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# **Barry E. Langford, D.B.A.**

## **Clinical Professor of Marketing**

**Department of Marketing  
School of Business Administration  
The University of Mississippi  
University, MS 38677**

[blangford@bus.olemiss.edu](mailto:blangford@bus.olemiss.edu)

### **Professional Interests**

#### **Research Interests**

Quantitative Marketing Research (w/emphasis on attitude and service measurements, as well as Internet Marketing); Qualitative Marketing Research (such as Attitude Research using Nominal Grouping Sessions, Depth Interviews & Focus Groups)

#### **Teaching Interests**

Interactive Marketing (E-Marketing); Consumer Behavior; Advertising; Sales & Sales Management; Distance Learning

### **Academic Background**

D.B.A. Mississippi State University, Mississippi State, MS, Marketing, 1993

M.B.A. Mississippi State University, Mississippi State, MS, Business Administration, 1989

B.S.B.A. University of Southern Mississippi, Hattiesburg, MS, Insurance and Real Estate, 1969

### **Work Experience**

#### **Academic Experience**

Clinical Professor of Marketing, University of Mississippi, School of Business (August, 2008 - Present).

Associate Professor of Marketing, Florida Gulf Coast University (August, 1997 - May, 2008).

Director of the Institute for Advances in Marketing, Florida Gulf Coast University (1997 - 2008).

Director of the Institute for E-Commerce, Florida Gulf Coast University (1997 - 2008).

Taught international e-business to EMBA students, GFS International Business Program (July, 2002 - July, 2002). Taught international e-business.

Taught e-business, DaRT Business College (July, 2002 - July, 2002). Taught e-business to international middle managers.

Instructor, University of Wuerzburg (June, 2001 - June, 2001). Taught e-business to their EMBA students.

Assistant Professor of Marketing, State University of West Georgia (1992 - 1997).

Interim Department Chair, State University of West Georgia (1993 - 1994).

Assistant Professor of Marketing, Western Carolina University (1991 - 1992).

Graduate Teaching Assistant, Mississippi State University (1989 - 1991).

#### **Non-Academic Experience**

##### **National**

Vice-President, Shearson Securities (1985 - 1986). Officer level marketing of financial services and investment products to individual and corporate investors.

Vice-President, Prudential Securities (1981 - 1985). Officer level marketing of financial services and investment products to individual and corporate investors.

President, Langford-Fitzsimmons, Inc. (1981 - 1981). Founded this insurance agency to market multi-line property and casualty as well as life and health insurance products to public entities in Mississippi. Sold interest to partner to enter investment marketing.

President, Centralia Insurance Group (1980 - 1981). Responsible for all results and activities of this wholesale insurance subsidiary;

(managing general agency) of Cook Industries. All services and products were marketed through the independent agency system.

Vice-President of Marketing, Integon Property and Casualty Insurance Group (1977 - 1980). Responsible for all marketing activities and corporate results for this regional property and casualty insurance subsidiary of the Integon Corporation. All services and products were marketed through the independent agency system. Tripled gross income and returned to profitability.

Marketing Manager, Reliance Insurance Group (1973 - 1977). Also Atlanta and Birmingham

Responsible for the total marketing function of these property and casualty insurance offices of this major international insurance group. Marketed all products and services through independent insurance agents.

Office Manager/ Commercial Lines Manager, Harlan Insurance Services (1972 - 1973). Responsible for general office management and commercial lines insurance placements for the Lafayette branch of this regional independent insurance agency chain.

Marketing Representative, Aetna Casualty and Surety Insurance Group (1969 - 1972). Also, Lafayette, LA

Marketed all services and products of this international multi-line, property and casualty insurance carrier exclusively through independent insurance agents. Responsible for all liaison between Aetna underwriters and independent insurance agents in assigned territories.

## **Consulting**

2008: Marketing Consultant, Independent Contractor and Marketing Consultant through Universities in the Atlanta Metro Area and in Southwest Florida.

Specialties: Qualitative and quantitative attitude/opinion research (especially using Nominal Grouping Sessions, which are very advanced focus groups), traditional & Internet/interactive marketing planning, sales/service process reengineering, and sales training.

1995-2007: Independent Contractor, Marketing Consultant, Independent Contractor and Marketing Consultant through Universities in the Atlanta Metro Area and in Southwest Florida.

Specialties: Qualitative and quantitative attitude/opinion research (especially using Nominal Grouping Sessions, which are very advanced focus groups), traditional & Internet/interactive marketing planning, sales/service process reengineering, and sales training.

