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# Douglas W. Vorhies, Ph.D.

**Director of MBA and MHA Programs  
Associate Professor of Marketing**

**Department of Marketing  
School of Business Administration  
The University of Mississippi  
University, MS 38677**

[dvorhies@bus.olemiss.edu](mailto:dvorhies@bus.olemiss.edu)

## Professional Interests

### **Research Interests**

Business and Marketing Strategy

## Academic Background

Ph.D. University of Arkansas, Fayetteville, AR, Marketing, 1993

M.B.A. Western Illinois University, Macomb, IL, Marketing, 1983

B.S. Iowa State University, Ames, IA, Marketing, 1981

## **Work Experience**

### Academic Experience

Associate Professor of Marketing and MBA Program Director, University of Mississippi (2006 - Present). Department of Marketing, Promoted to Associate Professor May, 2006.

Assistant Professor of Marketing, The University of Mississippi (2003 - 2006). Department of Marketing.

Assistant Professor of Marketing, Illinois State University (1999 - 2003). Department of Marketing. Promoted to Associate Professor May, 2003.

Assistant Professor of Marketing, University of Wisconsin Oshkosh (1993 - 1999). Department of Marketing.

### Consulting

2010: Twin Creeks Technology Inc., USDA Feasibility Study, Twin Creeks is a solar manufacturing building a plant in Senatobia MS. My responsibility was to produce a feasibility study of the manufacturing operation to enable them to secure a USDA load guarantee. The project was successful in that it the USDA did grant the load guarantee.

## **Teaching**

### Courses Taught

**Scheduled courses:** Advanced Directed Study, Buyer-Seller Communications, Individual Study, Integrative Business Analysis, MBA Seminar Series, Research Methods II: Survey Research and Experimental Design, Research Seminar, Research Seminar: Special Topics in Marketing, Sales Management, Statistics III: Advanced Statistical Topics

**Other courses:**

Strategic Market Management, New Product Development, Marketing Research, Principles of Marketing, Strategic Marketing Seminar, Promotional Strategies, Advanced Marketing Research, Marketing Foundations, Professional Selling

## Teaching Honors and Awards

### **Award**

2002: Best paper in Track Award Kevin Celuch, Michael Williams and Doug W. Vorhies , Perceived Salesperson Self-Efficacy: Implications for Supervisory Feedback, Salesperson Motivation, Control, and Performance American Marketing Association Summer 2002 Meeting.

1999: American Marketing Association Marketing Faculty Consortium Fellow.

## **Honor**

1992: Graduate Student Teaching Award. Nominated by the Department of Marketing for excellence in the classroom University of Arkansas, College of Business.

