
Rachel K. Smith, Ph.D.

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School of Business Administration
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Professional Interests

Research Interests

Research interests include, but are not limited to, services marketing -- especially healthcare and financial services, ethics, and pedagogy in international business.

Academic Background

Ph.D. University of Memphis, 2000

M.B.A. Memphis State University, Memphis, TN, Economics, 1985

M.S. University of Kentucky, Agricultural Economics, 1981

B.S. University of Kentucky, Agricultural Economics, 1979

Work Experience

Academic Experience

Instructor, University of Memphis (2010 - Present).

International Marketing Instructor, FH Joanneum (2006 - 2011). Summers.

Visiting Assistant Professor of Marketing, University of Memphis (2009 - 2010).

Associate Professor of Marketing, Christian Brothers University (2008 - 2009).

Associate Professor of Marketing, University of Arkansas (2008 - 2009). Tenured and promoted.

International Marketing Instructor, Universidad Autonoma de Guadalajara (2008 - 2008).

Assistant Professor of Marketing, University of Arkansas (2002 - 2007).

Visiting Professor of Marketing, University of Arkansas (2001 - 2002).

Research Assistant/Teaching Assistant, University of Memphis (1996 - 2000). Marketing and Development.

Consulting

1996: Methodist Healthcare, Market Research Consultant, Self-employed Developed, Coordinated and conducted Market Research

1994-1996: Tennessee College of Medicine, Market Research Consultant, Self-Employed - Developed/Coordinated and conducted market research

1994-1995: Methodist Healthcare, Market Research Consultant, Self-employed

1990-1994: Methodist Healthcare System, Manager Marketing Research, Managed and conducted all primary marketing research, in-house and with suppliers, worked with clients within Methodist to analyze their marketing research needs, developed and supported business plans, product development, managed fielding staff to assess and benchmark patient satisfaction, negotiated rates with marketing research fielding services, presented research results to physicians and hospital board.

1987-1990: Methodist Healthcare System, Supervisor Marketing Research - Supervised and conducted all primary marketing research, provided market research support to all areas of the organization, created, developed and supervised an in-house fielding staff

1986-1987: Kenny & Associates, Inc., Market Research Analyst - Managed all quantitative marketing research projects, developed research design, analyzed data, wrote-up results, and presented results, supervised research assistants and fielding staff, worked with clients to develop research plans

1982-1986: The Pillsbury Company, Commodity Merchandiser - Merchandised feed ingredients in southeast United States, arranged all logistical support, negotiated freight rates with rail lines and trucking firms, developed cost and time analysis of different modes of transport, hedged commodity positions on Chicago Board of Trade, managed Profit and Loss Statements

Teaching

Research/Intellectual Contributions:

Refereed Articles

- Smith, R. K. (2010). A Case Study in Project Based Learning: An International Partnership. *Journal of Teaching in International Business*.
- Smith, R. K. & Royne, M. (2010). Consumer Literacy and Credence Services: Helping the Invisible Hand. *Journal of Consumer Affairs*.
- Smith, R. K., Vibhakar, A., & Terru, A. (2008). Demarcating Designations: Chartered Financial Analyst and Certified Financial Planner. *Journal of Financial Services Marketing*.
- Smith, R. K., Vibhakar, A., & Terry, A. (2007). Strategic Marketing Guidelines for Financial Planning Professionals. *Services Marketing Quarterly*.
- Smith, R. K., Vibhakar, A., & Terry, A. (2006). Increasingly Global: Combining an International Business Degree with a Post-Degree Designation. *Journal of Teaching in International Business*.
- Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (2006). U.S. and Mexican Small Businesses: A Study and Comparison. *Southwestern Business Administration Journal*.
- Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (2006). U.S. Entrepreneurs Seeking Mexican Partners Business and Teaching Strategies. *Business Journal for Entrepreneurs*.
- Smith, R. K. & Vibhakar, A. (2005). Developing the Appropriate Employee Skill Set and Degree for Small International Businesses. *Journal of Teaching in International Business*.
- Smith, R. K., Bienstock, C., & DeMorauville, C. (2003). Organizational Citizenship Behavior and Service Quality. *Journal of Services Marketing*.
- Smith, R. K., Bush, A., & Bush, T. (2002). Developing an International and Technology driven business School Program: Perspectives from the International Marketing Community. *Journal of Teaching in International Business*.
- Smith, R. K. & Bush, A. (2002). Using the Incomplete Information Framework to Develop Service Provider Communication Guidelines. *Journal of Services Marketing*.
- Smith, R. K. & Cornwall, B. (2001). The Communications Importance of Consumer Meaning in Cause-linked Events. *Journal of Marketing Communications*.

