
Scott Vitell, Ph.D.

**Chair of the Department of Marketing
Holder of the Phil B. Hardin Chair in Marketing
Professor of Marketing and Pharmacy Administration
Department of Marketing
School of Business Administration
The University of Mississippi
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Professional Interests

Research Interests

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

Teaching Interests

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

Academic Background

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

Other Master of International Management American Graduate School of Int. Mgmt. (Thunderbird), Glendale, AZ, Marketing, 1969

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

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

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

National

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

Scheduled courses: Advanced Marketing Readings, Environmental Issues in Marketing, Marketing Research, Marketing Theory, Special Topics in Business, Theoretical Foundations of Marketing

Other courses:

Marketing Theory, Advanced Marketing Concepts, Marketing Research, Principles of Marketing,

Teaching Honors and Awards

Award

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.

Other Teaching Activities

Thesis / Dissertation Committee - Chair

2010 - Thesis / Dissertation Committee - Chair. 1 student, Chairing the Doctoral Dissertation of Ceri Nishihara, 'Widening the Purview of the General Theory of Marketing Ethics.'

2010 - Thesis / Dissertation Committee - Chair. 1 student, Chaired Thesis of Honors Student Cole Wilkerson, 'Examination of the Consumer Ethics of Students at University of Mississippi.'

Research/Intellectual Contributions:

Refereed Articles

Ho, F., Wang, H. D., & Vitell, S. J. (in press, 2011). A Global Analysis of Corporate Social Performance: The Effects of Cultural and Geographic Environments. *Journal of Business Ethics*.

Bing, M. N., Davison, H. K., Vitell, S. J., Ammeter, A. P., Garner, B. L., Milorad M. Novicevic, (in press, 2011). An Experimental Investigation of an Interactive Model of Academic Cheating Among Business School Students. *Academy of Management Learning and Education*.

Vitell, S., Keith, M., & Mathur, M. (in press, 2011). Antecedents to the Justification of Norm Violating Behavior among Business Practitioners. *Journal of Business Ethics*.

Wachter, K., Vitell, S. J., Shelton, R., & Park, K. (in press, 2011). Exploring Consumer Orientation Toward Returns: Unethical Dimensions. *Business Ethics: A European Review*.

Sidani, Y., Rawwas, M. Y.A., Bunker, M., & Vitell, S. J. (2010). Ethical Beliefs of American and Turkish MBA Students: A Cross-Cultural Study. *Marketing Management Journal*, 20 (2), 193-220.

Singhapakdi, A., Sirgy, M. J., Lee, D., & Vitell, S. J. (2010). The Effects of Ethics Institutionalization on Marketing Managers: The Mediating Role of Implicit Institutionalization and the Moderating Role of Socialization. *Journal of Macromarketing*, 30 (1), 77-92.

Bakir, A. & Vitell, S. J. (2010). The Ethics of Food Advertising Targeted Toward Children: Parental Viewpoint. *Journal of Business Ethics*, 91 (2), 299-311.

Vitell, S. J., Ramos, E., & Nishihara, C. M. (2010). The Role of Ethics and Social Responsibility in Organizational Success: A Spanish Perspective. *Journal of Business Ethics*, 91 (4), 467-483.

Vitell, S. J., Bing, M. N., Davison, H. K., Ammeter, A. P., Garner, B. L., Milorad M. Novicevic, (2009). Religiosity and Moral Identity: The Mediating Role of Self-Control. *Journal of Business Ethics*, 88 (4), 601-613.

Vitell, S. J. (2009). The Role of Religiosity in Business & Consumer Ethics: A Review of the Literature. *Journal of Business Ethics*, 90 (2), 155-167.

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. & 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.