## **Research/Intellectual Contributions:**

### **Refereed Articles**

- Katsekas, C., Vorhies, D. W., & Morgan, N. A. (in press, 2011). Export Marketing Strategy Implementation, Export Marketing Capabilities, and Export Venture Performance. *Journal of the Academy of Marketing Science*.
- Vorhies, D. W., Orr, L. M., & Bush, V. D. (2011). Improving Customer-Focused Marketing Capabilities and Firm Financial Performance via Marketing Exploration and Exploitation. *Journal of the Academy of Marketing Science*, 39 (5), 735-756.
- Orr, L. M., Bush, V. D., & Vorhies, D. W. (2011). Leveraging Firm-Level Marketing Capabilities with Marketing Employee Development. *Journal of Business Research*, 64 (10), 1074-1081.
- Yarbrough, L., Vorhies, D. W., & Morgan, N. A. (2011). The Impact of Product-Market Strategy-Organizational Culture Fit on Business Performance. *Journal of the Academy of Marketing Science*, 39 (4), 555-573.
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking Marketing Capabilities with Profit Growth. *International Journal of Research in Marketing*.
- Morgan, N. A., Vorhies, D. W., & Mason, C. (2009). Market Orientation, Marketing Capabilities and Firm Performance. *Strategic Management Journal*.
- Vorhies, D. W., Morgan, R., & Autry, C. W. (2009). Product-Market Strategy and Marketing Capabilities: Impact on Market and Financial Performance. *Strategic Management Journal*.
- Piercy, N. F., Cravens, D. W., Lane, N., & Vorhies, D. W. (2006). Driving Organizational Citizenship Behaviors and Salesperson In-Role Performance: The Role of Management Control and Perceived Organizational Support. *Journal of the Academy of Marketing Science*, 34 (2), 244-262.
- Morgan, N. A., Vorhies, D. W., & Schlegelmilch, B. B. (2006). Resource-Performance Relationship in Industrial Export Ventures: The Role of Resource Inimitability and Substitutability. *Industrial Marketing Management*, 35, 621-633.
- Vorhies, D. W. & Morgan, N. A. (2005). Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. *Journal of Marketing*, 69 (1), 80-94.
- Vorhies, D. W. & Morgan, N. A. (2003). A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and its Relationship with Marketing Performance. *Journal of Marketing* (67), 100-115.
- Morgan, N. A., Shaoming, Z., Vorhies, D. W., & Katsekas, C. (2003). Experiential and Informational Knowledge Architectural Marketing Capabilities and the Adaptive Performance of Export Ventures: A Cross National Study. *Journal of Decision Sciences* (34), 287-321.
- Morgan, N. A. & Vorhies, D. W. (2001). Product Quality Alignment and Business Unit Performance. *Journal of Product Innovation Management* (18), 396-407.
- Vorhies, D., Harker, M., & Rao, C. P. (1999). The Capabilities and Performance Advantages of Market Driven Firms. *European Journal of Marketing*, 33 (11/12), 1171-1202.
- Vorhies, D., Rao, C. P., & Kurtz, D. L. (1998). A Comparison of Buyer Trust in Goods and Services Salespeople. *Journal of Marketing Management*, 8, 78-94.
- Vorhies, D. (1998). An Investigation of the Factors Leading to the Development of Marketing Capabilities and Organizational Effectiveness. *Journal of Strategic Marketing*, 6, 3-23.
- Vorhies, D. & Yarbrough, L. (1998). Marketing's Role in the Development of Competitive Advantage: Evidence from the Motor Carrier Industry. *Journal of Market-Focused Management*, 2 (4), 361-386.
- Dedee, J. K. & Vorhies, D. W. (1998). Retrenchment Activities of Small Firms During Economic Downturn. *Journal of Small Business Management*, 36, 46-61.
- Marks, R., Badovick, G., & Vorhies, D. W. (1996). A Psychometric Evaluation of the ADAPTS Scaled: A Critique and Recommendations. *The Journal of Personal Selling and Sales Management*, 16, 53-65.
- Clow, K. E. & Vorhies, D. W. (1993). Building a Competitive Advantage for Service Firms through Measurement of Consumer Expectations of Service Quality. *Journal of Services Marketing*, 7 (1), 22-32.

### **Papers Under Review**

Vorhies, D. W., Price, J. M., Morgan, N. A., & Yarbrough, L. (2011). "The Business Performance Outcomes of Market Orientation Culture and Behaviors," 1st revise and resubmit to *Industrial Marketing Management*.

### **Book Chapters**

## **Refereed**

Vorhies, D. W. (2011). "Using Resource Advantage Theory to Study Resource Deployments in Marketing Strategy Research", In Overall Series: Jagdish N. Sheth, Vol: Rajan Varadarajan (Ed.) Legends in Marketing: Shelby Hunt, Volume 7: Marketing Management and Strategy. Sage Publishing Ltd..