2004: Independent Contractor, Marketing Consultant - through Universities in the Atlanta Metro Area and in Southwest Florida.

Specialties: Qualitative and quantitative attitude/opinion research (especially using Nominal Grouping Sessions, which are very advanced focus groups), traditional & Internet/interactive marketing planning, sales/service process reengineering, and sales training.

2000: Bonita Bay Properties, Research, 'BBP Mediterra Nominal Grouping Sessions with Early Buyers and Non-Buyers', Bonita Springs, FL, Spring, 2000.

1999: Florida Real Estate Commission, 'FREC Job Analysis Study of Real Estate and Appraiser Instructor Positions, Research contract, Winter, (1999/2000) with George Izzo and Gerald Schoenfeld.

1999: FGCU (Florida Gulf Coast University), 'FGCU Library Faculty Opinion Project', Research for the Library, Spring 1999, with Hudson Rogers.

1999: CCAA (Charlotte County Airport Authority), Charlotte County Airport Authority Project, Marketing plan development, Punta Gorda, FL, June 1999.

1999: Bonita Bay Properties, Research, 'BBP Owner Attitude Nominal Grouping Session on the Bonita Bay Backwater Project', Bonita Springs, FL, Spring 1999.

1998: Southwest Florida Workforce Development Board, Designed and Conducted the Florida Workforce Survey, Designed and conducted the Florida Workforce Survey that subsequently was used by the Board to acquire substantial state funds for workforce training for machinists in the 5 county southwest Florida area.

1998: Southwest Florida Workforce Development Board, 'Florida Workforce Survey Project', research contract, Naples, FL, Fall 1998

1993-1994: Independent Contractor, Marketing Consultant, Marketing Consultant through Universities in the Atlanta Metro Area and in Southwest Florida.

Specialties: Qualitative and quantitative attitude/opinion research (especially using Nominal Grouping Sessions, which are very advanced focus groups), traditional & Internet/interactive marketing planning, sales/service process reengineering, and sales training.

## **Paid Service**

2002: Southwest Florida Promotion Program, 'Nominal Grouping Sessions at Quail Creek Country Club' in preparation for promotion program, December 2002

2001: Degussa-Huels Chemical Company, 'Degussa DaRT Program', teaching marketing and e-business to executives for a week in Weinheim, Germany, March 2001

1989-1988: Mississippi State University, Graduate Research Assistant

## **Teaching**

### **Courses Taught**

**Scheduled courses:** Advertising and Promotion, Consumer Market Behavior, Marketing Principles, Marketing Research, Sales Management

**Other courses:**

Professional Selling, Sales Force Management, Interactive/Internet Marketing, Understanding Consumers (G & UG), Marketing Management (G & UG), Marketing Principles, Services Marketing, Marketing Research, Personal Selling, Sales Management, Advertising, Business-To-Business Marketing, Principles of Insurance, Money and Banking, Personal Finance, Property & Liability Insurance

**Teaching Skills**

FL - Taught 4 sections online, plus one section recently for AIU (American InterContinental University). GA - Taught 5 sections at a distance using compressed video and audio. Now teach almost all classes simultaneously in 2 or 3 different towns via compressed video and audio.

**Teaching Honors and Awards****Award**

2000: Grant to Attend the First 'Advanced Interactive/Direct Marketing Institute for Professors' in NY, NY June 5 - 7, 2000 DMEF (Direct Marketing Education Foundation).

1999: For the American Marketing Association 19th Annual Faculty consortium on Teaching Professional Selling and Sales Management, Orlando, FL July, 1999 College of Business 1998-1999 Faculty Development Grant.

1999: For creation of two new marketing courses - Direct Marketing and GIS/Database Marketing, June 1999 College of Business 1999 Summer Faculty Development Grant.

1998: Registration Fee Grant to attend the 18th Annual Direct Marketing Education Foundation Conference on Teaching Direct/Interactive Marketing courses, October 1998. DMEF (Direct Marketing Education Foundation).

1998: All expenses were paid by the Direct Marketing Institute for Professors in Atlanta, Georgia for 3 days and participated in 10 direct marketing workshops conducted by the Direct Marketing Education Foundation (DMEF), March 1998. DMEF (Direct Marketing Education Foundation).

1993: Innovative Teaching Award from the School of Business, May West Georgia College.

**Honor**

1993: Appointed to the Graduate Faculty, June West Georgia College.

