
Hugh Sloan

Associate Professor

School of Business Administration

Professional Interests

Research: History of Marketing Ideas, Spatial Aspects of Markets, Retail-Residential Growth Patterns & Implications, International Distribution and Logistics

Teaching: International, Distribution, Spatial Aspects of Markets, Marketing Ideas

Academic Background

Ph.D. Ohio State University, Columbus, OH, Marketing and Logistics, 1991

M.A. Ohio State University, Columbus, OH, Marketing, 1990

M.B.A. Baldwin-Wallace College, Berea, OH, Business Systems, 1977

B.A. University of Maryland, College Park, MD, General Studies - Political Science & Russian, 1968

Dissertation

Respondent Self-Completion on Computers in Marketing Research: Computers Compared with Alternative Collection methods

Certifications

Aerospace Education Technician, 4

Work Experience

Academic Experience

Squadron Commander (Past) & Current MS Wing Aerospace Education Officer, Civil Air Patrol Composite Squadron MS050 and MS Wing HQ (1993 - Present). Rank: Lt Colonel. Commanded and supported 30 seniors & cadets in emergency services, aerospace education, & cadet programs (1993-2006). Recently appointed Mississippi Wing (state-wide) Aerospace Education Officer. Served as Director of 7-state (Southeast Region) cadet officer training Dec-Jan 2005-6 at Tyndall AFB FL. Reappointed for 2006-2007. .

Assistant Professor of Marketing, University of Mississippi, School of Business Administration, Department of Marketing (1991 - 1998). Teaching (Marketing Strategy, Marketing Research, Logistics, Global Marketing, and MBA Curriculum); Research, journal publishing; Service activities, consulting.

Executive Director (Interim) , University of Mississippi, Office of Research, Mississippi Space Commerce Initiative (1997 - 1997). (Remote Sensing Commercialization and Statewide Research Institute). Created and coordinated work on \$35-50 million research enterprise responsive to remote sensing, industry-defined research agendas. MS funding for 1999-2003 for the MRC universities is to be \$15 million with NSA match of \$15 million. \$100-150 million annually in US government product markets forecast in a \$1.5 billion marketplace. Assisted with director hiring, effective December, 1997.

Graduate Administrative Assistant, Miami University (1968 - 1969). Converted International Studies curriculum from trimester to quarters. Student: Completed Masters level course, ABT .

International

Associate Professor of Marketing, University of Mississippi, School of Business Administration, Department of Marketing (1998 - Present). Teaching (International Business, International Marketing, Marketing Strategy, Marketing Research, Distribution & Logistics, Marketing Geography, MBA Curriculum); Research, journal publishing, Service activities, including economic development, and pro bono and compensated consulting. .

Director, Small Business Institute, University of Mississippi, School of Business Administration, Department of Management and Marketing (1991 - 2005). Project Administration. Generated \$52,500 in grants for the School of Business Administration through 1995. Direct and administer students' consulting cases for small business. Manage student progress and resources.

Student, Instructor, Graduate Teaching and Research Assistant, Ohio State University, Continuing Education Division (1986-6) and Graduate School (1985 - 1991). Career change (1985) Extensive reading and reflection, math and computer courses the Ohio State University, survey of graduate studies possibilities, travel (US & Europe); admitted to Ph.D Program (1986) The Ohio State University (Marketing). TA & RA duties: Taught Marketing Management & Research, assisted professors with research projects. Videotex research in US, UK, and Germany.

Adjunct Language Faculty, Clark County Community College (February, 1973 - April, 1973). Instructed Continuing Education students in 'Tourist' Russian Language. Offered a 'short course' through the community college.

Non-Academic Experience

President and Owner, Sloan and Sloan Systems Group (1986 - Present). Consulting for product management, marketing research, economic impact, strategic planning, customer service measurement, business space planning and utilization and business interior design and

specification service.

Sales/Service Manager, AT&T General Business Systems (February, 1983 - June, 1985). Manager of direct sales and telemarketing; responsible for system design and supervision. Assisted with change from Ohio Bell to AT&T organization (Bell System Divestiture Era). Managerial duties included human resources, budgeting, planning, forecasting, revenue generation, and sales support duties. Extensive trade show/customer seminar work. .

Manager/Communications Consultant, Ohio Bell Telephone Company (1969 - 1983). Sales and Service (82-83), Personnel (81-82), Rate & Revenue (72-81), Consultant (69-72). Manager: customer/salesperson support, college student recruitment, economic analyses, products and services pricing, tariff preparation, and rate testimony preparation. Consultant: handled major accounts, Dayton and Springfield, OH. Trained in data and voice analog and digital communications. Assumed AT&T managerial position when Bell System and AT&T Divestiture occurred.

First Vice President and Chief Financial Officer, Fiberglas Products, Inc (1971 - 1980). Manufacturer of fiberglass truck fenders. Financial and production planning, personnel/labor management, sales Management. Restructure and turnaround of family business; consistent losses (pre 1972) changed to consistent profits (all years after 1972) by converting to new concept virtual corporation. FPI's customers: White Motor Company, Mack Truck Corporation and Fruehauf Trailer corporation.

Sales Associate and Kingsley Imprinter, Stapleton Office Supply Company (1956 - 1959). Began as HS sophomore deliveryman and stock clerk; promoted to gold leaf imprinter on leather, wood, plastics, then to floor sales associate, all prior to college. Retired USA Colonel 'commanded' this major 10,000-SKU office supply firm.