## **Refereed Proceedings**

### **Full Paper**

- Sun, W. & Vorhies, D. W. (2008). Environmental Impacts on Firm Resources, Capabilities and Performance: A Dynamic Capabilities Perspective. AMA Educator's Conference.
- Patwardhan, A. & Vorhies, D. W. (2007). National Culture and Adoption of Technology-Based New Products. AMA Educator's Conference, American Marketing Assoc..
- Foley, L. M., Bush, V. D., & Vorhies, D. W. (in press, 2007). Internal And Externally-Focused Marketing Capabilities . AMA Winter Educators' Conference.
- Kumar, M., Vorhies, D. W., & Morgan, N. A. (2005). The Relationships Among Market Information Management, New Product Development Capabilities and Firm Performance: An Empirical Examination. AMA Summer Educators' Conference.
- Foley, L., Bush, V., & Vorhies, D. W. (2005). Organizational Learning and Dynamic Marketing Capabilities: Implications for Organizational Performance.' . AMA Winter Educators' Conference, American Marketing Association.
- Vorhies, D. W., Morgan, N. A., & Yarbrough, L. (2003). The Impact of Market Strategy-Organizational Culture Fit on Customer Satisfaction and Financial Performance. AMA Winter Educators' Conference.
- Vorhies, D. W., Morgan, N. A., & Yarbrough, L. (2002). Organizational Culture and Market Knowledge Development: Implications for Customer Satisfaction and Organizational Performance . AMA Summer Educators' Conference.
- Celuch, K., Williams, M., & Vorhies, D. W. (2002). Perceived Salesperson Self-Efficacy: Implications For Supervisory Feedback Salesperson Motivation Job Satisfaction And Performance. AMA Summer Educators' Conference.
- Vorhies, D., Im, S., & Morgan, N. A. (2002). Product Innovation Capabilities: Acquiring and Using Knowledge to Develop Innovative Products. AMA Winter Educators' Conference.
- Morgan, N. A., Vorhies, D. W., & Mason, C. (2001). The Impact of Marketing Capabilities and Market Knowledge on Business Performance . AMA Winter Educators' Conference.
- Vorhies, D. W. & Morgan, N. A. (2001). Benchmarking Marketing Capabilities: A Method for Improving Business Performance ? AMA Winter Educators' Conference.
- Vorhies, D. W. & Morgan, N. A. (2000). The Capabilities of Market-Driven Organizations: Does Marketing Matter ? Association of Marketing Theory and Practice Conference, 324.
- Vorhies, D. W., Arbaugh, J. B., & Camp, S. M. (2000). Managing Growth Transitions in Emerging Firms: A Conceptual Integration of Resource Knowledge and Life Cycle Theory. Association of Marketing Theory and Practice Conference, 324.
- Vorhies, D. W. & Harker, M. (1999). Business Strategy Marketing Capabilities and Organizational Effectiveness: An Empirical Investigation . AMA Winter Educators' Conference.
- Vorhies, D. W. & Marks, R. (1999). A Psychometric Investigation of Behrman and Perrault's (1982) Sales Performance Scale. National Conference in Sales Management Proceedings.
- Vorhies, D. & Yarbrough, L. (1997). Attaining Positions of Advantage and Superior Performance Through the Development of Marketing Capabilities. AMA Summer Educators' Conference.
- Vorhies, D., Rao, C. P., & Harker, M. (1997). Business Strategy, Market Orientation and Marketing Capabilities: A Configurational Approach. AMA Winter Educators' Conference.
- Vorhies, D. & DeDee, K. (1996). Small Firm Retrenchment Activities and Macro Economic Conditions. Decision Sciences Institute Annual Meeting.
- Vorhies, D. (1996). An Investigation of the Factors Leading to the Development of Marketing Capabilities and Organizational Performance. AMA Summer Educators' Proceedings, 39-40.
- Vorhies, D. & Yarbrough, L. (1996). Strategy, Marketing Capabilities and Financial Performance: A Test of Key Hypotheses. AMA Winter Educators' Conference, 385-386.
- Vorhies, D., Rao, C. P., & Harker, M. (1996). Marketing Capabilities and Marketing Effectiveness as Antecedents to Organizational Effectiveness. AMA Summer Educators' Conference, 185-186.
- Vorhies, D., Wang, Z., Rao, C. P., & D'Auria, A. R. (1995). Perceived Attribute Importance in China: An Empirical Investigation of Consumption-Oriented Personal Values. World Marketing Congress, 69-87.
- Vorhies, D. & Rao, C. P. (1994). Development of a Multi-Attribute Scale for Assessing Marketing Effectiveness. Developments in Marketing Science, 329.

Vorhies, D., Rao, C. P., & Kurtz, D. L. (1993). Perceived Trust in the Buyer-Seller Dyad: A Comparison of Product and Service Contexts. *Developments in Marketing Science*, 322.

