
Scott Vitell

Holder of the Phil B. Hardin Chair in Marketing

Chair of the Marketing Department

School of Business Administration

Professional Interests

Research: Marketing ethics, marketing theory, marketing and economic development, and public policy issues in marketing.

Teaching: Macro marketing, marketing theory, marketing research, channels of distribution and global marketing.

Academic Background

Ph.D. Texas Tech University, Lubbock, Texas, Marketing, 1986

Other American Graduate School of Int. Mgmt., Glendale, AZ, Marketing, 1969

M.B.A. Michigan State University, East Lansing, MI, Marketing, 1968

B.A. DePauw University, Greencastle, IN, Mathematics, 1967

Dissertation

Marketing Ethics: Conceptual and Empirical Foundations of a Positive Theory of Decision Making in Marketing Situations Having Ethical Content

Work Experience

Academic Experience

Chair of the Marketing Department, School of Business Administration, University of Mississippi (2005 - Present).

Professor & Holder Phil B. Hardin Chair in Marketing, School of Business Administration, University of Mississippi (1997 - Present).

Interim Chair of the Marketing Department, School of Business Administration, University of Mississippi (2003 - 2005).

Associate Professor & Holder Phil B. Hardin Chair in Marketing, School of Business Administration, University of Mississippi (1994 - 1997).

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1996 - 1996).

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1994 - 1994).

Associate Professor & Holder Starnes Lectureship in Marketing and Business Ethics, School of Business Administration, University of Mississippi (1991 - 1994).

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1992 - 1992).

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1990 - 1990).

Assistant Professor, University of Mississippi (1984 - 1990).

Assistant Professor and Director of the Small Business Institute, University of Texas of the Permian Basin (1978 - 1981).

Lecturer, California State University at Hayward (1978 - 1978). (Spring Quarter).

Lecturer, Saint Mary's College (1977 - 1977). (Spring Semester).

Lecturer, Saint Mary's College (1976 - 1976). (Spring Semester).

Instructor, Covell College, University of the Pacific (1969 - 1974). Taught courses exclusively in the Spanish language to Latin American students. Courses taught: Marketing Principles, Advertising, Marketing Research, Accounting Principles and Business Law.

Non-Academic Experience

Independent Market Researcher on Bell South account., Strategic Metrics, Inc. (2004 - 2007).

Independent Market Researcher on Bell South account., Strategic Metrics, Inc (1998 - 2000).

Marketing Consultant, Donald Clark Associates (1974 - 1978). (Part-time) Successfully worked with over 30 small businesses in helping them develop competitive promotional plans.

Teaching

Courses Taught

Advanced Marketing Concepts
Advanced Marketing Readings (specialized masters)
Environmental Issues in Marketing
Marketing Research
Marketing Theory
Marketing Theory (specialized masters)
Principles of Marketing
Special Topics in Business
Theoretical Foundations of Marketing (specialized masters)

Teaching Honors and Awards

Awards:

1994 - for Outstanding Teaching and Scholarship., University of Mississippi, Burlington Northern Foundation Faculty Achievement Award.
1988 - Outstanding Faculty Member, University of Mississippi, School of Business Administration.

Research/Intellectual Contributions:

Refereed Articles

- Vitell, S. J. (in press, 2009). The Role of Religiosity in Business & Consumer Ethics: A Review of the Literature. *Journal of Business Ethics*.
- Singhapakdi, A., Sirgy, M. J., Lee, D., & Vitell, S. J. (in press, 2009). The Effects of Ethics Institutionalization on Marketing Managers: The Mediating Role of Implicit Institutionalization and the Moderating Role of Socialization. *Journal of Macromarketing*.
- Vitell, S. J., Bing, M. N., Davison, H. K., Ammeter, A. P., Garner, B. L., Milorad M. Novicevic, (in press, 2008). Religiosity and Moral Identity: The Mediating Role of Self-Control. *Journal of Business Ethics*.
- Vitell, S. J. & Singhapakdi, A. (2008). The Role of Ethics Institutionalization in Influencing Organizational Commitment, Job Satisfaction and Esprit de Corps. *Journal of Business Ethics*, 81 (2), 343-353.
- Swaidan, Z., Rawwas, M. Y. A., & Vitell, S. J. (2008). Culture and Moral Ideologies of African-Americans. *Journal of Marketing Theory & Practice*, 16 (2), 127-138.
- Vitell, S. J. & Patwardhan, A. (2008). The Role of Moral Intensity in Ethical Decision-Making: A Cross-Cultural Comparison of China and the EU. *Business Ethics: A European Review*, 17 (2), 196-209.
- Singh, J. J., Vitell, S. J., Al-Khatib, J., & Clark, III, I. (2007). The Role of Moral Intensity and Personal Moral Philosophies in the Ethical Decision-Making of Marketers: A Cross-Cultural Comparison of China and the United States. *Journal of International Marketing*, 15 (2), 86-112.
- Singhapakdi, A. & Vitell, S. J. (2007). Institutionalization of Ethics and Its Consequences: A Survey of Marketing Professionals. *Journal of the Academy of Marketing Science*, 35 (2), 284-294.
- Vitell, S. J., Singh, J. J., & Paolillo, J. G. (2007). Consumers' Ethical Beliefs: The Roles of Money, Religiosity and Attitude toward Business. *Journal of Business Ethics*, 73 (4), 369-379.
- Izzo, G. M., Langford, B. E., & Vitell, S. J. (2006). Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis. *Journal of Marketing Theory & Practice*, 14 (3), 239-248.
- Hunt, S. & Vitell, S. (2006). The General Theory of Marketing Ethics: A Revision and Three Questions. *Journal of Macromarketing*, 26 (2), 1-11.
- Swaidan, Z., Vitell, S. J., Rose, G. M., & Gilbert, F. W. (2006). Consumer Ethics: The Role of Acculturation in U.S. Immigrant Populations. *Journal of Business Ethics*, 64 (1), 1-16.
- Vitell, S. J., Paolillo, J. G., & Singh, J. J. (2006). The Role of Money and Religiosity in Determining Consumers Ethical Beliefs. *Journal of Business Ethics*, 64 (2), 117-124.
- Vitell, S. J. & Hidalgo, E. R. (2006). The Impact of Corporate Ethical Values and Enforcement of Ethical Codes on the Perceived Importance of Ethics in Business: A Comparison of U.S. and Spanish Managers. *Journal of Business Ethics*, 64 (1), 31-43.
- Vitell, S. J. & Muncy, J. (2005). The Muncy-Vitell Consumer Ethics Scale: A Modification and Application. *Journal of Business Ethics*, 62 (3), 267-275.
- Al-Khatib, J., Vitell, S., Rexeisen, R., & Rawwas, M. (2005). Inter-Country Differences of Consumer Ethics in Arab Countries. *International Business Review*, 14 (4), 495-516.
- Vitell, S., Paolillo, J. G., & Singh, J. (2005). Religiosity and Consumer Ethics. *Journal of Business Ethics*, 57 (2), 175-181.
- Vitell, S. & Paolillo, J. G. P. (2004). A Cross-Cultural Study of the Antecedents of the Perceived Role of Ethics and Social Responsibility. *Business Ethics: A European Review*, 13 (2/3), 185-199.
- Al-Khatib, J., Rawwas, M. Y., & Vitell, S. (2004). Organizational Ethics in Developing Countries: A Comparative Analysis. *Journal of Business Ethics*, 55 (4), 309-322.
- Rawwas, M. Y.A., Al-Khatib, J., & Vitell, S. J. (2004). Academic Dishonesty: A Cross-Cultural Comparison of U. S. and Chinese Marketing Students. *Journal of Marketing Education*, 26 (1), 89-100.
- Marta, J., Singhapakdi, A., Attia, A., & Vitell, S. (2004). Some Important Factors Underlying Ethical Decisions of Middle-Eastern Marketers. *International Marketing Review*, 21 (1).
- Izzo, G. & Vitell, S. (2003). An Investigation of the Links between Professional Education, Salesforce Socialization and Cognitive Moral Development of Salespeople. *Marketing Education Quarterly*, 2 (1).
- Vitell, S., Paolillo, J. G., & Thomas, J. (2003). The Perceived Role of Ethics and Social Responsibility: A Study of Marketing Professionals.