International

Noncommissioned & Commissioned Officer, United States Air Force, USAF Security Service (July, 1960 - January, 1991). Russian Linguist/Radio Intercept Analyst for 8 years. Initial tour following schools in Pakistan, later serving in the US and Japan. Preparation included both Basic and Advanced schools (3120 contact hours) in Russian Area Studies and Russian Language as well as extensive technical electronic schooling through 1968. (Followed by part time): Change of Intelligence duty in 1973. Starting 1973 served in 121st Tactical Fighter Wing & 166th Tactical Fighter Squadron as (Tactical) Intelligence Officer, Ohio Air National Guard (18 years). Based in in US & periodically was deployed to UK, Panama, Pacific, Germany (NATO). Highest enlisted grade: MSG (E-7). In USAFSS supported national defense policies, strategic and tactical intelligence collection & USAFSS threat warning capability, worldwide assignments. Later in OhANG supported USAF and USA worldwide combat capabilities. Had break in service 1968-1973 & joined OhANG 1973. OCS/Academy of Military Science 1980. Top Secret Special Compartmented Intelligence (TS/SCI) clearance. Retired in January 1991 as Major (O-4) and as Squadron Intelligence Officer.

Consulting

2000: Teachers Retirement, Inc., Jackson, MS, Advertising graphics consultation.

2000: Waggoner Airborne Sensing LLC, Jackson, MS, Marketing research on LIDAR markets

1999: Holly Springs School District, Holly Springs, MS, Strategic planning initiative.

1999: AeroSea, Inc., San Francisco, CA, Strategic marketing and marketing research planning.

1998: County of Marshall, MS Strategic planning/Empowerment Zone application: USDA, April 1998 - Oct. 1998

1996: Integrated Strategic Services for the Mississippi Department of Environmental Quality, Jackson, MS, Nov. 95- Mar 96 National Survey of scientific information (SI) and geographic info systems (GIS) users.

1995: Integrated Strategic Services, Jackson, MS., May 95 -Dec 95 Target market evaluation; site attribute survey

1994: Brookfield & Company, Memphis, TN, Firm image and positioning market research; strategic plan; motivation and creativity seminar

1994: Merchants and Farmers Bank, Holly Springs, MS, Marketing and site studies

1993: Integrated Strategic Services, Jackson, MS, Conducted statewide target market evaluation; environmental scanning (Mississippi)

1992: Waggoner Engineering, Inv., Jackson, MS, Conducted research supporting major regional development efforts (Sardis, MS)

1991: Edison Welding Institute, Columbus, OH, Created segmentation strategy

Teaching

Courses Taught

Business Planning and Entrepreneurship (specialized masters)

Entering the Profession Seminar (specialized masters)

Individual Study (specialized masters)

Managerial Marketing

Marketing Management

Marketing Policy and Strategy

Marketing Principles

Marketing Research

Multinational Marketing

Principles of Aeronautics

Project Analysis (specialized masters)

Russian Language

Soviet Military Tactics

Special Topics in Business

and Rocketry (latter two in USAF and Civil Air Patrol).

Teaching Skills

The student is responsible for their learning. To the extent required I will identify impediments to learning that students can correct, and I have skill in language to that end. My skills in presentation will be used to provide information, knowledge, intelligence, hopefully wisdom, and to relate all resources to learning goals. I have a capability and responsibility to motivate students to master important concepts, facts, and patterns in the ever-richer extant materials in and across business disciplines. My teaching emphasizes students; as I have become Internet capable I have incorporated interactive materials, including texts. I continue to use resources reflecting that emphasis. I will continue to provide better classroom experiences for my students. Students appreciate structure and reasonable stability in presentation format. I tend to structure presentations well - lecture, discussion, and supporting handout materials - to fully assist with their optimal organization in the course. I am an extensive user of Blackboard.

Other Teaching Activities

Course (Existing) - Compensated Redesign

2006-2007 - Redeveloped MBA 622 - Entrepreneurship and Business Planning - for Internet/web delivery to Professional MBA students. Reworked all of the materials currently in use. The unavoidable and resonant effect was to simultaneously do the same redesign of materials for the class-delivered MBA 622 counterpart course. Introduced marketing basics and the related and enriching ideas of Taguchi, Schumpeter, Boyd, Dickson and extended the concepts of marketing into models and tools useful in MBA planning and execution in real markets.

Course (New) - Creation/Delivery: Conventional

2005-2006 - The course materials offered in International Marketing 552 are fully Internet interactive, with on-line and print versions, animated graphics, searchable glossaries and text, and very extensive self-test capabilities with randomized drill quizzes and discussion question available for every module of the contents. It has proven very useful with in excess of 90% of the students using interactive features (instructors have password access to student work for evaluation). One part of the course grade is whether students exercise the available interactive components of the intended class experience and how frequently

2005-2006 - A new course, Business 400 Special Topics in Business (to become Mktg 3XX-4XX Marketing Geomatic Science), was created and is offered by me to assist marketers in understanding the tremendous power introduced into marketing, especially retail analysis, by using available GIS and other imagery tools on orbital platforms. The course includes certified instruction on GIS software (ESRI ArcView) that is used to store, format, and evaluate spatial information (e.g., demographics, for one) of critical importance to marketers. Full course details are available in Annual Report 2003-2004 The course continues to be refined. My text is in draft form for the course. The core focus is to instill in the student a full appreciation of both the history and contemporary power of spatial and geographic perspectives in business and marketing. The course is taught Summer Session when demand justifies.

2002-2003 - Created: MBA 624 Projects: taught same during Spring, 2002. Again Summer 2005. Integrated course: Unique Lecture/Project Orientations in Marketing 551 and 650, Marketing Strategy. Created: Concurrent Teaching Approach between Consumer Behavior, Marketing Research and Marketing Policy and Strategy classes to jointly serve clients with composite consulting teams. (Results published) Course Development: Marketing Geomatic Science (in process).

