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**Victoria Bush, Ph.D.**  
**Professor**  
**Marketing**  
**School of Business Administration**  
[vbush@bus.olemiss.edu](mailto:vbush@bus.olemiss.edu)

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**Professional Interests**

**Research Interests**

Promotion, Marketing Strategy, Sales, Ethics

**Teaching Interests**

Advertising, Advanced Campaign Planning, Integrated Marketing Communications, Marketing Principles

**Academic Background**

Ph.D. The University of Memphis, Memphis, TN, 1994

M.A. Michigan State University, East Lansing, Michigan, 1989

B.B.A. Texas A & M University, College Station, TX, 1986

**Dissertation**

**Dissertation**

Building and Assessing Cultural Diversity Awareness in Salespeople: A Framework for Adaptive Selling,  
Dr. Tom Ingram, Chair  
Colorado State University  
Fort Collins, Co

**Work Experience**

**Academic Experience**

Professor, University of Mississippi (2009 - Present).

Associate Professor (tenured), University of Mississippi (2001 - 2009).

Assistant Professor, University of Mississippi (1995 - 2001).

Instructor, Christian Brothers University (1994 - 1995).

Communications Consultant, University of Memphis (1994 - 1995).

Teaching Assistant, University of Memphis (1990 - 1994).

**Non-Academic Experience**

**National**

Professional Internship, Foote, Cone & Belding Advertising Agency (1998 - 1998).

Media Analyst, Lintas: Campbell-Ewald (1989 - 1990).

Account Executive, MARS Advertising (1988 - 1989).

**Teaching**

**Courses Taught**

Advanced Advertising

Advertising and Promotion

Marketing Principles

Marketing Research

Principles of Management  
Special Topics in Business  
Theoretical Foundations of Marketing (Specialized Masters)

## Teaching Honors and Awards

### Award

2002: Winner of University-wide Faculty Achievement Award for Outstanding Teacher and Scholarship University of Mississippi.  
2001: 3rd Place Winner: National Student Advertising Competition American Advertising Federation 7th District.  
2000: 2nd Place Winner: National Student Advertising Competition American Advertising Federation, 7th District.  
2000: Nomination-Faculty Achievement Award University of Mississippi.

### Honor

2007: Students not only placed in top 10 amongst 50 national universities but made it to top 5 finalist for their campaign. EdVenture Partners National Cadillac Competition.  
2007: Students not only placed in top 10 amongst 50 national universities, but advanced to the top 5 finalists for their ad campaign in Advanced Campaign Planning (mktg 565) Edventure Partners National Cadillac Competition.  
2006: Students placed in top 20 out of 50 national universities for their advertising campaign (mktg 565) Edventure Partners National Cadillac Competition.  
2005: Students placed in top 10 out of 50 national undergraduate schools for Marketing 565, Advanced Campaign Planning class. Developed an integrated marketing communications campaign for Cadillac. Edventure Partners National Cadillac Competition.  
2005: Students placed in top 20 out of 50 national universities for their marketing communications campaign. Edventure Partners National Cadillac Competition.

## Research/Intellectual Contributions:

### Refereed Articles

Bush, V., Bush, A., & Orr, L. (2009). Monitoring the Ethical Use of Sales technology: A Field Investigation. *Journal of Business Ethics*.

Bush, A., Bush, V., Orr, L., & Rocco, R. (2007). The Role of Ethics in CRM Technology: A Qualitative Field Study. *Journal of Business Research*, 60 (11), 1198-1205.

Bush, V., Bush, A., Shannahan, K., & Dupuis, R. (2007). Segmenting Markets Based on Sports Orientation: An Investigation of Gender, Race, and Behavioral Intentions. *Marketing Management Journal*, 17 (1), 39-50.

Bush, V., Clark, P. W. , Bush, A. J. , & Bush, R. P. (2006). Girl Power and Word-of-Mouth Behavior in the Flourishing Sports Market. *Journal of Consumer Marketing*, 22 (5), 257-264.