Business Ethics Quarterly, 13 (1), 63-86.

Vitell, S., Bakir, A., Paolillo, J. G., Hidalgo, E. R., & Al-Khatib, J. (2003). Ethical Judgments and Intentions: A Multinational Study of Marketing Professionals. *Business Ethics: A European Review*, 12 (2), 151-171.

Vitell, S. (2003). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. *Journal of Business Ethics*, 43 (1 & 2), 33-47.

Vitell, S. & Izzo, G. M. (2003). Exploring the Effects of Professional Education on Salespeople: The Case of Autonomous Agents. *Journal of Marketing Theory & Practice*, 11 (4), 26-38.

swaidan, Z., Vitell, S., & Rawwas, M. Y. (2003). Consumer Ethics: Determinants of Ethical Beliefs of African Americans. *Journal of Business Ethics*, 46 (2), 175-186.

Vitell, S. & Paolillo, J. G. (2003). Consumer Ethics: The Role of Religiosity. *Journal of Business Ethics*, 46 (2), 151-162.

Thomas, J., Vitell, S., Gilbert, F., & Rose, G. (2002). The Impact of Ethical Cues on Customer Satisfaction with Service. *Journal of Retailing*, 78, 167-173.

Vitell, S. & Paolillo, J. G. (2002). An Empirical Investigation of the Influence of Selected Personal, Organizational and Moral Intensity Factors on Ethical Decision Making. *Journal of Business Ethics*, 35 (1), 65-74.

Al-Khatib, J., Robertson, C., Al-Habib, M., & Vitell, S. (2002). Business Ethics in the Arab Gulf States: A Three-Country Study. *International Business Review*, 11 (1), 97-111.

Blodgett, J., Lu, L., Rose, G., & Vitell, S. (2001). Ethical Sensitivity to Stakeholder Interests: A Cross Cultural Comparison. *Journal of the Academy of Marketing Science*, 29 (2), 190-202.

Singhapakdi, A., Karande, K., Rao, C. P., & Vitell, S. (2001). How Important Are Ethics and Social Responsibility? A Multinational Study of Marketing Professionals. *European Journal of Marketing*, 35 (1/2), 133-152.

Vitell, S., Singhapakdi, A., & Thomas, J. (2001). Consumer Ethics: An Application and Empirical Testing of the Hunt-Vitell Theory of Ethics. *Journal of Consumer Marketing*, 18 (2), 153-178.

Khatib, J. A. & Vitell, S. (2000). Environmental Impact on Marketing Channel Relationships: The Case of Developing Countries. *Journal of Marketing Channels*, 7 (3), 93-120.

Vitell, S., Festervand, T., & Dickerson, E. B. (2000). Ethical Problems, Conflicts and Beliefs of Small Business Entrepreneurs. *Journal of Business Ethics*, 28 (1), 15-24.

Bakir, A., Vitell, S., & Rose, G. M. (2000). Publications in Major Marketing Journals: An Analysis of Scholars and Marketing. *Journal of Marketing Education*, 22 (2), 99-107.

Rallapalli, K., Vitell, S., & Szeinbach, S. (2000). Marketers' Norms and Personal Values: An Empirical Study of Marketing Professionals. *Journal of Business Ethics*, 24 (1), 65-75.

Singhapakdi, A., Vitell, S., & Franke, G. (1999). Antecedents, Consequences, and Mediating Effects of Perceived Moral Intensity and Personal Moral Philosophies. *Journal of the Academy of Marketing Science*, 27 (1), 19-36.

Vitell, S. (1999). Theoretical Foundations in Marketing Ethics: A Look Back. *Research in Marketing*, 15.