Vorhies, D., Kurtz, D. L., & Ozment, J. (1993). The Robinson Patman Act Revisited: A Review of Senator Robinson's Papers. *Historical Research in Marketing and Marketing Thought*.

Vorhies, D. & Rao, C. P. (1992). Cognitive Bias in Strategic Market Planning and Decision Making. Southern Marketing Association.

Vorhies, D., Allen, B. J., & Crum, M. R. (1991). Motor Carrier Selection Criteria: A Comparison of Shipper and Carrier Perceptions in the Deregulated Environment. *Journal of Transportation Management*, 68-84.

### **Abstract Only**

Vorhies, D. W., Foley, L. M., Bush, V. D., & Clark, M. N. (in press, 2007). Organizational Market Information Processing and Market Learning Capabilities: Implications for Creativity and Performance. AMA Winter Educators' Conference, American Marketing Assoc..

### **Working Papers**

Sun, W., Vorhies, D. W., Rego, L. L., & Morgan, N. A. (2011). "The Complementary Effects of Marketing Capability, R&D Intensity and Operations Capability on Mitigating Firm Idiosyncratic Risk" targeted for *Journal of Marketing*.

### **Presentation of Refereed Papers**

#### **International**

Vorhies, D. W., Morgan, N. A., & Slotegraaf, R. J. (2003). Dynamic Marketing Capabilities as Drivers Of Firm Performance. AMA Summer Educators' Conference, Unknown, Unknown.

#### **National**

Morgan, R. E., Page, K., Berthon, P., & Vorhies, D. W. (2008, February). Exploration and Exploitation in New Product Development: A Question of Interdependence or Independence. AMA Educator's Conference, Austin, Texas.

Sun, W. & Vorhies, D. W. (2008, February). Environmental Impacts on Firm Resources, Capabilities and Performance: A Dynamic Capabilities Perspective. AMA Educator's Conference, Austin, Texas.

Vorhies, D. W., Morgan, N. A., & Rego, L. D. (2008, February). The Financial Consequences of Brand Management Capabilities. AMA Educator's Conference, Austin, Texas.

Orr, L. M., Bush, V. D., & Vorhies, D. W. (2007, February). Internal And Externally-Focused Marketing Capabilities. AMA Winter Educators' Conference, San Diego, California.

Vorhies, D. W., Linhoff, S., Patwardhan, A., & Sun, W. (2007, May). Marketing Strategy, Capabilities, and Performance: An Organizational Learning-Based View. Academy of Marketing Science Conference, Coral Gables, Florida.

Vorhies, D. W., Orr, L. M., Bush, V. D., & Clark, M. N. (2007, February). Market-Based Dynamic Capabilities And Firm Performance. AMA Winter Educators' Conference, San Diego, California.

Foley, L., Vorhies, D. W., & Bush, V. (2005). Organizational Learning and Dynamic Marketing Capabilities: Implications for Organizational Performance. AMA Winter Educators' Conference, San Antonio, Texas.

Morgan, N. A., Vorhies, D. W., & Yarbrough, L. (2002). Firms' Organizational Culture and Market Information Processing: Key Linkages and Customer Satisfaction and Cash Flow Outcomes. Marketing Science Institute Academic Conference, Unknown, Unknown.

Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2002). Marketing Resources Effort and Capabilities as Drivers Of Firm Performance. Marketing Science Institute Academic Conference, Unknown, Unknown.

Vorhies, D. W. & Morgan, N. A. (1999). Marketing Organization Fit and Performance: An Empirical Test Presented for New Methods for Marketing Strategy Research Special Session Panel Discussion. AMA Winter Educators' Conference, Unknown, Unknown.

Vorhies, D. W., Arbaugh, J. B., & Camp, S. M. (1999). Managing Growth Transitions in Emerging Firms: A Conceptual Integration of Resource Knowledge and Life Cycle Theory. Academy of Management Meeting, Unknown, Unknown.

### **Research Grants**

#### **Funded**

2008: Vorhies, D. W., Altria Corp - Leadership Education Grant (\$20,000.00), \$20,000 grant for Sales Center Support, Altria Corp.

