

***Bruce L. Alford***  
***Associate Professor of Marketing***  
***Marketing Doctoral Coordinator***  
***Max P. Watson Jr. Endowed Professorship***  
***Department of Marketing & Analysis***

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College of Business  
P.O. Box 10318 T.S.  
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**EDUCATION**

B.S. University of West Florida, 1987  
Major: Marketing

Ph.D. Louisiana State University, 1993  
Major: Marketing  
Minor: Social Psychology  
Support Area: Experimental Statistics

**EXPERIENCE**

Louisiana Tech University (2007 – present)  
Associate Professor of Marketing with Tenure, Department of Marketing & Analysis  
Max P. Watson Jr. Endowed Professorship, Marketing Doctoral Coordinator

Louisiana Tech University (2004 – 2007)  
Interim Department Head, Department of Marketing & Analysis  
Associate Professor of Marketing with Tenure, Department of Marketing & Analysis  
Max P. Watson Jr. Endowed Professorship

Louisiana Tech University (2003 – 2004)  
Associate Professor of Marketing with Tenure, Department of Marketing & Analysis

Louisiana Tech University (2001 – 2003)  
Associate Professor of Marketing, Department of Marketing & Analysis

Courses:

Undergraduate

Marketing Principles  
Personal Selling  
IMC  
Consumer Behavior

Graduate (Masters)

Buyer Behavior

Graduate (Doctoral)

Seminar in Price & Promotion  
Seminar in Buyer Behavior  
Seminar in Product & Place  
Survey of Marketing & Strategy  
Research Methods I

Mississippi State University (1998 – 2001)

Assistant Professor of Marketing; Department of Marketing, Quantitative Analysis, & Business Law

Courses:

<u>Undergraduate</u>	<u>Graduate (Masters)</u>	<u>Graduate (Doctoral)</u>
Services Marketing	Research Design & Execution	Quantitative Marketing
Marketing Research		Seminar (SEM)
Personal Selling		Univariate Statistics

University of Evansville (1993 - 1998)

Assistant Professor of Marketing, School of Business Administration, Responsible for 21 semester hours per year teaching load (3/4) consisting of various courses in marketing and a general education course.

Courses: (all undergraduate)

Retail Management	Promotion Management	Consumer Behavior
Sales/Sales Management	Marketing Research	World Cultures

Louisiana State University (1989 - 1993)

Graduate Teaching Assistant, Department of Marketing

Courses taught:

- Retail Management
- Buyer/Seller Communication
- Marketing Research

Graduate Research Assistant, Department of Marketing

Milliken & Company (Jan. 1988 - Aug. 1989)

Production Manager, Front line manager of manufacturing personnel; responsible for production performance, quality of product, work scheduling, associate evaluations, and pay administration. Interacted with upper management on quality control improvement, quick change, and world class manufacturing.

## **DISCIPLINE-BASED SCHOLARSHIP**

### ***Peer Reviewed Journal Articles***

Amyx, Douglas, Dheeraj Sharma, and Bruce L. Alford (2014), "The Influence of Role Ambiguity and Goal Acceptance on Salesperson Performance and Commitment," *Marketing Management Journal*, Vol. 24, No. 1, 52-65.

