteem, Narcissism, Weight, and Knowledge on Addictive Tanning Behavior in Millennials," Washington Marriott at Metro Center, Washington, DC. (June 5, 2015).

C. Scholarly / Creative Grants and Contracts:

3. Funded Internal Grants and Contracts:

Turri, Anna M. (Co-Principal), Zank, Gail (Principal). To Tan or Not to Tan: Exploring Consumer Perceptions of Tanning and the New FDA Sunscreen Labeling Requirements, Research Enhancement Program, Texas State University, \$6,720.00. (Funded: January 2014 - December 2014). Grant.

Turri, Anna M. (Principal). The Effect of Positive Emotions on Choice Overload, Research Enhancement Program, Texas State University, \$8,000.00. (Funded: January 2012 - December 2012). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: 2014 College Achievement Award for Excellence in Scholarly/Creative Activities, McCoy College of Business Administration.
August 2014

Award / Honor Recipient: Robert W. Bell Memorial Scholarship, University of Arkansas.
August 2010 - May 2011

Fellowship Recipient: Doctoral Academy Fellowship at the University of Arkansas, Walton Family Charitable Support Foundation.
August 2007 - May 2011

Award / Honor Recipient: AMA Sheth Doctoral Foundation Consortium Fellow, University of Arkansas.
June 2010

Award / Honor Recipient: Brenda M. Derby Memorial Award, Center for Marketing and Public Policy Research, Villanova University.
May 2010

Award / Honor Recipient: Society of Marketing Advances Doctoral Fellow, University of Arkansas.
November 2008

Award / Honor Recipient: Best Paper in the area of Finance, American Society of Business and Behavioral Sciences (ASBBS) 14th Annual Conference.
February 2007

E. Scholarly / Creative Professional Development Activities Attended:

Research Presentations, "McCoy College of Business Spring Research Presentations," McCoy College of Business Research Committee, San Marcos, TX. (April 6, 2018).

Research Presentations, "Spring Research Seminar Presentations," Department of Marketing at Texas State University, San Marcos, TX. (April 7, 2017).

Research Presentations, "Spring Research Seminar Presentations," Department of Marketing at Texas State University, San Marcos, TX. (March 10, 2017).

Research Presentations, "McCoy Research Grant Presentations," McCoy College of Business Research Committee, San Marcos, TX. (April 15, 2016).

Conference Attendance, "Society for Consumer Psychology - First International Conference," Society for Consumer Psychology, Florence, Italy. (June 29, 2012 - July 1, 2012).

Workshop, "Overview of the Research Enhancement Program," Texas State University, San Marcos, TX, United States. (September 7, 2011).

IV. SERVICE

A. Institutional

1. University:

Committee Member, Career Closet Advisory Board. (2015 - Present).

Member, Search Committee for Assistant Vice President for University Marketing. (2019 - 2020).

Member, Search Committee for McCoy College of Business Dean. (2019 - 2020).

Faculty/Career Closet Board Member, Career Services Employer Advisory Board. (2018 - 2020).

Faculty Representative, Texas State University Career Services Fifth Annual Employer Day. (May 18, 2018).

Committee Member, University Curriculum Committee. (August 2017 - December 2017).

Faculty Panel Participant, "Preparing Students for Socially Responsible Global Citizenship," Panel for the Faculty Development Workshop, San Marcos, TX. (May 14, 2012).

2. College:

Committee Member, McCoy College Research Enhancement Committee. (2017 - 2018).

Committee Alternate, McCoy College Research Enhancement Committee. (2016 - 2017).

Undergraduate Marshal, Texas State University Summer Commencement.
(August 11, 2017).

Invited Guest Speaker, "Business Visit Day: Mock Lecture," Invited presentation during the McCoy College Business Visit Day, San Marcos, TX. (April 7, 2017).

Invited Guest Speaker, "Business Attire: What's In and What's Out," Invited presentation to Beta Gamma Sigma, San Marcos, TX. (April 19, 2016).

Event Organizer, McCoy College Faculty & Staff Professional Clothing Drive.
(May 5, 2015).

Invited Guest Speaker, "Business Visit Day: Mock Lecture," Invited presentation during the McCoy College Business Visit Day, San Marcos, TX. (April 10, 2015).

Committee Member, Beta Gamma Sigma Scholarship Committee. (2012 - 2014).

Ceremonial Reader, Beta Gamma Sigma Induction Ceremony. (April 25, 2014).

Table Host, McCoy Appreciation Dinner – Shining the Light on Achievement.
(March 27, 2014).

Invited Guest Speaker, "Business Visit Day: Mock Lecture," Invited presentation during the McCoy College Business Visit Day, San Marcos, TX. Dr. Ray Fisk was also a speaker during this presentation. (March 21, 2014).

Invited Guest Speaker, "Franchising Internationally: Taking Curves to Italy," Invited presentation to the Students in International Business Organization, San Marcos, TX. (February 19, 2014).

Committee Member, International Business Committee. (2012 - 2013).

Ceremonial Reader, Beta Gamma Sigma Induction Ceremony. (April 12, 2013).

Invited Guest Speaker, "Business Visit Day: Mock Lecture," Invited presentation during the McCoy College Business Visit Day, San Marcos, TX. Dr. Ray Fisk was also a speaker during this presentation. (February 22, 2013).

Ceremonial Reader, Beta Gamma Sigma Induction Ceremony. (October 22, 2012).

Ceremonial Reader, Beta Gamma Sigma Induction Ceremony. (April 20, 2012).

Table Host, The McCoy College MBA Etiquette Dinner. (November 18, 2011).

3. Department/School:

Coordinator for International Marketing (MKT 4310), Core Course Coordinators.
(2019 - Present).

Committee Member, Personnel Committee. (2017 - Present).

Committee Member, Graduate Instructional Assistants Committee. (2015 - Present).

Faculty Library Representative. (2012 - Present).

Committee Member, Marketing Advisory Board Committee. (2018 - 2019).

Committee Member, Merit Policy Revision Committee. (2018 - 2019).

Committee Member, Scholarship Funding Committee. (2016 - 2019).

Faculty Advisor, Alpha Mu Alpha. (2016 - 2019).

Committee Chair, Subject Pool Committee. (2015 - 2019).

Committee Member, Behavioral Research Lab Committee. (2013 - 2019).

Committee Member, Faculty Search Committee. (2017).

Faculty Participant, Interview Express. (October 24, 2017).

Faculty Representative, Bobcat Day. (February 25, 2017).

Faculty Participant, Interview Express. (April 19, 2016).

Committee Member, Faculty Search Committee. (2015).

Committee Member, Subject Pool Committee. (2012 - 2015).

Event Organizer, Career Closet Appreciation Reception. (December 4, 2015).

Faculty Participant, Interview Express. (October 29, 2015).

Faculty Participant, Professional Selling Corporate Sponsors' Advisory Board Meeting. (October 29, 2015).

Faculty Representative, Bobcat Day. (October 10, 2015).

Faculty Participant, Interview Express. (April 28, 2015).

Faculty Representative, Bobcat Day. (February 28, 2015).

Faculty Participant, Interview Express. (April 22, 2014).

Faculty Representative, Bobcat Day. (April 5, 2014).

Faculty Participant, Interview Express. (October 29, 2013).

Faculty Participant, Professional Selling Corporate Sponsors' Advisory Board Meeting. (October 29, 2013).

Faculty Participant, Interview Express. (April 18, 2013).

Acting Department Chair. (February 14, 2013 - February 15, 2013).

Faculty Judge, Departmental American Marketing Association Student Case Tryouts. (February 4, 2013).

Table Host, Professional Selling Student Ambassador Luncheon. (January 18, 2013).

Committee Member, Faculty Search Committee. (2012).

Committee Member, Five Year Strategic Planning Committee. (2012).

Ceremonial Reader, Alpha Mu Alpha National Marketing Honor Society Induction Ceremony. (November 8, 2012).

Faculty Participant, Interview Express. (October 30, 2012).

Invited Workshop Presenter, "Dress for Success," Invited presentation during the American Marketing Association Workshop, San Marcos, TX. (October 9, 2012).

Table Host, Professional Selling Student Ambassador Luncheon. (September 14, 2012).

Faculty Judge, Departmental American Marketing Association Student Case Tryouts. (January 31, 2012).

Faculty Participant, Interview Express. (November 8, 2011).

Faculty Participant, Professional Selling Corporate Sponsors' Advisory Board Meeting. (November 8, 2011).

Faculty Representative, Bobcat Day. (October 8, 2011).

B. Professional:

Reviewer, Association for Consumer Research Latin America (ACR LA) Conference. (2017).

Reviewer, Marketing Management Journal. (2017).

Reviewer, Journal of Business Research. (2016).

Reviewer, Journal of Marketing Theory and Practice. (2016).

Reviewer, Marketing Management Association (MMA) Conference. (2016).

Reviewer, Academy of Marketing Science (AMS) Conference. (2015).

Reviewer, Marketing Management Journal. (2015).

Reviewer, Society for Marketing Advances (SMA) Conference. (2015).

Session Chair, Society for Marketing Advances (SMA) Conference. (2015).

Reviewer, Journal of Marketing Theory and Practice. (2014).

Reviewer, Journal of Marketing Theory and Practice. (2013).

Reviewer, The Journal of Business Ethics. (2013).

Reviewer, American Marketing Association's Summer Educators' Conference. (2012).

Reviewer, Marketing and Public Policy Conference. (2012).

Reviewer, The Journal of Business Ethics. (2012).

Reviewer, The Open Business Journal. (2012).

Invited Guest Speaker, "Activating your Brand during the Job Seeking Process – The Interviewee's Perspective," Invited presentation during the Winter American Marketing Association Doctoral Symposium: Creating and Delivering Your Brand. Dr. Amy Stokes was also a speaker during this presentation, St. Petersburg, FL. (February 17, 2012).

Reviewer, American Marketing Association's Winter Educators' Conference. (2010).

Session Chair, Second Annual General Business Conference at Sam Houston State University. (2010).

Reviewer, Conference on Historical Analysis and Research in Marketing. (2009).

Discussant, Seventeenth Annual Robert Mittelstaedt Doctoral Symposium at the University of Nebraska-Lincoln. (2008).

Reviewer, Marketing and Public Policy Conference. (2008).

C. Community:

Parent Representative, Texas State University Child Development Center (CDC), San Marcos, TX. (2016 - 2017).

Member, Hays County Young Life Care Committee, San Marcos. (2014 - 2016).

D. Organization Memberships:

American Marketing Association (AMA). (January 2008 - Present).

Beta Gamma Sigma. (September 2000 - Present).

American Council on Consumer Interests. (November 2015 - 2018).

Academy of Marketing Science. (January 2014 - 2017).

Society for Consumer Psychology (SCP). (January 2012 - 2017).

Society for Marketing Advances (SMA). (January 2012 - 2017).

G. Service Professional Development Activities Attended:

Workshop, "Working with Logi/Excel Report," Texas State University, San Marcos, TX. (October 22, 2020).

Workshop, "Educational Programs and General Education Assessment," Texas State University, San Marcos, TX, United States. (April 28, 2020).

Workshop, "EMS Event Management Software Room Scheduling," Texas State University, San Marcos, TX, United States. (September 25, 2019).

Workshop, "Developing Outcomes and Methods to Assess Student Improvement - General Education," Texas State University, San Marcos, TX, United States. (September 6, 2019).

Tutorial, "CourseLeaf CLSS Introduction & Training," Texas State University, San Marcos, TX, United States. (August 6, 2019).

TEXAS STATE VITA**I. Academic/Professional Background**

A. Name and Title

Name: Vicki L. West

Title: Senior Lecturer

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
MBA	1986	Georgia College & State Univ	Business Administration	
BBA	1984	Georgia College & State Univ	Marketing	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Faculty and Director, Center of Professional Sales	Texas State University	May 2012 - Present
Senior Lecturer	Texas State University-San Marcos	1989 - Present
Sam Walton Fellow in Free Enterprise	Texas State University	1996 - May 2019
Instructor	Mercer University	1986

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
President	West Training & Seminars	1987 - Present
Administrator, CEO	Coliseum Associates, Hospital Corporation of America	1986 - 1987
Special Programs Director	WPEZ FM-108	1983 - 1984

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Alpha Chi Favorite Professor, Alpha Chi National Honor Society.
2019

Award / Honor Recipient: Sam Walton Fellow SIFE Fellowship, Students in Free Enterprise.
1996 - May 2019

Award / Honor Recipient: 1st place at SIFE Regionals.
1997 - 2018

Award / Honor Recipient: Top 20, SIFE/Enactus National Competition.
1997 - 2018

Award / Honor Recipient: Named a "Favorite Professor", Alpha Chi National Honor Society.
2016
2014
2012

Award / Honor Recipient: Best Professor Award, Alpha Kappa Chi.
2015

Award / Honor Recipient: Finalist - American Marketing Association Award for Professional Selling Teaching, American Marketing Association - Sales Special Interest Group.
2015

Award / Honor Nominee: Presidential Excellence in Teaching Award Finalist, Texas State University.
2015

Award / Honor Recipient: Finalist - Presidential Award for Excellence in Teaching, Texas State University.
August 2015

Award / Honor Recipient: Best Professor - McCoy College of Business, McCoy College - Advisory Board.
August 2014

Award / Honor Recipient: 2014 U.S.A. National Champion, Enactus.
May 2014

Award / Honor Recipient: Teacher of the Week, Alpha Delta Pi.
October 2013

Award / Honor Recipient: Graduate Division National Champion, National Collegiate Sales Competition.
April 2013

Award / Honor Recipient: Undergraduate National Champion, National Collegiate Sales Competition.

April 2013

Award / Honor Recipient: 2011 SIFE USA National Champion, Students in Free Enterprise USA.

May 2011

Award / Honor Nominee: Mariel M. Muir Excellence in Mentoring Award, McCoy College of Business.

2008

Award / Honor Recipient: Distinguished Educator.

2005

Award / Honor Recipient: Professor of the Month - March, Pan-Hellenic Council.

2005

Award / Honor Recipient: Teaching Award of Honor, Texas State Alumni Association.

2005

Award / Honor Recipient: Teaching Excellence Award, McCoy School of Business.

2004

Award / Honor Recipient: Sam Walton Fellow International Award, Students in Free Enterprise.

2002

Award / Honor Recipient: Picture of International Championship SIFE team featured two team representatives and Vicki West in five national magazines, including: Business Week, Entrepreneur Magazine, Retailing Today, Retail Merchandiser, and Mass Market Retailer.

2000

Award / Honor Recipient: Students in Free Enterprise - U.S. & World Champion.

May 2000

Award / Honor Recipient: Leavey National Award for Excellence in Private Enterprise Education, Leavey.

1999

Award / Honor Recipient: Presidential Award for Excellence in Teaching, Texas State University-San Marcos.

1999

Award / Honor Recipient: Presidential Nominee for Excellence in Teaching, Texas State University-San Marcos.

1998

Award / Honor Recipient: Teacher of the Year, Alpha Kappa Psi.
1997

Award / Honor Recipient: College of Business - Best Professor Award, College of
Business.
August 1994

Award / Honor Recipient: Teaching Excellence Award, School of Business.
1993

B. Courses Taught:

Texas State University:

MGT 3350 - STDS IN FREE ENTRP

MGT 3350 - STUDIES IN FREE ENT

MKT 3357 - SALE&SALE MGT

MKT 3358 - PROF SELLING

MKT 3358 - PROFESSIONAL SELLING

MKT 3362 - STUDIES IN FREEENT

MKT 4395 - INDEPENDENT STUDY

MKT 4397 - DIRECTED STUDY MKT

D. Courses Prepared and Curriculum Development:

Developed over 80 free enterprise projects over a period of 20+ years, Curriculum
Development: 1996 - Present.

Developed numerous classroom sales projects over a period of 25 years, including a new
class, Curriculum Development: 1989 - Present.

Directed Study - Marketing, Curriculum Development, Texas State University. Taught:
July 2012 - Present.

E. Teaching Grants and Contracts

1. Funded External Teaching Grants and Contracts:

West, Vicki, Percent Contribution: 100%. Students in Free Enterprise (Enactus)
Grant, 3M, Private / Foundation / Corporate, \$8,000.00. (Funded: January
2017 - Present). Grant.

West, Vicki (Principal), Percent Contribution: 100%. Annual Corporate Partnership Revenue, 20+ companies, including: AT&T; ADP; 3M; Cintas; Liberty Mutual; Enterprise; State Farm; Federated Insurance; Fastenal; Ferguson; Gartner;, Private / Foundation / Corporate, \$170,000.00. (Funded: January 2011 - Present). Grant.

West, Vicki (Principal), Percent Contribution: 100%. 3M Frontline Program - Sales Labs, 3M, Private / Foundation / Corporate, \$75,000.00. (Funded: 2017). Grant.

West, Vicki L. Free enterprise room, Other, \$25,000.00. (Funded: 2016). Grant.

West, Vicki L. Wal-Mart's Women's Entrepreneurship. (Funded: 2015). Grant.

West, Vicki L. one-time additional funding from Student Services fees. (Funded: 2012). Grant.

West, Vicki L. (Funded: 2008). Grant.

West, Vicki L. RGK Foundation, \$309,662.00. (Funded: 2007). Grant.

West, Vicki L. four external grants for consulting projects in Central America. (Funded: 2006). Grant.

West, Vicki L. \$200,000.00. (Funded: 2002). Grant.

West, Vicki L. \$1,000,000.00. (Funded: 1998 - 1999). Grant.

3. Funded Internal Teaching Grants and Contracts:

West, Vicki L. Students in Free Enterprise. (Funded: 2002 - Present). Grant.

West, Vicki L. (Funded: 2006 - 2012). Grant.

F. Other:

Attended an initiative of CASLSO, an accelerator program supporting Austin based entrepreneurs, Social Innovation in Austin, Tarmac TX. Austin, TX, United States. 40. (October 21, 2017).

Coach free enterprise team (125+ students) 12 months a year, Enactus. San Marcos, TX, United States. 150. (September 1996 - May 2020).

Coach two sales teams at a national level, National Collegiate Sales Competition & one other competition annually. San Marcos, TX, United States. 15. (January 2008 - Present).

Coached World Cup free enterprise team, World Cup Free Enterprise Championship, Students in Free Enterprise/Enactus. Kansas City, MO, United States. 150. (September 1999 - May 2000).

Coached three USA national championship free enterprise teams, National Exposition, Students in Free Enterprise/Enactus. Kansas City, MO, United States. 150. (January 2000 - May 2014).

Initiated purchase and use of a virtual interviewing platform, Interview Express, Center for Professional Sales. 400. (October 2020 - Present).

Prepare the Texas State University Students in Free Enterprise (SIFE) team for the regional and national competitions. 120. (September 1, 1996 - May 2020).