2008: Vorhies, D. W., Marketing Science Institute Research Grant No.4-1462 Brand Management Capabilities and Shareholder Value (\$15,000.00), In this project we use data from EquiTrend and other sources covering over 700 brands and 192 firms, to examine linkages between a firm's shareholder value and three elements of its brand management capability: (i) brand management effectiveness - the ability to create desirable brand equity outputs; (ii) brand management efficiency - the resources consumed in achieving realized brand equity outputs; and, (iii) brand management learning - the ability to improve over time both the level of brand equity outputs and the efficiency with which they are created. Initial findings indicate that brand management capabilities are related to both short- and long-run shareholder value., Marketing Science Institute.

2006: Vorhies, D. W., Philip Morris Aid to Education (\$15,000.00), Each year I submit a proposal to Philip Morris for financial support for the marketing program. , Altria Corp.

2006: Vorhies, D. W., Philip Morris Aid to Education (\$15,000.00), Funding for Sales Lab, Altria Corporation.

2005: Vorhies, D. W., Philip Morris Aid to Education (\$15,000.00), Altria Corporation.

2005: Morgan, N. A., Slotegraaf, J., & Vorhies, D. W. , Marketing Resources, Effort, and Capabilities as Drivers Of Firm Performance (\$10,000.00), Initial funding for \$10,000., Marketing Science Institute.

2002: Doug, V., Export Marketing Resources and Capabilities, University Research Grant, Illinois State University.

2001: Doug, V., Marketing Capabilities: A Resource-Based View of Competitive Advantage and Business Performance., University Research Grant, Illinois State University.

2000: Doug, V., Export Marketing Resources and Capabilities, University Research Grant, Illinois State University.

## **Research Honors and Awards**

### **Award**

1994: Winner Academy of Marketing Science Doctoral Dissertation Competition.

1994: Sponsored by the Academy of Marketing Science. Strategy, Implementation and performance in Marketing: A Theoretical Integration and Empirical Test. Mary Kay Cosmetics Doctoral Dissertation Award.

## **Service:**

### **Service to the University**

#### **Department Assignments**

##### **Chair:**

2011-2012: Chair, Mitch Price Dissertation Committee: Dissertation Chair for Mitch Price.

2011-2012: Chair, Marketing Department Recruiting Committee

2008-2009: Ph.D. Coordinator - Marketing Department

##### **Director:**

2008-2009: Co-Chair Abhijit Patwardhan Dissertation Committee

2008-2009: Chair Stefan Linnhoff Dissertation Committee

##### **Member:**

2005-2006: Marketing Department Search Committee: I assisted with candidate screening and assisted with all aspects of the on-campus interviews for all our candidates including attending their presentations, meeting with each candidate, etc. and attended the departmental meetings concerning the hiring decision.

2005-2006: Marketing Department Curriculum Committee: This committee deals with various changes and updates to the marketing major.

1999-2000 – 2000-2001: Department of Marketing, Marketing Chair Search Committee: Illinois State University, College of Business

1996-1997 – 1997-1998: Department of Marketing, Program Review Committee: University of Wisconsin - Oshkosh

1993-1994: Department of Marketing, Program Review Committee: University of Wisconsin - Oshkosh

##### **Other Institutional Service Activities:**

2004-2005: Department of Marketing, Web Page Supervisor: I designed the Marketing Department web pages and supervised their development and production. I continue to serve as liaison between the marketing department and the web design staff in the Business School Administration, University of Mississippi

2003-2004: Department of Marketing : Preparation of Marketing Materials for Executive Education: For the seminar Listening to the Customer's Voice: Learning from the Market to Ensure Customer Satisfaction.' School of Business Administration, University of Mississippi

#### **College Assignments**

##### **Chair:**

2009-2010: Assistant/Associate/Full Professor of Marketing 10001694

2009-2010 – 2011-2012: MBA Committee

##### **Director:**

2010-2011: MBA Program Director: Direct Campus and Professional (Online) MBA programs.