Vitell, S., Singhapakdi, A., Rao, C. P., & Kurtz, D. (1999). Ethics Gap: Comparing Marketers with Consumers on Important Determinants of Ethical Decision Making. *Journal of Business Ethics*, 21 (4), 317-328.

Shumacher, M. G., Morf, D. A., & Vitell, S. (1999). A Survey of Ethics Officers in Large Organizations. *Journal of Business Ethics*, 20 (3), 265-271.

Pelton, L. E., Chowdhury, J., & Vitell, S. (1999). A Framework for the Examination of Relational Ethics: An Interactionist Perspective. *Journal of Business Ethics*, 19 (3), 241-253.

Meinert, D., Vitell, S., & Blankenship, R. (1998). Respondent Honesty: A Comparison of Computer Versus Paper and Pencil Questionnaire Administration. *Journal of Marketing Management*, 8 (1), 34-43.

Rallapalli, K., Vitell, S., & Barnes, J. (1998). The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals. *Journal of Business Research*, 43 (3), 157-168.

Rawwas, M., Patzer, G., & Vitell, S. (1998). A Cross Cultural Investigation of the Ethical Values of Consumers: The Potential Effect of War and Civil Disruption. *Journal of Business Ethics*, 17 (4), 435-448.

Al-Khatib, J., Vitell, S., & Rawwas, M. Y. A. (1997). Consumer Ethics: A Cross Cultural Investigation. *European Journal of Marketing*, 31 (11/12), 750-767.

Ford, J., LaTour, M., Vitell, S., & French, W. (1997). Moral Judgment and Market Negotiations: A Comparison of Chinese and American Managers. *Journal of International Marketing*, 5 (2), 57-76.

Ho, F. N., Vitell, S., Barnes, J., & Desborde, R. (1997). Ethical Correlates of Role Conflict and Ambiguity in Marketing: The Mediating Role of Cognitive Moral Development. *Journal of the Academy of Marketing Science*, 25 (2), 117-126.

Nwachukwu, S., Vitell, S., Gilbert, F., & Barnes, J. (1997). Ethics and Social Responsibility in Marketing: An Examination of the Ethical Evaluation of Advertising Strategies. *Journal of Business Research*, 39 (2), 107-118.

Rawwas, M., Vitell, S., & Barnes, J. (1997). Management of Conflict Using Individual Power Sources: A Retailers' Perspective. *Journal of Business Research*, 40 (1), 49-64.

Nwachukwu, S. & Vitell, S. (1997). The Influence of Corporate Culture on Managerial Ethical Judgments. *Journal of Business Ethics*, 16 (8), 757-776.

Vitell, S. & Ho, F. N. (1997). Ethical Decision Making in Marketing: A Synthesis and Evaluation of Scales Measuring the Various Components of Decision Making in Ethical Situations. *Journal of Business Ethics*, 16 (7), 699-717.

Singhapakdi, A., Vitell, S., & Rao, C. P. (1996). Professional Values and Perceptions Underlying Ethical Judgments: A Survey of Marketing Professionals in Thailand. *Journal of Asian Pacific Business*, 2 (1), 51-65.

Singhapakdi, A., Vitell, S., Kraft, K., & Rallapalli, K. (1996). The Perceived Role of Ethics and Social Responsibility: A Scale Development. *Journal of Business Ethics*, 15 (11), 1131-1140.

Singhapakdi, A., Vitell, S., & Kraft, K. (1996). Moral Intensity and Ethical Decision Making of Marketing Professionals. *Journal of Business Research*, 36, 245-255.