**Other Teaching Activities****Course (New) - Creation/Delivery: Online**

2006 - Course (New) - Creation/Delivery: Online. 'American InterContinental University - Online (AIU)', Online teaching of Principles of Marketing to students around the world from home in Fort Myers, FL, May-June 2006

**Other Teaching Activities**

2003 - Other Teaching Activities. 'DaRT Business College', taught e-business and marketing promotions to international middle managers, Fort Myers, FL, July 2003

2003 - Other Teaching Activities. 'University of Wuerzburg Summer Program', taught e-business and marketing to their EMBA students, Fort Myers, FL, July 2003.

2002 - Other Teaching Activities. 'DaRT Business College', taught 3-business to international middle managers, Fort Myers, FL, July 2002.

2002 - Other Teaching Activities. 'University of Wuerzburg Summer Program', taught e-business to their EMBA students, Fort Myers, FL, July 2002.

2002 - Other Teaching Activities. 'GFS International Business Program', taught international e-business to EMBA students, Berlin, Germany, July 2002.

2001 - Other Teaching Activities. Taught E-Business to MBA students from St. Gallen University (Switzerland), at FGCU, June 2001.

**Research/Intellectual Contributions:****Refereed Articles**

Izzo, G. M. & Langford, B. E. (2008). Data Analysis with Ordinal and Interval Dependent Variables: Examples from a Study of Real Estate Salespeople. *Review of Economic & Business Studies*, 2008 (1), 103-116.

Izzo, G. M., Langford, B. E., & Vitell, S. (2006). Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis. *Journal of Marketing Theory & Practice*, 14 (2), 239-248.

Izzo, G. & Langford, B. E. (2003). Realtor Designations as an Indicant of Cognitive Moral Development and Success in Real Estate Sales. *Journal of Real Estate Practice and Education*, 6 (2), 191-202.

Langford, B. E. & Cosenza, R. M. (2002). Designing Interactive Websites That Sell: A Marketing Perspective. *Journal of Business Disciplines*, 3 (1), 1-14.

- Langford, B. E., Schoenfeld, G., & Izzo, G. (2002). Nominal Grouping Sessions v. Focus Groups. *Qualitative Market Research - An International Journal*, 5 (1), 58-70.
- Langford, B. E., Farinella, J. A., Weeks, H. S. , & Hobbs, B. K. (2001). Distance Delivery: A Marketing Faculty Perspective. *Journal of Business Education*, 2, 75-88.
- Langford, B. E. (2000). The WebMarketer Experiment: A Rude Awakening. *Journal of Interactive Marketing*, 14 (1), 40-48.
- Langford, B. E. & Cosenza, R. M. (1998). What is Service-Good Analysis? *Journal of Marketing Theory & Practice*, 6 (1), 16-26.
- Langford, B. E. & Hunsicker, F. (1995). An Integrated View of the Relationship Between the Organization and Its Environment. *Business Quest*, 1 (1), 1-10.
- Langford, B. E. & Capella, L. M. (1994). A Model of Personal Automobile Insurance Shopping Intentions (PAPSI). *Journal of Insurance Issues*, 17 (2), 1-22.
- Langford, B. E. (1994). Nominal Grouping Sessions. *Marketing Research: A Magazine of Management and Applications*, 5 (3), 16-21.
- Evans, D. A. & Langford, B. E. (1993). A Model for Socially Responsible New Technology Decisions. *Journal of Applied Business Research*, 9 (1), 77-87.
- Evans, D. A., Moussavi, F., & Langford, B. E. (1992). Integrating Social and Financial Goals: Toward More Balanced New Technology Decisions. *Technological Forecasting and Social Change*, 41 (1), 29-40.

### **Invited Articles/Reviews**

- Izzo, G. M., Munteanu, C., Langford, B. E. , Ceobanu, C., Dumitru, I., Florin Nichifor, (2011). Sport fans' motivations: an investigation of Romanian soccer spectators. *Journal of International Business and Cultural Studies*, 5.
- Teal, E. J., Izzo, G. M., Munteanu, C., & Langford, B. E. (2011). The Bologna Accord: Overview and Marketing Implementation in Romania. *American Journal of Educational Studies*, 4 (1), 77-95.

### **Papers Under Review**

- Izzo, G., Langford, B. E. , & Munteanu, C. (2010). "Exploratory Analysis of Spectator Gender and Sport Consumption Motives in Romania," Initial submission to Society for Marketing Advances.