**Member:**

2010-2011: Marketing Department Searches  
2010-2011 – 2011-2012: Reaffirmation of Accreditation Planning Committee  
2010-2011 – 2011-2012: PhD Committee  
2009-2010: Assistant/Associate Professor of Finance 10002301  
2009-2010: AACSB Planning Committee  
2009-2010: Ph.D. Committee  
2009-2010 – 2011-2012: Executive Committee  
2008-2009: Business School Dean Search Committee  
2008-2009: Business Development Officer Search: Member of Search Committee to hire development officer for the Bus. School  
2008-2009: PhD Committee  
2008-2009: Accreditation Planning  
2007-2008 – 2008-2009: MBA Committee  
2006-2007: Undergraduate Curriculum Committee: Committee was tasked with redesigning the UG core curriculum  
2005-2006: Undergraduate Curriculum Committee: Committee is tasked with redesigning the UG core curriculum  
2005-2006: Marketing Curriculum Committee  
2005-2006: Undergraduate Core Curriculum Task Force  
1998-1999: College of Business Small Business Development Center Outreach Program Development: University of Washington-Oshkosh  
1997-1998 – 1998-1999: College of Business Internet Steering Committee: University of Washington-Oshkosh  
1996-1997: University of Wisconsin - Oshkosh: University of Business Strategic Planning Committee  
1994-1995 – 1996-1997: College of Business, Ad-hoc Marketing Committee : University of Wisconsin - Oshkosh  
1994-1995 – 1996-1997: College of Business, Research and Development Committee: University of Wisconsin - Oshkosh

**Other Institutional Service Activities:**

1997-1998 – 1998-1999: College of Business, Graduate Programs Committee/MBA Curriculum and Planning Committee: University of Washington-Oshkosh

**University Assignments**

**Chair:**

1995-1996: University of Mississippi - Oshkosh: Chair of Master's Thesis Committee for Student

**Faculty Advisor:**

1999-2000 – 2001-2002: Illinois State University, College of Business, Pi Sigma Epsilon: Student Marketing Organization  
1995-1996 – 1998-1999: University of Wisconsin-Oshkosh, College of Business, Pi Sigma Epsilon: Student Marketing Organization

**Member:**

2010-2011: University United Way Leadership Committee: Directed the Leadership aspect of the Campaign for large University donors.  
2008-2009: Pharmacy Administration Dept. Head Search: I am the outside member for the Pharm. Ad. dept's chair search.  
2008-2009: Faculty Senate: Senator, University of Mississippi Faculty Senate  
2005-2006: Graduate Education Task Force: This task force developed four working groups as follows. I served on a working group looking at enhanced support for graduate students. The task force and working groups met regularly during the 2004-05 period and submitted its recommendations and report to the Chancellor in March of 2005.  
1999-2000 – 2002-2003: Illinois State University, Human Resource Development Committee : Responsible for Faculty development administration including research grants for the College and University. Served on the research sub-committee, responsible for reviewing all submissions by College of Business faculty for the University Research Grant and Katie School Grant programs.  
1997-1998: University of Wisconsin - Oshkosh, University Strategic Planning Committee  
1996-1997: University of Wisconsin - Oshkosh, University Strategic Planning Committee  
1996-1997: University of Wisconsin-Oshkosh, University Search and Screen Committee: Associate Vice Chancellor for Academic

Affairs

1993-1994: University of Mississippi - Oshkosh: Department of Marketing Course Development Committee

**Mentoring Activities:**

2007-2008: Ronald McNair Mentor: The McNair program's purpose is to provide experiences and opportunities to minority individuals, prompting them to obtain a doctoral degree and enter the professorate. As a mentor, I worked with a student for the summer which resulted in the student writing making a research paper and presenting the paper at a national conference.

**Other Institutional Service Activities:**

2003-2004: The University of Mississippi, School of Business: Supporting the University Foundation: I was asked to help conceptualize a new University Foundation Office periodical targeted at Business School Alumni. The purpose of this publication is to help the University Foundation raise money for student scholarships and related needs. This involvement lead to me write an article for the inaugural edition of Business First: entitled, 'Relationship Marketing' (Vol 1, No. 1, p. 10), in which I outlined why building relationships with customers is so vital for ongoing success.