Venable, B., Rose, G., Bush, V., & Gilbert, F. (2005). The Role of Brand Personality in Charitable Giving: An Assessment and Validation. *Journal of the Academy of Marketing Science*.

Phillips, J., Tandoh, M., Noble, S. M. , & Bush, V. D. (2004). The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation. *Journal of Interactive Advertising* (5 (1)).

Bush, A. J., Martin, C. A. , & Bush, V. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research*, 44 ((1)), 1-11.

Bush, V. & Martin, S. (2004). Do Ad Agencies Add Up? Advertising as an Investment. *Cast Polymer Connection*, 14-20.

Bush, V., Ferrell, L., Bush, A., & Ferrell, O. C. (2003). Investigating the Relationship Between Corporate Values and Practices of Marketing Organizations and Internet Ethics: An Exploratory Study. *Marketing Management*, 13 (2).

Bush, V., Smith, R., & Bush, A. J. (2002). Developing an International and Technology-Driven Business School Program: Perspectives from the International Business Community. *Journal of Teaching in International Business*, 14 (1), 83-100.

Bush, V. & Gilbert, F. (2002). The Web as a Medium: An Exploratory Comparison of Internet Users versus Newspaper Readers. *Journal of Marketing Theory & Practice*, 10 (1), 1-10.

Bush, V., Rose, G., Gilbert, F., & Ingram, T. (2001). Managing Culturally Diverse Buyer-Seller Relationships: The Role of Intercultural Disposition and Adaptive Selling in Developing Intercultural Communication Competence. *Journal of the Academy of Marketing Science*, 29 (4), 391-404.

Bush, V. & Ingram, T. (2001). Building and Assessing Cultural Diversity Skills: Implications for Sales Training. *Industrial Marketing Management*, 30 (1), 65-76.

Bush, A. & Bush, V. (2000). The Potential Challenges the Internet Brings to the Agency-Advertiser Relationship. *Journal of Advertising Research*, 40 (4), 7-16.

- Bush, V., Venable, B., & Bush, A. J. (2000). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. *Journal of Business Ethics*, 23, 237-248.
- Blackwell, S. A., Szeinbach, S. L., Garner, D. W., Barnes, J. H., & Bush, V. (1999). Relationship Marketing: A Missing Component in Customer Loyalty. *Journal of Pharmaceutical Marketing and Management*, 13 (2), 1-26.
- Blackwell, S. A., Szeinbach, S. L., Barnes, J. H., Garner, D. W., & Bush, V. (1999). The Antecedents of Customer Loyalty: An Empirical Investigation of the Role of Personal and Situational Aspects on Repurchase Decisions. *Journal of Services Research*, 1 (4), 362-375.
- Rose, G., Bush, V., & Kahle, L. (1998). The Influence of Family Communication Patterns on Parental Reactions Toward Advertising: A Cross-National Examination. *Journal of Advertising*, 27 (4), 71-86.
- Bush, A., Bush, V., & Harris, S. (1998). Advertiser Practitioners' Perceptions of the Internet as a Marketing Communications Tool. *Journal of Advertising Research*, 38 (2), 17-28.
- Wakefield, K. & Bush, V. (1998). Promoting Leisure Services: Economic and Emotional Aspects of Consumer Response. *Journal of Services Marketing*, 12 (3), 209-222.
- Bush, V., Ferrell, O. C., & Thomas, J. (1998). Marketing the Business School: An Exploratory Investigation. *Journal of Marketing Education*, 20 (1), 16-23.
- Bush, V., Bush, A., & Smith, R. (1998). Preparing Students for the International Marketplace: Practitioners' Perceptions of Tasks Needed to be Successful. *Journal of Teaching in International Business*, 10 (2), 1-16.
- Bush, V., Harris, S., & Bush, A. (1997). Establishing Ethical Boundaries for Service Providers: A Narrative Approach. *Journal of Services Marketing*, 11 (4, 5), 265-277.
- Bush, V., Pedrick, D., & Westbrook, K. (1996). Measuring Perceived Quality Orientation in the Health Insurance Marketplace. *Journal of Health Care Marketing*.
- Bush, V. & Ingram, T. (1996). Adapting to Diverse Customers: A Training Matrix for International Marketers. *Industrial Marketing Management*.
- Bush, V., Bush, A. J., & Boller, G. (1994). Social Criticisms Reflected in TV Commercial Parodies: The Influence of Popular Culture on Advertising. *Journal of Current Issues and Research in Advertising*.
- Bush, A. J. & Bush, V. (1994). The Value of the Narrative Paradigm in Improving Ethical Evaluations of Advertising. *Journal of Advertising*, 23, 31-42.
- Bush, A. J. & Davies-Bush, V. (1989). State Governments' Response to the AIDS Crisis: An Advertising Perspective. *Journal of Public Policy and Marketing*, 3, 53-63.