### **Refereed Proceedings**

#### **Full Paper**

- Langford, B. E., Teal, E. J., Izzo, G. M. , & Munteanu, C. (2010). The Bologna Accord: Overview and Marketing Implementation in Romania. *American Institute of Higher Education*.
- Langford, B. E., Izzo, G. M., & Munteanu, C. (2010). Exploratory Analysis: Romanian Sports Fans' Motivations. *Society for Marketing Advances*.
- Izzo, G. M. & Langford, B. E. (2008). The Winds of Change Reform European Higher Education: A Synopsis of the 1999 Bologna Declaration. *International Academy of Business and Public Administration Disciplines (IABPAD) Fall Conference*.
- Izzo, G. M. & Langford, B. E. (2008). Evaluating European Higher Education: An Examination of Reforms in Romania. *International Academy of Business and Public Administration Disciplines (IABPAD) Fall Conference*.
- Langford, B. E. & Izzo, G. E. (2008). 'Students' Attitudes toward the Use of One Large Sales Presentation Project in a Professional (Personal) Selling Class'. *International Academy of Business and Public Administration Disciplines Conference*.
- Izzo, G. E. & Langford, B. E. (2006). Closed-Circuit TV and Coaching: Enhancing the Learning Experience in a Personal Selling Class. *Society for Marketing Advances Conference*, 205-208.
- Langford, B. E. & Cosenza, R. M. (in press, 2005). Marketing Men's Basketball at Asouth University: A Case and Teaching Note. *Hawaii International Conference on Business*.
- Langford, B. E. & Cosenza, R. M. (in press, 2005). A Methodology for Determining and Implementing a Campaign to Increase Student Attendance at Men's Home Basketball Games. *Association of Marketing Theory and Practice Conference*, 2 (1), 58-64.
- Langford, B. E. (2002). An eMarketing Concentration in the Marketing Major. *Academy of Business Education Conference*.
- Langford, B. E. (2002). On Teaching Undergraduate Internet Marketing. *Association of Marketing Theory and Practice Conference*, 2-8.
- Langford, B. E. & Cosenza, R. M. (in press, 2002). A Marketing Approach to Designing Websites That Sell. *Association of Marketing Theory and Practice Conference*, 7-11.
- Izzo, G. T. & Langford, B. E. (2001). Organizational Structure and Socialization of Real Estate Sales Practitioners. *International Business Education and Technology (IBET) Conference*.
- Langford, B. E. & Cosenza, R. M. (2000). Surviving the Click versus Brick Wars by Managing Five Customer Contact Points. *Direct Marketing Education Foundation Conference*.
- Langford, B. E. (2000). Internet Marketing Myth: You Can Sell Your Product From Your Website Without Using Other Media. *American*

Society of Business and Behavioral Services.

Langford, B. E., Weeks, H. S., & Hobbs, B. K. (2000). Distance Learning Literature Review and Suggestions for Future Research on Business Faculty Perceptions. Academy of Business Education Conference.

Langford, B. E., Bonvillian, G., & Rogers, H. (1999). Nominal Grouping Session Research to Analyze Citizen's Responses to the Variable Pricing Project in Lee County, Florida. Lee County.

Yelds, A., Langford, B. E., & Burriss, M. (1999). Analysis of Nominal Grouping Session Interviews, Citizens' Perceptions. Lee County.

Langford, B. E. & Cosenza, R. (1999). The Futility of Marketing Websites on Search Engines and Directories. Association of Marketing Theory and Practice, 282-287.

Langford, B. E. & Duffus, L. (1999). Valid Measurement of Public Attitudes. Academy of Business Disciplines.

Langford, J. E. & Duffus, L. (1999). The Federal Highway Administration's \$70 Million Pilot Program on Variable Pricing of Tolls: Can It Succeed? Society for Marketing Advances, 261-266.

Langford, B. E. (1999). 'The WebMarketer Experiment: An Exploratory Study of the Direct Effect of Online Promotion of A Commercial Website'. Academy of Business Disciplines, 15-24.

Langford, B. E. & Duffus, L. (1999). Personal Strategic Marketing Plan: The Battle for Your Career. Academy of Business Disciplines.

Langford, B. E. (1998). WebShopper of Marketing Websites on Search Engines and Directories. Direct Marketing Education Foundation Conference, 70-71.

Langford, B. E. & Cosenza, R. (1996). An Example of Service-Good Analysis of A Traditional Pure-Service Product: The Personal Automobile Policy (PAP). Association of Marketing Theory and Practice, 92-99.

