
Barry E. Langford

School of Business Administration

Professional Interests

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

Teaching: Interactive Marketing (E-Marketing) (Marketing on the Internet, GIS/Database Marketing & Direct Marketing); 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

Dissertation

'An Analysis of Insureds' Behavioral Intention to Shop Among Insurers For A Personal Automobile Policy'

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

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

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

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 liason 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, 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: FGCU (Florida Gulf Coast University), Research for the Library, Spring 1999, with Hudson Rogers.

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

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

1999: Florida Real Estate Commission, Research contract, Winter, (1999/2000) with George Izzo and Gerald Schoenfeld.

1998: Southwest Florida Workforce Development Board, 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 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

1988-1989: Mississippi State University, Graduate Research Assistant

Teaching

Courses Taught

Advertising

Business-To-Business Marketing

Interactive/Internet Marketing

Marketing Management (G & UG)

Marketing Principles

Marketing Research

Money and Banking

Personal Finance

Personal Selling

Principles

Principles of Insurance

Principles of Marketing

Professional Selling

Property & Liability Insurance

Sales Force Management

Sales Management

Services Marketing

Understanding Consumers (G & UG)

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.

Teaching Honors and Awards

Honors:

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

Awards:

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

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.

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.

Other Teaching Activities

Course (New) - Creation/Delivery: Online

2005-2006 - '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

2003-2004 - 'University of Wuerzburg Summer Program', taught e-business and marketing to their EMBA students, Fort Myers, FL, July 2003.

2002-2003 - 'DaRT Business College', taught e-business and marketing promotions to international middle managers, Fort Myers, FL, July 2003

2002-2003 - 'DaRT Business College', taught 3-business to international middle managers, Fort Myers, FL, July 2002.

2002-2003 - 'University of Wuerzburg Summer Program', taught e-business to their EMBA students, Fort Myers, FL, July 2002.

2002-2003 - 'GFS International Business Program', taught international e-business to EMBA students, Berlin, Germany, July 2002.

2000-2001 - 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. , & 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 Indicator 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.

Refereed Proceedings

Full Paper

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

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.

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

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.

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. (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.

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

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

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

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

National

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

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

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

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

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

Borgia, D.J., Weeks, S., & Langford, B. E. (2000, April). Designing Useful and Effective Real Estate Surveys. Presented at 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. Presented at American Real Estate Society Conference, Unknown, Unknown.

Local

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

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

State

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

Presentation of Non-Refereed Papers

National

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

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

Regional

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

Local

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

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

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

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

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

State

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

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

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

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

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

Research Grants

Funded-External

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

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 to School of Business at SUWG, Small Business Administration (SBI Project), (\$500).

Manual

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

Research Honors and Awards

Awards:

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:

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

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

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

2000-2001 through 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

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

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

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

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

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

University assignments:

Faculty Sponsor:

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

Member:

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

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

2003-2004 through 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 through 1999-2000: 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

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 through 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), 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

2000-2001: Direct Marketing Educator's Conference (National).

1998-1999: Direct Marketing Educator's Conference (National).

1996-1997: Southern Marketing Association (Regional).

1994-1995: Atlantic Marketing Association (Regional).

1994-1995: Southern Marketing Association (Regional).

1991-1992 through 1992-1993: Southern Marketing Association (Regional).

Academic Conference: Panelist

1994-1995: Association of Marketing Theory and Practice Conference (National).

Board Member: PRJ Editorial Review Board

1999-2000 through 2007-2008: Journal of the Academy of Business Education (National).

1999-2000 through 2007-2008: Journal of Business Disciplines (National).

1993-1994 through 2007-2008: Journal of Marketing Theory and Practice (National).

1999-2000 through 2005-2006: Journal of Interactive Marketing (National).

1994-1995 through 1997-1998: Business Quest (National).

Chair: Committee / Task Force

2006-2007: Association of Marketing Theory and Practice Conference, Conference Session Chairperson (National).

2005-2006: Hawaii International Conference on Business, Conference Session Chairperson, May (National).

2004-2005: Society for Marketing Advances Conference, Conference Session Chairperson, November (National).

2002-2003: Academy of Business Education Conference, Conference session Chairperson, September (National).

2000-2001 through 2002-2003: Academy of Business Disciplines, Conference Session Chairperson, November (National).

2001-2002: Academy of Business Disciplines, Conference session Chairperson, September (National).

2001-2002: Association of Marketing Theory and Practice, Conference Session Chairperson, March (National).

2000-2001: Academy of Business Education Conference, Conference Session Chairperson, September (National).

1999-2000: Society for Marketing Advances Conference, Conference Sessions Chairperson, November (National).