## **Papers Under Review**

- Orr, L., Bush, V., & Vorhies, D. (2010). "Leveraging the Integration of Firm-Level Marketing Capabilities with Marketing Employee Development: Implications for Performance," Revised and resubmitted to *Journal of Business Research*.
- Orr, L., Vorhies, D., & Bush, V. (2009). "Market Knowledge Development and the Adaptive Mechanisms of the Firm: Antecedents to Marketing Capabilities and Financial Performance," Revised and resubmitted to *Journal of the Academy of Marketing Science*.

## **Book Chapters**

### **Non-Refereed**

- Foley, L. & Bush, V. (2007). "The Ethics of Managing Customer Information: Can Customer Relationship Management Backfire?," In Bruce Keillor (Ed.) *Marketing in the 21st Century*. Westport, CT: Praeger Publishers.

## **Refereed Proceedings**

### **Full Paper**

- Foley, L. M., Vorhies, D. W., & Bush, V. (2005). Conceptualizing, Integrating, and Exploring Learning and Marketing Dynamic Capabilities: Implications for Marketing Performance. *AMA Winter Educators' Conference*.
- Tandoh, M., Kumar, M., Singh, J., & Bush, V. (2004). The Moderating Role of Personality Traits on Propensity to Stay with a Service Provider. *Society for Marketing Advances Conference*.
- Bush, A., Bush, V., Bush, R., & Shannahan, K. (2004). An Examination into the Attitudes and Motivations of Old School versus New School Sports Fans: Implications for Relationship Marketing. *Sports Marketing Association*.
- Bush, V., Bakir, A., Rice, M. A., & Bush, A. J. (1999). A Comparison of Consumer's Expectations of Traditional versus Cyberspace Shopping Encounters. *Society for Marketing Advances Conference*.
- Bush, A., Sherrell, D., Bush, V., & Gresham, L. (1998). The Role of the Internet in Marketing Strategy: A Pilot Study. *American Society of Business and Behavioral Services*, 8.
- Bush, V., Limpaphayom, T., & Venable, B. T. (1998). The Integrity of Information Acquired from the Internet: An Investigation of Business Students' Perceptions. *Society for Marketing Advances Conference*.

Bush, V. & Venable, B. T. (1998). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. Ethics and Social Issues Conference.

Bush, V. (1997). Motivating Salespeople to Learn about Cultural Diversity: A Simulation Training Exercise. AMA Summer Educators' Conference.

Thomas, J., Bush, V., & Reithel, B. (1996). Consumers' Perceptions of Information Systems in the Service Environment: Toward a Conceptual Model. Southern Marketing Association.

Bush, V. (1993). The Disposition of Salespeople Toward Cultural Diversity in Buyer-Seller Relationships: A Communication Perspective. Southern Marketing Association.