Research/Intellectual Contributions:

Refereed Articles

Novicevich, M., Sloan, H. J., Duke, A., & Holmes, E. (2006). Customer Relationship Management: Barnard's Early Concepts. *Journal of Management History*, 12 (3), 306-318.

Sloan, H., Aiken, M., & Martin, J. (1998). Using a Bilingual Group Decision Support System. *Behavior & Information Technology*, 17 (3), 141-144.

Sloan, H., Aiken, M., Paolillo, J., & Motiwalla, L. (1997). Use of Two Electronic Idea Generation Techniques in Strategy Planning Meetings. *Journal of Business Communication*, 34 (2), 370-382.

Sloan, H. & Aiken, M. (1996). The Use of Electronic Poolwriting and Gallery Writing in a Marketing Focus Group. *International Business Schools Computing Quarterly*, 8 (2), 1-6.

Sloan, H. & Basara, L. (1996). The Impact of Direct-To-Consumer Prescription Medication Advertising Campaign on New Prescription Volume. *Drug Information Journal*, 30, 715-729.

Sloan, H., Wakefield, K., & Blodgett, J. (1996). Measurement and Management of the Sportscape. *Journal of Sports Management*, 10 (1), 15-31.

Sloan, H., Wiebe, F., & Tosh, D. (1995). The Campus & Economic Development in Tupelo, Mississippi. *Economic Development Review*, 15-22.

Sloan, H., Baker, J., McKenney, W., Hooker, S., & O'Bryan, d. (1995). Wingship Technology and Global Logistics Strategy. *Logistics Spectrum*, 29 (3), 19-31.

Sloan, H. & Wakefield, K. (1995). The Effects of Team Loyalty and Selected Stadium Factors on Spectator Attendance. *Journal of Sports Management*, 9 (2), 153-172.

Sloan, H., Aiken, M., Hawley, D., & Min, Z. (1994). How to Improve Bank Meetings. *Journal of Retail Banking*, 21-25.

Sloan, H. & McIntyre, F. (1993). Instructional and Experiential Synergism: The Concurrent Approach. *Marketing Education Review*, 33-37.

Invited Articles/Reviews

Sloan, H., Easson, G., & Shields, C. (2003). Marketing Meets Geography . *Imaging Notes*, 18 (4), 22-23. (Invited or not refereed)

Monograph

Sloan, H. & Womer, K. (2000). A Preliminary Report for the Executive Director, MDECD: Response of Comprehensive and Urban Mississippi Universities Schools of Business to the Mississippi Partnership for Economic Development Concept. , University of Mississippi, School of Business Administration: .

Acceptance Date: 2000

Sloan, H. (1998). Report on University-Oxford Airport Economic Impact. , Oxford, MS: .

Sloan, H., Dingerson, M., & Wilson, N. (1998). University-Related Economic and Community Development in Mississippi. .

Refereed Proceedings

Full Paper

Sloan III, H., Shields, C., & Easson, G. (2005). The Emergence of Marketing Geomatic Science: The View from Above. American Society for Photogrammetry and Remote Sensing.

Sloan, H. & Phelps, R. (1996). A Delphi Study of Positive and Negative Factors Affecting the Future of the Health Care Industry. SE INFORMS (Institute for Operations Research and Management Science).

Sloan, H. & Kildegaard, A. (1996). The Impact of a Medium-sized University in Mississippi on County Economics. The Regional Economic Science Associate Proceedings.

Sloan, H. (1996). Wingship Carries Products to Market: Considering Total 'Movement to Market Math'. Advanced Marine Vehicles Conference, C44-C54.

Sloan, H., Basara, L., Smith, M., Banahan, B., & Juergens, J. (1995). Profile of Consumers Who Are Aware of and React to Direct-To-Consumer (DTC) Advertising of Prescription Medications. American Pharmacy and Hospital Association Annual Conference.

Aiken, M. & Sloan, H. (1995). MIS and Cultural Diversity: Supporting Banking Regulatory Compliance. Small Business Institute Director's Association Conference.

Sloan, H. (1993). SBI Program Planning, Organization, Direction, Control, & Reporting. SBA.

Sloan, H. (1993). Big Ideas for Small Business: The Strategic Matrix as a Generic Consulting Framework. Small Business Institute Director's Association Conference, 411-420.

Working Papers

Sloan, H. (2005). "Marketing Managerial Implications of Digital Imagery Data: The View From Above" targeted for Journal of Marketing.

Sloan, H. (2005). "Marketing and Retail Trade Areas: A Bird's Eye View" targeted for Journal of Retailing.

Sloan, H. (2005). "The Evolution of Marketing Geomatic Science" targeted for Journal of the Academy of Marketing Science.

Presentation of Refereed Papers

National

Sloan, H. (1995, February). MIS and Cultural Diversity: Supporting Banking Regulatory Compliance. Presented at Small Business Institute Director's Association Conference, Nashville, Tennessee.

Sloan, H. (1993, February). Big Ideas for Small Business. Presented at Small Business Institute Director's Association Conference, San Diego, California.

Research Grants

Funded-External

2003 - Sloan, H. & Easson, G., "ITS Grant for Oxford ITS Project", Phase II, (\$413,659).

2002 - Sloan, H. & Easson, G., "Oxford ITS Project", ITS Grant Component of Phase I, (\$314,000).

2001 - Sloan, H. & Uddin, ., "Oxford ITS Project", ITS Grant Component of Phase I, (\$865,200).