- Singhapakdi, A., Rao, C. P., & Vitell, S. (1996). Ethical Decision Making: An Investigation of Services Marketing Professionals. *Journal of Business Ethics*, 15, 635-644.
- Al-Khatib, J., Dobie, K., & Vitell, S. (1995). Consumer Ethics in Developing Countries: An Empirical Investigation. *Journal of Euromarketing*, 4 (2), 87-109.
- Singhapakdi, A., Kraft, K., Vitell, S., & Rallapalli, K. (1995). The Perceived Importance of Ethics and Social Responsibility on Organizational Effectiveness: A Survey of Marketers. *Journal of the Academy of Marketing Science*, 23 (1), 49-56.
- Singhapakdi, A., Rallapalli, K., Rao, C. P., & Vitell, S. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. *International Marketing Review*, 12 (4), 65-76.
- Feldhaus, J., Garner, D., Banahan, B., Fincham, J., & Vitell, S. (1994). The Perception of Customer Service at the Drug Wholesaler Independent Retail Pharmacist Interface. *Journal of Pharmaceutical Marketing and Management*, 8 (1), 141-160.
- Festervand, T., Meinert, D., & Vitell, S. (1994). Older Adults' Attitudes Toward and Adoption of Personal Computers and Computer Based Lifestyle Assistance. *Journal of Applied Business Research*, 10 (2), 13-22.
- Rawwas, M., Vitell, S., & Festervand, T. (1994). Ethical Attitudes of Pharmacists: Balancing Business Practices and Beliefs. *Health Marketing Quarterly*, 12 (1), 97-112.
- Singhapakdi, A. & Vitell, S. (1994). Ethical Ideologies of Future Marketers: The Relative Influences of Machiavellianism and Gender. *Journal of Marketing Education*, 16 (1), 34-42.
- Singhapakdi, A., Vitell, S., & Leelakulthanit, C. (1994). A Cross Cultural Study of Moral Philosophies, Ethical Perceptions and Judgments: A Comparison of American and Thai Marketers. *International Marketing Review*, 11 (6), 65-78.
- Strutton, D., Lumpkin, J., & Vitell, S. (1994). An Applied Investigation of Roger's and Shoemaker's Perceived Innovation Attribute Typology When Marketing to Elderly Consumers. *Journal of Applied Business Research*, 10 (1), 118-131.
- Vitell, S., Desborde, R., & Rallapalli, K. (1994). Role Portrayal of Women in Indian Versus American Magazine Advertisements: A Comparative Study. *Journal of Marketing Management*, 4 (2), 37-47.
- Strutton, D., Vitell, S., & Pelton, L. (1994). How Consumers Justify Inappropriate Behavior in Market Settings: An Application of the Techniques of Neutralization. *Journal of Business Research*, 30 (3), 253-260.
- Vitell, S., Rallapalli, K., Wiebe, F., & Barnes, J. (1994). Consumer Ethical Beliefs and Personality Traits: An Exploratory Study. *Journal of Business Ethics*, 13 (7), 487-495.
- Rawwas, M., Vitell, S., & Al-Khatib, J. (1994). Consumer Ethics: The Possible Effects of Terrorism and Civil Unrest on the Ethical Values of Consumers. *Journal of Business Ethics*, 13 (3), 225-231.
- Meinert, D., Vitell, S., & Reich, R. (1993). The Domain of Marketing: How are the Boundaries of the Marketing Discipline Established? *Journal of Marketing Theory & Practice*, 2 (1), 1-13.
- Vitell, S. & Singhapakdi, A. (1993). Personal Values Underlying the Moral Philosophies of Marketing Professionals. *Business and Professional Ethics Journal*, 12, 91-106.
- Vitell, S., Rallapalli, K., & Singhapakdi, A. (1993). Marketing Norms: The Influences of Personal Moral Philosophies and Organizational Ethical Culture. *Journal of the Academy of Marketing Science*, 21 (4), 331-337.
- Vitell, S. & Singhapakdi, A. (1993). Ethical Ideology and Its Influence on the Norms and Judgments of Marketing Practitioners. *Journal of Marketing Management*, 3 (1), 1-11.
- Vitell, S., Nwachukwu, S., & Barnes, J. (1993). The Effects of Culture on Ethical Decision Making: An Application of Hofstede's Typology. *Journal of Business Ethics*, 12 (10), 753-760.
- Vitell, S. & Singhapakdi, A. (1993). Personal and Professional Values Underlying the Ethical Judgments of Marketers. *Journal of Business Ethics*, 12 (7), 525-533.
- Davis, D. & Vitell, S. (1992). The Ethical Problems, Conflicts and Beliefs of Small Business Information Systems Personnel. *Journal of Computer Information Systems*, 32 (4), 53-57.
- Meinert, D., Reich, R., & Vitell, S. (1992). The Domain of MIS: How are the Boundaries of the MIS Discipline Established? *Journal of Computer Information Systems*, 33 (1), 52-55.
- Singhapakdi, A. & Vitell, S. (1992). Marketing Ethics: Sales Professionals versus Other Marketing Professionals. *Journal of Personal Selling & Sales Management*, XII (2), 27-38.
- Strutton, D., Lumpkin, J., & Vitell, S. (1992). The Elderly's Perceptions of Generic OTC Medication's Risk. *Journal of Research in Pharmaceutical Economics*, 4 (3), 25-39.
- Vitell, S. & Muncy, J. (1992). Consumer Ethics: An Empirical Investigation of the Factors Influencing Ethical Judgments of the Final Consumer. *Journal of Business Ethics*, 11 (8), 585-597.
- Muncy, J. & Vitell, S. (1992). Consumer Ethics: An Investigation of the Ethical Beliefs of the Final Consumer. *Journal of Business Research*, 24 (4), 297-311.
- Singhapakdi, A. & Vitell, S. (1991). Research Note: Selected Factors Influencing Marketers' Deontological Norms. *Journal of the Academy of Marketing Science* (19), 37-42.
- Singhapakdi, A. & Vitell, S. (1991). Analyzing the Ethical Decision Making of Sales Professionals. *Journal of Personal Selling & Sales Management*, XI, 1-12.
- Vitell, S. & Singhapakdi, A. (1991). Factors Influencing the Perceived Importance of Stakeholder Groups in Situations Involving Ethical Issues. *Business and Professional Ethics Journal*, 10, 53-72.
- Vitell, S., Lumpkin, J., & Rawwas, M. (1991). Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Consumers. *Journal of Business Ethics*, 10, 365-375.
- Vitell, S., Rawwas, M., & Festervand, T. (1991). The Business Ethics of Pharmacists: Conflicts, Practices and Beliefs. *Journal of Business Ethics*, 10, 295-301.
- Singhapakdi, A. & Vitell, S. (1990). Marketing Ethics: Factors Influencing Perceptions of Ethical Problems and Alternatives. *Journal of Macromarketing*, 10, 4-18.
- Vitell, S. & Festervand, T. A. (1990). A Comparison of the Ethical Issues Confronting Banking and Manufacturing Executives. *Business Insights*, IX, 20-25.

- Vitell, S. & Hunt, S. D. (1990). The General Theory of Marketing Ethics: A Partial Test of the Model. *Research in Marketing*, 10, 237-265.
- Vitell, S. & Davis, D. L. (1990). The Relationship Between Ethics and Job Satisfaction: An Empirical Investigation. *Journal of Business Ethics*, 9, 489-494.
- Vitell, S., Wiebe, F., Singhapakdi, A., & Scherer, R. (1990). Personality Differences Between Marketing Students and those in Other Business Fields. *Journal of Education for Business*, 65, 293-297.
- Vitell, S. & Davis, D. L. (1990). Ethical Beliefs of MIS Professionals: The Frequency and Opportunity for Unethical Behavior. *Journal of Business Ethics*, 9, 63-70.
- Vitell, S., Wiebe, F., Scherer, R., & Singhapakdi, A. (1989). Examining the Link Between Social Responsibility and Decision Styles. *International Journal of Value Based Management*, 2 (2), 85-100.
- Festervand, T., Vitell, S., & Reidenbach, R. E. (1988). Strategic Marketing Planning for the Development of the Small Accounting Firm. *Journal of Professional Services Marketing*, 3 (3/4), 59-69.
- Vitell, S., Festervand, T., & Strutton, D. (1988). Business Ethics: Conflicts, Practices and Beliefs of Bank Executives. *Mid-Atlantic Journal of Business*, 25, 21-34.
- Vitell, S. & Grove, S. J. (1987). Marketing Ethics and the Techniques of Neutralization. *Journal of Business Ethics*, 6, 433-438.
- Vitell, S. & Festervand, T. A. (1987). Business Ethics: Conflicts, Practices and Beliefs of Industrial Executives. *Journal of Business Ethics*, 6, 111-122.
- Hunt, S. D. & Vitell, S. (1986). A General Theory of Marketing Ethics. *Journal of Macromarketing*, 6, 5-16.
- Wood, V. R. & Vitell, S. (1986). Response to Boddewyn's Comments Concerning Marketing and Economic Development: Review, Synthesis and Evaluation. *Journal of Macromarketing*, 6, 50.
- Wood, V. R. & Vitell, S. (1986). Marketing and Economic Development: Review, Synthesis and Evaluation. *Journal of Macromarketing*, 6, 28-48.