Professional Development & Preparation of Sales Students for the premier national competition. 12. (December 1, 2010 - March 1, 2011).

Professional Selling, Created 2 brochures for the Center for Professional Sales. (2012 - Present).

Professional Selling, Brought technology to the classroom for student participation (as it became available). (2008 - Present).

Professional Selling, Added original work to Chapter 5 & Chapter 13 in the Professional Selling Textbook, Selling: Building Partnerships by Weitz, Castleberry & Tanner, 6th edition. (2006 - Present).

Professional Selling, Conceptualized and created the Center for Professional Sales. (2012).

Professional Selling, Created a webpage for the Center for Professional Sales. (2012).

Professional Selling, Gained associate membership in the University Sales Center Alliance. (2012).

Professional Selling, Helped raise funds and implement three mobile sales labs. (2011).

Professional Selling, •Helped gain accreditation for external group – University Sales Center Alliance. (2011).

Professional Selling, Established the professional selling corporate partners program and website. (2009).

Professional Selling, Coordinated four textbook profiles of former students for Selling: Building Partnerships by Weitz, Castleberry and Tanner. (2007).

Professional Selling, Met with representatives from Liberty Mutual, Dell, UPS, Federated Insurance, Cintas, Waste Management, and others, to begin development work for the future creation of a sales program. (2007).

Professional Selling, Secured information from sales programs around the U.S. and organized the data into a professional selling notebook to aid in the creation of a sales concentration and, ultimately, a sales program. (2007).

Professional Selling, Coached student team who won 10th place overall nationally – National Collegiate Sales Competition. Atlanta, GA, United States. (2006).

Professional Selling, Coached student team who won 6th place overall nationally – National Collegiate Sales Competition. Atlanta, GA, United States. (2005).

Professional Selling, Created and implemented Sam's Club consulting project. (2005).

Professional Selling, Gained publicity for the sales students in Careers in Professional Selling Magazine. (2005).

Professional Selling, Instituted new high standards for corporate sales presentations, both written & oral. (2005).

Professional Selling, Coached sales student who won 1st place nationally in Product/Service sales categories combined at the National Collegiate Sales Competition. Atlanta, GA, United States. (2004).

Professional Selling, Coached student team who won 3rd place overall nationally – National Collegiate Sales Competition. Atlanta, GA, United States. (2004).

Professional Selling, Added a sales role-playing competition, sponsored by Metropolitan Life Insurance Company, which rewards students with scholarships. We placed in the top 6 in the nation the first year of competition. (1992).

Professional Selling, Named to the Top Sales programs by the Sales Education Foundation. (2011 - Present).

Professional Selling, Continued to develop the presence of the Center for Professional Sales. (2003 - Present).

Professional Selling, Aided in the hiring of another faculty member to teach in the sales concentration. (2016).

Professional Selling, Added a second graduate student to the sales center to support growth. (2015).

Professional Selling, Added a graduate student to the sales center to support operations. (2014).

Professional Selling, Funded and hosted a DePaul University visit to help improve the sales learning experience in Customer Relationship Management (CRM) for the Directed Study – Sales class. (2014).

Professional Selling, Created the founding alumni sales advisory board of directors. (2013).

Professional Selling, Gained full membership in the University Sales Center Alliance. (2013).

Professional Selling, Named to the Top Sales programs by the Sales Education Foundation. (2011).

Special presentation at the NACDS Conference - one free enterprise team invited nationally, NACDS Conference, Enactus. Scottsdale, TX, United States. 250. (April 23, 2017).

Support three graduate student positions in Sales Center, Sales Center activities. San Marcos, TX, United States. (January 2013 - Present).

Student Accomplishments:

Award:

Supervisor, U.S.A. National Champion. "Team Championship," Sife National Competition, Kansa City, Missouri. (May 2000).

Student(s): Lidia Robles, Undergraduate, Accounting.

Performance:

Mentor, Executive Level Promotion. Status: Completed. (February 2020).

Student(s): Elizabeth Terrell.

Supervisor. Enactus National Competition, Kansas City, Mo. Status: Completed. (May 2019). Department of Marketing, Texas State.

Supervisor, National Collegiate Sales Competition. "Undergraduate Sales Competition," NCSC, Atlanta, Ga. Status: Completed. (April 2019).

Department of Marketing, Texas State.

Student(s): Chelsea Fuchs, Undergraduate, Marketing-Sales Concentration.

Corbin, Undergraduate, Marketing-Sales Concentration.

Mentor, Top 12 Teams - National Free Enterprise Competition. Enactus National Competition, Kansas City, Missouri. Status: Completed. (May 2018). Department of Marketing, Texas State University.

Mentor, Graduate Division Winner - National Collegiate Sales Competition. National Collegiate Sales Competition, Kennesaw, Ga. Status: Completed. (April 2018). Department of Marketing, Texas State University.

Student(s): Kathleen O'Brien, Graduate, MBA.

Mentor, Graduate Division Winner - National Collegiate Sales Competition. National Collegiate Sales Competition, Kennesaw, Ga. Status: Completed. (April 2018). Department of Marketing, Texas State University. Student(s): Madison Ivers, Graduate.

Supervisor, 3rd Place - National Collegiate Sales Competition -Graduate Division. Graduate Sales Competition, Kennesaw, Ga. Status: Completed. (April 2017). Marketing, Texas State. Student(s): Lakota Campbell, Graduate, M.B.A>.

Supervisor, 2nd place – Graduate Division. "National Sales Competition," National Collegiate Sales Competition, Kennesaw State University. (2015).

Supervisor, Winner — Graduate Division — 1st round, 2nd round, and 3rd round; Graduate Team Championship. "National Sales Competition," National Collegiate Sales Competition. (2014).

Supervisor, Winner — Graduate Division — 1st round, 2nd round, and 3rd round; Graduate Team Championship. "National Sales Competition," National Collegiate Sales Competition. (2013).

Supervisor, Winner — Graduate Division — 1st round, 2nd round, and 3rd round; Graduate Team Championship. "National Sales Competition," National Collegiate Sales Competition. (2013).

Supervisor, Winner— Undergraduate Division— Individual 1st place and team 1st place. "National Sales Competition," National Collegiate Sales Competition. (2013).

Supervisor, Winner— Undergraduate Division— Individual 1st place and team 1st place. "National Sales Competition," National Collegiate Sales Competition. (2013).

Supervisor, Winner — Graduate Division — 1st round, 2nd round, and 3rd round; Graduate Team Championship. "National Sales Competition," National Collegiate Sales Competition. (2013).

Supervisor, Final Four Undergraduate Division, Top two teams. "National Sales Competition," National Collegiate Sales Competition. (2012).

Supervisor, Winner 3rd round Graduate Division, Top two teams. "National Sales Competition," National Collegiate Sales Competition. (2012).

Supervisor, Winner Graduate Division, Final Four Undergraduate Division. "National Sales Competition," National Collegiate Sales Competition. (2011).

Supervisor, Winner – Graduate Division – Quarterfinals, Undergraduate Division. "National Sales Competition," National Collegiate Sales Competition. (2010).

Supervisor, Winner & 1st runner up, Graduate Division – Quarterfinals, Undergraduate. "National Sales Competition," National Collegiate Sales Competition. (2009).

Supervisor, Semi-finalist round finish, 1-minute Sales Award – 1st place. "National Sales Competition," National Collegiate Sales Competition. (2008).

Supervisor, Semi-finalist round finish. "National Sales Competition," National Collegiate Sales Competition. (2007).

Supervisor, Top 10 overall team award. "National Sales Competition," National Collegiate Sales Competition. (2006).

Supervisor, Top 10 service division; 6th place – team award. "National Sales Competition," National Collegiate Sales Competition. (2005).

Supervisor, 3rd place – team award. "National Sales Competition," National Collegiate Sales Competition. (2004).

Supervisor, 1st place in product/service division; 1st runner-up in championship round. "National Sales Competition," National Collegiate Sales Competition. (2004).

Supervisor, 1st year observing and participating in the competition. "National Sales Competition," National Collegiate Sales Competition. (2003).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Refereed:

West, V. L. (2014). 2014 Contributed to three chapters in *Selling: Building Partnerships*.

Non-refereed:

West, V. (2007). *Selling: Building Partnerships*. In Weitz, Castleberry, & Tanner (Eds.).

West, V. (2005). 7 Steps to Successful Product Cross Selling. In Weitz, Castleberry, & Tanner (Eds.) (6th ed., p. 373). *Selling: Building Partnerships*.

West, V. (2005). Dress for Success - 5 Timeless Principles. In Weitz, Castleberry, & Tanner (Eds.) (6th ed., pp. 135–136). *Selling: Building Partnerships*.

West, V. (1999). 7 Steps to Successful Product Cross Selling. In Weitz, Castleberry, & Tanner (Eds.) (5th ed., p. 388). *Selling: Building Partnerships*.

2. Articles:

a. Refereed Journal Articles:

Badrinarayanan, V., Dixon, A., West, V., & Zank, G. (2015). Professional Sales Coaching: An Integrative Review and Research Agenda. *European Journal of Marketing*, 49(7/8), 1087–1113.

Agnihotri, R., Bonney, L., Dixon, A. L., Erffmeyer, R., Pullins, E. B., Sojka, J. Z., & West, V. (2014). Attracting Talent from University Sales Programs to Grow Your Real Estate Agency. *Keller Center for Research Report*, 7(2), 5. Retrieved from <http://www.baylor.edu/business/kellercenter/news.php?action=story&story=142982>

Agnihotri, R., Bonney, L., Dixon, A. L., Erffmeyer, R., Pullins, E. B., Sojka, J. Z., & West, V. (2014). Developing a Stakeholder Approach for Recruiting Top-level Sales Students. *Journal of Marketing Education*, 36(1), 75–86.

Badrinarayanan, V., & West, V. (2010). Technology Adoption in SMEs: A Strategic Posture Matrix and Research Agenda. *Journal of Business and Entrepreneurship*, 22(1), 55–67.

Mueller, J., West, V., Nurrudin, N., Min, R., & Thornton, J. (2008). Entrepreneurship Teaching In Action – The Effects of Early Empowerment. *Journal of Business and Entrepreneurship*, 20(1), 81–92.

West, V. L. (2006). Teaching Written Communication Skills in Professional Selling “The Cover Letter.” *Journal of Marketing Education*, 28(3), 205–217.

Stutts, M. A., & West, V. (2005). Competitive Learning: Beyond Project-Based Classes. *Journal for the Advancement of Marketing Education*, 6, 55–62. Retrieved from www.mmaglobal.org/Publications/JAMETOC.htm#Vol.6

West, V., Minifie, J., & Lockhart, M. (2001). E-Marketing Strategies Within the Healthcare Industry. *Journal of Contemporary Business Issues*, 9(2), 46–54.

- West, V., & Bell, J. (1999). Best Use of Mass Media. *The Journal of Entrepreneurship Education*, 3, 108–110.
- West, V., & Bell, J. (1999). Business Week Best In-Depth Education Project. *The Journal of Entrepreneurship Education*, 2, 104–107.
- West, V., & Bell, J. (1999). Del Laboratories Economic Education Integration: Teachers. *The Journal of Entrepreneurship Education*, 3, 117.
- West, V., & Minifie, J. (1998). A Small Business International Market Selection Model. *International Journal of Production Economics*, 56-57, 451–462.
- West, V., & Minifie, J. (1997). Who Should Pay for Healthcare? - The Fortune 500 on Health Care. *Marketing Health Services*, 17(3), 4–11.
- West, V., & Minifie, J. (1996). American Health Care Reform: An International Perspective. *International Journal of Production Research*, 46-47, 497–510.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

- Badrinarayanan, V., West, V., & Zank, G. (2012). Professional Sales Coaching: An Integrative Review and Research Agenda. 2012 National Conference in Sales Management.
- West, V. L., & Badrinarayanan, V. (2009). "Technology Adoption in SMEs: A Strategic Posture Matrix and a Research Agenda." In *Proceedings of the Association for Small Business & Entrepreneurship Conference*.
- West, V. (2007). Teaching Written Communication Skills in Professional Selling: "The Cover Letter". San Antonio, Texas: Marketing Educators Association.
- Muller, J., West, V., Nuruddin, R., & Thorton, J. (2006). Entrepreneurship Teaching in Action: The Effects of Early Empowerment. Corpus Christi, Texas: Association of Small Business and Entrepreneurship Conference.
- West, V., Minifie, J., & Lockhart, M. (2001). E-Marketing Strategies Within the Healthcare Industry. 2001 Conference on Emerging Issues in Business and Technology.
- Minifie, J., West, V., & McClung, B. (2001). International Health Care Internet Usage. Las Vegas, Nevada: American Society of Business and Behavioral Sciences.
- West, V., & Minifie, J. (2001). Using Selling Process Steps in the Written Format for Maximum Effectiveness. Las Vegas, Nevada: American Society of Business and Behavioral Sciences.

- West, V. L., Minifie, J. R., & Lockhart, M. (2001). "E-Marketing Strategies with the Healthcare Industry,." In *Proceedings of the 2001 Conference on Emerging Issues in Business and Technology. OIC(CP)*.
- West, V., & Minifie, J. (2000). Hospital Internet Marketing. Las Vegas, Nevada: Seventh Annual American Society of Business and Behavioral Sciences Meeting.
- Minifie, J., & West, V. (2000). Production Economics in International Health Care (Vol. 3, pp. 351–360). Ings, Austria: Preprints of the Eleventh International Working Seminar on Production Economics.
- West, V., & Minifie, J. (2000). The Ethics of On-Line Medical Advertising. Las Vegas, Nevada: Seventh Annual American Society of Business and Behavioral Sciences Meeting.
- West, V., & Minifie, J. (1999). Current Trends in Marketing Under Managed Health Care. Las Vegas, Nevada: Sixth Annual American Society of Business and Behavioral Sciences Meeting.
- Minifie, J., & West, V. (1999). Health Care Robotics: Current Trends in US Hospitals. Las Vegas, Nevada: Sixth Annual American Society of Business and Behavioral Sciences Meeting.
- Minifie, J., & West, V. (1999). Hospital's View of Managed Health Care. Las Vegas, Nevada: Sixth Annual American Society of Business and Behavioral Sciences Meeting.
- Minifie, J., & West, V. (1997). A Small Business International Market Selection Model (pp. 288–289). Proceedings of the Southern Marketing Association.
- West, V., Minifie, J., & Aiyer, J. (1996). Fortune 500 Executive Health Care Views (pp. 239–242). Southern Marketing Association Proceedings.
- West, V., & Minifie, J. (1996). Relationship Between Government and Business: An International Model (pp. 287–304). Preprints of the Ninth International Working Seminar on Production Economics.
- West, V., & Minifie, J. (1994). Healthcare Economics: An International Perspective (pp. 281–296). Ings, Austria: Proceedings of the Eighth International Working Seminar on Production and Economics.

6. Book Reviews:

- Castleberry, & Tanner. (2016). *Selling: Building Partnerships*. (V. L. West, Ed.). McGraw Hill.
- West, V. (2014). *Multimedia Educational Resource for Learning and Online Teaching*. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2013). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2012). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. L. (2012). Served as reviewer for the 8th edition of *Selling: Building Partnerships*.

West, V. (2011). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2010). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2009). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2008). Multimedia Educational Resource for Learning and Online Teaching. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2007). Contributed to 3 Chapters - *Selling: Building Partnerships* by Castleberry and Tanner, 8th Edition. McGraw Hill.

West, V. (2005). *Selling: Building Partnerships*. (Weitz, Castleberry, & Tanner, Eds.).

10. Other Works in Print:

Abstracts:

West, V. (2005). Teaching Written Communication Skills in Professional Selling "The Cover Letter". Published.

Stutts, M. A., & West, V. (2003). Competitive Learning: Beyond Project-Based Learning, 164–165.

Newsletters:

West, V., & Minifie, J. (1998). Seven Steps to Successful Product Cross Selling. Credit Union Executive.

Other:

West, V. (2011). *Contributed to 3 Chapters - Selling: Building Partnerships* by Castleberry and Tanner, 8th Edition (8th ed., pp. 114–116, 127, 179, 261,389, EN–4). McGraw Hill.

Reviewed Sales Management Texts:

West, V. (2007). *Sales Management*. Houghton Mifflin Company.

Reviewed module on websites:

West, V. (2004). *Mars Simulation module*. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

Reviewed three modules on websites:

West, V. (2006). *Multimedia Educational Resource for Learning and Online Teaching*. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

West, V. (2005). *Multimedia Educational Resource for Learning and Online Teaching*. Merlot, Multimedia Educational Resource for Learning and Online Teaching.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

West, V. (Presenter & Author), 27th Annual National Conference in Sales Management Proceedings, "Coaching: An Integrative Review and Research Agenda," University Sales Center Alliance., Indianapolis. (October 2013).

Badrinarayanan, V., West, V., Association for Small Business & Entrepreneurship Conference, "Technology Adoption in SMEs: A Strategic Posture Matrix and a Research Agenda," Association for Small Business & Entrepreneurship, San Antonio, TX. (2009).

West, V., Minifie, J., Ninth International Working Seminar on Production Economics, "Relationship Between Government and Business: An International Model," Production Economics, Igl/Innsbruck, Austria. (1996).

West, V. L., Minifie, J. R., Proceedings of the Eighth International Working Seminar on Production and Economics, "Healthcare Economics: An International Perspective," Ingls, Austria. (1994).

2. Invited Talks, Lectures, and Presentations:

West, V. L., "Tasks & People," Austin, TX, United States. (2019).

West, V., McCoy Foundation meeting, "Free Enterprise Program," McCoy College, San Marcos, TX, United States. (2018).

West, V. L., "Professional Dress for Corporate Success," UPS, San Antonio, United States. (2016).