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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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., 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.
- 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. J. & Muncy, J. (2005). The Muncy-Vitell Consumer Ethics Scale: A Modification and Application. *Journal of Business Ethics*, 62 (3), 267-275.
- 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.
- 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.
- 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.
- 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. (2003). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. *Journal of Business Ethics*, 43 (1 & 2), 33-47.
- 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.
- 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. & 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.
- 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. & 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.
- 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., 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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., 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.
- Vitell, S. (1999). Theoretical Foundations in Marketing Ethics: A Look Back. *Research in Marketing*, 15.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Nwachukwu, S. & Vitell, S. (1997). The Influence of Corporate Culture on Managerial Ethical Judgments. *Journal of Business Ethics*, 16 (8), 757-776.
- Singhapakdi, A., Rao, C. P., & Vitell, S. (1996). Ethical Decision Making: An Investigation of Services Marketing Professionals. *Journal of Business Ethics*, 15, 635-644.
- 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., 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.
- 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., 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.
- 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., 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., 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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., 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). Personal and Professional Values Underlying the Ethical Judgments of Marketers. *Journal of Business Ethics*, 12 (7), 525-533.
- Vitell, S. & Singhapakdi, A. (1993). Personal Values Underlying the Moral Philosophies of Marketing Professionals. *Business and Professional Ethics Journal*, 12, 91-106.
- 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., 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. & 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. (1992). Marketing Ethics: Sales Professionals versus Other Marketing Professionals. *Journal of Personal Selling & Sales Management*, XII (2), 27-38.
- 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.
- 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.
- 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.
- Singhapakdi, A. & Vitell, S. (1991). Analyzing the Ethical Decision Making of Sales Professionals. *Journal of Personal Selling & Sales Management*, XI, 1-12.
- 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. & Singhapakdi, A. (1991). Factors Influencing the Perceived Importance of Stakeholder Groups in Situations Involving Ethical Issues. *Business and Professional Ethics Journal*, 10, 53-72.
- Singhapakdi, A. & Vitell, S. (1991). Research Note: Selected Factors Influencing Marketers' Deontological Norms. *Journal of the Academy of Marketing Science* (19), 37-42.
- Vitell, S., Rawwas, M., & Festervand, T. (1991). The Business Ethics of Pharmacists: Conflicts, Practices and Beliefs. *Journal of Business*

Ethics, 10, 295-301.

Vitell, S. & Festervand, T. A. (1990). A Comparison of the Ethical Issues Confronting Banking and Manufacturing Executives. *Business Insights*, IX, 20-25.

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.

Singhapakdi, A. & Vitell, S. (1990). Marketing Ethics: Factors Influencing Perceptions of Ethical Problems and Alternatives. *Journal of Macromarketing*, 10, 4-18.

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. & 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., Scherer, R., & Singhapakdi, A. (1989). Examining the Link Between Social Responsibility and Decision Styles. *International Journal of Value Based Management*, 2 (2), 85-100.

Vitell, S., Festervand, T., & Strutton, D. (1988). Business Ethics: Conflicts, Practices and Beliefs of Bank Executives. *Mid-Atlantic Journal of Business*, 25, 21-34.

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. A. (1987). Business Ethics: Conflicts, Practices and Beliefs of Industrial Executives. *Journal of Business Ethics*, 6, 111-122.

Vitell, S. & Grove, S. J. (1987). Marketing Ethics and the Techniques of Neutralization. *Journal of Business Ethics*, 6, 433-438.

Hunt, S. D. & Vitell, S. (1986). A General Theory of Marketing Ethics. *Journal of Macromarketing*, 6, 5-16.

Wood, V. R. & Vitell, S. (1986). Marketing and Economic Development: Review, Synthesis and Evaluation. *Journal of Macromarketing*, 6, 28-48.

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.

Invited Articles/Reviews

Vitell, S. J. (2011). Review of Marketing Theory: Foundations, Controversy, Strategy, Resource-Advantage Theory. *Journal of Macromarketing*, 31 (2), 217.

Papers Under Review

Singh, J. J., Vitell, S. J., Garg, N., Govind, R., & Bentley, J. (2011). "CONSUMER ETHICS: THE ROLE OF INCIDENTAL EMOTION, MORAL INTENSITY AND AFFECTIVE COMMITMENT," Initial submission to *Journal of Business Research*.

Vitell, S. J., Singhapakdi, A., & Nishihara, C. (2011). "The Influence of Ethics Institutionalization, Moral Identity, Moral Intensity and Moral Justification on Ethical Decision in Marketing," Initial submission to *International Journal Of Research In Marketing*.

Book Chapters

Non-Refereed

Vitell, S. J. (2010). "Macromarketing, Ethics and Social Responsibility: The Development Period", *Legends in Marketing*: Shelby D. Hunt. Sage Publications.

Vitell, S. J. (2010). "Ethics, Macro-Marketing and Pedagogy", *Legends in Marketing*: Naresh K. Malhotra.

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 (Eds.) *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 (Eds.) *Handbook of Marketing Scales*, 2nd edition, (pp. 367-368). Thousand Oaks, CA: Sage Publications.

Vitell, S. & Singhapakdi, A. (1996). "Deontological Norms Scale", In Bruner and Hensel (Eds.) *Marketing Scales Handbook*, Volume II, (pp. 920-921). Chicago, IL: AMA Press.