1994-1995: Southern Marketing Association, Conference Session Chairperson, November (Regional).

1992-1993: Association of Marketing Theory and Practice Conference, Conference Session Chairperson, March (National).

Officer: Organization / Association

1996-1997: Atlantic Marketing Association, Conference Proceeding Reviewer (Regional).

Other Professional Service Activities

2005-2006: Association of Marketing Theory and Practice, Proceeding Reviewer: Services Marketing/Nonprofit Marketing/Ethics Track, October (National).

2005-2006: Association of Marketing Theory and Practice, Proceedings Reviewer: E-Commerce, Internet Marketing, and Sports Marketing Track, October (National).

2005-2006: Society for Marketing Advances, JMT&P Track (the Journal track) - Proceedings Reviewer (National).

2001-2002: AMA Winter Educators' Conference, Proceeding Reviewer: E-Commerce Track, Winter (National).

2001-2002: AMA Winter Educators' Conference, Reviewer E-Commerce Track, Winter 2001 (National).

2000-2001: Society for Marketing Advances Conference, Proceedings Reviewer E-Commerce Track, October 2000 (National).

1999-2000: Association of Marketing Theory and Practice Conference, Proceeding Reviewer: E-Commerce Track, March (National).

1998-1999: AMA Summer Educators' Conference, Proceeding Reviewer: Internet Marketing Track, August (National).

1998-1999: Association of Marketing Theory and Practice Conference, Proceedings Reviewer: E-Marketing Track, March (National).

1997-1998: Southwest Marketing Association, Pane Chairperson for the Special Session 'Pedagogical Developments: Marketing on The Inernet', November (Regional).

1997-1998: Association of Marketing Theory and Practice Conference, Proceedings Reviewer: E-Marketing rack, March (National).

1996-1997: Southern Mktg Association, Conference Proceedings Reviewer, Nov. (Regional).

1996-1997: Southwest Marketing Association, Conference Proceedings Reviewer (Regional).

1996-1997: Association of Marketing Theory and Practice Conference, Proceedings Reviewer (National).

1995-1996: Southern Marketing Association, Conference Proceedings Reviewer November (Regional).

1995-1996: Association of Marketing Theory and Practice Conference, Proceedings Reviewer March (National).

1994-1995: GSAMS User Guide, Proceedings Reviewer, October (National).

1994-1995: Association of Marketing Theory and Practice Conference, Proceedings Reviewer, March (National).

1992-1993: Atlantic Marketing Association, Proceedings Reviewer, November (Regional).

1992-1993: Association of Marketing Theory and Practice Conference, Proceedings Reviewer, March (National).

1991-1992 through 1992-1993: Southern Marketing Association, Proceedings Reviewer, November (Regional).

Reviewer - Book / Textbook

2002-2003: Prentice Hall, 'Elements of Direct Marketing: Its Emergence to E-Commerce' by Baier & Spiller, Chapters 5-8 (National).

2001-2002: McGraw-Hill/Irwin Publishing, 'No Pressure Direct Marketing, Chapter 1 and Prospectus (National).

2000-2001: Prentice Hall/Pearson Education, 'Global Sales Management', Chapter 6 and the book proposal (National).

Reviewer: Ad Hoc Reviewer for a Journal

1999-2000 through 2007-2008: Journal of Business Research (National).

Reviewer: Book / Textbook

2001-2002: Prentice Hall/Pearson Education, 'Interactive Direct Marketing', Chapter 1, text outline and book proposal (National).

2001-2002: Houghton Mifflin, 'Consumer Behavior: A Strategic and Web-Base Approach' by H. Assael, Chapters 10-14 (National).

2000-2001: Sage Publications, 'Database Marketing' by Ronald G. Drozdenko and Perry D. Drake (National).

Service to the Community

Other Community Service Activities

1999-2000: Collier County Health Department, Facilitator for the Collier Quality Improvement Initiative

1999-2000: CCHD, Facilitator for the WIC-Nutrition Department Employee Performance Project

1998-1999: Chamber 'U' of Cape Coral Marketing 101 Workshop, Facilitator

1998-1999: Collier County (Florida) Health Dept., Conducted a Nominal Grouping Sessions to discover employee's opinions concerning working conditions at the Department

1995-1996: 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

Honors:

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.

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.

Other

Other Honors and Awards

Honors:

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

Memberships

American Marketing Association

Society for Marketing Advances

Association of Marketing Theory & Practice

Academy of Business Education

American Society of Business and Behavioral Sciences

Direct Marketing Education Foundation

DMEF Professors Academy (Charter Member)

American Real Estate Society

Academy of Business Education

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