Bush, V. & Babakus, E. (1992). Explaining Consumer Complaint Behavior Via the Learned Helplessness Paradigm. AMA Summer Educators' Conference.

### **Abstract Only**

Sha, M., Bentley, J., McCaffrey, D., Bouldin, A., & Bush, V. (2007). Consumer Opinions and Attitudes toward Corporate Advertising the Pharmaceutical Industry. Academy Health Annual Research Meeting.

Foley, L., Bush, V., & Vorhies, D. (2007). Internal and Externally-Focused Marketing Capabilities. AMA Winter Educators' Conference.

Vorhies, D., Foley, L., Bush, V., & Clark, M. (2007). Organizational Market Information Processing and Market Learning Capabilities: Implications for Creativity and Performance. AMA Winter Educators' Conference.

### **Working Papers**

Robinson, K., Bush, V., & Keith, M. (2010). "An investigation of on and offline intentions to vote: Implications for interactive marketers" targeted for Journal of Interactive Marketing.

Bush, V., Foley, L., & Vorhies, D. (2010). "Creativity and Performance" targeted for Journal of the Academy of Marketing Science.

### **Presentation of Refereed Papers**

#### **National**

Bush, V. & Noble, S. (2002). Cultural Diversity in Marketing Academe. Marketing Management Association's Doctoral Consortium, Memphis, Tennessee.

Blackwell, S., Szeinbach, S., Garner, D., Barnes, J., & Bush, V. (1997). Customer Loyalty: The Influence of Value, Situational and Personal Antecedents. Frontiers in Services Conference, Nashville, Tennessee.

Harris, S., Bush, A., & Bush, V. (1995, October). Utilization of the Narrative Paradigm in the Establishment of Ethical Boundaries for Service Providers. AMA Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.

Pedrick, D., Westbrook, K., & Bush, V. (1995, October). Investigating the Appropriateness of Using End-User Customer Satisfaction Models in Business-to-Business Settings: An Empirical Investigation in the Health Insurance Industry. Marketing Intangibles: Business-to-Business Services and Service Business Conference, Atlanta, Georgia.

#### **Regional**

Bush, V. & Ferrell, O. C. (1995, November). Marketing the College of Business to Undergraduate Students. Southern Marketing Association, New Orleans, Louisiana.

### **Research Grants**

#### **Funded**

2008 - Bush, V., Summer Research Grant award.

2007 - Bush, V., Summer Research Grant award( \$2,000).

2006 - Bush, V., Hearin Research Award Summer 2006( \$5,000), Award based on research productivity.

2003 - Victoria, B., Summer Research Grant: 'The Role of Cultural Diversity in the Sales Organization: An Exploratory Analysis.'( \$10,000), Hearin Center for Enterprise Science.

2001 - Victoria, B., American Advertising Federation Student Advertising Competition, Baton Rouge, LA, Hearin Center for Enterprise Science.

2000 - Victoria, B., American Advertising Federation Student Advertising Competition, Chattanooga, TN( \$5,000), Hearin Center for Enterprise Science.

### **Research Honors and Awards**

#### **Award**

1994: Doctoral Colloquium SWFAD Annual Conference.

1993: Best Track Paper SMA Annual Conference.

1992: Best Student Paper AMA Summer Educator's Conference.

1992: Doctoral Dissertation Research Proposal Award Southern Marketing Association.

1990: Second Place Award for Applied Research Article Fogelman College of Business and Economics, The University of Memphis.

### **Honor**

2005: Press article published in Stanford Social Innovation Review magazine on our research from Journal of the Academy of Marketing Science concerning Nonprofit Brand Personality. Center for Social Innovation.

