

---

---

# ***Douglas W. Vorhies***

Associate Professor

School of Business Administration

---

---

## **Professional Interests**

**Research:** 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

## **Dissertation**

Strategy, Implementation and Performance in Marketing: A Theoretical Integration and Empirical Test.

## **Work Experience**

### **Academic Experience**

Associate Professor of Marketing, 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.

## **Teaching**

### **Courses Taught**

Advanced Directed Study (specialized masters)

Advanced Marketing Research

Buyer-Seller Communications

Individual Study (specialized masters)

Integrative Business Analysis (specialized masters)

Marketing Foundations

Marketing Research  
New Product Development  
Principles of Marketing  
Professional Selling  
Promotional Strategies  
Research Methods II: Survey Research and Experimental Design (specialized masters)  
Research Seminar (specialized masters)  
Research Seminar: Special Topics in Marketing (specialized masters)  
Sales Management  
Statistics III: Advanced Statistical Topics (specialized masters)  
Strategic Market Management  
Strategic Marketing Seminar

## **Teaching Honors and Awards**

### **Honors:**

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

### **Awards:**

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.

## **Research/Intellectual Contributions:**

### **Refereed Articles**

Morgan, N. A., Vorhies, D. W. , & Mason, C. (in press, 2008). Market Orientation, Marketing Capabilities and Firm Performance. *Strategic Management Journal*.

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.

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.

Vorhies, D. W. & Morgan, N. A. (2005). Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. *Journal of Marketing*, 69 (1), 80-94.

Morgan, N. A., Shaoming, Z., Vorhies, D. W. , & Katseikas, 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.

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. & 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. & 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.

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.

Dedee, J. K. & Vorhies, D. W. (1998). Retrenchment Activities of Small Firms During Economic Downturn. *Journal of Small Business Management*, 36, 46-61.

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.

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**

Morgan, N. A., Vorhies, D. W. , & Yarbrough, L. (2007). "The Business Performance Outcomes of Market Orientation Culture and Behaviors," revised and resubmitted to *Strategic Management Journal*.

Orr, L. M., Bush, V. D. , & Vorhies, D. W. (2007). "Leveraging Firm-Level Marketing Capabilities with Marketing Employee Development: Implications for Performance," initial submission to *Journal of the Academy of Marketing Science*.

Vorhies, D. W., Morgan, R., & Autry, C. W. (2007). "Product-Market Strategy and Marketing Capabilities: Impact on Market and Financial Performance," revised and resubmitted to *Strategic Management Journal*.

Vorhies, D. W., Morgan, N. A. , & Yarbrough, L. (2007). "The Impact of Market Strategy-Organizational Culture Fit on Customer Satisfaction and Financial Performance," revised and resubmitted to *Strategic Management Journal*.

## **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 . *American Marketing Association Winter Educators Conference*.

Foley, L., Bush, V., & Vorhies, D. W. (2005). Organizational Learning and Dynamic Marketing Capabilities: Implications for Organizational Performance.' . *American Marketing Association Winter Educators Conference, American Marketing Association*.

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. *American Marketing Association Summer Educators' Conference*.

Vorhies, D. W., Morgan, N. A. , & Yarbrough, L. (2003). The Impact of Market Strategy-Organizational Culture Fit on Customer Satisfaction and Financial Performance. *American Marketing Association Winter Educators Conference*.

Celuch, K., Williams, M., & Vorhies, D. W. (2002). Perceived Salesperson Self-Efficacy: Implications For Supervisory Feedback Salesperson Motivation Job Satisfaction And Performance. *American Marketing Association Summer Educators' Conference*.

Vorhies, D., Im, S., & Morgan, N. A. (2002). Product Innovation Capabilities: Acquiring and Using Knowledge to Develop Innovative Products. *American Marketing Association Winter Educators*

Conference.

Vorhies, D. W., Morgan, N. A. , & Yarborough, L. (2002). Organizational Culture and Market Knowledge Development: Implications for Customer Satisfaction and Organizational Performance . American Marketing Association Summer Educators' Conference.

Morgan, N. A., Vorhies, D. W. , & Mason, C. (2001). The Impact of Marketing Capabilities and Market Knowledge on Business Performance . American Marketing Association Winter Educators Conference.

Vorhies, D. W. & Morgan, N. A. (2001). Benchmarking Marketing Capabilities: A Method for Improving Business Performance ? American Marketing Association Winter Educators Conference.

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. & Morgan, N. A. (2000). The Capabilities of Market-Driven Organizations: Does Marketing Matter ? Association of Marketing Theory and Practice Conference, 324.

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. W. & Harker, M. (1999). Business Strategy Marketing Capabilities and Organizational Effectiveness: An Empirical Investigation . American Marketing Association Winter Educators Conference.

Vorhies, D., Rao, C. P. , & Harker, M. (1997). Business Strategy, Market Orientation and Marketing Capabilities: A Configurational Approach. American Marketing Association Winter Educators Conference.

Vorhies, D. & Yarbrough, L. (1997). Attaining Positions of Advantage and Superior Performance Through the Development of Marketing Capabilities. AMA Summer Educators' Conference.

Vorhies, D. & Yarbrough, L. (1996). Strategy, Marketing Capabilities and Financial Performance: A Test of Key Hypotheses. American Marketing Association Winter Educators Conference, 385-386.

Vorhies, D. & DeDee, K. (1996). Small Firm Retrenchment Activities and Macro Economic Conditions. Dec 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 Educator's Proceedings, 39-40.

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., 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. , & 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. & 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 . American Marketing Association Winter Educators Conference, American Marketing Assoc..