- Zhuang, Weiling, Kevin J. Cumiskey, Qian Xiao, and Bruce L. Alford (2010), "The Impact of Perceived Value on Behavior Intention: An Empirical Study," *Journal of Global Business Management*, Vol. 6, No. 2 (October).
- Sharma, Dheeraj, Jule B. Gassenheimer, and Bruce L. Alford (2010), "Internet Channel and Cannibalization: An Empirical Assessment of Sales Agents' Perspective," *Journal of Personal Selling and Sales Management*, Vol. 30, No. 3 (Summer), 209-221.
- Sharma, Dheeraj, Bruce L. Alford, Shahid N. Bhuian, and Lou E. Pelton (2009), "A Higher-Order Model of Risk Propensity," *Journal of Business Research*, Vol. 62, No. 7, 741-744.
- Hayes, J. Bryan, Bruce L. Alford, and Louis M. Capella (2008), "When the Goal is Creating a Brand Personality, Focus on User Imagery," *Academy of Marketing Studies Journal*, Vol. 12, No. 1, 95-116.
- Hayes, J. Bryan, Bruce L. Alford, Lawrence Silver, and Rice P. York (2006), "Looks Matter In Developing Consumer-Brand Relationships," *Journal of Product and Brand Management*, Vol. 15, No. 5, 306-315.
- Silver, Lawrence S., Sean Dwyer, and Bruce Alford (2006), "Learning and Performance Goal Orientation of Salespeople Revisited: The Role of Performance-approach and Performance-avoidance Orientations", *Journal of Personal Selling and Sales Management*, Vol. 26, No. 1 (Winter), 27-38.
- Amyx, Douglas and Bruce L. Alford (2005), "The Effects of Salesperson's Need for Achievement and Sales Manager's Leader Reward Behavior", *Journal of Personal Selling and Sales Management*, Vol. 25, No. 4 (Fall), 347-361.
- Wood, Charles M., Bruce L. Alford, Ralph W. Jackson, and Otis W. Gilley (2005), "Can Retailers Get Higher Prices for End-of-Life Inventory Through Online Auctions", *Journal of Retailing*, Vol. 81, No. 3, 181-190.  
**Awarded the Emerald Management Reviews 2005 Citation of Excellence.**  
**Awarded to the top 50 articles from Emerald's article-review database of 15,000 articles.**
- Hopkins, Christopher D. and Bruce L. Alford (2005), "Pioneering the Development of a Scale to Measure E-Tailer Image," *Journal of Internet Commerce*, Vol. 4, Iss. 4, 77-99.
- Alford, Bruce L. and Abhijit Biswas (2002), "The Effects of Discount Level, Price Consciousness and Sale Proneness on Consumers' Price Perception and Behavioral Intention," *Journal of Business Research*. Vol. 55, No. 9, 775-783.
- Maertz, Carl. P., Donald C. Mosley, and Bruce L. Alford (2002), "Does Organizational Commitment Fully Mediate Constituent Commitment Effects? A Reassessment and

Clarification”, *Journal of Applied Social Psychology*, Vol. 32, No. 6, 1300-1313.

Hopkins, Christopher D. and Bruce L. Alford (2001), “A New Seven-Dimensional Approach to Measuring the Retail Image Construct,” *Academy of Marketing Studies Journal*, Vol. 5, No. 2, 105-114.

Faircloth, James, Louis M. Capella, and Bruce L. Alford (2001), “The Effect of Brand Attitude and Brand Image on Brand Equity,” *Journal of Marketing Theory and Practice*, Vol. 9, No. 3 (Summer), 61-75.

Alford, Bruce L. and Brian T. Engelland (2000), "Advertised Reference Price Effects on Consumer Price Estimates, Value Perception, and Search Intention," *Journal of Business Research*, Vol. 48, No. 2, 93-100.

Engelland, Brian T. and Bruce L. Alford (2000), “Consumer Learning and the Creation of Primacy Advantages for Followers,” *Journal of Business Strategies*, Vol. 17, No. 2, (Fall), 145-162.

Alford, Bruce L. (1998), "Using Cognitive Scripts to Assess the Process of Professional Service Delivery," *Journal of Professional Services Marketing*, Vol. 17, No. 1, 77-103.

Alford, Bruce L. (1998), "Affect, Attribution, and Disconfirmation: Their Impact on Health Care Services Evaluation," *Health Marketing Quarterly*, Vol. 15, No. 4, 55-74.

Alford, Bruce L. and Daniel L. Sherrell (1996), "The Role of Affect in Consumer Satisfaction Judgments of Credence-Based Services," *Journal of Business Research*, Vol. 37, No. 1, (September), 71-84.