## **Other Research Activities**

### **Discipline-Based Scholarship**

2005 - Citation of Work in Other Publications. Dutch Journal: Tijdschrift voor Strategische Bedrijfscommunicatie (Journal for Strategic Business Communication), reprinted article published in the Journal of Advertising -- Sports Celebrity Influence on the Behavioral Intentions of Generation Y, co-authored with Alan Bush and Craig Martin

## **Service:**

### **Service to the University**

#### **Department Assignments**

##### **Chair:**

2007-2008: Chair, Clinical Assistant Professor search committee: Head of recruiting for Clinical position in marketing for Tupelo/Southaven

2002-2003: Marketing Department, Faculty Search Committee for Assistant Professor Position: University of Mississippi, School of Business Administration

1998-1999: Marketing Department, Search Committee for Director of Marketing Communications: University of Mississippi, School of Business Administration

##### **Faculty Advisor:**

2003-2004 through 2009-2010: American Advertising Federation: Advisor for the Ole Miss Chapter of the American Advertising Federation.

##### **Member:**

2009-2010: Search Committee -- assistant professor of marketing

2008-2009 through 2009-2010: Dissertation Committee member -- Wenbin Sun

2004-2005: Marketing and Marketing Communications, Undergraduate Curriculum: University of Mississippi, School of Business Administration

2003-2004: Marketing Department, Faculty Search Committee for Clinical Professor Position at Southaven Campus: University of Mississippi, School of Business Administration

#### **College Assignments**

##### **Chair:**

2007-2008: Marketing Clinical Search Committee

2005-2006: Marketing Curriculum Committee

##### **Member:**

2010-2011: Dissertation Committee Miriam Moeller

2009-2010: MBA Committee

2009-2010: Assistant/Associate/Full Professor of Marketing 10001694

2009-2010: Scholarship Committee

2009-2010: Assurance of Learning Committee

2009-2010: Tenure and Promotion

2008-2009: School of Business Search Committee -- Dean

2008-2009: School of Business Scholarship Committee

2008-2009: Scholarships

2008-2009: Assurance of Learning

2008-2009 through 2009-2010: Assurance of Learning Committee

2007-2008: Undergraduate Curriculum Committee: Review of revised undergraduate curriculum for Bonnie Vaness, interim assistant to Dean

2005-2006: Undergraduate Core Curriculum Task Force

2005-2006 through 2006-2007: Undergraduate Core Curriculum Development Committee: Redesign curriculum based on Knowledge, Skills, and Abilities

2004-2005: School of Business Administration, Undergraduate Curriculum: University of Mississippi

1998-1999 through 2004-2005: School of Business Administration, Steering Committee: Marketing Communications Degree Program

**Mentoring Activities:**

1998-1999 through 2006-2007: Marketing Communications Advisor/Liaison: Serve as the main liaison between Journalism and School of Business for the Marketing Communications Major.

**University Assignments**

**Faculty Advisor:**

2008-2009: Honors Thesis Chair -- Jaime Weaver

2008-2009: Honors Thesis Chair -- Kristen Robinson

2007-2008: Faculty Advisor: Kathryn Ruleman -- Honors College advisor

2007-2008: Faculty Honors Thesis Advisor: Celeste McKeon -- Honors college faculty advisor

2007-2008: Honors Thesis: Bennett Drago -- Honors Thesis Advisor

2004-2005: Emily Evans (Marketing Department): Honors' Thesis

2001-2002: Micajah Sturdivant--Marketing Department: Honors' Thesis

1998-1999 through 2001-2002: Ole Miss Student Chapter of American Advertising Federation

1997-1998: Ole Miss Student Chapter of American Advertising Federation

**Member:**

2008-2009: Search committee -- Dean of Journalism

2007-2008: UM Competes Task Force Committee

2006-2007 through 2007-2008: University Undergraduate Council: university-wide standing committee for undergraduate programs

2004-2005: University of Mississippi, Provost Faculty Development Workshop: The Tenure Process

2003-2004 through 2004-2005: University of Mississippi, Faculty Senate, Committee on Committees

2003-2004 through 2004-2005: University of Mississippi, Faculty Senate, Academic Affairs Committee