2000-2001 – 2002-2003: Illinois State University, University Advising Best Practices Advisory Committee: Co-Chair, charged with revamping the advising function at Illinois State University using constituent satisfaction methods, continuous quality improvement methods, and by benchmarking best practice at leading institutions nationwide.

1990-1991 – 1991-1992: University of Arkansas: Walton Institute of Retailing Management Trainer, Sponsored by the Walton College of Business Administration. Performed training for managers and vendors of Wal-Mart, Sam's Club and the Army and Air Force Exchange Services.

**Dissertation Assignments**

**Chair:**

2009-2010: Chair, Wenbin Sun Dissertation Committee: Direct Wenbin Sun, Ph.D. Candidate in Marketing Dissertation Committee

2007-2008: Melissa Clark Dissertation Committee Chair: Chair of Dissertation Committee

**Member:**

2007-2008: Amit Patel Dissertation Committee: Member of Dissertation Committee

2007-2008: Minu Kumar Dissertation Committee: Member of Dissertation Committee

2007-2008: David Campbell Dissertation Committee: Member of Dissertation Committee

2006-2007: Jennifer Zeiglemeyer Dissertation: Member of Dissertation Committee

2006-2007: Joanna Phillips: Member of Dissertation Committee

2005-2006: Jianwei Hou Dissertation Committee: Member of Dissertation Committee

2005-2006: Linda Foley Dissertation Committee: Member of Dissertation Committee

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

**Service to the Profession**

**Academic Conference: Discussant**

2000 – 2001: AMA, (National).

1996 – 1998: AMA, (National).

**Board Member: PRJ Editorial Review Board**

2006 – 2009: Journal of Strategic Marketing, Review Board Member (International).

2006 – 2008: British Journal of Management, Editorial Review Board Member (International).

2006: British Journal of Management, Editorial Board, London, UK (International).

1999 – 2005: Journal of Strategic Marketing , Review Board (National).

**Chair: Conference / Track / Program**

2001: Academy of Marketing Science, Track Chair World Marketing Congress (National).

1995: Academy of Marketing Science, World Marketing Congress (International).

**Other Professional Service Activities**

1998: Academy of Marketing Science Conference, Paper Discussant (National).

### **Reviewer - Article / Manuscript**

2008: Journal of Marketing, Reviewer (International).

2006 – 2007: Journal of Marketing, Ad Hoc Reviewer (International).

### **Reviewer: Ad Hoc Reviewer for a Journal**

2007: Journal of the Academy of Marketing Science, RReviewer (International).

2006 – 2007: Industrial Marketing Management Journal, Reviewer (International).

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

2006: Academy of Marketing Science, Ad Hoc Reviewer (International).

2006: Journal of Marketing, Ad Hoc Reviewer (International).

1996: Academy of Marketing Science, Track Chair Multicultural Marketing Conference (National).

## **Service to the Community**

### **Board-Member**

1996 – 1998: Evergreen Retirement Community , Board of Directors

### **Member of a Committee**

1995 – 1997: Evergreen Retirement Community, Marketing Committee

### **Positions Held in Civic Organizations**

1987 – 1988: Iowa Convention and Tourism Bureau, Vice-Chairman Keokuk

### **Speech / Presentation at a Community Meeting**

2008: Oxford Chamber of Commerce Speaker Series, Presentation Title: Growing Your Business

1998 – 1999: Oshkosh Chamber of Commerce, Business Outreach Seminars.

## **Service Honors and Awards**

1999: Marketing Faculty Consortium Fellow (1999). American Marketing Association .

1999: American Marketing Association Marketing Faculty Consortium Fellow.

1996: American Marketing Association Marketing Faculty Consortium Fellow.

1993: American Marketing Association Doctoral Consortium Fellow.

## **Other**

### **Faculty Development**

#### **Professional Seminars / Workshops**

1999: Attended the American Marketing Association's 1999 Faculty Consortium on Selling and Sales Management held in Orlando, FL. .  
Orlando, Florida.

### **Other Honors and Awards**

1992: Scholarship Award Purchasing Management Association of Arkansas.

### **Memberships**

American Marketing Association

Product Development Management Association

Strategic Management Association