- West, V. L., "Body Language Principles," American Medical Association. (2015).
- West, V. L., "Body Language-Understanding it & Improving your effectiveness," American Medical Association. (2015).
- West, V. L., University Sales Center Alliance (U.S.C.A.), "Best Practices for Sales Centers." (2014).
- West, V. L., MMA Conference, "Course Curriculum in Sales Programs," San Antonio, TX, United States. (2014).
- West, V. L., "Effective Sales Techniques," Ferguson, Inc., TX. (2014).
- West, V. L., Kaufman Foundation of Entrepreneurship, "Free Enterprise Projects at Texas State University." (2014).
- West, V. L., New York Partner Summit for Enactus, "Free Enterprise Projects at Texas State University." (2014).
- West, V. L., sales program to the Bloomberg affiliate radio station, "Overview of accredited sales programs," Houston, TX, United States. (2014).
- West, V. L., "Undergraduate Retreat on recruiting students and the sales program." (2014).
- West, V. L., Enactus World Cup trip to China and the sales program, "McCoy College of Business Advisory Board Meeting." (September 2014).
- West, V. L., USCA Semi-Annual Meeting, "Preparing Teams for Competition and Excellence in Presentations." (2013).
- West, V. L., 3M Frontline Sales Conference, "The High Performer Sales Model & Social Media in the B2B Environment; Global Sales Rep Competencies & the changing Dynamics of the Sales Professional; Cracking the Sales Management Code." (April 2013).
- West, V. L., AMA Winter Educator's Conference, "Sales Teams: Perspectives on Turnover, Expertise, & Performance; Organization and Customer Dynamics in Sales; Personal Selling and Customer Relationships; Earnings Management Practices in Sales & Strategic Accounts.." (February 2013).
- West, V. L., "Making Effective Corporate Sales Presentations," San Antonio. (2011).
- West, V., "Professional Development," Small Business Development Center, RRHC. (2010).
- Badrinarayanan, V., West, V., Association for Small Business & Entrepreneurship Conference, "Technology Adoption in SMEs: A Strategic Posture Matrix and a

- Research Agenda," Association for Small Business & Entrepreneurship, San Antonio, TX. (2009).
- West, V. L., American Medical Association, Austin, TX, United States. (2008).
- West, V. L., 2008 National Conference in Sales Management, Dallas, TX, United States. (March 30, 2008).
- West, V. L., 2008 Winter Marketing Educators' Conference, Austin, TX, United States. (February 18, 2008).
- West, V. L., American Medical Association annual meeting, Austin, TX, United States. (2007).
- West, V. L., McCoy Student-Managed Investment Fund presentation. (2007).
- West, V. L., SIFE presentation for Center of Latin American Commerce to assist in creating opportunities in Central America, "training seminar on SPSS." (2007).
- West, V., Mueller, J., Nuruddin, N., Min, R., Thornton, J., Association for Small Business and Entrepreneurship, "Entrepreneurship Teaching in Action: The Effects of Early Empowerment," Association for Small Business and Entrepreneurship, Corpus Christi, TX. (2006).
- West, V., National Conference in Sales Management, "Teaching Written Communication Skills in Professional Selling," Miami, FL. (2005).
- West, V. L., Temple-Inland Financial Services Meeting, "Understanding Cross-Selling," Dallas. (2005).
- West, V. L., "Council Visioning Workshop," San Marcos. (2004).
- West, V., Stutts, M. A., Federation of Business Disciplines, "Competitive Learning: Beyond Project Based Classes," Federation of Business Disciplines, Houston, TX. (2003).
- West, V. L., presented to the City Council of San Marcos, TX, "Council Visioning Workshop." (2003).
- West, V. L., presented to Texas Society of Certified Public Accountants Annual meeting, "Sexually Harassment." (2003).
- West, V., Minifie, J., American Society of Business and Behavioral Sciences, "How Hospitals are Differentiating their Services on the Internet," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2002).
- West, V. L., presented to the Capital Area Training Foundation, "Managers as Coaches." (2002).

- West, V. L., presented to the Capital Area Training Foundation, "Sexual Harassment." (2002).
- West, V. L., presented to the Dallas/Texarkana C.S.C.D Management/Leadership Conference, "Sexual Harassment." (2002).
- West, V. L., presented to Austin Rotary Club, "Body Language: Raising your Awareness." (2001).
- West, V., Minifie, J., Lockhart, M., Conference on Emerging Issues in Business and Technology, "E-Marketing Strategies with the Healthcare Industry," Emerging Issues in Business and Technology. (2001).
- West, V. L., presented to Custodial Management Association, "Identify, Stop and Prevent." (2001).
- West, V. L., presented to Dallas CSCD, "Identify, Stop and Prevent." (2001).
- Minifie, J., West, V., McClung, B., American Society of Business and Behavioral Sciences, "International Health Care Internet Usage," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2001).
- West, V., Minifie, J., American Society of Business and Behavioral Sciences, "Using Selling Process Steps in the Written Format for Maximum," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2001).
- West, V. L., presented to Lifeworks, Alliance of Youth and Family Services,, "Body Language, Understanding it and Improving your effectiveness." (2000).
- West, V., Minifie, J., Seventh Annual American Society of Business and Behavioral Sciences Meeting, "Hospital Internet Marketing," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2000).
- West, V. L., presented to Professional Family and Consumer Sciences, "How to Market yourself." (2000).
- West, V. L., presented to SWT Staff Development Program, "Identify, Stop & Prevent." (2000).
- West, V. L., presented to Dallas CSCD, "Identify, Stop and Prevent." (2000).
- West, V. L., presented to The Custodial Management Association of Texas, "Motivating Your Employees." (2000).
- West, V., Minifie, J., Seventh Annual American Society of Business and Behavioral Sciences Meeting, "The Ethics of On-Line Medical Advertising," American Society of Business and Behavioral Sciences, Las Vegas, NV. (2000).
- West, V. L., presented to IBM, "Body Language," Austin. (1999).

- West, V., Minifie, J., Sixth Annual American Society of Business and Behavioral Sciences Meeting, "Current Trends in Marketing Under Managed Health Care," American Society of Business and Behavioral Sciences, Las Vegas, NV. (1999).
- Minifie, J., West, V., Sixth Annual American Society of Business and Behavioral Sciences Meeting, "Health Care Robotics: Current Trends in US Hospitals," American Society of Business and Behavioral Sciences, Las Vegas, NV. (1999).
- Minifie, J., West, V., Sixth Annual American Society of Business and Behavioral Sciences Meeting, "Hospital's View of Managed Health Care," American Society of Business and Behavioral Sciences, Las Vegas, NV. (1999).
- West, V. L., presented to SWT, "Communications and Cultural Diversity: Bridging Differences Between Strangers, (with Dr. Steve Beebe)." (November 1999).
- West, V. L., presented to Women: Poised for Progress Seminar, SWT, "Body Language: How to Read It, How to Use It." (July 1999).
- West, V. L., presented to Association of Association Executives, "Body Language." (1998).
- West, V. L., presented to University of Texas Quality Management Consortium, "Body Language." (1998).
- West, V. L., presented to Women in Public Service Professional Development Conference, "Body Language." (1998).
- West, V. L., presented to SWT Leadership Development team for the Division of Student Affairs, "Humor, Risk, & Change." (1998).
- West, V. L., presented to Austin Area Teachers Federal Credit Union, "Sexual Harassment." (1998).
- West, V. L., presented to Department of Corrections, "Sexual Harassment," Dallas. (1998).
- West, V. L., presented to University Federal Credit Union, "Sexual Harassment." (1998).
- West, V. L., presented to Grabber, Simmons and Cowans, "Time Management." (1998).
- West, V. L., presented to Mid-winter Conference Business Educators' Association, "Body Language." (1997).
- West, V. L., "Executive Development Training," Texas Association of Housing and Community Affairs. (1997).
- West, V. L., presented to Texas Association of Housing and Community Affairs, "Executive Development Training." (1997).

- West, V. L., "Managers as Coaches," Mid-winter Conference Business Educators' Association. (1997).
- West, V. L., presented to Mid-winter Conference Business Educators' Association, "Managers as Coaches." (1997).
- West, V. L., "Product Cross Selling," Austin Area Teachers Federal Credit Union. (1997).
- West, V. L., presented to Austin Area Teachers Federal Credit Union, "Product Cross Selling." (1997).
- West, V. L., "Sexual Harassment," Department of Bureaus and Licensing. (1997).
- West, V. L., presented to Department of Bureaus and Licensing, "Sexual Harassment." (1997).
- West, V. L., "Time Management," Summer Conference Business Educators' Association. (1997).
- West, V. L., presented to Summer Conference Business Educators' Association, "Time Management." (1997).
- West, V., Minifie, J., Aiyer, J., Pharmaceutical Management Science Association, "Executive HealthCare Views," Pharmaceutical Management Science Association. (1996).
- West, V., Minifie, J., Aiyer, J., Southern Marketing Association Conferencr, "Fortune 500 Executive Health Care View," Southern Marketing Association, New Orleans, LA. (1996).
- West, V., Minifie, J., Aiyer, J., Southern Marketing Association, "Fortune 500 Executive Health Care Views," Southern Marketing Association. (1996).
- West, V. L., "Managers As Coaches," Austin Chamber of Commerce. (1996).
- West, V. L., "Managers As Coaches," Austin Area Teachers Federal Credit Union. (1996).
- West, V. L., presented to the Austin Area Teachers Federal Credit Union, "Managers As Coaches." (1996).
- West, V. L., presented to the Austin Chamber of Commerce, "Managers As Coaches." (1996).
- West, V. L., "Product Cross Selling," Austin Area Teachers Federal Credit Union. (1996).

West, V. L., presented to Austin Area Teachers Federal Credit Union, "Product Cross Selling." (1996).

West, V., Minifie, J., Ninth International Working Seminar on Production Economics, "Relationship Between Government and Business: An International Model," Production Economics. (1996).

West, V. L., "Body Language," Public Employees Credit Union. (1995).

West, V. L., Austin Area Teacher's Credit Union, "Body Language." (1995).

West, V. L., presented to Austin Area Teacher's Credit Union, "Body Language." (1995).

West, V. L., presented to Public Employees Credit Union, "Body Language." (1995).

West, V. L., "Professional Image," Public Employees Credit Union. (1995).

West, V. L., Association of Credit Union Professionals, "Professional Image." (1995).

West, V. L., Austin Area Teacher's Credit Union, "Professional Image." (1995).

West, V. L., presented to Association of Credit Union Professionals, "Professional Image." (1995).

West, V. L., presented to Association of Credit Union Professionals, "Professional Image." (1995).

West, V. L., presented to Austin Area Teacher's Credit Union, "Professional Image." (1995).

West, V. L., presented to Public Employees Credit Union, "Professional Image." (1995).

West, V. L., Austin Area Teacher's Credit Union, "Selling Your Ideas Persuasively." (1995).

West, V. L., presented to Austin Area Teacher's Credit Union, "Selling Your Ideas Persuasively." (1995).

West, V. L., presented to Public Employees Credit Union, "Selling Your Ideas Persuasively." (1995).

West, V. L., Public Employees Credit Union, "Selling Your Ideas Persuasively." (1995).

West, V. L., "Sexual Harassment," Public Employees Credit Union. (1995).

West, V. L., presented to Public Employees Credit Union, "Sexual Harassment." (1995).

- West, V., Minifie, J., Eight International Working Seminar on Production Economics, "Relationship Between Government and Business: An International Model," Production Economics, Igls/Innsbruck, Austria. (1994).
- West, V. L., "Sexual Harassment," Student Learning Assistance Center, SWT. (1994).
- West, V. L., presented to Student Learning Assistance Center, SWT, "Sexual Harassment." (1994).
- West, V. L., San Marcos Chamber of Commerce, "Small Business Week." (1994).
- West, V. L., San Marcos Chamber of Commerce, "Speaker at Small Business Week." (1994).
- West, V. L., presented to the School of Education at SWT, "Sexual Harassment." (August 1994).
- West, V. L., School of Education at SWT, "Sexual Harassment." (August 1994).
- West, V. L., "Sexual Harassment." (June 1994).
- West, V. L., Deans and Chairs of SWT, "Sexual Harassment." (June 1994).
- West, V. L., "Time Management," Professional Development Seminars sponsored by School of Business. (1993).
- West, V. L., presented for Professional Development Seminars sponsored by School of Business, "Time Management." (1993).
- West, V. L., Executive Women in Texas Government, "Body Language." (1992).
- West, V. L., Ginny's Print and Copying, "Body Language." (1992).
- West, V. L., presented for Professional Development Seminars sponsored by School of Business, "Body Language." (1992).
- West, V. L., presented to Executive Women in Texas Government, "Body Language." (1992).
- West, V. L., presented to Ginny's Print and Copying, "Body Language." (1992).
- West, V. L., presented to Red Lion Hotel, "Body Language." (1992).
- West, V. L., Professional Development Seminars sponsored by School of Business, "Body Language." (1992).
- West, V. L., Red Lion Hotel, "Body Language." (1992).
- West, V. L., Ginny's Print and Copying, "Selling Your Ideas Persuasively." (1992).

West, V. L., Ginny's Print and Copying, "Selling Your Ideas Persuasively." (1992).

West, V. L., presented to Ginny's Print and Copying, "Selling Your Ideas Persuasively." (1992).

West, V. L., presented to Red Lion Hotel, "Selling Your Ideas Persuasively." (1992).

West, V. L., Red Lion Hotel, "Selling Your Ideas Persuasively." (1992).

West, V. L., presented to Texas Women's Chamber of Commerce, "Time Management." (1992).

West, V. L., Texas Women's Chamber of Commerce, "Time Management." (1992).

West, V. L., "Selling Your Ideas Persuasively," Professional Development Seminars sponsored by School of Business. (1991).

3. Consultancies:

Private, Individuals 2000-Present.

Non-profit organization, American Medical Association, Austin, TX. (April 2015).

For Profit Organization, Ferguson, TX. (July 2014).

Private Oil Services Company, San Antonio, TX. (2011).

Academic, Small Business Development Center - Texas State University, RRHC. (December 2010 - January 2011).

Non-Governmental Organization (NGO), Temple-Inland Financial Services, Dallas, TX. (2005).

Government, City Council of San Marcos, TX, San Marcos, TX. (2004).

Government, City Council of San Marcos, TX, San Marcos, TX. (2003).

Non-Governmental Organization (NGO), Texas Society of Certified Public Accountants Annual Meeting. (2003).

Non-Governmental Organization (NGO), Capital Area Training Foundation. (2002).

Non-Governmental Organization (NGO), Capital Area Training Foundation. (2002).

Non-Governmental Organization (NGO), Dallas/Texarkana C.S.C.D Management/Leadership Conference. (2002).

Non-Governmental Organization (NGO), Austin Rotary Club, Austin, TX. (2001).

Non-Governmental Organization (NGO), Custodial Management Association. (2001).

Non-Governmental Organization (NGO), Dallas C.S.C.D. (2001).

For Profit Organization, Scotland Yards, Austin, TX. (1997 - 1999).

For Profit Organization, Fashions Alterations, Austin, TX. (1994 - 1999).

Government, Austin Area Teachers Federal Credit Union, Austin, TX. (1996).

For Profit Organization, Flynn Construction, Austin, TX. (1995).

For Profit Organization, Dr. Charles Evans, D.D.S. (1993).

For Profit Organization, Dr. Darrin Evans, D.D.S. (1993).

Government, Texas Water Development Board. (1992).

Non-Governmental Organization (NGO), Georgia Council of Arts. (1985).

Non-Governmental Organization (NGO), Museum of Arts and Sciences. (1984).

4. Workshops:

West, V. L., Continuing Education Event, "How to Be Professional Dressed for Corporate Success," UPS, San Antonio, TX, United States. (2018).

West, V. L., Continuing Education Event, "How to Be Professional Dressed for Corporate Success," UPS, San Antonio, TX, United States. (2017).

West, V. L., "Power Point Lessons," Faculty Advancement Center, Southwest Texas State University. (1997).

West, V. L., "Teaching and Learning in Large Classes," Southwest Texas State University. (1996).

West, V. L., "Coaches as Managers," American Chamber of Commerce Executives, Salt Lake City, UT, United States. (1995).

West, V. L., "E-Mail," Faculty Advancement Center, Southwest Texas State University. (1995).

West, V. L., "How to Use Internet," Faculty Advancement Center, Southwest Texas State University. (1995).

West, V. L., "Microsoft Word," Faculty Advancement Center, Southwest Texas State University. (1994).

West, V. L., "Windows," Faculty Advancement Center, Southwest Texas State University. (1994).

West, V. L., "Stephen Covey's – 7 Basic Habits of Highly Effective People," San Francisco, CA, United States. (1993).

West, V. L., "Selling Your Ideas Persuasively, presented for Professional Development Seminars," School of Business. (1991).

5. Other Works not in Print:

c. Other Works Not in Print:

Attended:

West, V. L., "Cowboy Leadership," Texas Business Educators' Association, Corpus Christi, TX, United States. (1997).

Keynote / Plenary Addresses:

West, V., American Medical Association Annual Meeting, American Medical Association, Austin, TX. (2008).

West, V., American Medical Association Annual Meeting, American Medical Association, Austin, TX. (2007).

Other:

West, V. L. (2009).

West, V. L. (2005).

West, V. L. (2004).

West, V. L. (2004).

West, V. L. (2004).

West, V. L. (2004).

West, V. L. (2004).

West, V. L. (2004).

West, V. L. (2003).

West, V. L. (2002).

West, V. L. (2002).

West, V. L. (2002).
West, V. L. (2002).
West, V. L. (2002).
West, V., Profiles in Power. (2002).
West, V. L. (2001).
West, V. L. (2001).
West, V. L. (2001).
West, V. L. (2001).
West, V. L. (2001).
West, V. L. (2001).
West, V. L. (2000).
West, V. L. (2000).
West, V. L. (2000).
West, V. L. (1999).
West, V. L. (1999).
West, V. L. (1999).
West, V. L. (1997).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

West, Vicki L. 3M Frontline Conference Grant, \$4,000.00. (Submitted: 2013).
Grant.

West, Vicki (Other). 3M free enterprise grant, Other, \$6,000.00. (Funded: 2016).
Grant.

West, Vicki L. Sales program and free enterprise program, 3M. (Funded: 2014 -
2016). Grant.

West, Vicki (Other). 3M free enterprise grant, Other, \$6,000.00. (Funded: 2015).
Grant.

West, Vicki L. 3M Frontline Conference Grant, \$3,000.00. (Funded: 2015). Grant.

West, Vicki (Other). 3M free enterprise grant, Other, \$6,000.00. (Funded: 2014). Grant.

West, Vicki L. University - One time permanent funding, \$2,500.00. (Funded: 2012). Grant.

West, Vicki. Mobile Sales Labs, Liberty Mutual, Other, \$50,000.00. (Submitted: 2011, Funded: 2011). Grant.

West, Vicki (Principal). Sustainability Challenge Grant, Sam's Club, Private / Foundation / Corporate, \$1,000.00. (Funded: 2010). Grant.

Stutts, Mary Ann (Principal), West, Vicki (Co-Principal). Equipment for Students in Free Enterprise (SIFE) and American Advertising Federation (AAF) Student Competitions, Instructional Technologies/Academic Computing Committee, Texas State University, \$8,480.00. (Funded: 2009). Grant.

West, Vicki L. Goldman Sachs Financial Literacy Grant, \$500.00. (Funded: 2007). Grant.

West, Vicki L. HSBC Financial Literacy Grant, \$600.00. (Funded: 2007). Grant.

West, Vicki. Goldman Sachs Foundation Grant, Goldman Sachs Foundation, Private / Foundation / Corporate, \$500.00. (Funded: 2007). Grant.