2003-2004 through 2004-2005: University of Mississippi, Faculty Senate: Faculty Senator, elected by Business School Administration

2000-2001 through 2003-2004: University of Mississippi, Communications Certification Program

1997-1998: University of Mississippi, Cook Chair of Journalism Search Committee

1996-1997: University of Mississippi, Alumni Development Search Committee

**Other Institutional Service Activities:**

2004-2005: University of Mississippi, Provost Faculty Development Task Force: Focus Group Participant

**Program Representative:**

2007-2008: Assessment Contact: Responsible for assessment of Marketing Communications degree

1998-1999 through 2005-2006: Assessment Contact: Responsible for assessment of Marketing Communications degree

**Dissertation Assignments**

**Chair:**

2004-2005: Linda Horton Foley: 'Conceptualizing and Integrating Dynamic Marketing and Learning Capabilities: Implication for Organizational Performance.'

**Faculty Advisor:**

2002-2003: Meredith Skelton--Marketing Department: Honors' Thesis

**Member:**

- 2006-2007: Mansi Shah: Dissertation -- School of Pharmacy
- 2006-2007: Minu Kumar: Dissertation
- 2006-2007: Melissa Clark: Dissertation
- 2004-2005: Gary Garrison--MIS: 'A Model of Factors Impacting an Organization's Propensity to be an Early Adopter of Disruptive Technology.'
- 2000-2001: Beverly Venable: 'Extending Brand Personality to the Nonprofit Sector: An Investigation of the potential Impact of Brand Personality on an Individual's Likelihood to Contribute to Nonprofit Organizations.'
- 1998-1999: Steve Strombeck: 'Sequential Quality Evaluations (SEQUAL).'
- 1998-1999: Brent Cunningham: 'Coping Strategies, Materialism, and Shopping Orientations: An Integrative Analysis of Today's Consumer in the United States.'
- 1997-1998: Steve Blackwell--Pharmacy

**Service to the Profession****Academic Conference: Panelist**

2004: AMA Winter Educators' Conference (National).

**Advisor**

- 2007-2008: American Advertising Federation, Student Chapter advisor (National).
- 2007: American Advertising Federation, Advisor to student chapter of the American Advertising Federation (National).
- 1998-2002: American Advertising Federation, Student Team Manager (National).

**Chair: Committee / Task Force**

1995: Southern Marketing Association, Special Session Chair: Marketing the Business School' (Regional).

**Chair: Conference / Track / Program**

- 2007: Marketing Management Association, Track Chair for Integrated Marketing Communications Track (National).
- 1998-1999: Society for Marketing Advances, Sales Management (National).
- 1997: Academy of Marketing Science, Session Chair: Ethics Track (National).
- 1996: Southwestern Marketing Association, Session Chair: Retailing Track (Regional).
- 1995-1996: Academy of Marketing Science, Promotion Management (National).
- 1994: Southern Marketing Association, Session Chair: Global Marketing Track (Regional).
- 1993: First Annual Conference at The University of Memphis, Track Chair: Diversity: Managing for Strategic Advantage (Regional).

**Reviewer - Article / Manuscript**

2007-2008: Journal of Business Research (National).

**Reviewer: Ad Hoc Reviewer for a Journal**

- 2005: Journal of Marketing Theory and Practice (National).
- 2005: Journal of Business Ethics (National).
- 2005: Journal of the Academy of Marketing Science (National).

**Reviewer: Conference Paper**

- 2005: Society for Marketing Advances (National).
- 2005: Academy of Marketing Science (National).
- 2005: AMA (National).

**Service Honors and Awards**

- 2001: Nomination: Frist Service Award University of Mississippi.
- 2000: Nomination: Frist Service Award University of Mississippi.

**Other**

## **Memberships**

American Advertising Federation

American Marketing Association

Marketing Management Association

Society for Marketing Advances

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**Last update by member: 13-Apr-10 (08:52 AM)**