### ***Other Intellectual Contributions***

#### Introduction to the Special Issue on Measurement Validation

Alford, Bruce L. and Brian T. Engelland (2004), “Measurement Validation in Marketing Research: A Review and Commentary”, *Journal of Business Research*, Vol. 57, No. 2, 95-97. (editors of the special issue)

#### Refereed Proceedings

Hayes, J. Bryan, Bruce L. Alford, and Louis M. Capella (2008), "When the Goal is Creating a Brand Personality, Focus on User Imagery,” in *Academy of Marketing Studies Proceedings*, Vol. 13 Iss. 1.

Alford, Bruce L., Otis W. Gilley, and Charles M. Wood (2005) “Analyzing Auction Data: What Doesn’t Sell Could Matter,” in *Advances in Marketing: Managerial*,

Pedagogical, Theoretical, William J. Kehoe and Linda K. Whitten, eds. Society for Marketing Advances 202-203.

**Awarded the Outstanding Paper Award, Marketing Research Track**

Silver, Lawrence, Sean Dwyer and Bruce Alford (2004), "Fear of Failure: Rethinking the Unidimensionality of Performance Goals in the Salesperson Work Motivation Model," in *Professional Sales and Sales Management Practices for the 21st Century*, C. David Shepherd, ed. National Conference in Sales Management 85-90.

Wood, Charles M., Bruce L. Alford, and Ralph W. Jackson (2001), "Going, Going, Gone! An Examination of the Applicability of Traditional Pricing Theory to the 'Open Marketplace' of Online Auctions," in *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter, ed. Society for Marketing Advances 269-270.

Hopkins, Christopher D. and Bruce L. Alford (2001), "A New Seven Dimensional Approach to Measuring the Retail Image Construct," in *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter, ed. Society for Marketing Advances 203-204.

**Awarded the Outstanding Paper Award, Retailing and Entrepreneurship Track.**

Engelland, Brian E., Bruce L. Alford, and Ronald D. Taylor (2001), "Cautions and Precautions on the Use of "Borrowed" Scales in Marketing Research," in *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter, ed. Society for Marketing Advances 152-153.

**Awarded the Outstanding Paper Award, Marketing Research Track.**

Hopkins, Christopher D. and Bruce L. Alford (2001), "A Proposed Multi-Dimensional Scale to Measure the E-Tailer Image Construct," in *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter, ed. Society for Marketing Advances 197-198.

Hayes, J. Bryan, Louis M. Capella and Bruce L. Alford (2001), "The Brand Personality as a Basis for Consumer-Brand Relationships," in *New Meanings for Marketing in a New Millennium*, Melissa L. Moore and Robert S. Moore, eds., Academy of Marketing Science,

Stammerjohan, Claire A. and Bruce L. Alford (2000), "An Examination of Generalized and Domain-Specific Deal Proneness within a Transaction Utility Theory Model," in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., Society for Marketing Advances, 199-200.

Stammerjohan, Claire A. and Bruce L. Alford (2000), "Color Effects Revisited: Two for the Price of One," in *Marketing Management Association 2000 Proceedings*, Robert Green and Ram Kesavan, eds., Marketing Management Association, 8.

Alford, Bruce L. and Abhijit Biswas (1999), "The Effect of Discount Level, Price Consciousness and Sale Proneness on Consumers' Price Perception and Behavioral Intention," in *Advances in Marketing: Theory, Practice and Education*, Joyce A. Young, Robert D. Green and Faye W. Gilbert, eds., Society for Marketing Advances, 236-237.

**Awarded the Outstanding Paper Award, Sales Promotion Track.**

**Awarded the Society for Marketing Advances Fellows Best Theoretical Paper Award.**

Engelland, Brian T. and Bruce L. Alford (1998), "Testing Nomological Validity through Structural Equation Modeling: A Procedural Guideline and Demonstration," in *Marketing Advances in Theory, Practice and Education*, Duncan Herrington and Ronald D. Taylor, eds., Society for Marketing Advances, 246-247.