Papers Under Review

- Bakir, A. & Vitell, S. J. (2009). "The Ethics of Food Marketing Targeted toward Children: A Parental View," initial submission to *Journal of Business Ethics*.
- Sidani, Y., Rawwas, M. Y., Al-Khatib, J., & Vitell, S. J. (2008). "Academic Dishonesty: A Cross-Cultural Study of American and Turkish MBA Students," initial submission to *Thunderbird International Business Review*.

Book Chapters

Refereed

- Vitell, S. & Hunt, S. D. (2005). Personal Moral Codes and the Hunt-Vitell Theory of Ethics: Why Do People's Ethical Judgments Differ? In Robert A. Peterson and O.C. Ferrell (Ed.) *Business Ethics: New Challenges for Business Schools and Corporate Leaders*, (pp. 18-37). Armonk, NY: M.E. Sharpe Publisher.
- Vitell, S., Rallapalli, K., & Singhapakdi, A. (1999). Ethics: Marketing Norms Ethics Scale. In Bearden and Netemeyer (Ed.) *Handbook of Marketing Scales*, 2nd edition, (pp. 367-368). Thousand Oaks, CA: Sage Publications.
- Vitell, S., Rallapalli, K., & Singhapakdi, A. (1996). Marketing Norms Scale. In Bruner and Hensel (Ed.) *Marketing Scales Handbook, Volume II*, (pp. 957-966). Chicago, IL: AMA Press.
- Vitell, S. & Singhapakdi, A. (1996). Deontological Norms Scale. In Bruner and Hensel (Ed.) *Marketing Scales Handbook, Volume II*, (pp. 920-921). Chicago, IL: AMA Press.
- Vitell, S. (1993). A General Theory of Marketing. In John Quelch and Craig Smith (Ed.) *Ethics in Marketing*, (pp. 757-774). Chicago, IL: Richard Irwin.
- Vitell, S. (1991). Chapter 3: Marketing Ethics and Neutralization. In Pride and Ferrell (Ed.) *Marketing: Lecture Enrichment Series*, (pp. Vol. 2, 12-16). Boston, Massachusetts: Houghton-Mifflin.
- Vitell, S. (1980). Case 18-2 Election Research, Inc. In David A. Aaker and George S. Day (Ed.) *Marketing Research*. Wiley and Sons.

Refereed Proceedings

Full Paper

- Izzo, G. & Vitell, S. (2004). Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis. *Association of Marketing Theory and Practice Conference*, 6 (1), 10-15.
- Singhapakdi, A. & Vitell, S. (2003). Institutionalization of Ethics: Scale Development and Preliminary Analysis. *AMA Summer Educators' Conference*.
- Al-Khatib, J. & Vitell, S. (2003). Job-Related Ethics in Developing Countries Organizations: An Empirical Investigation. *Academy of Marketing Science Conference*.
- Izzo, G. M. & Vitell, S. (2003). An Investigation of the Effects of Interactive Ethics Training on the Moral Reasoning of Real Estate Sales Professionals. *American Real Estate Society Conference*.
- Vitell, S. (2002). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. *Conference on Business Ethics in the Knowledge Economy*.
- Vitell, S., Marta, J., Singhapakdi, A., & Attia, A. (2001). Some Important Factors Underlying Ethical Decisions of Middle-Eastern Marketers. *Macror Macromarketing Conference*.
- Bakir, A., Vitell, S., & Aslanbay, Y. K. (2001). Small Firms: Marketing Approaches and Their Style of Conducting Marketing Activities. *International International Conference of the Global Business and Technology Association*
- Izzo, G. & Vitell, S. (2001). Exploring the Effects of Professional Education for Agency-Type Salespeople. *Association of Marketing Theory and Practice Conference*, 82-88.

- Izzo, G. & Vitell, S. (2001). An Analysis of Professional Education on the Goal Orientations of Agency Salespeople. Applied Business Research Conference.
- Vitell, S., Bakir, A., Blodgett, J., & Rose, G. (2000). A Preliminary Investigation of the Reliability and Validity of Hofstede's Cross Cultural Dimensions. Academy of Marketing Science Conference, 226-232.
- Vitell, S. & Boose, M. A. (1997). A Positive Model of Ethical Behavior in Finance. Academy of Economics and Finance Conference.
- Vitell, S. & Young, J. (1996). The JM Editorial (1976 1996): A Review of a Lost Art Form. Southern Marketing Association, 177-180.
- Vitell, S. & Singhapakdi, A. (1993). Moral Philosophies, Ethical Perceptions and the Ethical Judgments of Sales Professionals. Academy of Marketing Science Conference, 296-300.
- Vitell, S., Strutton, D., Pelton, L., & Grove, S. (1993). The Efficiency of the Techniques of Neutralization' as a Means to Explain Unethical Sales Behavior: A Preliminary Investigation. Academy of Marketing Science Conference, 301-307.
- Vitell, S. & Young, J. (1993). The Journal of Marketing: A Fifteen Year Review (1976 1990) of Topic Trends. Southwest Marketing Association, 134-140.
- Vitell, S., Young, J., & Gilbert, F. (1992). A Theoretical Framework of Consumer Coping Under Conditions of Constrained Purchasing Behavior. Southern Marketing Association, 70-73.
- Vitell, S. & Singhapakdi, A. (1991). Comparing Students with Practitioners on Selected Marketing Ethics Variables. AMA Summer Educators' Conference, 780-790.
- Vitell, S., Meinert, D., & Reich, R. (1990). The Role of Boundaries in Marketing. Southern Marketing Association, 353-356.
- Vitell, S., Meinert, D., & Reich, R. (1990). The Domain of MIS: Is the Establishment of Unequivocal' Boundaries Irrational? Decision Sciences Institute Annual Meeting.
- Vitell, S., Grove, S. J., & Strutton, H. D. (1989). The Techniques of Neutralization: A Partial Explanation of Non Normative Consumer Behavior. AMA Winter Educators' Conference, 131-135.
- Vitell, S., Al-Khatib, J., & Dant, R. (1989). Marketing and Economic Development: The Saudi Arabian Experience. Academy of Marketing Science Conference, XII, 659-664.
- Vitell, S. (1986). Single-Item vs. Multi-Item Measures of Job Satisfaction. Southern Marketing Association, 241-245.
- Wood, V. R. & Vitell, S. (1985). Marketing's Contribution to Economic Development: A Look at the Last 30 Years. World Marketing Congress.
- Vitell, S. (1976). The Role of Promotional Campaign Expenditures on Election Results. AMA Educator's Conference, 274-277.