Vitell, S., Rallapalli, K., & Singhapakdi, A. (1996). "Marketing Norms Scale", In Bruner and Hensel (Eds.) *Marketing Scales Handbook*, Volume II, (pp. 957-966). Chicago, IL: AMA Press.

- Vitell, S. (1993). "A General Theory of Marketing", In John Quelch and Craig Smith (Eds.) *Ethics in Marketing*, (pp. 757-774). Chicago, IL: Richard Irwin.
- Vitell, S. (1991). "Chapter 3: Marketing Ethics and Neutralization", In Pride and Ferrell (Eds.) *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 (Eds.) *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.
- 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.
- Al-Khatib, J. & Vitell, S. (2003). Job-Related Ethics in Developing Countries Organizations: An Empirical Investigation. Academy of Marketing Science Conference.
- Vitell, S. (2002). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. Conference on Business Ethics in the Knowledge Economy.
- Izzo, G. & Vitell, S. (2001). An Analysis of Professional Education on the Goal Orientations of Agency Salespeople. Applied Business Research Conference.
- Izzo, G. & Vitell, S. (2001). Exploring the Effects of Professional Education for Agency-Type Salespeople. Association of Marketing Theory and Practice Conference, 82-88.
- Vitell, S., Marta, J., Singhapakdi, A., & Attia, A. (2001). Some Important Factors Underlying Ethical Decisions of Middle-Eastern Marketers. Macromarketing Conference.
- Bakir, A., Vitell, S., & Aslanbay, Y. K. (2001). Small Firms: Marketing Approaches and Their Style of Conducting Marketing Activities. International Conference of the Global Business and Technology Association.
- 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., 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. & Singhapakdi, A. (1993). Moral Philosophies, Ethical Perceptions and the Ethical Judgments of Sales Professionals. Academy of Marketing Science Conference, 296-300.
- 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 Domain of MIS: Is the Establishment of Unequivocal' Boundaries Irrational? Decision Sciences Institute Annual Meeting.
- Vitell, S., Meinert, D., & Reich, R. (1990). The Role of Boundaries in Marketing. Southern Marketing Association, 353-356.
- 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. (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. , & 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., 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., 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., 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., & 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., 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., & Leelakulthanit, 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.

Presentation of Refereed Papers

International

- Vitell, S. (2004, May). The Impact of Corporate Culture and Enforcement of Ethical Codes on Perceived Importance of Ethics. International Symposium on Ethics, Business and Society, Barcelona, Spain.
- Vitell, S. (1998, July). Ethical Decision Models: A Retrospective Look. Ethical & Societal Issues Conference, Vienna, Austria.
- Vitell, S. (1995). The Foundations of Ethical Evaluations of Marketing Phenomena: The Case of Fear Appeals. AMA Summer Educators' Conference, Washington, District of Columbia.

National

- Vitell, S. (1999, October). Marketing Ethics Looking Back and Briefly Forward. Society for Marketing Advances Conference, Atlanta, Georgia.
- Vitell, S. (1995). Ethics/Social Responsibility in the International Marketing Arena. Faculty Consortium on Ethics and Social Responsibility, Hempstead, New York.
- Vitell, S. & Hunt, S. (1995). The Hunt-Vitell Model of Ethics. 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. National Conference on Ethics and the Professions, Miami, Florida.
- Vitell, S. (1987). Marketing Ethics: Where We Are and Where Do We Go From Here. 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. Southern Marketing Association, New Orleans, Louisiana.
- Vitell, S. (1992). Business Ethics Course Content. Regional Symposium of Teaching Business Ethics, Memphis, Tennessee.
- Vitell, S. (1982). Marketing Ethics: A Decision Theoretic Framework. Southwestern Doctoral Symposium, Houston, Texas.
- Vitell, S. & Hadaway, F. J. (1980). Selecting a Location. West Texas Small Business Exposition, Lubbock, Texas.

Presentation of Non-Refereed Papers

International

Vitell, S. J. (2011). Panel Discussion on Corporate Social Responsibility: A Case Against Corporate Social Responsibility. Academy of Marketing Science Conference, Coral Gables, Florida.

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'. AMA Educator's Conference, Tampa, Florida.

Vitell, S. J. (2008). Interventions to Reduce Academic Cheating among Business Students: An Experimental Investigation. 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. 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 School of Business, St. Thomas University, Minneapolis, Minnesota.