Stutts, Mary Ann (Principal), West, Vicki (Co-Principal). Equipment for Students in Free Enterprise (SIFE) and American Advertising Federation (AAF) Student Competitions, Instructional Technologies/Academic Computing Committee, Texas State University, \$8,968.00. (Funded: 2006). Grant.

West, Vicki L. HSBC Financial Literacy Grant. (Funded: 2006). Grant.

West, Vicki L. SIFE National Financial Literacy Grant, \$900.00. (Funded: 2005). Grant.

2. Submitted, but not Funded, External Grants and Contracts:

West, Vicki L. HEB Community Reinvestment Program. (Funded: 2009). Grant.

West, Vicki. Community Investment Program, HEB, Private / Foundation / Corporate. (Submitted: 2008, Funded: 2008). Grant.

West, Vicki L. Ford Foundation: Charles Culpepper Human Advance Program. (Funded: 2006). Grant.

3. Funded Internal Grants and Contracts:

West, Vicki L. (Funded: 2002 - Present). Grant.

West, Vicki L. University, \$5,000.00. (Funded: 2001 - Present). Grant.

West, Vicki L. One time permanent funding, \$2,500.00. (Funded: 2012). Grant.

Minifie (Principal), Halatin (Co-Principal), West, Vicki L (Co-Principal).
Corporate View of Elder Care for Employees, SWT College of Business
Administration Research Grant. (Funded: 2001 - 2002). Grant.

West, Vicki L, Minifie, J. Health Care Marketing: An investigation as to how
American and non-American hospitals are using the Internet., SWT College of
Business Administration Research Grant. (Funded: 2000 - 2001). Grant.

West, Vicki L. International Health Care Production Economics: An
investigation as to the effects of the internet on production economics within
the health care industry, SWT College of Business Administration Research
Grant. (Funded: 2000 - 2001). Grant.

West, Vicki L. SWT College of Business Administration Research Grant.
(Funded: 2000 - 2001). Grant.

West, Vicki L. "International Health Care Production Economics: An
investigation as to the effects of the internet on production economics within
the health care industry." (Funded: 2000 - 2001). Grant.

West, Vicki L. HEAF grants, \$30,000.00. (Funded: 1998 - 2001). Grant.

West, Vicki L, Minifie, J. Health Care Marketing: An investigation as to how
American and non-American hospitals are using the Internet., SWT College of
Business Administration Research Grant. (Funded: 1999 - 2000). Grant.

West, Vicki L, Minifie, J. International Health Care Production Economics: An
investigation as to the effects of the Internet on production economics with in
the health care industry, SWT College of Business Administration Research
Grant. (Funded: 1999 - 2000). Grant.

West, Vicki L. "Health Care Marketing: An investigation as to how American
and non-American hospitals are using the Internet.", SWT College of
Business Administration Research Grant. (Funded: 1999 - 2000). Grant.

West, Vicki L. "International Health Care Production Economics: An
investigation as to the effects of the Internet on production economics with in
the health care industry.", SWT College of Business Administration Research
Grant. (Funded: 1999 - 2000). Grant.

West, Vicki L, Minifie, J. Health Care Marketing Survey, SWT School of
Business Research Grant. (Funded: 1998 - 1999). Grant.

- West, Vicki L. "Health Care Marketing Survey," SWT School of Business Research Grant. (Funded: 1998 - 1999). Grant.
- West, Vicki L. (Funded: 1998). Grant.
- West, Vicki L. Member of team that wrote competitive proposal for successful Computer Lab, College of Business, \$200,000.00. (Funded: 1998). Grant.
- West, Vicki L. "Analysis of Austin Small Businesses", SWT School of Business Research Grant. (Funded: 1997 - 1998). Grant.
- West, Vicki L. "Analysis of Austin Small Businesses", SWT School of Business Research Grant. (Funded: 1997 - 1998). Grant.
- West, Vicki L. "Hospital Survey", SWT School of Business Research Grant. (Funded: 1997 - 1998). Grant.
- West, Vicki L, Minifie, J. Analysis of Austin Small Businesses, SWT School of Business Research Grant. (Funded: 1997 - 1998). Grant.
- West, Vicki L, Minifie, J. Hospital Survey, SWT School of Business Research Grant. (Funded: 1997 - 1998). Grant.
- West, Vicki L. "Healthcare Innovation: What are they? Who's doing what?", SWT School of Business Research Grant. (Funded: 1996 - 1997). Grant.
- West, Vicki L. "Survey of Austin's Small Businesses", SWT School of Business Research Grant. (Funded: 1996 - 1997). Grant.
- West, Vicki L. Healthcare Innovation: What are they? Who's doing what?, SWT School of Business Research Grant. (Funded: 1996 - 1997). Grant.
- West, Vicki L, Minifie, J. Survey of Austin's Small Businesses, SWT School of Business Research Grant. (Funded: 1996 - 1997). Grant.
- West, Vicki L. "Health Care Crisis: Health Professions Perceptions", SWT School of Business Research Grant. (Funded: 1995 - 1996). Grant.
- West, Vicki L, Minifie, J. Health Care Crisis: Health Professions Perceptions, SWT School of Business Research Grant. (Funded: 1995 - 1996). Grant.
- West, Vicki L. Survey of Fortune 500 Executives: National Health Care Concerns., SWT College of Business Research Grant. (Funded: 1995). Grant.
- West, Vicki L. "Survey of Fortune 500 Executives: National Health Care Concerns.", SWT School of Business Research Grant. (Funded: 1995). Grant.

West, Vicki L. Health Care Crisis: Health Professions Perceptions, SWT
College of Business Research Grant. (Funded: 1994). Grant.

West, Vicki L. "Health Care Crisis: Health Professions Perceptions.", SWT
College of Business Research Grant. (Funded: 1994). Grant.

West, Vicki L. American Consumer Preference in Physician Selection, SWT
College of Business Research Grant. (Funded: 1990). Grant.

West, Vicki L. "American Consumer Preference in Physician Selection.", SWT
School of Business Research Grant. (Funded: 1990). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Paul R. Gowens Excellence in Business Administration
Endowed Professorship.
2015 - 2018

Award / Honor Recipient: Runner-up "Best Paper Award", Association of Small
Business & Entrepreneurship.
2006

E. Scholarly / Creative Professional Development Activities Attended:

Conference Attendance, "3M Frontline Sales Conference," 3M, Waco, TX. (2012 -
Present).

Conference Attendance, "University Sales Center Alliance Meeting." (2012 - Present).

Conference Attendance, "Chancellor's Council Meeting and Symposium," The University
of Texas at Austin, Austin, TX, United States. (2006 - Present).

"AACSB luncheon continuous improvement." (2016).

"Gene Payne's retirement event at President Trauth's house." (2016).

"McCoy College All Advisory Board Meeting." (2016).

"McCoy Endowment Luncheon." (2016).

Seminar, "How to Engage." (2016).

Seminar, "How to Find Funding." (2016).

"Texas State Endowment Appreciation luncheon." (2016).

Seminar, "Austin-Koblenz Sister Cities," Austin, TX. (2015).

Workshop, Multimedia Educational Resource for Learning and Online Teaching (MERLOT), Austin, TX, United States. (2008 - 2014).

Conference Attendance, American Marketing Association, Boston, MA, United States. (July 2011).

Conference Attendance, "IC2 Weekend Seminars," The University of Texas at Austin, Austin, TX, United States. (2010).

Seminar, "Social Media in 2010: The Latest Stage in the Evolution of Information," Texas State University, San Marcos, TX, United States. (October 2010).

Streaming Video information, San Marcos, TX, United States. (August 2010).

Seminar, "Complexities and Challenges in Conducting Sales Research: Sampling, Response Rates, Article Placements (Quality and Quantity), and Scholar Training," SIG-Sales, Boston, MA, United States. (July 2010).

Seminar, "Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing," American Marketing Association, Boston, MA, United States. (July 2010).

Conference Attendance, "Fall Training Conference," Students in Free Enterprise (SIFE), College Station, TX, United States. (February 2010).

Webinar, "Participated," Essay Zone. (2009).

Conference Attendance, "2008 National Conference in Sales Management," Sales Management, Dallas, TX. (2008).

Conference Attendance, "2008 Winter Marketing Educators' Conference," Marketing Educators, Austin, TX, United States. (2008).

Economic Forecast, "Ray Perryman Economic Forecast." (2005).

Conference Attendance, "Management and Marketing Advisory Council," Texas State University-San Marcos. (2004).

Tutorial, "SAP Enterprise Navigation training class." (2004).

Workshop, "Experiencing Ethical Leadership," Texas State University-San Marcos, San Marcos, TX. (2004).

Conference Attendance, "National Conference in Sales Management." (April 2004).

Conference Attendance, "National Conference in Sales Management." (2003).

Conference Attendance, "A Marketplace for Ideas: Government's Role in Economic Development," IC2 Institute, International Meeting, Lisbon, Portugal. (2001).

Conference Attendance, "Europe at the Crossroads: The Challenge From Innovation-Based Growth," IC2 Institute, International Meeting, Lisbon, Portugal. (2001).

Conference Attendance, "Reflections on US economic development policies: Meeting the 'new economy' challenge," IC2 Institute, International Meeting, Lisbon, Portugal. (2001).

Conference Attendance, "Entrepreneur of the Year Awards Conference," E-commerce and the Entrepreneur. (2000).

Conference Attendance, "Entrepreneur of the Year Awards Conference," The Passionate Organization. (2000).

Forum, "Reduction of Government Regulations and Educational Reforms," Chamber Executives Leadership Forum, Coronado, CA. (1999).

Workshop, "Cowboy Leadership," Texas Business Educators' Association, Corpus Christi, TX. (1997).

Workshop, "How to Become an Oscar Winning Teacher," Texas State University-San Marcos, San Marcos, TX. (1997).

Workshop, "Power of the Mind," Texas Business Educators' Association, Corpus Christi, TX. (1997).

Workshop, "Power Point Lessons," Texas State University-San Marcos, San Marcos, TX. (1997).

Workshop, "Web Page Development Training Classes," Texas State University-San Marcos, San Marcos, TX. (1997).

Workshop, "Teaching and Learning in Large Classes," Texas State University-San Marcos, San Marcos, TX. (1996).

Conference Attendance, "Coaches as Managers," American Chamber of Commerce Executives, Salt Lake City, UT. (1995).

Tutorial, "How to Use Internet, Faculty Advancement Center," Texas State University-San Marcos, San Marcos, TX. (1995).

Workshop, "Stephen Covey's – 7 Basic Habits of Highly Effective People," San Francisco, CA. (1993).

F. Media Recognition:

Newspaper, San Marcos Daily Record. (November 2019).

Newspaper, Varies. (2017).

Radio, Bloomberg Affiliate Radio Station-Houston, TX. (2014).

IV. SERVICE

A. Institutional

1. University:

Faculty Mentor, Texas State Mentor. (2008 - Present).

Faculty Advisor, Students in Free Enterprise. (1997 - Present).

Attendee, Graduation, Commencement Ceremony. (1989 - Present).

Participant, Texas State/Awards/Service. (2020).

Organizer, Center for Professional Sales/Director/Re-accreditation of Center.
(May 2020 - November 2020).

Invited Guest, Texas State Giving Societies & Endowment Reception. (April 17,
2018).

Participant, Texas State Compliance Training. (2017).

Committee Member, Presidential Committee for Excellence in Teaching. (2014 -
2017).

Participant, Texas State Continuing Education. (November 20, 2017).

Participant, Texas State. (June 27, 2017).

Member, Presidential Teaching in Excellence Committee. (2016).

Participant, Texas State Endowment Appreciation Luncheon. (2016).

University Mentor, SIFE /Enactus Students. (2016).

(1997 - 2016).

University Mentor, SIFE /Enactus Students. (2015).

internal reviewer, Department of Communication Studies in a self-study report of
the academic programs. (2014).

University Mentor, SIFE /Enactus Students. (2014).

(2008 - 2014).

University Mentor, SIFE /Enactus Students. (2013).

(2007 - 2013).

University Mentor, SIFE /Enactus Students. (2012).

University Mentor, SIFE /Enactus Students. (2011).

University Webpage, Featured Faculty Member. (2010 - 2011).

Attendee, Award Ceremony, Baylor University Sales Center. (2010).

Attendee, Award Ceremony, Elite 100. (2010).

Attendee, Award Ceremony, Mathworks. (2010).

Committee Member, Summative Review Committee. (2010).

University Mentor, SIFE /Enactus Students. (2010).

(2009).

(2009).

(2009).

Invited Panelist, Sustainability Conference. (2009).

Participant, Universities and Colleges Sales Education and Landscape Survey.
(2009).

University Mentor, SIFE /Enactus Students. (2009).

(April 30, 2009).

(April 17, 2009).

(2008).

(2008).

(2008).

(2008).

(2008).

Committee Member, School of Journalism and Mass Communication's accreditation site team visit. (2008).

Member, Retirement Committee. (2008).

University Mentor, SIFE /Enactus Students. (2008).

Committee Member, Retirement Program Committee. (2004 - 2008).

University Mentor, SIFE /Enactus Students. (2007).

University Mentor, SIFE /Enactus Students. (2006).

(2004 - 2006).

(2005).

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University Mentor, SIFE /Enactus Students. (2005).

(2004 - 2005).

(2004 - 2005).

University Mentor, SIFE /Enactus Students. (2004).

(2003 - 2004).

(2003 - 2004).

University Mentor, SIFE /Enactus Students. (2003).

(2002).

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(2002).

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(2002).

Participant, SWT Ad Club in the Mass Communication department. (2002).

University Mentor, SIFE /Enactus Students. (2002).

(2001).

University Mentor, SIFE /Enactus Students. (2001).

(2000 - 2001).

(2000 - 2001).

Committee Member, Presidential Award for Excellence in Service. (2000 - 2001).

Committee Member, Presidential Award for Excellence in Teaching. (2000 - 2001).

Conceptualized, organized and implemented, "Nex-Tech", The National Summit of Young Technology Leaders. (2000 - 2001).

(2000).

Chairperson, Emergency Contingency Fund. (2000).

University Mentor, SIFE /Enactus Students. (2000).

Faculty Mentor, University Mentoring Programs. (1997 - 2000).

Chairperson, Emergency Contingency Fund. (1999).

University Mentor, SIFE /Enactus Students. (1999).

University Mentor, SIFE /Enactus Students. (1998).

Chairperson, Emergency Contingency Fund. (1997).

University Mentor, SIFE /Enactus Students. (1997).

(1996).

Program Organizer, University Fund Drive. (1996).

(1925).

(1925).

(1925).

(1925).

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(1925).

Participant, Communication Studies 4324's semester project as a client. (1925).

2. College:

Planned development meetings, Development Calls. (January 2018 - Present).

Attendee, Meeting, Bobcat Days. (2010 - Present).

Organizer, SIFE, Professional Sales, and Founding Sales Alumni Advisory Boards. (January 2008 - Present).

Attendee, Meeting, Beta Gamma Sigma. (2007 - Present).

Organizer, Advisory Boards. (January 1997 - Present).

Organizer, Center for Professional Sales - Recruited two new members. (March 2020 - December 2020).

Participant, McCoy College Dean Search Interviews. (2020 - May 2020).

Participant, McCoy College Committee - 50th Anniversary Event. (October 2019 - May 2020).

Participant, McCoy College/Business Leadership Week. (January 2020 - February 2020).

Member, Endowed Professorship Committee. (September 2018 - December 2018).

Participant, Paul Gowens Retirement Reception. (May 1, 2018).

Reception, Scott Emerson Professorship in Business Administration. (February 26, 2018).

Participant, Marian McCoy Luncheon by the McCoy Foundation. (February 23, 2018).

Made a presentation about the free enterprise program, Luncheon. (February 19, 2018).

presentation to McCoy College Foundation Board of Directors, McCoy Foundation Board of Directors. (May 2017).

Participant, McCoy College. (February 24, 2017).

Attendee, Meeting, Distinguished Alumni Luncheon. (2010).

Attendee, Meeting, SACS. (2010).

Attendee, Meeting, Scholar's Day. (2010).

Faculty Advisor, Business Leadership Council. (2010).

International Information, McCoy College Annual Report. (2010).

Committee Member, AACSB Accreditation Committee. (1994 - 1995).

Committee Member, Curriculum Committee. (1993 - 1994).

Committee Member, Scholarship Committee. (1993 - 1994).

3. Department/School:

Participant, USCA/Gartner Webinars. (December 2020 - Present).

Organizer, Enactus-International Bee Project. (July 2019 - Present).

Sales Scholarship, Founding Alumni Professional Selling Board of Directors. (January 1, 2018 - Present).

Director, Center for Professional Selling. (2012 - Present).

Participant, P-card training. (2012 - Present).

Professional Selling Website. (2011 - Present).

Director, Professional Selling Corporate Partners' Program. (2011 - Present).

Name by the Sales Education as a Top Sales Program, Top Sales Program. (2011 - Present).

Professional Organization, University Sales Center Alliance Membership. (2011 - Present).

Professional Selling Advisory Board. (2010 - Present).

Director, Professional Selling Student Ambassador Program. (2010 - Present).

Faculty Advisor, Professional Selling Concentration. (2010 - Present).

Attendee, Meeting, Alpha Mu Alpha. (2009 - Present).

Portfolio Preparation and Job Selection Seminars. (2006 - Present).

SIFE/Enactus Advisory Board. (2006 - Present).

Faculty Advisor, National Collegiate Sales Competition Coach. (2004 - Present).

Attended National Collegiate Sales Competition. (2003 - Present).

Recommendation Letters. (2000 - Present).

SIFE National Competition. (1997 - Present).

Organizer, Center for Professional Sales/Director/Interview Express. (August 2020 - October 25, 2020).

Participant, Distance Learning - Certification. (May 2020).

Participant, Distance Learning - Designing online Course. (May 2020).

Participant, Learning/Quality Matters. (May 2020).

Participant, Training - Cybersecurity. (May 2020).

SIFE Newsletter Distribution. (2008 - May 2020).

Organizer, National Collegiate Sales Competition. (January 2020 - April 2020).

Participant, Chair Search. (October 2019 - January 2020).

Organized participation in the Frontiers in Service International Conference, Frontier in Service International Conference. (August 1, 2018 - September 10, 2018).

Organizer, AT&T Case Competition. (January 15, 2018 - May 2018).

Student Success. (2016).

Member, 3M internship presentation at 3M headquarters. (2016).

Member, 9th edition of Selling: Building Partnerships. (2016).

Member, Completed on-line training for faculty compliance. (2016).

Member, Completed on-line training for faculty compliance. (2016).

Member, Enactus. (2016).

Member, Liberty Mutual Sales Competition. (2016).

Member, Sales Education Foundation as a Top Sales Program in the country. (2016).

Member, Student Ambassadors. (2016).

Member, Student Ambassadors. (2016).