Abstract Only

- Singhapakdi, A., Vitell, S., & Carter, L. (2004). Ethics and Some Job Related Quality of Life WorkLife Consequences. International Quality of Life Studies (IQOLS) Conference.
- Vitell, S., Singhapakdi, A., Thomas, J., & Dickerson, E. B. (1997). Consumer Ethics: An Application and Empirical Testing of the Hunt Vitell Theory of Ethics. Southern Marketing Association, 56-57.
- Vitell, S., Singhapakdi, A., Karande, K., & Rao, C. P. (1997). The Perceived Importance of Ethics and Social Responsibility: A Multinational Study of Marketing Professionals. AMA Summer Educators' Conference, 136.
- Vitell, S., Singhapakdi, A., Rao, C. P., & Kurtz, D. (1997). Ethics Gap: Comparing Marketers with Consumers on Important Determinants of Ethical Decision Making. Academy of Marketing Science Conference.
- Vitell, S. & Singhapakdi, A. (1997). Organizational Culture and Personal Ideologies Influencing Perceived Intensity of Moral Issues: A Survey of Marketing Professionals. AMA Winter Educators' Conference.
- Vitell, S., Singhapakdi, A., & Rao, C. P. (1996). Ethics of Services Marketing Professionals: The Influences of Ethical Perceptions and Selected Demographic Variables. International Management Development Association Conference, 371.
- Vitell, S., Pelton, L., & Chowdhury, J. (1996). En Route to Relational Ethics: Proposed Detour from Monadic Research Paths. AMA Summer Educators' Conference, 298.
- Vitell, S., Ford, J., LaTour, M., & French, W. (1996). Moral Judgments and Marketing Negotiations: A Comparison of Chinese and American Managers. AMA Summer Educators' Conference, 449-450.
- Vitell, S., Singhapakdi, A., Rallapalli, K., & Rao, C. P. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. Academy of Marketing Science Conference.
- Vitell, S., Singhapakdi, A., Rallapalli, K., & Rao, C. P. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. Academy of Marketing Science Conference, 328.
- Vitell, S. & Singhapakdi, A. (1995). Ethical Sensitivity of Marketers: The Influences of Corporate Ethical Values and Personal Ideologies. AMA Winter Educators' Conference, 228-229.
- Vitell, S., Singhapakdi, A., Kraft, K., & Rallapalli, K. (1994). The Perceived Role of Ethics and Social Responsibility: A Scale Development. Academy of Marketing Science Conference, 328.
- Vitell, S., Singhapakdi, A., & Leelakultharnit, O. (1993). A Cross Cultural Study of Moral Philosophies, Ethical Perceptions and Judgments: A Comparison of American and Thai Marketers. AMA Summer Educators' Conference, 141-142.

Working Papers

- Ramos, E., Vitell, S. J., & Nishihara, C. (2009). "The Role of Ethics and Social Responsibility in Organizational Success: A Spanish Perspective" targeted for Business Ethics: A European Review.

Presentation of Refereed Papers

International

- Vitell, S. (2004, May). The Impact of Corporate Culture and Enforcement of Ethical Codes on Perceived Importance of Ethics. Presented at International Symposium on Ethics, Business and Society, Barcelona, Spain.
- Vitell, S. (1998, July). Ethical Decision Models: A Retrospective Look. Presented at Ethical & Societal Issues Conference, Vienna, Austria.

Vitell, S. (1995). The Foundations of Ethical Evaluations of Marketing Phenomena: The Case of Fear Appeals. Presented at AMA Summer Educators' Conference, Washington, District of Columbia.

National

Vitell, S. (1999, October). Marketing Ethics Looking Back and Briefly Forward. Presented at Society for Marketing Advances Conference, Atlanta, Georgia.

Vitell, S. (1995). Ethics/Social Responsibility in the International Marketing Arena. Presented at Faculty Consortium on Ethics and Social Responsibility, Hempstead, New York.

Vitell, S. & Hunt, S. (1995). The Hunt-Vitell Model of Ethics. Presented at Faculty Consortium on Ethics and Social Responsibility, Hempstead, New York.

Vitell, S., Rallapalli, K., & Singhapakdi, A. (1992). Marketing Norms: The Development of a Scale for Measuring the Norms of Marketers. Presented at National Conference on Ethics and the Professions, Miami, Florida.

Vitell, S. (1987). Marketing Ethics: Where We Are and Where Do We Go From Here. Presented at Academy of Marketing Science Conference, Miami, Florida.

Regional

Vitell, S., Singhapakdi, A., & Rao, C. P. (1996). Ethics of Services Marketing Professionals: The Influences of Ethical Perceptions and Selected Demographic Variables. Presented at Southern Marketing Association, New Orleans, Louisiana.