2000 - Sloan, H., "Space Imaging, Inc. and the Mississippi Space Commerce Initiative. ", Market research to do needs assessment and product design for digital elevation model (DEM) and radio wave propagation model using new high precision (1-meter resolution) remote sensing images, (\$70,063).

2000 - Sloan, H., "Security Check, Inc.", Technical analysis of returned check characteristics to improve collection rate., (\$5,000).

1999 - Sloan, H., "Department of Commerce Grant (through Mississippi State University)", Used to provide strategic and marketing planning assistance to Holly Springs, MS., (\$3,000).

1999 - Sloan, H., "AeroSea, Inc.", Grant to provide a strategic planning and marketing research framework for a retail, maritime, commercial, and residential development on and near Piers 30-32 and 80 in San Francisco., (\$24,166).

1998 - Sloan, H., "MS REmote Sensing Commercialization Research Institute Initiative Grant", Mississippi Research Consortium, lead organization - University of Mississippi. Grant awarded while Executive Director of MSCI by Mississippi legislature; indirect involvement; supportive activities, NASA initiated grant for MRC/UM, (\$1,000,000).

1998 - Sloan, H. & Dingerson, M.R., "Summer Research Grant", To clarify the role, function, and resources of Mississippi universities in initiating and enhancing state economic development efforts. Acted as co-investigator. Principle Investigator: Dr. Michael R. Dingerson, Professor of Higher Education and Chairman, Educational Leadership and Educational Psychology (UM0, Institutions of Higher Learning (IHL), (\$36,975).

1997 - Sloan, H. & Dingerson, M.R., "Initial Planning Grant", Partial administrator as the Interim Executive Director, Feb-Dec 1997. Principle Investigator: Dr. Michael R. Dingerson, Associate Vice Chancellor for Research and Dean of the Graduate School (UM/MRC), Mississippi Space Commerce Initiative, (\$238,000).

Funded-Internal

2000 - Hugh, S., "\$13,600-Summer Research (SBIR/STTR program)", University of Mississippi, Office of Research.

1994 - Hugh, S., "\$9500 to direct 19 student consulting teams.", Small Business Administration Grant.

1994 - Hugh, S., "\$3000 to direct 6 student consulting teams.", Small Business Administration Grant.

1993 - Hugh, S., "\$1000 to support Mississippi manufacturing export research.", University of Mississippi, Graduate School Partners Grant.

1993 - Hugh, S., "\$11,000 to direct 22 student consulting teams.", Small Business Administration Grant.

1992 - Hugh, S., "\$10,000 to direct 20 student consulting teams.", Small Business Administration Grant.

1991 - Hugh, S., "\$8500 to direct 17 student consulting teams.", Small Business Administration Grant.

Other Research Activities

Citation of Work in Other Publications

1988 - 'Videotex Project Reviews VI' Hugh J. Sloan and W. Wayne Talarzyk, WP 88-20, College of Business, Ohio State University (145p), 1988. Cited in U.S. Government publications.

Other Research Activities

2000 - Special Request, J.C. Burns, Director, Mississippi Development Agency, Prepare: A Preliminary Report for the Executive Director, MDECD: Response of Comprehensive and Urban Mississippi Universities Schools of Business to the Mississippi Partnership for Economic Development Concept,' with K. Womer, July 2000.

Special Projects or Assignments

1995 - Focus Group Facilitator--Gold Key National Honor Society. National study to reduce college/campus consumption of alcohol and drugs.

Web Publications

2005 - One added research/service vision I have for the next year is the creation, implementation, and editing of a journal appropriate to leading edge research during my sabbatical along with other activities. The proposed journal: Journal of Business and Marketing Geomatic Science. It will have an electronic format. No peer reviewed outlet for business-marketing geomatic advances and extensions addressing the integration of spatial aspects within topics of marketing interest is in the contemporary journal mix e.g., one sub-discipline within the marketing discipline is consumer behavior, but no coherent body of work has emerged, nor is there an outlet for, scholarly work that incorporates spatial consumer behavior; the market-essential analytical discipline of logistics addresses a host of spatial issues, but these are rarely integrated into marketing in spite of the inherent cost, hence pricing, implications of the friction of distance and time spatial marketing cost and pricing issues.

Service:

Service to the University

College assignments:

Faculty Advisor:

1999-2000 through 2006-2007: University of Mississippi, School of Business Administration: Alpha Kappa Psi Business Honorary Society

Member:

2007-2008 through 2008-2009: MBA Committee

2004-2005: MBA Committee

University assignments:

Chair:

2004-2005 through 2007-2008: University of Mississippi, Traffic and Parking Committee: Co- Chairman w/ Greg Easson

Faculty Advisor:

2004-2005: University of Mississippi, School of Business Administration, Department of Marketing,: Alpha Kappa Psi

2000-2001 through 2004-2005: University of Mississippi, Gold Key National Honor Society

1995-1996 through 2000-2001: University of Mississippi, Gold Key National Honor Society

1999-2000: University of Mississippi, School of Business Administration, Department of Marketing: American Marketing Association

1998-1999: Yiqin Li--Civil Engineering: Masters Thesis--'Geo Info Systems Highway Composition Analysis.'

1994-1995: Chakravarthi Gajula--Civil Engineering: Masters Thesis--Geo Info Systems (GIS) Highway Maintenance Management.'