Member, Student Ambassadors. (2016).

Member, Student Ambassadors. (2016).

Member, University Sales Center Alliance. (2016).

Completed on-line training for ADP in preparation for National Collegiate Sales Competition. (2015).

Student Success. (2015).

Coach, Nationally prominent professional selling teams. (2015).

Director activities, Sales Center. (July 2015 - 2015).

Host, Founding Sales Alumni Advisory Board. (2015).

Member, 3M internship presentation at 3M headquarters. (2015).

Member, Completed on-line training for ADP in preparation for National Collegiate Sales Competition. (2015).

Member, Completed on-line training for faculty compliance. (2015).

Member, Completed on-line training for faculty compliance. (2015).

Member, Sales Education Foundation as a Top Sales Program in the country. (2015).

Member, Student Ambassadors. (2015).

Member, Student Ambassadors. (2015).

Member, Student Ambassadors. (2015).

Member, Student Ambassadors. (2015).

Member, University Sales Center Alliance. (2015).

Student Success. (2012).

Attendee, Meeting, AAF. (2010).

Attendee, Meeting, Professional Selling Program. (2010).

Committee Member, 2010 - Search Committee - Marketing. (2010).

Committee Member, Marketing Chair Search Committee. (2006).

Committee Member, Departmental Awards Committee. (2003).

Participant, AAF Focus Group. (2003).

Departmental Leader, University Fund Drive. (1999).

Committee Member, Marketing Curriculum Committee. (1997).

Committee Member, Strategic Planning Committee. (1997).

Committee Chair, Curriculum Committee. (1991).

Committee Chair, Departmental Enhancement Strategy Committee. (1990).

B. Professional:

Member, Sales Education Foundation. (2015 - Present).

Committee Member, University Sales Center Alliance Education Committee. (2012 - Present).

Creator, Center for Professional Sales Brochure. (2012 - Present).

Founder/ Host, Professional Selling Student Ambassadors' luncheon. (2012 - Present).

Recruitment, Corporate Partners Program, San Marcos, TX. (January 2012 - Present).

Founding Sam Walton Fellow, Students in Free Enterprise Board of Directors. (1996 - Present).

Attendee / Participant, University Sales Center Alliance. (September 2020 - December 2020).

Coordinator / Organizer, USCA Dean's Award. (June 2020 - November 2020).

Member, University Sales Center Alliance. (May 2020 - September 2020).

Committee Member - Education, University Sales Center Alliance. (May 2012 - September 2020).

Project Presenter, Many organizations - Free Enterprise partnerships. (September 1996 - May 2020).

Attendee / Participant, University Sales Center Alliance, Terre Haute, ID, United States. (October 2018).

Panel Member, UT Austin Enactus, Austin, TX, United States. (October 2017).

Attendee / Participant, University Sales Center Alliance (USCA) Fall Meeting, Manhattan, KS, United States. (October 5, 2017 - October 7, 2017).

Coordinator / Organizer, 3M Headquarters Visit, St. Paul, MN, United States. (September 23, 2017).

Attendee / Participant, American Marketing Association Summer Conference, San Francisco, CA, United States. (August 3, 2017 - August 6, 2017).

Member, University Sales Center Alliance (USCA), St. Louis, MO, United States. (April 23, 2017).

Attendee / Participant, 3M Frontline Sales Conference, San Diego, CA, United States. (April 12, 2017 - April 15, 2017).

Creator, corporate partners' brochure and sales letter. (2009 - 2016).

Host, Professional Selling Advisory Board meeting and luncheon. (2007 - 2016).

Speaker, Various companies and organizations. (2007 - 2016).

Attendee / Participant, National Collegiate Sales Competition (NCSC). (2003 - 2016).

Coach, National sales team. (2003 - 2016).

Judge, National Collegiate Sales Competition. (2003 - 2016).

Judge, National Collegiate Sales Competition at the undergraduate level. (2003 - 2016).

Created and disseminated, SIFE newsletter. (1997 - 2016).

Member, Sam Walton Fellow of SIFE. (1996 - 2016).

Consulted with the University of South Carolina, Organization, Columbia, SC, United States. (September 2016).

Recruitment, 13 companies recruited by Texas State Professional Selling Corporate Partners Program, Various. (2012).

Board of Directors of a Company, Students in Free Enterprise - ENACTUS. (2010 - 2012).

Chairperson, Professional Selling Student Ambassador Program. (2010 - 2012).

Member, National SIFE Faculty Advisory Board. (2010 - 2012).

Sam Walton Fellow, Students in Free Enterprise - Sam Walton Fellow. (1996 - 2012).

Served as a reviewer and an advisory board member, Multimedia Educational Resource for Learning and Online Teaching (MERLOT). (2010).

Member, National SIFE Faculty Advisory Board. (2005).

Committee Member, National Academic Council. (1997 - 2005).

Committee Member, National Task Force- Sam Walton Fellows. (2003).

Session Chair, American Society of Business & Behavioral Sciences. (2000).

C. Community:

Participant, Austin History Center, Austin, TX. (2020 - Present).

Board Member, Center of Professional Sales. (September 1999 - Present).

Volunteer, Women's Symphony League. (1992 - Present).

Organizer, U.S. Army, San Marcos, TX. (August 17, 2017).

Made donation to San Marcos ISD, Enactus, San Marcos, TX. (February 2017).

Board Member, Enactus advisory. (2016).

Member, Best Practice Conference Presentation for the Fall Training Conference. (2016).

Board Member, Center of Professional Sales. (2015).

Board Member, Enactus advisory. (2015).

Notable Women – Supporting the Performing Arts in Austin, Performing Arts in Austin. (2008).

Notable Women – Supporting the Performing Arts in Austin, Performing Arts in Austin. (2005).

Member, Tarrytown United Methodist Church, Church & Society Committee, Austin, TX. (2001 - 2003).

Paenlist, 8th annual "Profiles in Power" seminar and awards luncheon. (2002).

Volunteer, Capital Area Training Foundation. (2002).

Board Member, LEAP Advisory Board (Leadership Enrichment for Arts Program). (1997 - 1999).

Committee Member, Breckenridge Hospital Telethon Advisory Board. (1992).

Board Member, LaGuna Gloria Museum. (1989 - 1990).

Member, Finance Committee. (1989).

Board Member, Museum of Arts and Sciences, Macon, GA. (1986 - 1987).

Board Member, Museum of Arts and Sciences, (1984 - 1985).

Board Member, Museum of Arts and Sciences, (1983 - 1984).

D. Organization Memberships:

American Marketing Association (AMA).

Beta Gamma Sigma Honor Fraternity.

Federation of Business Disciplines.

Golden Key Honor Society.

Southern Marketing Association.

University Sales Center Alliance (USCA). (May 2012 - Present).

National Education Council – Students in Free Enterprise. (2011).

E. Service Honors and Awards:

Award / Honor Recipient: Top Sales Program, Sales Education Foundation.
2011 - Present

Award / Honor Nominee: Excellence in Service, Texas State University.
2020

Award / Honor Recipient: Named to Club 44 and the 4.0 Club, SIFE/ENACTUS
Headquarters.
2012

Award / Honor Recipient: Friend of SLAC, Texas State University-San Marcos.
2009

Award / Honor Recipient: Foundation of Excellence Award, Texas State University-San
Marcos.
2006
2005

Award / Honor Recipient: San Marcos Area Chamber of Commerce Education Committee Award, San Marcos Chamber of Commerce.
2006

Award / Honor Recipient: Finalist, Presidential Award for Service, Texas State University-San Marcos.
2004
2003

Award / Honor Recipient: Small Business Administration - Woman of the Year, Small Business Administration.
1992

Award / Honor Recipient: Women in Business Advocate of the Year, U.S. Small Business Administration.
1992

F. Service Grants and Contracts:

1. Funded External Service Grants and Contracts:

West, Vicki L. External support for Center for Professional Sales, Private / Foundation / Corporate, \$170,000.00. (Funded: 2007 - Present). Grant.

West, Vicki L. Corporate Partners Funding, Private / Foundation / Corporate, \$170,000.00. (Funded: January 2007 - Present). Grant.

West, Vicki L. Enactus, Sam's Step-up for Small Business, Private / Foundation / Corporate, \$1,500.00. (Funded: 2014). Grant.

West, Vicki L. Enactus, Walmart, Private / Foundation / Corporate, \$1,500.00. (Funded: 2014). Grant.

West, Vicki L. Free Enterprise Grants, HEB, Liberty Mutual, 3M and Tom James, Other, \$18,500.00. (Funded: 2014). Grant.

West, Vicki L. SIFE grant - AIG, \$750.00. (Funded: 2010). Grant.

West, Vicki L. SIFE grant - HSBC, \$375.00. (Funded: 2010). Grant.

West, Vicki L. Dell, Lee Hecht Harrison, Liberty Mutual, RW3, Sam's Club, and organizations such as Computers for Learning, \$20,000.00. (Funded: 2008). Grant.

West, Vicki L. Students in Free Enterprise (SIFE), Mr. and Mrs. James A. Keller, \$1,000.00. (Funded: 1925). Grant.

2. Submitted, but not Funded, External Service Grants and Contracts:

West, Vicki L. Equity and Access Grant, Texas State University. (Funded: 2008). Grant.

3. Funded Internal Service Grants and Contracts:

West, Vicki L. 3M Corporate Partner Grant, Texas State Sales Center, Private / Foundation / Corporate, \$20,000.00. (Funded: 2020 - 2021). Grant.

West, Vicki L. University- Continuous permanent funding, \$5,000.00. (Funded: 2001 - 2019). Grant.

West, Vicki L. SWT College of Business Administration Research Grant, "Corporate View of Elder Care for Employees.". (Funded: 2001 - 2002). Grant.

West, Vicki L. HEAF grants, \$30,000.00. (Funded: 1998 - 2001). Grant.

G. Service Professional Development Activities Attended:

Conference Attendance, "Frontiers Conference," Department of Marketing, Austin, TX, United States. (2018).

Made an invited presentation to the McCoy Foundation on free enterprise programing, "Free Enterprise Programming," McCoy Foundation, San Marcos, TX. (2018).

Conference Attendance, "Conference Chairperson," 3M, San Antonio, TX, United States. (April 3, 2018 - April 6, 2018).

Conference Attendance, "American Marketing Association - Summer Meeting," AMA, Austin, TX. (2017).

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Rick Wilson

Title: Associate Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2007	St Louis Univ Ctrl Off	International Business Marketing	
MBA	1998	Washington Univ in St. Louis	Business Administration	
BSBA	1992	The Univ of Akron Main Campus	Business Administration	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Associate Professor, Marketing	Texas State University. San Marcos, TX, United States	2017 - Present
Assistant Professor, Marketing	Texas State University. San Marcos, TX, United States	2014 - 2017
Associate Professor, Marketing and International Business	Hofstra University. Hempstead, NY, United States	2013 - 2014
Assistant Professor, Marketing and International Business	Hofstra University. Hempstead, NY, United States	2007 - 2013

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Senior Product Development Manager	Marketing, TelePacific Communications, Los Angeles, CA, United States	2001 - 2003
Senior International Marketing Manager	Marketing, Vodafone Group	1999 - 2000

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Senior Product Marketing Manager	Plc, Budapest, Hungary Marketing, Verizon Wireless (formerly AirTouch Communications/Vodafone Group), Seattle, WA, United States	1998 - 1999
Senior Product Marketing Manager	Marketing, AT&T (formerly SBC Communications), St. Louis, MO, United States	1996 - 1998
Product Marketing Manager	Marketing, AT&T (formerly SBC Communications), St. Louis, MO, United States	1995 - 1996
Network Maintenance Manager	Operations, AT&T (formerly SBC Communications), Tulsa, OK, United States	1993 - 1994
Sales Manager	Residential, AT&T (formerly SBC Communications), Tulsa, OK, United States	1992 - 1993

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Favorite Professors Recognition, Alpha Chi National Honor Society.

2019

2018

2017

Award / Honor Recipient: Presidential Distinction Award for Excellence in Teaching, McCoy College of Business Administration.
2018

Award / Honor Recipient: Teaching Excellence Award, Emmett & Miriam McCoy College of Business Administration Advisory Board.
2017

Award / Honor Recipient: Tai Pei: Third Place and Best Media Plan (District 10), American Advertising Federation's National Student Advertising Competition.
2016 - 2017

Award / Honor Recipient: Presidential Award for Excellence in Teaching, McCoy College of Business Administration's College Achievement Award.
2016

Award / Honor Recipient: Snapple: First Place (District 10), American Advertising Federation's National Student Advertising Competition.
2015 - 2016

Award / Honor Recipient: Pizza Hut: Third Place (District 10), American Advertising Federation's National Student Advertising Competition.
2014 - 2015

Award / Honor Recipient: Honorable Mention, Hershey Company's Take 5, Collegiate Case Competition, American Marketing Association.
2014

Award / Honor Recipient: Third Place, Donate Life America, Collegiate Case Competition, American Marketing Association.
2013

Award / Honor Recipient: Faculty Inductee, Beta Gamma Sigma International Honor Society.
2012

Award / Honor Recipient: Third Place, Pearson Learning Solutions, Collegiate Case Competition, American Marketing Association.
2012

Award / Honor Recipient: Nissan: Fifth Place (District 2), American Advertising Federation's National Student Advertising Competition.
2011 - 2012

Award / Honor Recipient: Semi-Finalist, Nintendo, Collegiate Case Competition, American Marketing Association.
2011

Award / Honor Recipient: JC Penney: First Place, Best Strategic Plan, and Best Creative Plan (District 2), American Advertising Federation's National Student Advertising Competition.

2010 - 2011

Award / Honor Recipient: Third Place, United Nations' Tap Project, Collegiate Case Competition, American Marketing Association.

2010

Award / Honor Recipient: Third Place, Kodak Gallery, Collegiate Case Competition, American Marketing Association.

2009

B. Courses Taught:

Texas State University:

MKT 4330 - PROMOTION STRATEGY

MKT 4337 - MARKETING MGT

MKT 4397 - DIRECTED STUDY MKT

Hofstra University:

IB 150 - Introduction to International Business

IB 150 - Study Abroad in France

IB 154 - International Environment & Global Business

IB 190 - Departmental Honors/Thesis

IB 207 - Study Abroad in France

IB 222 - International Promotional Campaigns

MKT 211 - Advertising Management

MKT 131 - Principles of Advertising

MKT 132 - Integrated Marketing Campaigns

MKT 133 - Marketing Case Competition (AMA and NSAC)

MKT 185 - Marketing Internship

MKT 190 - Departmental Honors/Thesis

MKT 257 - Marketing Internship

MKT 257 - Research Seminar in Marketing

Saint Louis University:

IB 2000 - Introduction to International Business

MKT 4400 - Consumer Behavior

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Refereed:

Wilson, R. T., & Till, B. D. (2019). Managing Advertising in Non-Traditional Environments: A Message Processing Framework. In S. Rodgers & E. Thorson (Eds.), *Advertising Theory, 2nd Edition* (pp. 109–123). New York, NY: Routledge Taylor & Francis Group.

Wilson, R. T., & Till, B. D. (2012). Managing Non-Traditional Advertising: A Message Processing Framework. In S. Rodgers & E. Thorson (Eds.), *Advertising Theory* (pp. 337–354). New York, NY: Routledge Taylor & Francis Group.

2. Articles:

a. Refereed Journal Articles:

Suh, T., Wilson, R. T., & On, S. T. (Accepted / In Press). Gender Differences in Visual Attention to Digital Content of Place-Based Advertising: A Data-Driven Scientific Approach. *Electronic Commerce Research*.

Wilson, R. T. (Accepted / In Press). Slogans and Logos as Brand Signals within Investment Promotion. *Journal of Place Management and Development*.

Wilson, R. T., Lohmeier, J., Lustick, D., & Chen, R. (Accepted / In Press). Using Transit Advertising to Improve Public Engagement with Social Issues. *International Journal of Advertising*.

Wilson, R. T., & Baack, D. W. (2020). An Exploration of Advertorials Used to Attract Foreign Direct Investment. *Journal of Current Issues and Research in Advertising*, 41(1), 36–53.

- Amirshahi, M., Jafare, S., & Wilson, R. T. (2019). Untangling the Cultural Component Behind the Contextual Placement of Out-of-Home Advertising. *International Journal of Market Research*, 61(5), 502–517.
- Wilson, R. T., & Suh, T. (2018). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. *International Journal of Advertising*, 37(3), 402–420.
- Wilson, R. T. (2018). Applying Corporate Heritage Branding to the Marketing of Places: A Framework and Implications for Place Heritage Branding. *Journal of Brand Management*, 25(4), 351–369.
- Baack, D. W., Wilson, R. T., & Till, B. D. (2016). Culture, Development, and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Outdoor Advertising. *Marketing Management Journal*, 26(1), 18–34.
- Wilson, R. T., & Casper, J. (2016). The Role of Location and Visual Salience in Capturing Attention to Outdoor Advertising. *Journal of Advertising Research*, 56(3), 259–273.
- Baack, D. W., Wilson, R. T., van Dessel, M. M., & Patti, C. H. (2016). Advertising to Businesses: Does Creativity Matter? *Industrial Marketing Management*, 55(May), 169–177.
- Wilson, R. T., Baack, D. W., & Till, B. D. (2015). Creativity, Attention, and the Memory for Brands: An Outdoor Advertising Field Study. *International Journal of Advertising*, 34(2), 232–261.
- Wilson, R. T., Baack, D. W., & Baack, D. E. (2014). Foreign Direct Investment Promotion: Using Advertising to Change Attitudes and Behaviors. *Marketing Management Journal*, 24(2), 108–123.
- Wilson, R. T., & Till, B. D. (2013). Recall of Pre-show Cinema Advertising: A Message Response Involvement Perspective. *Journal of Marketing Communications*, 19(1), 1–21.
- Wilson, R. T., & Baack, D. W. (2012). Attracting Foreign Direct Investment: Applying Dunning's Location Advantages Framework to FDI Advertising. *Journal of International Marketing*, 20(2), 95–115.
- Wilson, R. T., & Till, B. D. (2012). Targeting of Outdoor Alcohol Advertising: A Study Across Ethnic and Income Groups. *Journal of Current Issues & Research in Advertising*, 33(2), 267–281.
- Wilson, R. T., & Till, B. D. (2011). Effects of Outdoor Advertising: Does Location Matter? *Psychology & Marketing*, 28(9), 909–933.