Research Grants

Funded

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) (\$7,500.00), University of Mississippi, Hearin Foundation.

Manual

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

Research Honors and Awards

Award

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.

Honor

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.

Other Research Activities

Discipline-Based Scholarship

2005: Research-in-Progress. 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.

1995: Citation of Work in Other Publications. 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: Citation of Work in Other Publications. Ethical Issues in International Marketing by Nejdett Delener, ed., An Investigation of the Ethical Beliefs of Consumers in a Developing Country,' (a reprint), Binghamton, NY, Haworth Press, 1995, 87 109.

1995: Abstracts. 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.

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

1992: Citation of Work in Other Publications. 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.

Service:

Service to the University

Department Assignments

Organizer:

2010-2011: 5th Annual Southeast Marketing Doctoral Student Symposium: Organized and hosted the 2011 Southeast Marketing Doctoral Student Symposium. Event was attended by 10 schools and had over 85 attendees, both new highs.

College Assignments

Chair:

2005-2006: Code of Ethics Committee

Member:

2007-2008 – 2011-2012: Executive Committee

2004-2005: Executive Committee

University Assignments

Member:

2010-2011 – 2011-2012: Academic Freedom and Faculty Responsibility Committee

Other Institutional Service Activities:

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

Dissertation 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

Service to the Profession

Academic Conference: Panelist

2011: Academy of Marketing Science Conference, Miami, Florida (International).

Board Member: PRJ Editorial Review Board

2010 – 2011: Journal of Marketing Theory and Practice (International).

2006 – 2010: Journal of Business Research (International).

2006: Journal of the Academy of Marketing Science (National).

2006: Journal of Business Research, (International).

2006: Journal of the Academy of Marketing Science , (National).

2003: Journal of the Academy of Marketing Science , (National).

1994 – 2002: Journal of Business Research (International).

1990 – 1998: Journal of Business Ethics (International).

Chair: Conference / Track / Program

2010: Academy of Marketing Science Conference (International).

Editor: Academic PRJ

2007 – 2008: Journal of Business Ethics, Section Editor (International).

2005: Journal of Business Ethics, Section Editor (International).

1998 – 2003: Journal of Business Ethics, Section Editor (International).

1999: Special Issue on International Marketing Ethics for the Journal of Business Ethics, (Co Editor) (National).

Editor: Pedagogical PRJ

2009 – 2011: Journal of Business Ethics, Section Editor for Marketing and Consumer Behavior (International).

Keynote Address

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

Member: Committee/Task Force

2010: American Marketing Association Ethics Committee (National).

Other Professional Service Activities

2005: European Marketing Association Conference (EMAC), Reviewer (International).

2005: Marketing & Public Policy Conference, Reviewer (National).

2005: International Conference for Marketing & Development, Reviewer (International).

Reviewer: Ad Hoc Reviewer for a Journal

2009: Journal of the Academy of Marketing Science (International).

2009: Journal of Applied Social Psychology (International).

2009: Asia Pacific Management Review (International).

2009: Business Ethics: A European Review (International).

2007 – 2008: Journal of Service Research (International).

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

Reviewer: Conference Paper

2004: EH.NET (Economic History Association), 'Mall Maker: Victor Gruen, Architect of an American Dream,' by M. Jeffrey Hardwick. (National).
2004: 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 Annual Ethics Conference. New York, New York.
2006: Attended Conference Board's Annual Anti-Trust Conference. New York, New York.
2006: Attended Conference Board's Business Ethics Seminar. New York, New York.

Other Honors and 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.
2003: Public Policy Expert - Business Ethics. Heritage Foundation.
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).
2002: Invited speaker, sponsored by Hong Kong Baptist University, Hong Kong, China. International Conference on Business Ethics in the Knowledge.
2001: Outstanding Paper in the Sales Track: 'Exploring the Effects of Professional Education for Agency-Type Salespeople.' Association of Marketing Theory and Practice Conference.
2000: Public Policy Expert - Business Ethics. Heritage Foundation .
1999: 2nd most influential article (1995-1999), - 'Moral Intensity and Ethical-Decision Making of Marketing Professionals'. Journal of Business Research.
1999: (1985-1999) 12th most published author. Journal of Business Research.
1982: Selected to represent Texas Tech University at the Doctoral Consortium held at the University of Minnesota, August 1982. American Marketing Association.
1982: Selected to represent Texas Tech University, April 1982. First Southwestern Doctoral Symposium on Doctoral Research in Marketing.

Memberships

Phi Kappa Phi, 2009 - present, International
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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