1991-1992 through 1993-1994: University of Mississippi, Pakistani Student Association

Member:

2006-2007: University Promotion & Tenure Review Standing Committee

2004-2005: University of Mississippi, University Assessment Standing Committee

2004-2005: University of Mississippi, Tenure and Promotion Review Standing Committee

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

2002-2003 through 2004-2005: University of Mississippi, Traffic Policy and Safety Committee

2001-2002 through 2004-2005: University of Mississippi, Freshman Convocation Committee

2002-2003: University of Mississippi, School of Business Administration, Marketing Department: Faculty Search Committee, Asst/Assoc. Professor of Global Business Position

1998-1999 through 2000-2001: University of Mississippi, Academy 2000 Global Cross-Cultural Conference Committee

1997-1998 through 1998-1999: University of Mississippi, Traffic Policy and Safety Committee

1997-1998: George Izzo: 'Assessing the Relationship Between Compulsory Ethics Education and Cognitive Moral Development of Real Estate Practitioners.'

1997-1998: University of Mississippi, Small Business Development Center: Search Committee for State Director

1995-1996: University of Mississippi, Traffic Safety Committee

1994-1995: University of Mississippi, Faculty Senate

1994-1995: Lisa Basara--Pharmacy Marketing

1994-1995: Mohammed Al-Habib: 'A Test of Financial Ratios and Untransformed Financial Accounts for Predicting Bankruptcy.'

1994-1995: School of Business Administration, Mississippi Business Today, Advisory Committee Advise and contribute to topic pool, provide insights, act as student conduit, provide feedback to producers and directors. Evaluate each screening on ETV. Use materials in class.

1994-1995: University of Mississippi, School of Business Administration, Department of Marketing: Faculty Search Committee

1993-1994 through 1994-1995: School of Business Administration, Strategic Planning Committee: Formulate methodology, conduct situational analyses, coordinate strategy creation. Primary contributor to approach and methodology used by committee, including constituent analysis emphasis and study framework.

1993-1994: University of Mississippi, Traffic Safety Committee

1993-1994: School of Business Administration, Strategic Study Committee: University of Mississippi Tupelo Campus. Evaluate key constituencies, define other environmental factors, survey as needed, formulate revitalization strategies and policies.

1993-1994: School of Business Administration, International Business Committee: Grant proposal for evaluation of furniture and other Mississippi industrial exports to Mexico (under NAFTA) and to various South American countries

1993-1994: University of Mississippi, School of Business, Marketing Department: Hardin Chair of Marketing Search Committee

1992-1993 through 1993-1994: University of Mississippi, Campus Improvement Committee

1992-1993: University of Mississippi, School of Business Administration: Furniture Industry Council - Supports Mississippi furniture industry, and coordinates entrepreneurial lectures by prominent furniture principals to classes at Ole Miss.

1992-1993: University of Mississippi, School of Business Administration: Robert M. Hearin Proposal Committee - Proposal to bootstrap The School of Business Administration, University of Mississippi, to national reputation and recognition.

Mentoring Activities:

1995-1996: University of Mississippi, Scholars Day Recruitment Conference

Other Institutional Service Activities:

1999-2000: Alpha Mu Alpha, Marketing Honorary: Faculty Coordinator

1999-2000: University of Mississippi Health Insurance (State HMO Program) Faculty and Staff Forum: Panel Moderator

1996-1997: University of Mississippi, Office of Research, LEAP Study: Evaluation of Marketing Study report submitted to Associate Vice-chancellor of Research and Dean of the Graduate School.

1996-1997: University of Mississippi, Office of the Chancellor, Total Economic Impact Study: Advised Chancellor's Office on interim usable economic impact figures for public release.

1995-1996: University of Mississippi, Scholars Day Recruitment Conference: Faculty Interviewer

1993-1994: University of Mississippi, Scholars Day Recruitment Conference: Faculty Interviewer

Service to the Profession

Academic Conference: Discussant

1998-1999: Academy of Marketing Science Annual Convention, Session, Norfolk, Virginia (National).

1998-1999: Academy of Marketing Science Annual Conference, Marketing Education Track (National).

Chair: Committee / Task Force

2002-2003: SBIDA Annual Conference, Session, San Diego, California (National).

1994-1995: Small Business Institute Directors' Association Annual Conference, Section Discussion Chair: 'Does the Ownership of the Small Firm Affect Growth?', San Antonio, Texas (National).

1993-1994: Small Business Institute Directors' Association Annual Conference, Section Discussion Chair: 'Fostering Innovation in Small Firms Along Value-adding Chains.', San Diego, California (National).

Chair: Conference / Track / Program

2003-2004: Small Business Institute Directors' Association Annual Conference, New Orleans, Louisiana (National).

Other Professional Service Activities

2002-2003 through 2003-2004: International Research & Exchange Board (IREX), Contemporary Issues Fellowship Program, Russian Scholar Selection Panel, application/proposal reviewer (International).

1999-2000 through 2002-2003: University of Mississippi, Office of Research, FAST (previous EBSCoR) Proposals, Reviewer (Local).

2001-2002: FAST Proposals, Office of Research, University, Reviewer (Local).

2000-2001 through 2001-2002: International Research & Exchange Board (IREX), Contemporary Issues Fellowship Program, Russian Scholar Selection Panel, application/proposal reviewer (International).

1999-2000 through 2000-2001: International Research & Exchange Board (IREX), Contemporary Issues Fellowship Program, Azerbaijani Scholar Selection Panel, application/proposal reviewer (International).

Reviewer: Book / Textbook

2002-2003: McGraw-Hill Publishing, Cateora and Graham, International Marketing, 11th ed. (International).

1999-2000: South-Western Publishing, Shao, Marketing Research (National).

Reviewer: Conference Paper

2003-2004: Small Business Institute Directors' Association Annual Conference, New Orleans, Louisiana (National).

2001-2002: AMA Summer Conference, Global Marketing Track papers (National).

1996-1997: Southern Marketing Association (Regional).