- Wilson, R. T., & Till, B. D. (2011). Product Placement in Movies and on Broadway: A Field Study. *International Journal of Advertising*, 30(3), 373–398.
- Wilson, R. T. (2010). Competing Successfully Against Multinationals: A Longitudinal Perspective of Hungarian Advertising Agencies. *Journal of Strategic Marketing*, 18(2), 145–164.
- Wilson, R. T., & Amine, L. S. (2009). Resource Endowments, Market Positioning and Competition in Transitional Economies: Global and Local Advertising Agencies in Hungary. *International Marketing Review*, 26(1), 62–89.
- Wilson, R. T., & Till, B. D. (2008). Airport Advertising Effectiveness: An Exploratory Field Study. *Journal of Advertising*, 37(1), 57–70.
- Magnusson, P., Wilson, R. T., Zdravkovic, S., Zhou, J. X., & Westjohn, S. (2008). Breaking Through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks. *International Marketing Review*, 25(2), 183–201.
- Baack, D. W., Wilson, R. T., & Till, B. D. (2008). Creativity and Memory Effects: Recall, Recognition, and an Exploration of Non-Traditional Media. *Journal of Advertising*, 37(4), 85–94.
- Wilson, R. T. (2007). Acculturation and Discrimination in the Global Market Place: The Case of Hispanics in the U.S. *Journal of International Consumer Marketing*, 20(1), 67–78.
- Wilson, R. T., & Till, B. D. (2007). Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness. *Journal of Advertising Research*, 47(3), 270–282.
- Wilson, R. T. (2006). “Hungary” for Change: U.S. Ambassador to Hungary, George Herbert Walker III, Discusses the Competitive Position, Regional Participation, and Global Aspirations of Hungary. *Thunderbird International Business Review*, 48(6), 759–771.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

- Wilson, R. T. (2005). A Critical Analysis of Transaction Cost Economics and Entry Mode Choice in the Service Industry.
- Wilson, R. T., & Arnold, M. J. (2005). A Regional Approach to the Advertising Standardization-Adaptation Debate.
- Wilson, R. T., Singh, N., & Baack, D. W. (2004). Culture’s Influence on Web Content: Guidance for the Adaptation of Website Design.

Wilson, R. T., & Arnold, M. J. (2004). When Countries Divide: A Cross-Cultural Analysis of Advertising Appeals.

4. Abstracts:

Wilson, R. T., & Baack, D. W. (2020). How the Credibility of Places Affects the Processing of Advertising Claims: The Case of Investment Promotion Advertising. Published.

Wilson, R. T., Lohmeier, J., Lustick, D., & Chen, B. (2019). Mind the Gap: Using Transit Advertising to Influence Consumer Attitudes Toward Climate Change. Published.

Wilson, R. T. (2018). Attracting Foreign Direct Investment: Using Brand Signals to Overcome Information Asymmetry and Imperfect Information. Published.

Wilson, R. T., Suh, T., Shim, W.-S., & Gim, H. (2017). Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising. Published.

Amirshahi, M., Jafari, S., & Wilson, R. T. (2017). Brand Implications for Where Outdoor Advertising is Placed: A Replication and Extension in Iran. Published.

Wilson, R. T., & Baack, D. W. (2016). Using Advertorials to Attract Foreign Direct Investment: A Place-branding Perspective. Published.

Lohmeier, J. H., Lustick, D., Chen, R., Wilson, R. T., & Rabkin, D. (2016). Get Your Heads out of the Sand: Using Humor to Engage the Public about Climate Change. Published.

Lustick, D., Chen, R., Lohmeier, J., Wilson, R. T., & Rabkin, D. (2015). ScienceToGo.org: Using "Ozzie the Ostrich" to Build Local Partnerships Around Climate Change Learning. Published.

Wilson, R. T., Lustick, D., Lohmeier, J., Chen, R., & Rabkin, D. (2015). An Ostrich, Transit Advertising, and Climate Change: Using Humor in Social Marketing. Published.

Chen, R. F., Lustick, D., Lohmeier, J., Wilson, R. T., Rabkin, D., Thompson, S., & Lockwood, L. (2015). "Ozzie" the Ostrich Addresses Climate Literacy on the Subway in Boston, Massachusetts, USA. Published.

Wilson, R. T., & Casper, J. (2015). Attention-grabbing Advertising: Investigating the Role of Location and Visual Salience in Outdoor Advertising. Published.

Chen, R. F., Lustick, D., Lohmeier, J., Wilson, R. T., Rabkin, D., Thompson, S., & Lockwood, L. (2015). 'Ozzie' the Ostrich Addresses Climate Literacy on the Subway in Boston, Massachusetts, USA. Published.

- Lustick, D., Lohmeier, J., Chen, R., Wilson, R. T., & Rabkin, D. (2014). Using Humor to Engage a Public Audience with the Serious Issue of Climate Change. Published.
- Chen, R. F., Lohmeier, J., Wilson, R. T., Rabkin, D., & Lustick, D. (2014). Climate Change Education on the "T": ScienceToGo.org. Published.
- Chen, R. F., Douglas, E., Lohmeier, J., Rabkin, D., Lustick, D., & Wilson, R. T. (2014). Climate Change Education on the "T": Using Advertising Strategies for Disseminating Scientific Research. Published.
- Lustick, D. S., Lohmeier, J., Chen, R. F., Wilson, R. T., & Rabkin, D. (2014). Sciencetogo.org: First Look at a Model's Efficacy to Engage Mass Transit Riders with Climate Change Science. Published.
- Wilson, R. T., Baack, D. W., & Baack, D. E. (2013). Foreign Direct Investment Promotion: Using Advertising to Change Attitudes and Behaviors. Published.
- Baack, D. W., & Wilson, R. T. (2013). Advertising to Businesses: Does Creativity Matter? Published.
- Baack, D. W., Wilson, R. T., & Till, B. D. (2012). Culture, Development, and Advertising Content: An Exploratory Replication and Extension. Published.
- Wilson, R. T., & Hoerbelt, J. (2011). Using Foreign words to Position a Brand as Foreign and Global: How Perceived Brand Globalness and Country of Origin Affect Consumer Perceptions. Published.
- Wilson, R. T., & Baack, D. W. (2011). Attracting Foreign Direct Investment: A Comparison of Developed and Developing Country Advertising. Published.
- Wilson, R. T., Baack, D. W., & Till, B. D. (2011). Outdoor Advertising Recognition Effects: Attention and the Distracted Driver. Published.
- Wilson, R. T. (2010). The Strategy Tripod of Resources, Industry, and Institutions: Shaping Competition between International Firms and Local Advertising Agencies in Hungary. Published.
- Lehnert, K., Wilson, R. T., & Zdravkovic, S. (2010). Skin Tone in Advertising: An Exploratory Study of the Factors Influencing Advertising Effectiveness. Published.
- Wilson, R. T., & Till, B. D. (2009). From Hollywood to Broadway: A Field Study of the Effectiveness of Product Placements. Published.
- Wilson, R. T. (2008). Competitive Positioning Strategies for Local Advertising Agencies in Emerging Markets. Published.
- Baack, D. W., Wilson, R. T., Guldiken, O. O., & Parente, R. C. (2008). Culture, Development, and Advertising Content: An Exploratory Replication and Extension of Past International Advertising Research to Banner Advertising. Published.

- Wilson, R. T., & Till, B. D. (2008). *Background Influences for Outdoor Advertising: Brand Attitude, Beliefs, and Purchase Intent Effects*. Published.
- Wilson, R. T., Baack, D. W., & Till, B. D. (2008). *Out-of-Home but Not Out-of-Mind: Advertising Creativity and Recall*. Published.
- Wilson, R. T., & Staub, K. M. (2007). *When Cultures Cross National Borders: Exploring the Boundaries of Advertising Standardization*. Published.
- Wilson, R. T., & Till, B. D. (2007). *Building and Testing a Model for Direct-to-Consumer Pharmaceutical Advertising Effectiveness*. Published.
- Magnusson, P., Wilson, R. T., Zdravkovic, S., Zhou, J. X., & Westjohn, S. (2006). *Hofstede, House, Trompenaars, and Schwartz: Whose Cultural Distance Matters?* Published.
- Wilson, R. T. (2006). *The Influence of Acculturation on Purchase Behavior and Language Preference in Advertisements: The Case of Hispanics in the U.S.* Published.
- Wilson, R. T. (2006). *Up Went the "Iron Curtain," in Came Foreign Investment: An Empirical Analysis of Advertising Firms and Entry Mode Choice In Post-Communist Eastern Europe*. Published.
- Wilson, R. T., & Till, B. D. (2006). *Airport Advertising: A Field Project*. Published.
- Wilson, R. T., & Kwon, I.-W. G. (2005). *A Transaction Cost Analysis of Market Entry Modes in the Advertising Industry: Logistics Analysis*. Published.

5. Reports:

- Wilson, R. T. (2019). *Benchmarks for Out of Home Media: Generating Insights from an Analysis of Best-in-Class Case Studies*. Washington, D.C., United States: Out of Home Advertising Association of America. Retrieved from www.oaaa.org
- Wilson, R. T. (2019). *Out of Home Attribution Study: Assessing the Added Value of OOH Media in Advertising Campaigns*. Washington, D.C., United States: Out of Home Advertising Association of America. Retrieved from www.oaaa.org

7. Essays:

- Wilson, R. T. (2011). Trends in Digital Out-of-Home Advertising. In S. C. Yoo (Ed.), *Digital Signage for Integrated Marketing Communications* (pp. 226–227). Seoul, South Korea: Popsign.

10. Other Works in Print:

Magazine / Trade Publications:

Wilson, R. T., & Baack, D. W. (2013). Attracting Foreign Direct Investment Through Advertising: What Works. *FDI Report*. Published. Retrieved from www.redhotlocations.com/report/2013/may/ss-article.cfm

Wilson, R. T., & Baack, D. W. (2013). Investors Want More Than Information from Advertising. *FDI Report*. Published. Retrieved from www.redhotlocations.com/report/2013/oct/investors.cfm

B. Works Not in Print:

2. Invited Talks, Lectures, and Presentations:

Wilson, R. T., OAAA/Geopath OOH Media Conference and Expo, "Out of Home Attribution Study: Assessing the Added Value of OOH Media in Advertising Campaigns," Out of Home Advertising Association of America, Las Vegas, NV, United States. (May 21, 2019).

Wilson, R. T., SDPS Women's College, "Advertising Strategy," Indore, India. (December 21, 2010).

3. Consultancies:

Litigation, Lathrop GPM LLP, Kansas City, MO, United States. (April 26, 2021 - Present).

Non-Governmental Organization (NGO), Outdoor Advertising Association of America, Washington, DC, United States. (October 2018 - May 2019).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Book Chapters:

Wilson, R. T. (Submitted / Under Review). The Role of Advertising in Place Branding. In N. Papadopoulos & M. Cleveland (Eds.), *Image, Marketing, and Branding of Countries, Places, and Place-based Brands: The State of the Art*. Edward Elgar. (May 2020)

Journal Articles:

Wilson, R. T., & Baack, D. W. (Submitted / Under Review). How the Credibility of Places Affects the Processing of Advertising Claims: The Case of Investment Promotion Advertising. *International Journal of Advertising*. (March 2020)

b. Works "in progress":

Journal Articles:

Wilson, R. T., Chinchachockchai, S., & Magill, D. (In Preparation; Not Yet Submitted). Bored of Billboards: How Repetition Impacts Wear-in and Wear-out.

Wilson, R. T. (In Preparation; Not Yet Submitted). Conceptualizing Out-of-Home Advertising Effectiveness: An Information Processing Model.

Segijn, C. M., Agur, C., & Wilson, R. T. (In Preparation; Not Yet Submitted). How Location-based Mobile Messaging Can Help Fairgoers Find Their Way Around the Minnesota State Fair.

Wilson, R. T. (In Preparation; Not Yet Submitted). Out-of-Home Advertising: A Bibliometric Review.

Wilson, R. T. (In Preparation; Not Yet Submitted). Out-of-Home Advertising: A Systematic Review and Research Agenda. (May 2021)

Wilson, R. T. (In Preparation; Not Yet Submitted). Selling the Place or Selling the Service: How Investment Promotion Agencies View their Role.

Wilson, R. T., Bright, L., & Richards, A. (In Preparation; Not Yet Submitted). The DNA of Consumer Collaboration: How Advertising Appeals Influence Consumer Willingness to Share Personal Information Online.

Wilson, R. T., & Zank, G. M. (In Preparation; Not Yet Submitted). Using Eye Tracking Technology to Understand the Consumer Processing of Product Claims in a Product Consideration Context.

c. Other Works Not in Print:

Keynote / Plenary Addresses:

Wilson, R. T., Hofstra American Marketing Association's Marketing Week, "Product Placements," Hofstra University, Hempstead, NY, United States. (September 17, 2011).

Posters:

Zank, G. M., Wilson, R. T., Marketing and Public Policy Conference, "Natural Claims on Packaging: They Matter," Washington, DC, United States. (June 2017).

Zank, G. M., Smith, K. H., Wilson, R. T., Engle, E., Health Scholar Showcase, "It Matters What We Say: Nutritional Claims on Product Packaging," Texas State University, San Marcos, TX, United States. (February 10, 2017).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Wilson, Rick T (Co-Principal), Lustick, David (Principal), Lohmeier, Jill (Co-Principal), Chen, Robert F (Co-Principal), Rabkin, David (Co-Principal). Science Express: Learning the Science of Climate Change while Commuting, National Science Foundation, Federal, \$2,160,758.00. (Submitted: 2011, Funded: 2012 - 2015). Grant.

Wilson, Rick T, Baack, Daniel W, Till, Brian D. Outdoor Advertising Recall and Recognition Effects: Attention and the Distracted Driver, American Academy of Advertising, Institutional (Higher Ed), \$2,500.00. (Funded: 2009). Grant.

3. Funded Internal Grants and Contracts:

Wilson, Rick T. (Principal). The DNA of Consumer Collaboration: How Advertising Appeals Influence Consumer Willingness to Share Personal Information Online, Research Enhancement Program, Texas State University, \$8,000.00. (Submitted: October 2019, Funded: January 2020 - May 2021). Grant.

Wilson, Rick T (Principal). The Effects of Credibility on the Processing of Advertising Claims within FDI Advertising, McCoy College of Business Research Grant Program, Texas State University, \$2,500.00. (Funded: 2016). Grant.

Wilson, Rick (Co-Principal), Zank, Gail (Co-Principal). Using Eye Tracking Technology to Understand the Consumer Processing of Product Claims in Product Consideration Context.”, McCoy Faculty Development Fund, Texas State University, \$4,350.00. (Funded: 2015). Grant.

Wilson, Rick T. (Co-Principal), Suh, Taewon (Co-Principal). Technology and Advertising: Improving Media Planning and Audience Measurement, Research Enhancement Program, Texas State University, \$15,980.00. (Submitted: September 2014, Funded: December 2014 - November 2015). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: Excellence in Scholarly/Creative Activities, McCoy College of Business Administration.
2020

Award / Honor Recipient: Best Conference Paper, American Academy of Advertising.
2017

Award / Honor Recipient: Mayor's Greenovate Award Winner, City of Boston, Massachusetts.
2015

Award / Honor Recipient: Publicity Program, Journal of International Marketing, American Marketing Association.
2012

Award / Honor Recipient: Lawrence A. Stessin Prize for Outstanding Scholarly Publication, Hofstra University-wide research award for scholarly excellence.
2011

Award / Honor Recipient: Reading List Assist, Emerald Publishing.
2011

Award / Honor Recipient: Literati Network Highly Commended Award, Emerald Publishing.
2009

Award / Honor Nominee: Haynes Prize for Most Promising Scholar, Academy of International Business.
2007

F. Media Recognition:

Internet, Billboard Insider. (May 22, 2019).

Internet, Marketplace. (August 25, 2017).

IV. SERVICE

A. Institutional

1. University:

Undergraduate Advisor, Phi Gamma Delta. (2016 - Present).

Member, Presidential Award for Excellence in Teaching Selection Committee. (January 2019 - December 2020).

Member, Common Experience 2018-2019. (January 2018 - May 2019).

Member, Mentoring Task Force (Alumni Relations). (January 2018 - March 2019).

Member, Greek Affairs Advisory Task Force. (January 2018 - March 2018).

Member, Crowdfunding Committee. (2015 - 2016).

2. College:

Member, Undergraduate Curriculum Committee. (August 2020 - Present).

3. Department/School:

Core Course Coordinator, Promotional Strategy (MKT 4330). (November 2018 - Present).

Member, Graduate Instruction Assistant Committee. (2015 - Present).

Undergraduate Advisor, American Advertising Federation's (AAF) National Student Advertising Competition (NSAC). (2014 - Present).

Member, Search Committee. (July 2019 - December 2019).

Member, MaryAnn Stutts Scholarship Committee. (2016 - 2018).

Member, Merit Policy Review Committee. (2016 - 2018).

Member, Scholarship Funding Committee. (2016 - 2018).

Chair, Search Committee. (April 2018 - October 2018).

Member, Search Committee. (April 2017 - October 2017).

Member, Impact of Research Committee. (2015 - 2016).

B. Professional:

Associate Editor, Journal of Advertising. (August 2019 - Present).

Member, Advisory Group, Cool Science Advancing Informal Science Learning, National Science Foundation Research Grant, United States. (August 2019 - Present).

Member, Research Committee, American Academy of Advertising. (March 2019 - Present).

Editorial Review Board Member, International Journal of Advertising. (2016 - Present).

Attendee / Participant, American Academy of Advertising's Mentoring Program. (2015 - Present).

Reviewer / Referee, American Academy of Advertising Annual Conference. (2008 - Present).

Reviewer / Referee, Journal of Current Issues & Research in Advertising. (March 2021).

Reviewer / Referee, Journal of Advertising. (March 2020).

Moderator, Session 6.1 Social Media and Advertising, American Academy of Advertising Annual Conference, San Diego, CA, United States. (March 28, 2020).

Reviewer / Referee, Accident Analysis and Prevention. (October 2019).

Reviewer / Referee, Journal of Current Issues & Research in Advertising. (May 2019).

Moderator, Data Track, Out of Home Advertising Association of America Conference and Expo, Las Vegas, NV, United States. (May 21, 2019).

Moderator, Session 5.3 Multitasking, American Academy of Advertising Annual Conference, Dallas, TX, United States. (March 30, 2019).

Reviewer / Referee, Journal of Business Research. (July 2018).

Reviewer / Referee, Industrial Marketing Management. (May 2018).

Reviewer / Referee, Journal of Current Issues & Research in Advertising. (April 2018).

Reviewer / Referee, Journal of Promotion Management. (April 2018).

Reviewer / Referee, Journal of Promotion Management. (January 2018).

Member, National Education Executive Committee, American Advertising Federation. (2014 - 2017).

Reviewer / Referee, Journal of Brand Management. (November 2017).

Reviewer / Referee, Journal of Promotion Management. (October 2017).

Reviewer / Referee, Journal of Brand Management. (June 2017).

Reviewer / Referee, Journal of Interactive Marketing. (June 2017).

Reviewer / Referee, Journal of Brand Management. (March 2017).