## **Working Papers**

Celuch, K., Williams, M., Vorhies, D. W. , & Bing, M. (2007). "Perceived Salesperson Self-Efficacy: Implications For Supervisory Feedback, Salesperson Motivation, Control, and Performance" targeted for Journal of Applied Psychology.

Morgan, N. A., Vorhies, D. W. , & Katsikeas, C. (2007). "Export Marketing Capabilities and Firm Performance: The Mediating Role of Marketing Implementation Effectiveness in Export Ventures" targeted for Journal of Marketing.

Vorhies, D. W., Slotegraaf, R., & Morgan, N. A. (2007). "Firm Resources, Marketing Capabilities and Performance" targeted for Journal of Marketing.

Vorhies, D. W., Orr, L. M. , & Bush, V. D. (2007). "Market Orientation, Absorptive Capacity and Firm Performance" targeted for Journal of Marketing Research.

## **Presentation of Refereed Papers**

### **International**

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

### **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. Presented at 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. Presented at AMA Educator's Conference, Austin, Texas.

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

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

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

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

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

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. Presented at 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. Presented at 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. Presented at American Marketing Association 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 . Presented at Academy of Management Meeting, Unknown, Unknown.

## Research Grants

### **Funded-External**

2007 - Vorhies, D. W., "Marketing Science Institute Research Grant No.4-1462 Brand Management Capabilities and Shareholder Value", 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, ( \$15,000).

2006 - Vorhies, D. W., "Philip Morris Aid to Education", Each year I submit a proposal to Philip Morris for financial support for the marketing program. , Altria Corp, ( \$15,000).

2006 - Vorhies, D. W., "Philip Morris Aid to Education", Funding for Sales Lab, Altria Corporation, ( \$15,000).

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

2005 - Vorhies, D. W., "Philip Morris Aid to Education", Altria Corporation, ( \$15,000).

### **Funded-Internal**

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.

### **Pending-External**

2007 - Vorhies, D. W., "Aid To Education - Leadership Grant", Altria Corp.

## Research Honors and Awards

### **Awards:**

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:**

##### **Member:**

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

2004-2005: 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.

1999-2000 through 2000-2001: Department of Marketing, Marketing Chair Search Committee: Illinois

State University, College of Business

1996-1997 through 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:**

#### **Member:**

2008-2009: Accreditation Planning

2007-2008: 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 through 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 through 1996-1997: College of Business, Ad-hoc Marketing Committee: University of Wisconsin - Oshkosh

1994-1995 through 1996-1997: College of Business, Research and Development Committee: University of Wisconsin - Oshkosh

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

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

### **University assignments:**

#### **Chair:**

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

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

#### **Faculty Advisor:**

1999-2000 through 2001-2002: Illinois State University, College of Business, Pi Sigma Epsilon: Student Marketing Organization

1995-1996 through 1998-1999: University of Wisconsin-Oshkosh, College of Business, Pi Sigma Epsilon: Student Marketing Organization

#### **Member:**

2007-2008: Pharmacy Administration Dept. Head Search: I am the outside member for the Pharm. Ad. dept's chair search.

2007-2008: Faculty Senate: Senator, University of Mississippi Faculty Senate

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

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

2006-2007: Amit Patel 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: 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.

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

1999-2000 through 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 led 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 through 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 through 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.

## **Service to the Profession**

### **Academic Conference: Discussant**

2000-2001 through 2001-2002: American Marketing Association (National).

1996-1997 through 1998-1999: American Marketing Association (National).

### **Board Member: PRJ Editorial Review Board**

2007-2008: Journal of Strategic Marketing, Review Board Member (International).

2006-2007 through 2007-2008: British Journal of Management, Editorial Review Board Member (International).

2005-2006: British Journal of Management, Editorial Board, London, UK (International).

1999-2000 through 2005-2006: Journal of Strategic Marketing, Review Board (National).

### **Chair: Conference / Track / Program**

2001-2002: Academy of Marketing Science, Track Chair World Marketing Congress (National).

1995-1996: Academy of Marketing Science, World Marketing Congress (International).

### **Other Professional Service Activities**

1998-1999: Academy of Marketing Science Conference, Paper Discussant (National).

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

2007-2008: Journal of Marketing, Reviewer (International).

2005-2006 through 2006-2007: Journal of Marketing, Ad Hoc Reviewer (International).

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

2006-2007 through 2007-2008: Industrial Marketing Management Journal, Reviewer (International).

2006-2007: Journal of the Academy of Marketing Science, REviewer (International).

2005-2006: Journal of the Academy of Marketing Science, Reviewer (International).

2005-2006: Academy of Marketing Science, Ad Hoc Reviewer (International).

2005-2006: Journal of Marketing, Ad Hoc Reviewer (International).

1996-1997: Academy of Marketing Science, Track Chair Multicultural Marketing Conference (National).

## **Service to the Community**

### **Board-Member**

1996-1997 through 1998-1999: Evergreen Retirement Community, Board of Directors

### **Member of a Committee**

1995-1996 through 1997-1998: Evergreen Retirement Community, Marketing Committee

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

1987-1988 through 1988-1989: Iowa Convention and Tourism Bureau, Vice-Chairman Keokuk

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

2007-2008: Oxford Chamber of Commerce Speaker Series, Presentation Title: Growing Your Business

1998-1999 through 1999-2000: Oshkosh Chamber of Commerce, Business Outreach Seminars.

## **Service Honors and Awards**

### **Honors:**

1999 - American Marketing Association Marketing Faculty Consortium Fellow.

1999 - Marketing Faculty Consortium Fellow (1999), American Marketing Association .

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**

#### **Awards:**

1992: Scholarship Award, Purchasing Management Association of Arkansas.

### **Memberships**

American Marketing Association

Product Development Management Association

Strategic Management Association

---

**Last updated: 30-Sep-08 (08:55 PM)**