Langford, B. E. (1995). Maximizing Pre-Class Study and Class Interaction in A Services Marketing Class. Association of Marketing Theory and Practice Conference, 462-464.

Langford, B. E. & Capella, L. M. (1994). A Review of the Development of Attitude Theory Through Fishbein's Theory of Reasoned Action. Society for Marketing Advances, B. T. Engelland & A. J. Bush, Eds., 206-211.

Taylor, S. L., Langford, B. E., & Arnold, D. R. (1992). Peak-Load Pricing of College and University Services. AMA, 145-152.

Langford, B. E. & Taylor, S. L. (1992). Towards Service Firm Satisfaction: A Conceptual, Integrated Model. Southern Marketing Association.

Langford, B. E. & Arnold, D. R. (1991). Channel Relationships Are Between People, Not Corporate Monoliths. Southern Marketing Association, 336-339.

Langford, B. E. & Hershberger, R. A. (1991). A Pilot Study of the Relationship Between Advertising Expenditures and Corporate Financial Results in the Property/Casualty Insurance Industry. Southern Marketing Association, 272-275.

Langford, B. E. & Arnold, D. R. (1990). What High Performance Salespeople Want In A Job. Southern Marketing Association, 405-408.

### **Abstract Only**

Langford, B. E. (2000). Managing Five (Not Four) Points of Customer Contact. Academy of Business Disciplines.

## **Presentation of Refereed Papers**

### **Local**

Langford, B. E. (2002, April). A New Business Model for a Web-Charged World. PRACC Luncheon, Naples, Florida.

Langford, B. E. (2001, February). New Quantitative Evidence of the Validity of Results of Nominal Grouping Sessions. FGCU College of Business, Unknown, Unknown.

### **National**

Cosenza, R. M. & Langford, B. E. (2002, November). Consider Web Research When Immediacy and Sample Size are Paramount. Academy of Business Disciplines, Unknown, Unknown.

Izzo, G. & Langford, B. E. (2002, April). Realtor Designations as an Indicant of Cognitive Moral Development and Success in Real Estate Sales. American Real Estate Society Conference, Unknown, Unknown.

Langford, B. E. (2002, November). What is Nominal Grouping Session (NGS)? Academy of Business Disciplines, Unknown, Unknown.

Renard, M., Andrews, C., Borgia, D., & Langford, B. E. (2002, September). The E-Business Major. Academy of Business Education Conference, Unknown, Unknown.

Langford, B. E. (2001, November). Avoiding Stop Signs in Website Design. Dartmouth University, Unknown, Unknown.

Borgia, D. J., Weeks, S., & Langford, B. E. (2000, April). Designing Useful and Effective Real Estate Surveys. Western Social Science Association, Unknown, Unknown.

Izzo, G. & Langford, B. E. (2000, March). Smarter Vs Harder: Can Professional Education Lead to Success in Real Estate Sales? A Quasi-Experimental Study. American Real Estate Society Conference, Unknown, Unknown.

### **State**

Langford, B. E. (2001). Use of the Internet and Nominal Groupings. FGCU College of Business, Unknown, Unknown.

### **Presentation of Non-Refereed Papers**

#### **Local**

Langford, B. E. (2003, February). Marketing Convergence: Merging Offline & Online Marketing Strategies. PRACC Luncheon, Unknown, Unknown.

Langford, B. E. (2002, April). A New Business Model for a Web-Charged World. PRACC Luncheon, Naples, Florida.

Langford, B. E. (1999, December). Strategies in E-Commerce: The Newest Element of Interactive Marketing. FGCU College of Business, Unknown, Unknown.

Langford, B. E. (1999, October). Focus Groups: Updated Theories. FGCU College of Business, Unknown, Unknown.

Langford, B. E. (1999, October). Using the Internet for Marketing Research and Promotions. FGCU College of Business, Unknown, Unknown.

#### **National**

Langford, B. E. (2000, June). A Systems Approach to e-Marketing Education. Advanced Institute in Direct/Interactive Marketing for Professors, Unknown, Unknown.

Langford, B. E. (1996, February). Distance Education Teaching: Problems, Solutions, Attitudes, & Opportunities. GSAMS Programming and Training Conference, Athens, Georgia.

#### **Regional**

Langford, B. E. (1998, June). Generation 'Xers and 'Yers: Who They Are and How to Reach Them. Florida Public Relations Association of Southwest Florida, Unknown, Florida.

#### **State**

Langford, B. E. (2001, October). What Happened? - Why the Dot.Coms Tanked, The Market Stank, and the Economy Sank. FGCU College of Business, Unknown, Unknown.