Reviewer / Referee, Latin American Conference, Association for Consumer Research. (February 2017).

Chair, Faculty Outreach Committee, National Education Executive Committee, American Advertising Federation. (2015 - 2016).

Reviewer / Referee, Journal of Business Research. (November 2016).

Reviewer / Referee, Marketing Management Journal. (July 2016).

Member, Faculty Outreach Committee, National Education Executive Committee, American Advertising Federation. (2014 - 2015).

Reviewer / Referee, International Marketing Review. (April 2015).

Co-Chair, Collegiate Case Competition, Collegiate Chapter Council, American Marketing Association, (2012 - 2014).

Member, Collegiate Chapter Council, American Marketing Association. (2012 - 2014).

Adjudicator, Collegiate Conference Judge, American Marketing Association. (2009 - 2014).

Reviewer / Referee, Marketing Management Journal. (November 2014).

Reviewer / Referee, Journal of Strategic Marketing. (2013).

Co-Chair, Marketing Week, Collegiate Chapter Council, American Marketing Association. (2012 - 2013).

Reviewer / Referee, Journal of Strategic Marketing. (2011).

Reviewer / Referee, Academy of International Business Annual Conference. (2006 - 2011).

Reviewer / Referee, Journal of Asia-Pacific Business. (2009).

Member, Membership Committee, American Academy of Advertising. (2008 - 2009).

Conference Session Moderator, American Academy of Advertising Annual Conference. (2008).

Reviewer / Referee, Journal of Marketing Management. (2008).

Reviewer / Referee, Multinational Business Review. (2006).

D. Organization Memberships:

American Advertising Federation. (2010 - Present).

American Academy of Advertising. (2006 - Present).

American Academy of Business (AIB). (2006 - 2014).

American Marketing Association (AMA). (2006 - 2014).

E. Service Honors and Awards:

Award / Honor Recipient: Advisor of the Year, Phi Gamma Delta Fraternity, Texas State University, Dean of Students Office of Fraternity and Sorority Life.
2019

TEXAS STATE VITA**I. Academic/Professional Background**

A. Name and Title

Name: Dr. Gail Zank

Title: Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	1993	Texas A&M University	Marketing	
MBA	1985	Texas A&M University	Business Administration	
BS	1983	Marquette University	Business Administration	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Professor, Marketing Department	McCoy College - Texas State University	September 2016 - Present
Associate Professor	Texas State University-San Marcos	September 2005 - September 2016
Assistant Professor	Texas State University-San Marcos	September 2001 - September 2005
Assistant Professor	Texas A&M University	1999 - 2001
Lecturer	Texas A&M University	1997 - 1998
Visiting Assistant Professor of Marketing	Texas A&M University	1997 - 1998
Assistant Professor	Eastern Connecticut State University	1993 - 1997
Assistant Professor	University of Central Florida	1990 - 1993

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Recognized as Favorite Professor, Alpha Chi National College Honor Society.
2018

Award / Honor Recipient: Nominated for the 2007 Master Teaching Competition, Marketing Management Association.
2007

Award / Honor Recipient: Nominee at the Associate Professor/Professor rank for the Presidential Award for Excellence in Teaching, McCoy College of Business Administration.
2007

Award / Honor Recipient: Teaching Excellence Award, McCoy College of Business Administration.
2006

Award / Honor Recipient: Nominee at the Assistant Professor/Lecturer rank for the Presidential Award for Excellence in Teaching, McCoy College of Business Administration.
2005

Award / Honor Recipient: Texas State Foundations of Excellence Award, Awarded by the Student Foundation to honor Texas State University Distinguished Educators.
2005

B. Courses Taught:

Texas State University:

B A 5351 - ORG PERF & COMP AD

MGT 5333 - PROB IN BUS ADMIN

MGT 5399A - THESIS

MGT 5399B - THESIS

MKT 3343 - PRIN OF MARKETING

MKT 3370 - MARKETING RESEARCH

MKT 4320 - MARKETING RSCH

MKT 4395 - INDEPENDENT STUDY

MKT 4397 - DIRECTED STUDY MKT

MKT 5311 - CUR DEL MRKTING

MKT 5322 - MARKETING RESEARCH

MKT 5323 - QUAL RES MKT

MKT 5395 - INDEP STUDY IN MKT

MKT 5398 - INTERNSHIP IN MKT

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Directed Individual/Independent Study, Status: Completed.

Student(s):

Member, Master's Thesis, "Consumer M-Shopping Similarities and Differences by Life Stage", Status: Completed. (January 2020 - December 1, 2020). Marketing, Texas State University.

Student(s): Imani McDonald.

Supervisor / Chair, Independent Study, Status: Completed. (August 2018 - April 2019).

Student(s): Melissa Black.

Alisha Mohammed.

Supervisor / Chair, Master's Thesis Committee Chair, Status: Completed. (2009 - 2012).

Student(s): Kate Morris.

Member, Master's Thesis Committee Member, Status: Completed. (2005 - 2006).

Student(s): Damon Barnes.

Undergraduate Honors Thesis, Status: Completed. (2004).

Student(s): Yolanda Youts.

Member, Master's Thesis Committee Member, Status: Completed. (2003).

Student(s): Rick Bell.

Member, Dissertation Committee Member, Status: Completed. (2002).

Student(s): Mauricio Raigosa.

D. Courses Prepared and Curriculum Development:

MKT 5323, First Time Course Preparation: 2020 - Present.

MS in Marketing Research and Analysis, New Degree Program. Approved: 2018 - Present.

F. Other:

Oversaw AMA case students as they prepared for International AMA Collegiate Conference during spring semester, AMA International Case Competition Finals, American Marketing Association. 2. (January 2019 - March 2019).

Oversaw AMA case students as they prepared for International AMA Collegiate Conference during spring semester. (2017).

Received McCoy Grant to support AMA case students attending International AMA Collegiate Conference, International Collegiate Conference, American Marketing Association. (2017).

Received recognition letters from students. (2017).

Student Accomplishments:

Award:

Mentor, Received 3rd place in the International AMA Student Case Competition. New Orleans. (March 2019).

Mentor, Received Honorable Mention in the International AMA Collegiate Case Competition. (January 2018).

Mentor, Received 1st place in the International AMA Collegiate Case Competition. (March 2017).

Mentor, Won 2nd Place in International AMA Collegiate Case Competition. New Orleans. Status: Completed. (March 2016).

G. Teaching Professional Development Activities Attended

Continuing Education Program, "Qualitative Marketing Research," University Of Georgia Center for Continuing Education. (July 30, 2019 - August 31, 2019).

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

d. Chapters in Books:

Non-refereed:

Zank, G., & Vokurka, R. (1998). Study Guide for Operations Management: Concepts in Manufacturing and Services (2nd ed.). Southwestern Publishing Co.

Zank, G., & Vokurka, R. (1998). Test Bank for Operations Management: Concepts in Manufacturing and Services (2nd ed.). Southwestern Publishing Co.

2. Articles:

a. Refereed Journal Articles:

Zank, G. M., & Smith, K. H. (Accepted / In Press). Whole Grain Packaging Claims: Do They Matter? *Journal of Consumer Affairs*.

Suh, T., Jung, J., Zank, G. M., & Arend, R. J. (2019). Twofold Relationship Dynamics of Supplier's Knowledge Sharing. *Journal of Business & Industrial Marketing*, 34(4), 862–874.

Watson, A., Zank, G., & Turri, A. M. (2018). I Know, but I'd Rather be Beautiful: The Impact of Self-Esteem, Narcissism, Weight, and Knowledge on Addictive Tanning Behavior in Millennials. *Journal of Consumer Affairs*, 52(1), 209–226.

Zank, G. M., Elbeck, M., & DeLong, D. (2016). A Conceptual Framework of Cognitive Game Theory to Motivate Student Learning. *Journal of Higher Education Theory and Practice*, 16(4), 43–50.

Badrinarayanan, V., Dixon, A., West, V., & Zank, G. (2015). Professional Sales Coaching: An Integrative Review and Research Agenda. *European Journal of Marketing*, 49(7/8), 1087–1113.

Smith, K., Stutts, M. A., & Zank, G. (2012). An Exploratory Study of the Behavior and Perceptions of College Students with Respect to Regular, Light and Ultra-Light Cigarettes. *Journal of Public Policy & Marketing*, 31(2 Fall), 206–222.

Zank, G., & Kemp, E. (2012). Examining Consumers' Perceptions of the Health Benefits of Products with Fiber Claims. *The Journal of Consumer Affairs*, 46(2), 333–344.

Stutts, M. A., Zank, G., Smith, K., & Williams, S. A. (2011). The Impact of Nutrition Information or Healthy Symbol on Children's Fast Food Menu Choices. *Journal of Consumer Affairs*, 45(Spring), 52–86.

Zank, G., Stutts, M. A., & Smith, K. (2008). Are Light and Ultra-Light Cigarettes Safer: Perceptions of College Students. *College Student Journal*, 42(4), 1134–1144.

Vokurka, R., & Zank, G. (2006). A Systematic Approach to Supplier Improvement. *International Journal of Management and Enterprise Development*, 13(1/2), 85–97.

Zank, G., & Vokurka, R. J. (2003). The Internet: Motivations, Deterrents, and Impact on Supply Chain Relationships. *SAM Advanced Management Journal*, 68(2), 33–40.

Zank, G., Vokurka, R., & Davis, R. (2002). Franchise relationships under e-commerce. *Review of the Electronic and Industrial Distribution Industries*, 1(1), 51–70.

Vokurka, R. J., Zank, G., & C. Lund. (2002). Improving Competitiveness through Supply Chain Management: A Cumulative Improvement Approach. *Competitiveness Review*, 12(1), 14–25.

Lawrence, B., Zank, G., Jennings, D., Garry Stading, Vokurka, R. J., & R. Narayan. (2001). Alternative Channels of Distribution: E-Commerce Strategies for Industrial Manufacturers. *Production and Inventory Management Journal*, 42(3 & 4), 34–45.

Conant, J., Clark, T., Burnett, J., & Zank, G. (1986). Terrorism and Travel: Managing the Unmanageable. *Journal of Travel Research*, 26(4), 16–20.

b. Non-refereed Articles:

Vokurka, R., & Zank, G. (2000). E-Business: Critical Success Factors. *PTDA 2000 Report on Industry and Association Developments*, 50, 52.

Zank, G. (2000). Marketing on the Internet. *Progressive Distributor*, November, 18–21.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Suh, T., Jung, J., & Zank, G. (Accepted / In Press). Knowledge Specificity and Long-Term Partnership. Academy of Management.

Zank, G., & Kemp, E. (2010). Fiber Claims: Do They Matter? Denver, Colorado: Marketing and Public Policy Conference.

Zank, G. M., Warwick, J., DeLong, D., & Elbeck, M. (2018). Identifying the Value of Academic Conferences. Retrieved from http://wdsinet.org/Annual_Meetings/2018_Proceedings/

Zank, G. M. (2016). Conceptual Framework Applying Game Theory to Motivate Learning (pp. 97–99).

Zank, G. M. (2016). The Marketing Doc Student: From Pre-interview to First year Faculty Member. In *Why Marketing Faculty Attend Educator Conferences* (pp. 110–111).

- Zank, G. M. (2016). Why Marketing Faculty Attend Educator Conferences (pp. 59–60).
- Adkins, N., Moore, M., Talbott, J., & Zank, G. (2013). National Competitions as Teaching Tools. Fall Marketing Management Association Educators' Conference.
- Badrinarayanan, V., West, V., & Zank, G. (2012). Professional Sales Coaching: An Integrative Review and Research Agenda. 2012 National Conference in Sales Management.
- Zank, G., & Kemp, E. (2010). Fiber Claims: Do They Matter? (Vol. 20, pp. 151–152). 2010 Marketing & Public Policy Conference Proceedings.
- Zank, G., & Smith, K. (2009). Generational Cohort Effects on Green Consumer Behavior. In E. S. Moore, J. K. Pappalardo, & W. L. Wilkie (Eds.) (Vol. 19, pp. 182–191). Marketing and Public Policy Conference Proceedings.
- Smith, K., Zank, G., & Stutts, M. A. (2008). Are Fast-Food Menus Contributing to Overweight Children? In J. Kozup, C. R. Taylor, & R. P. Hill (Eds.) (Vol. 18, pp. 115–116). Marketing and Public Policy Conference Proceedings.
- Davis, R., & Zank, G. (2008). Perceived Risk and Preparedness in the Supply Chain: Perceptions of Executives. In W. J. Kehoe & L. K. Whitten (Eds.) (pp. 335–338). St. Petersburg, FL: Proceedings of the Society for Marketing Advances.
- Smith, K., Zank, G., & Stutts, M. A. (2007). College Students' Perceptions of Light Cigarettes. In M. Hastak, J. Swasy, & S. A. Grier (Eds.) (pp. 75–76). Marketing and Public Policy Conference Proceedings.
- Smith, K., Zank, G., & Stutts, M. A. (2006). College Student Smoking: The Importance of Situational Factors. In D. Ariely, B. Shiv, & M. Strahilevitz (Eds.) (pp. 1003–1018). Proceedings of the Society for Consumer Psychology Conference. Retrieved from www.myscp.org/pdf/SCP2006Proceedings.pdf
- Stutts, M. A., Smith, K., & Zank, G. (2006). The Influence of Anti-Smoking Humorous Fear Appeals on the Smoking Behavior of Adolescents. In I. M. Martin, D. W. Stewart, & M. Kamins (Eds.) (pp. 217–227). Marketing & Public Policy Conference Proceedings.
- Stutts, M. A., Zank, G., & Younts, Y. (2005). The Changing Role of Males Portrayed As Sexual Images in Magazine Advertisements (pp. 133–141). United States: Proceedings of the 2005 Conference of the American Academy of Advertising.
- Stutts, M. A., Smith, K., & Zank, G. (2003). Content Analysis of Select State and Industry Anti-smoking Advertisements (pp. 248–255). Denver, CO: Proceedings of the Conference of the American Academy of Advertising.

10. Other Works in Print:

Newsletters:

Neese, B., & Zank, G. (2006). Collegiate Chapters Help Develop Future Marketing Professionals. MarketingAcademics@AMA Newsletter.

Zank, G., & Neese, B. (2006). Recognizing Academic Excellence. MarketingAcademics@AMA Newsletter.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Suh, T., Jung, J., Zank, G., 2013 ASAC Conference, "Knowledge about a Supply Chain Partner." (June 2013).

Smith, K., Zank, G., Stutts, M. A., McCoy College Research Grant Presentations, "Perceptions and Behaviors of Smokers Regarding Regular, Light and Ultra Light Cigarettes," McCoy College of Business, San Marcos, TX. (September 28, 2012).

2. Invited Talks, Lectures, and Presentations:

Zank, G. M., Marketing Management Association Fall Educators' Conference, "The Marketing Doc Student Career Playbook," Marketing Management Association, San Juan, PR. (2015).

Zank, G. (Presenter & Author), Smith, K. H. (Panelist), McCoy College of Business Research Committee Brown Bag, "Whole Grain Claims: Do They Matter?," McCoy College Research Committee, San Marcos. (April 10, 2015).

Zank, G. M. (Panelist), Vander Schee, B., Zahay, D., Marketing Management Association 2015 Spring Conference, "Marketing Journal Insights," Marketing Management Association, Chicago, IL. (March 20, 2015).

Zank, G. M. (Presenter & Author), Graeff, T. (Presenter & Author), Kennett-Hensel, P. (Presenter & Author), Milewicz, C. (Presenter & Author), Marketing Management Association 2015 Spring Conference, "This is Not Your Father's Marketing Research Class: Innovative Approaches to Teaching Graduate and Undergraduate Marketing Research," Marketing Management Association, Chicago, IL. (March 20, 2015).

Zank, G. (Presenter & Author), Birritella, T. (Presenter & Author), 2013 Fall Marketing Management Association Educators' Conference, "Starting an AMA Collegiate Chapter: Focus on Professional Development," Marketing Management Association, New Orleans, LA. (September 2014).

Zank, G. (Presenter & Author), Adkins, N. (Presenter & Author), Moore, M. (Presenter & Author), Talbott, J. (Presenter & Author), Fall Marketing Management Association

- Educators' Conference, "National Competitions as Teaching Tools," Marketing Management Association, New Orleans, LA. (September 2013).
- Zank, G. (Panelist), Ogden, T. (Panelist), Vaughan, R. (Panelist), 2011 Marketing Management Fall Educators' Conference, "Student Learning in Organization Collegiate Chapters," St. Louis, MO. (September 2011).
- Smith, K., Stutts, M. A., Zank, G., Research Grant Presentation, "Exploring Healthy Choices by Children at Fast Food Restaurants," McCoy College of Business Administration, San Marcos, TX. (2007).
- Zank, G., Stutts, M. A., Research Grant Presentation, "Sexual Images in Magazine Advertisements: A Content Analysis," McCoy College of Business Administration, San Marcos, TX. (2006).
- Stutts, M. A., Zank, G., Research Grant Presentation, "Exploring Children's Understanding of Nutrition, Food Choice, and Food Advertising: A Marketing Perspective," McCoy College of Business Administration, San Marcos, TX. (2005).
- Smith, K., Zank, G., CBA Research Committee Fall Symposium, "Perceptions of Light Cigarettes by College Students," Texas State University-San Marcos, San Marcos, TX. (2004).
- Smith, K., Zank, G., CBA Research Grant Fall Symposium, "Understanding Environmentally-Related Consumer Concern and Consumer Behavior," Texas State University-San Marcos, San Marcos, TX. (2003).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Rayburn, S. W., Anderson, S. T., Zank, G. M., & McDonald, I. N. (Submitted / Under Review). M-atmospherics: From the Physical to the Digital. *Journal of Retailing and Consumer Services*, (Quality Indicators: CABS: 2, ADBC: A, Marketing Dept: B+, Impact Factor (Clarivate): 4.21). (July 2020)

b. Works "in progress":

Journal Articles:

Zank, G. M. (In Preparation; Not Yet Submitted). The Impact of Natural Claims on Packaging.

Zank, G. M., & Turri, A. M. (In Preparation; Not Yet Submitted). To Tan or Not To Tan? Exploring Consumer Perceptions and Influencers of Tanning. *Journal of Consumer Affairs*.

Wilson, R. T., & Zank, G. M. (In Preparation; Not Yet Submitted). Using Eye Tracking Technology to Understand the Consumer Processing of Product Claims in a Product Consideration Context.

Anderson, S. T., Rayburn, S. W., Smith, K. H., & Zank, G. M. (In Preparation; Not Yet Submitted). Future Thinking Climate Change: Marketing and Policy Implications. *European Journal of Marketing*.

Zank, G. M. (In Preparation; Not Yet Submitted). Teaching Ethical Assessment in Supply Chain Classes.