Refereed Proceedings

Full Paper

- Smith, R. K., Borodin, A., & Bush, A. (in press, 2010). Does Generation Y's Values Toward Work, Self and Individual Responsibility Influence their Ethnicity. *SMA*.
- Smith, R. K. (in press, 2009). A Latin American Partnership: Project Based Learning. *SMA*.
- Smith, R. K. (in press, 2008). Ritualistic Behaviors' Influence on Brand Loyalty. *International Academy of Business and Public Administration Disciplines Conference*.
- Smith, R. K. & Bienstock, C. (in press, 2008). Reconceptualizing and Validating the SEC Framework for Understanding Consumers' Product Evaluation. *Academy of Marketing Science*.
- Smith, R. K. (in press, 2008). Building an Effective International Business Curriculum. *TN Consortium for International Studies*.
- Smith, R. K., Parker, R., & Sears, D. (in press, 2007). Exploring International Differences in Internet Tourism Marketing: New England versus Atlantic Canada. *SMA*.
- Smith, R. K. (in press, 2007). Exploring a Gap: The SEC Framework. *SMA*.
- Smith, R. K. & Bashaw, E. (in press, 2006). Information Processing of Search, Experience and Credence Goods. *SMA*.
- Smith, R. K. & Bashaw, E. (in press, 2006). Using Information Processing to Build a Private Label Brand in Big Emerging Markets. *International Academy of Business and Public Administration Disciplines Conference*.
- Smith, R. K. & Felan, J. (in press, 2005). Consumer Reaction to Radio Frequency Identification. *International Academy of Business and Public Administration Disciplines Conference*.
- Smith, R. K. & Karrh, J. (in press, 2004). Ozard Specialty Surgical Centers: Case Study. *SMA*.
- Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (in press, 2004). A Comparison of Strategic Small Business Concerns in Mexico and the United States. *International Academy of Business and Public Administration Disciplines Conference*.

- Smith, R. K. & Felan, J. (in press, 2003). Permeating the Barrier Between Operations and Marketing. Decision Sciences Institute.
- Smith, R. K. (in press, 2003). Understanding the Buyer's Information Situation. SMA.
- Smith, R. K., Bienstock, C., & Smith, D. (in press, 2002). Using the Incomplete Information Framework to Determine Sources of Competitive Advantage for Professional Services High in Credence Attributes. SMA.
- Smith, R. K. & Cornwell, B. (in press, 2002). Diagnosis of Breast Cancer: The Roles of Policy, Technology and People During the Period of Vulnerability. Academy of Marketing Science.
- Smith, R. K., Martin, C., & Clark, P. (in press, 2001). Attitude Toward Advertising: Race and Gender Differences. Academy of Marketing Science.
- Smith, R. K. & Bush, A. (in press, 2000). Towards Developing a Search, Experience and Credence Classification. Southwest Marketing Association.
- Smith, R. K. (in press, 2000). Developing an Economics of Information Measurement for Services. Academy of Marketing Science.
- Smith, R. K., Roy, D., & Clow, K. (in press, 2000). Operationalizing Internal Marketing: Assessing the Traditional Marketing Mix and Relationship Marketing Approaches. Academy of Marketing Science.
- Smith, R. K. (in press, 1999). The Changing Pattern of Community Bonds: Marketing's Influence. SMA.
- Smith, R. K. (in press, 1999). Corporate Compliance in Healthcare: A Marketing Framework. Southwest Marketing Association.

Working Papers

- Smith, R. K., Royne, M., & Dietz, G. (2011). "A Cross-Cultural Examination and Extension of the Technology Acceptance Model: A Comparison of Norway, Germany and the United States" targeted for Journal of Business Research.
- Smith, R. K., Bush, A., & Cicala, J. (2011). "What Makes Sales Presentations Effective?" targeted for Journal Of Business & Industrial Marketing.

Service:

Service to the University

University Assignments

Coordinator:

2008-2009: Coordinator of International Business Program: University of Memphis

2003-2004 – 2007-2008: Coordinator of International Business Program: University of Arkansas

Other