Langford, B. E. (1999, December). Internet Marketing: Truth and Fiction. FGCU College of Business, Unknown, Unknown.

Langford, B. E. (1999, October). Using the Internet for Marketing Research and Promotions. FGCU College of Business, Unknown, Unknown.

Langford, B. E. (1995, November). Distance Education II. State University of West Georgia, Unknown, Unknown.

Langford, B. E. (1995, May). Distance Education. State University of West Georgia, Unknown, Georgia.

### **Research Grants**

#### **Funded**

1994: Langford, B. E., West Georgia Shopper Primary Target Market Survey (\$500.00), \$500 to School of Business at SUWG, Small Business Administration (SBI Project).

1994: Langford, B. E. & Cosenza, R., Distance Learning Evaluation of Programming Grant, \$5,000 to the Department of Marketing and Real Estate at SUWG, Georgia Statewide Academic and Medical System (GSAMS) Programming Office.

1994: Langford, B. E. & Cosenza, R., Distance Learning Marketing Programming Grant, \$5,000 to the Department of Marketing and Real Estate at SUWG, Georgia Statewide Academic and Medical System (GSAMS) Programming Office.

1993: Langford, B. E., Results and Analysis of Three Taste Tests Conducted for Lazy Donkey Salsa (\$500.00), \$500 to School of Business at SUWG, Small Business Administration (SBI Project).

### **Manual**

Langford, B. E. (1990). Users Manual To Acceds COMPUSTAT and CRSP Tapes, Mississippi State, University: MS State University.

### **Research Honors and Awards**

#### **Award**

1993: School of Business - Publication Award, May West Georgia College.

### **Service:**

#### **Service to the University**

#### **Department Assignments**

**Chair:**

1999-2000: Florida Gulf Coast University: Search Committee for The Alico Corporation Chair of Marketing Development

**Faculty Sponsor:**

2002-2003: Florida Gulf Coast University: Faculty Vice-President Sigma Beta Delta International Business Honor Society

**Member:**

2009-2010: Served on the Marketing Course Planning Committee for Outreach: Worked with Neil Southern and Robert Cosenza to coordinate and recommend specific distance learning Marketing course offerings and schedules.

2002-2003: Florida Gulf Coast University (FGCU): Governance Committee

2002-2003: Florida Gulf Coast University (FGCU): Curriculum Committee

2000-2001 – 2001-2002: Florida Gulf Coast University: Governance Committee

2000-2001 – 2001-2002: Florida Gulf Coast University: Curriculum Committee

1999-2000: Florida Gulf Coast University: 3 Ad Hoc Committees

1998-1999: Florida Gulf Coast University: Ad Hoc committees as needed

1997-1998: Florida Gulf Coast University: Search Committee; Mission and Objectives; Various Ad Hoc Committees

**Other Institutional Service Activities:**

2002-2003: FGCU: Ad Hoc Promotion Advisor to the Athletic Department

1997-1998: Florida Gulf Coast University: Designed my first teaching Website and online syllabi, Fall 1997

1996-1997: State University of West Georgia [SUWG]: Designed Webpages for my classes on SUWG website, Fall

**College Assignments****Member:**

2002-2003: Florida Gulf Coast University: COB Instructional Resources & Responsibilities Committee

2001-2002: Florida Gulf Coast University: COB Instructional Resources & Responsibilities

2000-2001 – 2002-2003: Florida Gulf Coast University: e-Commerce Major Task Group

1998-1999 – 1999-2000: Florida Gulf Coast University: Faculty Advisory Council

1997-1998: Florida Gulf Coast University: Library Committee

1997-1998: Florida Gulf Coast University: Marketing Strategic Planning Committee

1997-1998: Florida Gulf Coast University: Technology Committee

1997-1998: Florida Gulf Coast University: Distance Learning Task Force

1997-1998 – 1999-2000: Florida Gulf Coast University: Graduate Program Committee

**University Assignments****Faculty Sponsor:**

1999-2000 – 2001-2002: Florida Gulf Coast University: Faculty President of the FGCU Chapter of Sigma Beta Delta International Business Honor Society

**Member:**

2003-2004 – 2007-2008: Florida Gulf Coast University: Faculty Senate

2003-2004 – 2007-2008: Florida Gulf Coast University (FGCU): Americans With Disabilities Act Advisory Committee

2003-2004 – 2005-2006: Florida Gulf Coast University: Faculty Search Committee

2002-2003: Florida Gulf Coast University (FGCU): Midnight Madness Celebration Committee