Reports:

Suh, T., & Zank, G. (In Preparation; Not Yet Submitted). *Designing and Managing a Supply Chain for Better Learning*. (2005)

c. Other Works Not in Print:

Other:

Zank, G. M. (Panelist), 2014 Marketing Management Association Fall Educator's Meeting, "Marketing Journal Insights," Marketing Management Association, San Antonio. (September 16, 2014).

Zank, G. (Panelist), Marketing Management Association Spring Meeting, "Marketing Journal Insights," Chicago. (March 2014).

Panels:

Zank, G. M., Eskridge, B., Torres, I., Vander Schee, B., Marketing Management Educators Conference, "Collegiate Chapters and Competitions as Teaching Tools," Marketing Management Association, Kansas City, MO, United States. (September 2018).

Zank, G. M., Delong, D., Harding, J., Rand, S., Vander Schee, B., MBAA International Conference - MMA, "Advising Student Projects and Competitions: Successes and Challenges," MBAA, Chicago, IL, United States. (April 2018).

Posters:

Zank, G. M., Wilson, R. T., Marketing and Public Policy Conference, "Natural Claims on Packaging: They Matter," Washington, DC, United States. (June 2017).

Zank, G. M., Smith, K. H., Wilson, R. T., Engle, E., Health Scholar Showcase, "It Matters What We Say: Nutritional Claims on Product

Packaging," Texas State University, San Marcos, TX, United States.
(February 10, 2017).

Stokes, A., Zank, G. M., Turri, A. M., AMA Marketing and Public Policy Conference, "I Know, but I'd Rather Be Beautiful: The Impact of Self-Esteem, Narcissism, Weight, and Knowledge on Addictive Tanning Behavior in Millennials," Washington Marriott at Metro Center, Washington, DC. (June 5, 2015).

Zank, G. M. (Author Only), Engle, E. A. (Author Only), Smith, K. H. (Presenter & Author), 2014 Marketing & Public Policy Conference, "Products with Whole Grains: Examining Perceived Levels of Nutrition and Purchase Intentions," American Marketing Association, Boston, MA. (June 2014).

Zank, G. (Presenter & Author), Smith, K. (Presenter & Author), American Marketing Association Marketing and Public Policy Conference, "Parental Influence on Healthy Eating by Children," AMA, Washington, DC. (May 31, 2013).

Zank, G. (Presenter & Author), Kemp, E., 2011 Marketing and Public Policy Conference, American Marketing Association, Washington, DC. (June 2011).

C. Scholarly / Creative Grants and Contracts:

1. Funded External Grants and Contracts:

Becerra, Enrique P, Mogab, John W, Blanco, Ivan, Yi, Ha Chin, Zank, Gail Marie. Business and International Education Program Grant, U.S. Dept. of Education, Federal, \$163,233.00. (Funded: 2006 - 2009). Grant.

2. Submitted, but not Funded, External Grants and Contracts:

Zank, Gail, Leon, J., Fink, R., Price, A., Vokurka, R. Aggie Manufacturing and Business Studio, Society of Manufacturing Engineers, Private / Foundation / Corporate, \$392,828.00. Sponsored Research.

3. Funded Internal Grants and Contracts:

Wilson, Rick (Co-Principal), Zank, Gail (Co-Principal). Using Eye Tracking Technology to Understand the Consumer Processing of Product Claims in Product Consideration Context.", McCoy Faculty Development Fund, Texas State University, \$4,350.00. (Funded: 2015). Grant.

Turri, Anna M. (Co-Principal), Zank, Gail (Principal). To Tan or Not to Tan: Exploring Consumer Perceptions of Tanning and the New FDA Sunscreen Labeling Requirements, Research Enhancement Program, Texas State University, \$6,720.00. (Funded: January 2014 - December 2014). Grant.

Suh, Taewon (Principal), Zank, Gail M. (Co-Principal). Research Enhancement Program Grant, Texas State University-San Marcos, Texas State University, \$15,000.00. (Funded: 2003 - 2004). Grant.

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: •Nominated for the Gary Woods College of Business Administration Research Award, McCoy College of Business Administration.
2004

IV. SERVICE

A. Institutional

1. University:

Member, Suspension Appeals Committee. (September 2013 - Present).

Committee Member, Honor Council Committee. (2009 - Present).

Committee Member, University Graduate Council. (2002 - Present).

Member, Presidential Seminar Task Force. (August 2018 - 2018).

Member, Presidential Awards for Excellence in Scholarly and Creative Activities Selection Committee. (September 2012 - May 2018).

Committee Member, University Research Committee. (2006 - 2012).

Committee Member, Student Fall Commencement Speaker Committee. (2007).

Committee Member, Student Summer Commencement Speaker Committee. (2007).

Committee Member, MBA Task Force I. (2006 - 2007).

Committee Member, Student Fall Commencement Speaker Committee. (2006).

Committee Member, Student Summer Commencement Speaker Committee. (2006).

Committee Member, Student Fall Commencement Speaker Committee. (2005).

Committee Member, Student Summer Commencement Speaker Committee. (2005).

Committee Member, Student Fall Commencement Speaker Committee. (2004).

Committee Member, Student Summer Commencement Speaker Committee. (2004).

Participated, Faculty Member Focus Group. (2004).

Committee Member, "Reading Across the Plans" Research Planning Committee. (2003 - 2004).

Attendee, Workshop, University Diversity Workshop. (2003).

Committee Member, Student Summer Commencement Speaker Committee. (2003).

Representative, Represented the McCoy College at the Presidential Investiture Breakfast with the Board of Regents. (2003).

Participated, Participated in Interviewing Potential Texas State Students for Scholarships. (2001).

2. College:

Member, McCoy Graduate Curriculum Committee. (2019 - Present).

Member, McCoy Graduate Policies Committee. (2019 - Present).

Member, McCoy Graduate Bootcamp Committee. (2018 - Present).

Member, College Review Group. (August 2016 - 2019).

Member, McCoy College Review Group. (2016 - 2019).

Committee Member, Department on the College Graduate Policies Committee. (September 2002 - August 2017).

Committee Chair, Department on the College Graduate Policies Committee. (2005 - 2007).

3. Department/School:

Chair, MSMRA Admissions Committee. (2019 - Present).

Coordinator, MS in Marketing Research & Analysis Program. (2019 - Present).

Graduate Advisor, MS in Marketing Research & Analysis Program. (2019 - Present).

Chair, MS in Marketing Research & Analysis Program Committee. (December 2018 - Present).

Member, Principles of Marketing Exam Committee. (December 2018 - Present).

Organizer, Marketing GIA Development. (January 2017 - Present).

Member, Journal Ranking Committee. (2016 - Present).

Chair, Department GIA Committee. (2009 - Present).

Member, Marketing Department Personnel Committee. (2005 - Present).

Career Advising and Letters of Recommendation for Students. (2001 - Present).

Member, Marketing Department Chair Search Committee. (May 2019 - December 2019).

Participant, Panel Member, 3M Frontline Sales Conference. (2019).

Member, Department Curriculum Committee. (September 2018 - March 2019).

Faculty Advisor, AMA Case Team. (2005 - March 2019).

Chair, MS in Marketing Research and Analysis Program Proposal Committee. (2017 - December 2018).

Chair, Marketing Faculty Search Committee. (2017).

Member, Merit Policy Revision Committee. (2016 - 2017).

Faculty Advisor, Alpha Mu Alpha. (2007 - 2015).

Faculty Advisor, Texas State American Marketing Association. (2001 - 2015).

Committee Chair, College Research Committee for REP Grants. (2006 - 2012).

Committee Member, Marketing Faculty Search Committee. (2009).

Committee Member, MBA Task Force II. (2007 - 2009).

Committee Chair, Marketing Faculty Search Committee. (2008).

Committee Member, Marketing Faculty Search Committee. (2006).

Represented the department, University Scholars Interviews. (2006).

Committee Member, Master of ACC and IT, Marketing Efforts. (2005).

Represented the department, Graduate Core Course Coordinator meetings. (2005).

Committee Member, Marketing Department Faculty Evaluation Document Committee. (2004 - 2005).

Committee Member, Marketing Faculty Search Committee. (2004).

Represented the department, University Scholars Interviews. (2004).

Attended and participated, Alpha Mu Alpha Induction Ceremony. (2003).

Committee Member, Marketing Faculty Search Committee. (2003).

Represented the department, Day of Dialogue Academic Departmental Exchange. (2003).

B. Professional:

Chair, American Marketing Association Foundation. (July 2020 - Present).

Member, American Marketing Association Audit and Finance Committee. (July 2020 - Present).

Member, American Marketing Association Board of Directors. (July 2020 - Present).

Treasurer, Marketing Management Association. (April 2020 - Present).

Reviewer / Referee, Journal of Research in Interactive Marketing. (2020 - Present).

Chair, Marketing Management Association 2022 Fall Conference. (May 2019 - Present).

Judge for Williams, Qualls, Spratlen (WQS) Multicultural Mentoring Award of Excellence, American Marketing Association. (2018 - Present).

Member, AMA Review Committee for Valuing Diversity PhD Scholarship. (2018 - Present).

Reviewer / Referee, Journal of Business Research. (2018 - Present).

Reviewer / Referee, AMA Summer Academic Conference. (2017 - Present).

Reviewer / Referee, Journal of Consumer Affairs. (2017 - Present).

Reviewer / Referee, Marketing Management Association Fall and Spring Conferences. (2017 - Present).

Reviewer / Referee, Marketing Management Journal. (2017 - Present).

Session Chair, Marketing Management Association Spring and Fall Conferences. (2017 - Present).

Conference Best Paper Selection Committee Member, Marketing Management Association Spring and Fall Conferences. (2016 - Present).

Judge for Best Annual Reports, American Marketing Association. (2018 - 2020).

Track Chair for Marketing Management Association Conference. (2018 - 2020).

Chair-Person Elect, American Marketing Association Foundation. (July 2019 - June 2020).

Member, American Marketing Association Foundation. (July 2019 - June 2020).

Marketing Management Association, Immediate Past President. (March 2019 - March 2020).

Judge or Perfect Pitch Competition at TX State Regional Conference, TX State American Marketing Association. (February 28, 2020).

Member, American Marketing Association Foundation Board of Advisors. (July 2017 - 2019).

Reviewer / Referee, Western Decision Sciences Institute Spring Conference. (2017 - 2019).

President, Marketing Management Association. (April 2018 - March 2019).

Judge for Diversity Leadership Scholarship, American Marketing Association Collegiate. (2018).

Judge for Social Impact Scholarship, American Marketing Association. (2018).

Judged for Best Website, American Marketing Association. (2018).

Reviewer / Referee, AMA Winter Academic Conference. (2017 - 2018).

President Elect, Marketing Management Association. (March 2017 - April 2018).

Program Chair, Marketing Management Association Spring Conference. (March 2017 - April 2018).

Reviewer / Referee, AMA Collegiate Website Competition. (2017).

Reviewer / Referee, AMA Marketing & Public Policy Conference. (2017).

Session Chair, Marketing Management Association 2017 Fall Educators' Fall Conference. (2017).

Track Chair, MMA Spring Conference. (2017).

Editor, Marketing Management Journal. (January 2014 - June 2017).

Vice President of Marketing, Marketing Management Association. (March 2016 - March 2017).

Member, Marketing Management Association Publication Council for MMA. (January 2013 - January 2017).

Reviewer / Referee, Marketing Education Review. (2016).

Member, AMA Collegiate Council. (2006 - 2014).

Reviewer, Conference Paper, AMA Faculty Paper Session for the AMA International Collegiate Conference. (2009).

Reviewer, Conference Paper, Consumer Culture & the Ethical Treatment of Children: Theory, Research, & Fair Practice Conference. (2009).

Reviewer, Conference Paper, Western DSI Conference Proceedings. (2009).

Reviewer, Journal Article, Journal of Business and Management. (2009).

Committee Member, AMA Ethics Statement Subcommittee. (2008).

Co-Chair, AMA International Collegiate Conference Exhibits. (2006).

Committee Member, AMA Case subcommittee. (2006).

Reviewer, AMA International Collegiate Awards Program. (2006).

Reviewer, Conference Paper, AMA Faculty Paper Session for the AMA International Collegiate Conference. (2006).

Reviewer, Conference Paper, Western DSI Conference Proceedings. (2006).

Reviewer, Grant Proposal, AMA Community Service Grants. (2006).

Track Co-Chair for the Marketing Track, Southwest Decision Sciences Institute. (2006).

Discussant, American Marketing Association 2005 Winter Educator's Conference. (2005).

Reviewer, Conference Paper, American Marketing Association 2005 Winter Educator's Conference. (2005).

Reviewer, Conference Paper, Marketing Theory and Practices Conference. (2005).

Reviewer, Journal Article, Association of Collegiate Marketing Educator's Conference. (2005).

Track Chair for the Technology in Classroom Track, Society for Marketing Advances Conference. (2005).

Reviewer, Conference Paper, Association of Collegiate Marketing Educator's Conference. (2004).

Reviewer, Journal Article, Journal of Business and Behavioral Sciences. (2004).

Committee Member, APICS National Curriculum Review Committee. (2000 - 2004).

Member, College of Business Administration Hays County Heart Walk team. (2003).

Reviewer, Society for Marketing Advances' Doctoral Dissertation Proposal Competition. (2003).

Reviewer, Conference Paper, Conference on Emerging Issues in Business & Technology. (2003).

Reviewer, Conference Paper, Decision Sciences Institute Conference. (2003).

Track Chair, Marketing Education Track for the 2003 Association of Collegiate Marketing Educators Conference. (2003).

Discussant, Society for Marketing Advances Conference. (2002).

Reviewer, Conference Paper, Marketing Theory and Practices Conference. (2002).

C. Community:

Guest Speaker, San Marcos Chamber of Commerce. (2003).

D. Organization Memberships:

Alpha Mu Alpha.

American Marketing Association (AMA).

Beta Gamma Sigma.

Institute of Supply Management (ISM).

Marketing Management Association (MMA). (2014 - Present).

E. Service Honors and Awards:

Award / Honor Recipient: McCoy College of Business Administration nominee for Presidentail Award for Excellence in Service.

February 2019 - August 2019

Award / Honor Recipient: Recognized as Favorite Professor, 2008 Panhellenic
Scholarship Banquet.
2008

Award / Honor Recipient: Faculty Advisor of the Year, Texas State University Student
Organization.
2006

TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Dr. Fereshteh Zihagh Title: Lecturer

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
PHD	2019	University of Texas at Dallas	Management Science	Essays on Network Effects, Service Pricing Plans and Online Message Virality
MBA	2014	Sharif University of Technology	Business Administration	
BSIE	2011	Iran Univ Science & Tech Tehran	Industrial Engineering	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Assistant Professor, Business Analytics	University of New Haven	August 2019 - May 2020

II. TEACHING

B. Courses Taught:

Texas State University:

MKT 3370 - MARKETING RESEARCH

MKT 5397G - AI AND DATA VIZ FOR MARKETING

University of New Haven:

Intro to Business Analytics

University of New Haven:

Business Analytics

Data Visualization

University of Texas at Dallas:

Principles of Marketing

D. Courses Prepared and Curriculum Development:

AI & Data Visualization in Marketing, New Course. Approved: July 2020 - May 2021.

Marketing Research, New Course. Taught: July 2020 - Present.

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

2. Articles:

a. Refereed Journal Articles:

Moradi, M., & Zihagh, F. (2019). Moderating Effects of Contextual and Individual Factors on the Relationship between Cultural Precedents and Marketing-Related Norms. *Business Ethics and Leadership*, 3(3), 39–46.

3. Conference Proceedings:

a. Refereed Conference Proceedings:

Zihagh, F., Ratchford, B., & Li, X. (Accepted / In Press). Structural Embeddedness and Business Partner Selection: A Network Perspective.

Zihagh, F., & Ratchford, B. (Accepted / In Press). The Effect of Promotions and Tariff Structure on Revenue and Churn: Evidence from an Online Field Experiment.

Moradi, M., Badrinarayanan, V. A., & Zihagh, F. (2020). The Effects of Video Pitch Content and Style on Crowdfunding Success. In *42th ISMS Marketing Science Conference Proceedings*.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Moradi, M., Zihagh, F., Badrinarayanan, V. A., Fall 2020 Research Brown Bag Marketing Department, "A Deep Learning Approach for Image and Video Analysis of Online Marketing Campaigns," Fall 2020 Research Brown Bag Marketing Department, Texas State University. (November 2020).

5. Other Works not in Print:

a. Works "submitted" or "under review":

Journal Articles:

Zihagh, F., Ratchford, B., & Li, X. (Submitted / Under Review). Structural Embeddedness and Business Partner Selection: A Network Perspective. *Industrial Marketing Management*. (January 2021)

Moradi, M., & Zihagh, F. (Submitted / Under Review). Consumer's Online Privacy Concerns: Definitions, Antecedents, and Consequences. *Computers in Human Behavior (A Journal)*. (December 2020)

b. Works "in progress":

Journal Articles:

Moradi, M., Badrinarayanan, V. A., & Zihagh, F. (In Preparation; Not Yet Submitted). A Deep Learning Approach for Image and Video Analysis of Online Marketing Campaigns.

Zihagh, F., & Ratchford, B. (In Preparation; Not Yet Submitted). The Effect of Promotions and Tariff Structure on Revenue and Churn: Evidence from an Online Field Experiment. *Journal of the Academy of Marketing Science*.

Moradi, M., Zihagh, F., & Badrinarayanan, V. A. (In Preparation; Not Yet Submitted). The Mediating Effect of Marketing Norms on the Relationship Between Corporate Ethical Culture and Organizational Success.

Moradi, M., & Zihagh, F. (In Preparation; Not Yet Submitted). The Moderating Effects of Perceived Network Size and Assortment Size on Repurchase Behavior of Online Subscribers: A Case of Telecommunication Industry.

Zihagh, F., Ratchford, B., Badrinarayanan, V. A., & Moradi, M. (In Preparation; Not Yet Submitted). The Role of Motivations and Emotional Tone in Message Virality: Evidence from Twitter.

C. Scholarly / Creative Grants and Contracts:

3. Funded Internal Grants and Contracts:

Zihagh, Fereshteh, Moradi, Masoud, Fisk, Raymond P, Alkire, Linda. McCoy Foundation Faculty Development, \$1,000.00. (Submitted: 2020). Grant.

IV. SERVICE

A. Institutional

2. College:

Speaker: "The importance of AI in marketing: how AI is used in companies",
AMA. (2021 - Present).

Participant, University Sales Center Alliance Award Session. (November 11,
2020 - Present).

B. Professional:

Reviewer / Referee, Academy of Marketing Science. (2019 - 2020).

D. Organization Memberships:

American Statistical Association (ASA). (2020 - Present).

INFORMS. (2015 - Present).