Vitell, S. (1992). Business Ethics Course Content. Presented at Regional Symposium of Teaching Business Ethics, Memphis, Tennessee.

Vitell, S. (1982). Marketing Ethics: A Decision Theoretic Framework. Presented at Southwestern Doctoral Symposium, Houston, Texas.

Vitell, S. & Hadaway, F. J. (1980). Selecting a Location. Presented at West Texas Small Business Exposition, Lubbock, Texas.

Presentation of Non-Refereed Papers

International

Vitell, S. J. (2009). Panel Discussion on Revisions to AMA Statement of Ethics - Some Observations on the new AMA Statement of Ethics - 'Ethical Norms & Values for Marketers'. Invited presentation at AMA Educator's Conference, Tampa, Florida.

Vitell, S. J. (2008). Interventions to Reduce Academic Cheating among Business Students: An Experimental Investigation. Invited presentation at St. John's University Business Ethics Conference, New York, New York.

National

Vitell, S. J. (2008). The Role of Religiosity in Marketing & Consumer Ethics Research. Invited presentation at Notre Dame University Business Ethics Conference, South Bend, Indiana.

Regional

Vitell, S. (2005, September). The Role of Moral Intensity and Personal Moral Philosophies in the Ethical Decision-Making of Marketers: A Cross-Cultural Comparison of the U.S. and China. Invited presentation at Invited Presentation at School of Business, St. Thomas University, Minneapolis, Minnesota.

Research Grants

Funded-Internal

2005 - Scott, V., "(2004-2005) Summer research grants. Data from this research has produced two papers which have been accepted by the Journal of Business Ethics. (\$7,500)", University of Mississippi, Hearin Foundation, (\$7,500).

Manual

Vitell, S. (1977). Advertising, Business Administration X440.3, Independent Study Manual. , Berkeley, CA: University of California Extension .

Research Honors and Awards

Honors:

2009 - Initiated into Phi Kappa Phi National Honor Society, Phi Kappa Phi.

2005 - 8th most cited JAMS article 1998-2004, 'Antecedents, Consequences, and Mediating Effects of Perceived Moral Intensity and Personal Moral Philosophies', Journal of the Academy of Marketing Science.

1998 - Nominated, University of Mississippi, Frederick A. P. Barnard Distinguished Professorship.

1986 - Finalist for Social Issues Division, Academy of Management Doctoral Dissertation.

Awards:

1998 - University of Mississippi, School of Business Administration Outstanding Researcher.

1997 - Best Paper in Marketing, Society, and Public Policy Track, 'Organizational Culture and Personal Ideologies Influencing Perceived Intensity of Moral Issues: A Survey of Marketing Professionals.', American Marketing Association Winter Educators' Conference.

1996 - Best Paper in the Global Marketing/International Track, 'Moral Judgments and marketing Negotiations: A Comparison of Chinese and American Managers.', American Marketing Association Summer Educators' Conference.

1995 - University of Mississippi, School of Business Administration, Outstanding Researcher.

1993 - Co-recipient of Outstanding Researcher Award., University of Mississippi, School of Business Administration.

1992 - Co-recipient of Outstanding Researcher Award., University of Mississippi, School of Business Administration.

1991 - Best Paper in the Marketing Education Track, 'Comparing Marketing Students with Practitioners on Selected Marketing Ethics Variables.', American Marketing Association Summer Educators' Conference.

- 1990 - Best Paper in the Marketing Research Track, 'The Role of Boundaries in Marketing.', Southern Marketing Association Conference.
 1987 - Outstanding Publication Award, 'A General Theory of Marketing Ethics.', University of Mississippi, School of Business Administration.
 1986 - Outstanding Researcher, University of Mississippi, School of Business Administration.

Other Research Activities

Abstracts

1995 - International Journal of Retail and Distribution Management, Making an Impact on the Shoplifter,' (a precis of How Consumers May Justify Inappropriate Behavior in Market Settings: An Application of the Techniques of Neutralization'), 1995 (Spring), xii xiii.

Citation of Work in Other Publications

1995 - Marketing for CPA's Accountants, and Tax Professionals by William Winston, ed., Strategic Marketing Planning for the Development of the Small Accounting Practice,' (a reprint) Binghamton, NY, Haworth Press, 1995, 263 274.

1995 - Ethical Issues in International Marketing by Nejdete Delener, ed., An Investigation of the Ethical Beliefs of Consumers in a Developing Country,' (a reprint), Binghamton, NY, Haworth Press, 1995, 87 109.

1993 - Ethics in Marketing by John Quelch and Craig Smith, eds., A General Theory of Marketing,' (a reprint) Chicago, Richard Irwin, 1993, 757 774.

1992 - The International Library of Critical Writings in Business History by Hollander and Rassuli, eds., Marketing and Economic Development: Review, Synthesis and Evaluation,' (a reprint) Cheltenham, England, Edward Elgar Publishing, 1992.

Research-in-Progress

2005 - In the research area, I have several projects that are in the nascent stages, some of which should lead to complete manuscripts within the next year. Additionally, I have numerous submitted manuscripts at least some of which could also result in acceptances in the next year.

Service:

Service to the University

College assignments:

Chair:

2005-2006: Code of Ethics Committee

Member:

2007-2008 through 2008-2009: Executive Committee

2004-2005: Executive Committee

University assignments:

Chair:

2007-2008: Jatinder J. Singh: 'Consumer Ethics: The Roles of Emotion and Loyalty in the Ethical Decision Making of Consumers'

1999-2000: Ziad Swaidan: 'Consumer Ethics and Acculturation: The Case of the Muslim Minority in the U.S.'

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

1996-1997: James Thomas: 'Modifying Consumers' Assessments of Service Marketers' Ethical Conduct: The Role of Surrogate Cues.'

1996-1997: Long Chuan Lu: 'The Effects of Cultural Dimensions on Ethical Decision Making in Marketing.'

1995-1996: George Stone: 'Eco Orientation: An Empirical Investigation of Antecedents and Domain of Organizational Ecological Orientation.'