2001-2002: Florida Gulf Coast University: Commencement Committee

2001-2002: Florida Gulf Coast University: Faculty Senate

1998-1999: Florida Gulf Coast University: SACS Educational Program Committee

1998-1999: Florida Gulf Coast University: Institutional Review Board

1998-1999 – 1999-2000: Florida Gulf Coast University: Faculty Senate

1997-1998: Florida Gulf Coast University: Senate Distance Learning Subcommittee

**Other Institutional Service Activities:**

2003-2004: Sigma Beta Delta National Honor Society in Business Management and Administration: Vice-President 2003  
2002-2003: Student-Athlete Education Trainer: Student-Athlete Education trainer  
2000-2001 – 2002-2003: Sigma Beta Delta National Honor Society in Business Management and Administration: President  
1998-1999: Florida Gulf Coast University: Conducted a Nominal Grouping Session of FGCU Library and its staff  
1997-1998: Florida Gulf Coast University: Designed the Marketing Department's first Website, Fall 1997  
1996-1997: State University of West Georgia: Indexed each of the following 5 homepages on 350+ WWW search engines & directories: State University of West Georgia (<http://www.westga.edu>), School of Business (<http://www.westga.edu/~busn/>), Department of Marketing & Real Estate (<http://www.westga.edu/~mktreal/>), Georgia Chambers of Commerce Directory (<http://www.westga.edu/~mktreal/chamber/>), and B>Quest (Business Quest) ([http://www.westga.edu/~busn/b\\_quest](http://www.westga.edu/~busn/b_quest)), Summer and Fall  
1996-1997: University of West Georgia (SUWG): Designed the homepages for the Department of Marketing & Real Estate

## Service to the Profession

### **Academic Conference: Discussant**

2000: Direct Marketing Educator's Conference (National).  
1998: Direct Marketing Educator's Conference (National).  
1996: Southern Marketing Association (Regional).  
1994: Atlantic Marketing Association (Regional).  
1994: Southern Marketing Association (Regional).  
1991 – 1992: Southern Marketing Association (Regional).

### **Academic Conference: Panelist**

1995: Association of Marketing Theory and Practice Conference (National).

### **Board Member: PRJ Editorial Review Board**

2000 – 2008: Journal of the Academy of Business Education (National).  
2000 – 2008: Journal of Business Disciplines (National).  
1994 – 2008: Journal of Marketing Theory and Practice (National).  
2000 – 2006: Journal of Interactive Marketing (National).  
1995 – 1998: Business Quest (National).

### **Chair: Committee / Task Force**

2006: Hawaii International Conference on Business, Conference Session Chairperson, May (National).  
2006: Association of Marketing Theory and Practice Conference, Conference Session Chairperson (National).  
2004: Society for Marketing Advances Conference, Conference Session Chairperson, November (National).  
2002: Association of Marketing Theory and Practice, Conference Session Chairperson, March (National).  
2002: Academy of Business Education Conference, Conference session Chairperson, September (National).  
2000 – 2002: Academy of Business Disciplines, Conference Session Chairperson, November (National).  
2001: Academy of Business Disciplines, Conference session Chairperson, September (National).  
2000: Academy of Business Education Conference, Conference Session Chairperson, September (National).  
1999: Society for Marketing Advances Conference, Conference Sessions Chairperson, November (National).  
1994: Southern Marketing Association, Conference Session Chairperson, November (Regional).  
1993: Association of Marketing Theory and Practice Conference, Conference Session Chairperson, March (National).

### **Officer: Organization / Association**

1996: Atlantic Marketing Association, Conference Proceeding Reviewer (Regional).

### **Other Professional Service Activities**

2006: Society for Marketing Advances, JMT&P Track (the Journal track) - Proceedings Reviewer (National).  
2005: Association of Marketing Theory and Practice, Proceeding Reviewer: Services Marketing/Nonprofit Marketing/Ethics Track, October (National).  
2005: Association of Marketing Theory and Practice, Proceedings Reviewer: E-Commerce, Internet Marketing, and Sports Marketing

Track, October (National).

2001: AMA Winter Educators' Conference, Proceeding Reviewer: E-Commerce Track, Winter (National).

2001: AMA Winter Educators' Conference, Reviewer E-Commerce Track, Winter 2001 (National).

2000: Association of Marketing Theory and Practice Conference, Proceeding Reviewer: E-Commerce Track, March (National).