Service to the Community

Other Community Service Activities

2005-2006: Lafayette County School, Parent /Teacher Association, Very active in local group and have attended two national conferences held in Washington, DC.

2005-2006: Civil Air Patrol, I serve as Commander, Steve Launius Squadron, Mississippi Wing, of Civil Air Patrol.

1997-1998 through 1998-1999: Lafayette County-Oxford-University Economic Impact Study of University-Oxford Airport, Findings of this group were reported to University of Mississippi and Mayor's Airport Advisory Committee (February 1998). Also presented a report to Mayor and City Council, as well as Board of County Commissioners (March, 1998).

1995-1996: Oxford-University Schools, Comprehensive Strategic Planning Study--Project involved four focus groups-group decision support system brainstorming inputs and multiple meetings with the board of directors.

1994-1995: Lafayette High School Student Project, Ole Miss Football Economic Impact Study--guided project design, survey development, coding, and analysis of data.

1993-1994: University of Mississippi and the Tupelo Community Development Foundation, 'Comprehensive Tupelo Campus School of Business Administration Research Project,' with Frank Wiebe. Project involved interviews, two focus groups, and four field surveys.

1993-1994: Oxford Economic Development Foundation and Chamber of Commerce, and University Loyalty Foundation, 'Home Game Economic Impact Study,' with Faye McIntyre. A major research project developing the economic impact of home football games on the Oxford community.

1992-1993: Prairie Girl Scout Council, 'Isolating the Key Elements in Appealing Girl Scouting Programs,' with Frank Wiebe. A study of key elements to attract girls to scouting. Created multi-county, multi-school, multi-grade sampling method for ongoing use.

Positions Held in Civic Organizations

2005-2006: Oxford Lions Club, I am currently President of the Oxford Lions, one of four key service clubs in the community, and have served as such during the reporting period.

Service Honors and Awards

Honors:

2004 - Academic Honorary, Elected, Alpha Sigma Lambda.

2004 - Adult Education Honorary, Elected, Pi Sigma Alpha.

2004 - Honorary Member, Golden Key National Honor Society.

2004 - National Business Fraternity, Elected (Advisor), Alpha Kappa Psi.

Other

Faculty Development

Professional Seminars / Workshops

2003: American Society for Photogrammetry & Remote Sensing Conference, May 5-9 with Cindy Shields, MSCI Fellow (NASA). Anchorage, Alaska.

2002: MSCI Fellow Research Seminar: Space Imaging & Digital Globe, July 21-24 Cindy Jones, MSCI Fellow (NASA). Denver, Colorado.

2002: Intelligent Transportation Systems of America Annual Conference, April 29-May 2. Long Beach, California.

2001: Intelligent Transportation Systems of America Annual Conference. Miami, Florida.

2001: Marketing Science Institute Conference on B2B E-Commerce, Mar 2-5. Austin, Texas.

2001: SBIDA/USASBE Annual Conference, Feb. 7-11. Orlando, Florida.

2000: Governor's Conference on High Technology. Jackson, Mississippi.

2000: Technology Transfer Society Annual Conference, July 20 - 22. Austin, Texas.

2000: Mississippi Economic Development Council (MEDC), Winter Conference, June 28-30. Biloxi, Mississippi.

2000: American Society for Photogrammetry & Remote Sensing Conference, May 24-27. Washington, District of Columbia.

2000: E-Commerce and Your Business, University of Memphis, April 6. Memphis, Tennessee.

2000: National SBIR/EPSCoT Business Conference, Feb 28 - March 1. Biloxi, Mississippi.

1999: Local Economic Impact Analysis, economic analysis training, auspices of Georgia Institute of Technology, July 28-29. Creates capability to support local economic impact analyses. Atlanta, Georgia.

1998: American Society for Photogrammetry & Remote Sensing Conference, March 31- April 3. Tampa, Florida.

1998: Seidman Lectures in Political Economy, Rhodes College, Sept. 18. Memphis, Tennessee.

1998: International Trade Conference, auspices of Tennessee Valley Authority, April 5-7. Nashville, Tennessee.

1997: NASA Space Grant Director's Conference, attending as Interim Director, Mississippi Space Commerce Initiative (MSCI), Oct. 7-9. Rapid City, South Dakota.

1997: Agricultural Remote Sensing Conference, Interim Director, MSCI, May 28-30. Logan, Utah.

1997: American Society for Photogrammetry & Remote Sensing Conference, attending as Interim Executive Director, Mississippi Space Commerce Initiative (MSCI), Dec 2-5. Washington, District of Columbia.

1996: Your Business and Satellite Imagery, SPOT Image Corporation, Oct 30. Atlanta, Georgia.

1996: 'Wingship Moves Products to Market: Considering the Total Movement to Market Math,' Advanced Marine Vehicles Conference, June 5-8. Silverdale, Washington.

1994: 'NAFTA,' University of Memphis, Nov. 1. Memphis, Tennessee.

1994: Small Business Institute (SBI) Directors' Association Annual Conference, Feb 2. San Antonio, Texas.

1993: Small Business Institute Directors' Association Annual Conference, Feb 3. San Diego, California.

1992: 'SBI Program Planning, Organization, Direction, Control, & Reporting,' September 16. Jackson, Mississippi.

1992: 'International Small Business,' SBI Directors' Association Annual Conference, January. Washington, District of Columbia.

1992: 'Doing Business with Germany,' Memphis State University, February. Memphis, Tennessee.

1992: 'International Marketing,' Memphis State University, April 13-14. Memphis, Tennessee.

1991: 'Export Marketing,' Small Business Development Center, November. Oxford, Mississippi.