1994-1995: Kumar Rallapalli: 'Marketers' Norms: An Empirical Investigation of the Influence of Personal and Situational Factors on Marketers' Deontological Norms, Ethical Judgements and Intentions.'

1992-1993: Lou E. Pelton: 'The Role of Relationalism in Un/Ethical Exchange in the Buyer Seller Dyads.'

1992-1993: Foo Nin Ho: 'Ethics in Marketing: An Integrated Model of Ethical Decision Making in Organizations.'

1992-1993: Saviour Nwachukwu: 'Ethics and Social Responsibility in Marketing: An Examination of the Evaluation Process of the Ethics of Advertising Practices.'

1990-1991: Jamal Al Khatib: 'The Impact of Output Sector Munificence on the Internal Political Economy of the Marketing Channel: An Empirical Investigation of the Retailer in the Food Channel System of Saudi Arabia.'

1990-1991: Mohammed R. A. Rawwas: 'Interrelations Among Individual Power Sources and Their Impact on Channel Power, Constructive and Destructive Conflict, and Satisfaction Within a Pharmaceutical Channel.'

1987-1988: Anusorn Singhapakdi: 'An Investigation into the Background Factors Influencing Decision Making in Marketing Situations Having Ethical Content'.

Member:

2007-2008: Sarah Steenhaut: 'Towards a Better Understanding of Unethical Consumer Behavior' University of Ghent, Belgium

Other Institutional Service Activities:

2000-2001: University of Mississippi, School of Pharmacy: Received joint appointment as Professor of Pharmacy Administration

Service to the Profession

Board Member: PRJ Editorial Review Board

2007-2008 through 2008-2009: Journal of Business Research (International).
2006-2007: Journal of the Academy of Marketing Science (National).
2006-2007: Journal of Business Research (International).
2005-2006: Journal of Business Research (International).
2005-2006: Journal of the Academy of Marketing Science (National).
2003-2004: Journal of the Academy of Marketing Science (National).
1994-1995 through 2002-2003: Journal of Business Research (International).
1990-1991 through 1998-1999: Journal of Business Ethics (International).

Editor: Academic PRJ

2005-2006 through 2007-2008: Journal of Business Ethics, Section Editor (International).
1998-1999 through 2003-2004: Journal of Business Ethics, Section Editor (International).
1999-2000: Special Issue on International Marketing Ethics for the Journal of Business Ethics, (Co Editor) (National).

Keynote Address

2002-2003: International Conference on Business Ethics in the Knowledge Economy, Sponsored by Hong Kong Baptist University., Hong Kong, China (International).

Other Professional Service Activities

2005-2006: European Marketing Association Conference (EMAC), Reviewer (International).
2005-2006: Marketing & Public Policy Conference, Reviewer (National).
2005-2006: International Conference for Marketing & Development, Reviewer (International).

Reviewer: Ad Hoc Reviewer for a Journal

2007-2008: Journal of Service Research (International).
2007-2008: Journal of Consumer Research (International).
2007-2008: Journal of Service Research (International).
2007-2008: Journal of the Academy of Marketing Science (International).
2007-2008: Management Research News (National).
2007-2008: Business Ethics: A European Review (International).
2006-2007: Marketing and Society (International).
2006-2007: Journal of International Marketing (International).
2006-2007: Journal of Advertising (National).
2005-2006: Business Ethics Quarterly (National).
2005-2006: Journal of Consumer Policy (National).
2005-2006: Economic History Association (National).
2005-2006: Journal of International Business Studies (International).
2005-2006: Journal of Marketing Education (National).
2005-2006: Business Ethics: A European Review (International).
2005-2006: Journal of Applied Social Psychology (National).
2005-2006: Journal of Macromarketing (National).

Reviewer: Conference Paper

2004-2005: EH.NET (Economic History Association), 'Mall Maker: Victor Gruen, Architect of an American Dream,' by M. Jeffrey Hardwick. (National).
2004-2005: EH.NET (Economic History Association), 'Birth of a Salesman: The Transformation of Selling in America,' by Walter A. Freidman. (National).

Other

Faculty Development

Instructional-Related Conference

2006: Attended Conference Board's Business Ethics Seminar. New York, New York.
2006: Attended Conference Board's Annual Anti-Trust Conference. New York, New York.
2006: Attended Conference Board's Annual Ethics Conference. New York, New York.

Other Honors and Awards

Honors:

2003: Public Policy Expert - Business Ethics., Heritage Foundation.

2002: Invited speaker, sponsored by Hong Kong Baptist University, Hong Kong, China., International Conference on Business Ethics in the Knowledge.

2000: Public Policy Expert - Business Ethics., Heritage Foundation .

1999: (1985-1999) 12th most published author., Journal of Business Research.

1999: 2nd most influential article (1995-1999), - 'Moral Intensity and Ethical-Decision Making of Marketing Professionals', Journal of Business Research.

1982: Selected to represent Texas Tech University, April 1982., First Southwestern Doctoral Symposium on Doctoral Research in Marketing.

1982: Selected to represent Texas Tech University at the Doctoral Consortium held at the University of Minnesota, August 1982., American Marketing Association.

Awards:

2004: Outstanding Paper in the Marketing Education Track: 'Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis', Association of Marketing Theory and Practice Conference.

2002: Outstanding Publication Award: 'Ethical Sensitivity to Stakeholder Interests: A Cross Cultural Comparison,'(with Jeffrey Blodgett, Long Chuan Lu and Gregory Rose), Journal of the Academy of Marketing Science, 29, No. 2 (Spring), 190-202. , Management School of National Chung Cheng University (Taiwan).

2001: Outstanding Paper in the Sales Track: 'Exploring the Effects of Professional Education for Agency-Type Salespeople.', Association of Marketing Theory and Practice Conference.

Memberships

Academy of Marketing Science

American Marketing Association

Association for Consumer Research

International Association for Business & Society

International Society of Business, Economics and Ethics

Society for Business Ethics

Society for Marketing Advances

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