2000: Society for Marketing Advances Conference, Proceedings Reviewer E-Commerce Track, October 2000 (National).

1999: Association of Marketing Theory and Practice Conference, Proceedings Reviewer: E-Marketing Track, March (National).

1998: AMA Summer Educators' Conference, Proceeding Reviewer: Internet Marketing Track, August (National).

1998: Association of Marketing Theory and Practice Conference, Proceedings Reviewer: E-Marketing rack, March (National).

1997: Southwest Marketing Association, Pane Chairperson for the Special Session 'Pedagogical Developments: Marketing on The Inernet', November (Regional).

1997: Association of Marketing Theory and Practice Conference, Proceedings Reviewer (National).

1996: Association of Marketing Theory and Practice Conference, Proceedings Reviewer March (National).

1996: Southern Marketing Association, Conference Proceedings Reviewer, Nov. (Regional).

1996: Southwest Marketing Association, Conference Proceedings Reviewer (Regional).

1995: Southern Marketing Association, Conference Proceedings Reviewer November (Regional).

1995: Association of Marketing Theory and Practice Conference, Proceedings Reviewer, March (National).

1994: GSAMS User Guide, Proceedings Reviewer, October (National).

1993: Association of Marketing Theory and Practice Conference, Proceedings Reviewer, March (National).

1992: Atlantic Marketing Association, Proceedings Reviewer, November (Regional).

1991 – 1992: Southern Marketing Association, Proceedings Reviewer, November (Regional).

#### **Reviewer - Book / Textbook**

2002: McGraw-Hill/Irwin Publishing, 'No Pressure Direct Marketing, Chapter 1 and Prospectus (National).

2002: Prentice Hall, 'Elements of Direct Marketing: Its Emergence to E-Commerce' by Baier & Spiller, Chapters 5-8 (National).

2001: Prentice Hall/Pearson Education, 'Global Sales Management', Chapter 6 and the book proposal (National).

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

2000 – 2008: Journal of Business Research (National).

#### **Reviewer: Book / Textbook**

2002: Houghton Mifflin, 'Consumer Behavior: A Strategic and Web-Base Approach' by H. Assael, Chapters 10-14 (National).

2001: Prentice Hall/Pearson Education, 'Interactive Direct Marketing', Chapter 1, text outline and book proposal (National).

2001: Sage Publications, 'Database Marketing' by Ronald G. Drozdenko and Perry D. Drake (National).

### **Service to the Community**

#### **Other Community Service Activities**

2000: Collier County Health Department, Facilitator for the Collier Quality Improvement Initiative

2000: CCHD, Facilitator for the WIC-Nutrition Department Employee Performance Project

1999: Collier County (Florida) Health Dept., Conducted a Nominal Grouping Sessions to discover employee's opinions concerning working conditions at the Department

1998: Chamber 'U' of Cape Coral Marketing 101 Workshop, Facilitator

1996: Georgia Chambers of Commerce, Designed the Georgia Chambers of Commerce Directory WWW homepage for all the Georgia Chambers of Commerce (156 Chambers)

### **Service Honors and Awards**

2002: Best Paper Award in the Real Estate Brokerage/Agency Track Association of Real Estate (ARES).

2000: Grant to attend the AACSB 2000 Management Education E-Commerce Conference in Boston, Massachusetts June 1-3, 2000. FGCU College of Business.

2000: Credited with the Nominal Grouping Session sections of Marketing Research essentials, 2nd Edition (2000) and Contemporary Marketing Research, 4th Edition (1999) McDaniels and Gates Textbooks.

2000: Honored as one of four finalists for Professor of the Year, Spring Florida Gulf Coast University.

1999: Credited with the Nominal Grouping Session sections of Marketing Research Essentials, 2nd Edition (2000) and Contemporary

Marketing Research, 4th Edition (1999) McDaniels and Gates Textbooks.

1996: Received the Best Paper-Services Marketing Track award at the 1996 Annual Meeting Association of Marketing Theory & Practice.

1993: Selected as one of 2 finalists for Student Government Association Faculty Advisor Southern University of West Georgia.

## **Other**

### **Other Honors and Awards**

2000: Graduation Marshall, Fall 2000 and Spring 2001 College of Business.

### **Memberships**

Academy of Business Education

American Society of Business and Behavioral Sciences

Association of Marketing Theory & Practice

DMEF Professors Academy ( Charter Member)

International Academy of Business and Public Administration Disciplines

Society for Marketing Advances

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**Last updated by member on 28-Oct-11 (05:29 PM)**