1991: 'Doing Business in the Former Soviet Union,' November. Memphis, Tennessee.

Memberships

American Legion, USAF Auxiliary (CAP), Military Officer Assn of America, Lions Clubs International

American Marketing Association

American Society for Photogrammetry and Remote Sensing

Apha Kappa Psi Business Fraternity

Other Activities

Consulting-Unpaid

2005-2006 - Consulting-Unpaid: I acted as an unpaid consultant during the period of this report to the King Air Foundation, a non-profit organization that has a innovative business vision involving restoration of the first King Air ever assembled (Serial No. 1), charitable support to the Christopher Reeves Spinal Research Foundation, support for the Progeria Foundation (Hutchinson-Gilford Progeria Syndrome) and its research, and other worthwhile endeavors. I have paid a self-funded research assistant (helen Kulicova) to assist the Director of the foundation in soliciting parts for the refurbishing effort on the King Air aircraft mentioned.

2003-2004 - Consulting-Unpaid: Hartfell House (Moffat Scotland UK), Chamber of Commerce Tourism (Oxford), Hampton Inn (Oxford), MBA Association, School of Business Administration (University), Triple-N-Ranch (Grenada).

2002-2003 - Consulting-Unpaid: Baptist Memorial Hospital-NE MS (Oxford), Economic Development Foundation Broadband Study (Oxford), Whirlpool Corporation Employee Culture Study (Oxford), Whirlpool Corporation New Product Study (Oxford), City of Oxford Capital Budgeting Software (Oxford), Economic Development Foundation Housing Base Study I (Oxford), Economic Development Foundation Low-Income Housing Study II (Oxford), Yoste Entrepreneurial Discovery Zones' Study (Oxford);

2001-2002 - Consulting-Unpaid: Mississippi Statewide Immunization Coalition third research phase (Jackson), School Daze, Civil Air Patrol Squadron MS050, Oxford Area PTA, Alumni House, Feathered Nest, Septic Services, Inc., Holiday Inn, Estuarine Research Federation, Small Business Development Center NA, EBSCoR/SBIR/STTR Program Study (Oxford), Tippah Arts Ranch (Holly Springs), Tyler Travel (Memphis-Southaven); City of Rome MS (Rome), others

2000-2001 - Consulting-Unpaid: Tammy's Hair Gallery, SurfOxford.com, Troublemakers Toys, Buster Roodies, Southern Dreams Construction, Holiday Inn Express, Days Inn Motel, Dixie Creek Barbecue, Oxford Printware, Oxford Paint Supply, The Health Food Store (Oxford); Dell Street Storage, Daniels Restaurant, Catfish Restaurant (Batesville); Taylor Grocery (Taylor), Mississippi Statewide Immunization Coalition two research phases, Mississippi Library Alliance (Jackson), others;

1999-2000 - Consulting-Unpaid: Jackson Software, Yoknapatawpha Arts Council, Rowan Oak Faulkner Estate, USAF ROTC Detachment, Shaddix Art Enterprises, Kent Radio Programs, US Army ROTC Detachment, University of Mississippi (Offices of Chancellor, Physical Plant), Wade Chiropractic, Miller Gifts, Chevalier Printing, Oxford Catering, Teachers' Resource Center, Bray Florist, Play Again (Oxford), Ornamental Iron Works (Water Valley), CNC Milling (Batesville), Holly Springs School District (Holly Springs);

1998-1999 - Consulting-Unpaid: National Center for Physical Acoustics, Guest Enterprises, Shari's Discount Art, Quick Lube, Auto Be Beautiful, Financial Web, First National Bank (4 groups), Bramlett Elementary PTA, UM Daily Mississippian (3 groups), WUMS-FM, Lamont's Ethnic Foods, Lafayette County Literacy Council, Yoknapatawpha Arts Council, Hopewell Camp and Conference Center, Ole Miss Motel (Holiday Inn Express), Take Two Video (Oxford), Valley Tool (Water Valley), Hollowell Security (Tupelo), Mississippi Humanities Council (Jackson);

1997-1998 - Consulting-Unpaid: Community Travel, Tech Prep, Nationwide Classified, Writer's Interface, Educational Planning, Mobility Electronics, United Way, Wedding Consultants, National Etiquette Enterprise, Cedar Oaks, UM Remote Sensing Market Analysis, Home Sound System (Oxford), Lamont's Foods (Memphis, TN), Coffeerville Door (Coffeerville), Earth Imaging Center (Stennis Space Center);

1996-1997 - Consulting-Unpaid: National Center for Physical Acoustics, Anechoic Technologies Whippoorwill Communications, United Way, Alumni House, LINK Community Services, Job Education and Training, Oxford Ice Cream Shop, Cedar Oaks, Goff Mobility Electronics, UM Remote Sensing (Oxford), Cinema Four (New Albany), Kirkwood Golf Club (Holly Springs), Jackson Medical Mall (Jackson);

1995-1996 - Consulting-Unpaid: Pride Auto Sales, Cowboy Sales (Batesville), The Loft, Hudspeth Blueberry Farm (Senatobia), The Hanger (Walls), The Rental Barn (Holly Springs), Corinth Civil War Interpretive Center (Corinth), Abner's Restaurant, Bottletree Bakery, The Finishing Touch, The Village Tailor, Westbrook Construction, Southern Comforts, The Carousel (Oxford);

1994-1995 - Consulting-Unpaid: Davis and Klepzig (Abbeville); Baddour Memorial Center (Senatobia); Ear Food Creatives (Okolona); Mid-South Ambulance Service Chinese Joint Venture (Byhalia); Hodge Automotive Repair, First National Bank of Oxford, Citgo Advanced Lube, Auto Be Beautiful, L&M Enterprises-Ponderosa, Jackson Street Warehouse Restaurant, Diversified Services, University of Mississippi Housing Services (Oxford); R.L. Cortesi International, Inc. (Water Valley); Optical Services, Genesys (Southaven); First Security Bank (Batesville); Red Panther Chemicals (Clarksdale); Kirkwood National Golf Club (Holly Springs);

1993-1994 - Consulting-Unpaid: Purple Iris Clothing, Jackson Street Warehouse Restaurant and Nightclub, Davis Pizza Enterprises, Expert Sign and Glass, Photo Tech 35, Frenchman's Bend Coffee House, Computer Plus (Oxford); L.C. Brasell Farm Implement (Batesville); Wade Nixon Enterprises (Birmingham, AL); Townes Trucking (Coffeerville); Four Season Clothing, Clingan Temporary Services (Tupelo); Enviro Services (Taylor); Trans Tax of New Albany (New Albany); Water Valley Area Chamber of Commerce, Mechanics Bank, Sonic Drive In, Larson's Big Star, Brown's Used Cars, R.L. Cortesi International, (Water Valley);

1992-1993 - Consulting-Unpaid: Oxford-Lafayette County Chamber of Commerce, The Oxford Cab Company, Kitda Restaurant, Magnolia Civic

Ballet Academy, Just Clowning Around Entertainment, Mississippi Features Syndicate, DeAnna's Confections, Copy Time, Oxford Mall, Ole Miss Motel, Oxford Software, The Greenery (Oxford); Judy Byars Shoe Boutique, Batesville Bed & Breakfast (Batesville); Denotee Martin Contracting (New Albany);

1991-1992 - Consulting-Unpaid: Midsouth Student Services, Griffin Plumbing, R&B Boot and Shoe Repair, Ole Miss Bookstore, Hardin Ceramic Workshop, Hobson Daycare Center, La Boheme Personal Services, LaLuna Candied Peanuts, National Mens' and Ladies' Apparel, The Kara Optical (Oxford); WKRA Radio (Holly Springs);

1990-1991 - Consulting-Unpaid: Brasilia Coffee and Nuts, Ohio Stater Mall, Union Mall Video (Columbus, Ohio);

Invited Presentation

2002-2003 - Invited Presentation: Presented 'Russian Oil and Water Access' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2002.

2001-2002 - Invited Presentation: Presented 'Russian Oil and Water Access' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2001.

2001-2002 - Invited Presentation: Presented 'Russian History and Their Troubles Today', to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 2001.

2000-2001 - Invited Presentation: Presented 'Russian Presidential Election' to the Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 2000.

2000-2001 - Invited Presentation: Presented 'Understanding Russia' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 2000.

1999-2000 - Invited Presentation: Presented, 'Russian Politics' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1999.

1998-1999 - Invited Presentation: 'The University-Oxford Airport Economic Impact,' to the Oxford Mayor and Board of Aldermen in public session, Oxford, MS, March 17, 1998.

1998-1999 - Invited Presentation: Presented 'Russia and International Trade,' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1998.

1998-1999 - Invited Presentation: 'The University-Oxford Airport Economic Impact,' presented to the Mayor's Airport Advisory Committee, Oxford, MS, February 5, 1998.

1998-1999 - Invited Presentation: 'The University-Oxford Airport Economic Impact,' March 18, 1998 to the Lafayette County Board of Commissioners in public session, Oxford, MS.

1997-1998 - Invited Presentation: 'Russia and International Trade,' presented to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1997.

1997-1998 - Invited Presentation: Presented 'Russia and International Trade, to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1997.

1997-1998 - Invited Presentation: 'The Concept of the Mississippi Space Commerce Initiative,' presented to the Mississippi Research Consortium, Jackson, MS, July.

1997-1998 - Invited Presentation: 'The Mississippi Space Commerce Initiative,' presented to the Mississippi Technology Commission, University of Mississippi, September.

1996-1997 - Invited Presentation: Presented 'Russia and World Trade' to Math and Science High School scholars during their visit to the University of Mississippi campus, Fall, 1996.

1993-1994 - Invited Presentation: 'Economics Impact of Six Home Football Games in Oxford, Mississippi,' Oxford-Lafayette County Chamber of Commerce, presenting research findings to Oxford area governmental, civic and economic development leadership (contracted study) with Dr. Faye S. McIntyre, January, 1993.

1992-1993 - Invited Presentation: Presented, 'The Problems with the Soviet-Commonwealth Economy,' to Math and Science High School scholars during their visit to the University of Mississippi campus, Spring, 1992.

Seminars-Conducted

2000-2001 - Seminars-Conducted: Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to area firms, Tupelo, MS, May 11, 2000. Marketing component.

2000-2001 - Seminars-Conducted: Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to national conference workshop, Biloxi, MS, February 28, 2000. Marketing component.

2000-2001 - Seminars-Conducted: Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and the Business Plan' presented to interested faculty, Oxford, MS, February 24, 2000. Marketing component.

1994-1995 - Seminars-Conducted: "Marketing Your Firm," March 15, 1994, auspices SBA and Tishomingo County Economic Development Foundation, Iuka, MS. Presented to area business people.

1993-1994 - Seminars-Conducted: 'SBI Program Planning, Organization, Direction, Control, & Reporting,' Small Business Association.

1992-1993 - Seminars-Conducted: "Technologies in Marketing - A Strategic Factor," February 27, 1992, auspices Small Business Development Center, University of Mississippi (Small Business Week), Oxford, MS. Presented to area businesspeople.

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