**Awarded the Outstanding Research Paper Award, Marketing Research, Models and Theory Track.**

Engelland Brian T. and Bruce L. Alford (1997), "Order Effects and Innovation Learning: An Empirical Test," in *Enriching Marketing Practice and Education*, Elnora Stuart and Ellen Moore, eds., Rock Hill, SC: Southern Marketing Association, 317-318.

Alford, Bruce L. and Abhijit Biswas (1996), "A Test of Two Models of Reference Price Effects," in *Developments in Marketing Science*, vol. 19, Elizabeth J. Wilson and Joseph F. Hair, Jr., eds., Academy of Marketing Science, 274-281.

**Awarded the Best-In-Track Paper Award, Product and Price Management Track.**

**Awarded the M. Wayne Delozier Best Conference Paper Award.**

Alford, Bruce L. and Brian T. Engelland (1996), "The Effects of Plausible and Implausible Advertised Reference Prices on Consumer Price Estimates, Value Perception, and Search Intention," in *Marketing: Moving Toward the 21<sup>st</sup> Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Southern Marketing Association, 16-19.

**Awarded the Best-In-Track Paper Award, Consumer/Buyer Behavior Track.**

Eastman, Jacqueline K., Bruce L. Alford, Laura Spells and Cathy Neal (1996), "An Exploratory Investigation of Ethical and Unethical Children's Promotional Practices: The Viewpoint of Mothers and Fathers," in *Marketing: Moving Toward the 21<sup>st</sup> Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Southern Marketing Association, 32-36.

Alford, Bruce L. and Brian T. Engelland (1995), "Of Root Canals and Other Credence-Based Services: Dimensions in Customer Retention," in *Midwest Marketing Association Proceedings*, E. Wayne Chandler and Michael d'Amico, eds., Midwest Marketing Association, 198-202.

Alford, Bruce L. and Jacqueline K. Eastman (1995), "Advertising to Children: An Ethical Checklist," in *Expanding Marketing Horizons Into The 21<sup>st</sup> Century*, David L.

Moore, ed., *Association of Marketing Theory and Practice*, 242-247.

Engelland, Brian T. and Bruce L. Alford (1994), "Order Effects in Innovation Learning: A Model for Followers," in *Marketing: Advances in Theory and Thought*, Brian T. Engelland and Alan Bush, eds., Richmond, VA: Southern Marketing Association, 304-308.

Sherrell, Daniel L., Abhijit Biswas and Bruce L. Alford (1991), "The Influence of Prior Product and Store Knowledge on Consumer Reference Price Estimates," in *Developments in Marketing Science*, Robert L. King, ed., Vol. XIV, Richmond, VA: Academy of Marketing Science, 12-16.

Alford, Bruce L. and Scott S. Roach (1991), "Measurement of Consumers' Perceptions of Pain in Dental Services," in *Marketing: Toward the Twenty-First Century*, Robert L. King, ed., Richmond, VA: Southern Marketing Association, 76-81.

### Presentations

"Improving Application of the Scale Development Process," (with Michael J. Dorsch, Ronald E. Goldsmith, and Christopher D. Hopkins), 2003, Presentation to the Society for Marketing Advances.

"On the Use of Borrowed Scales in Marketing," (with Ronald Taylor and Brian Engelland), 2001, Presentation to the Marketing Management Association.

"Affect, Attribution, and Disconfirmation: Their Impact on Health Care Services Evaluation," Bruce L. Alford, 1997, Presentation to the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference.

"Ethical Issues in the Nineties: A Marketing Panel," (with Jacqueline K. Eastman, Alan Reddy, Sid C. Dudley, Paula Fitzgerald Bone, and Robert J. Corey), 1996, Presentation to the Association of Marketing Theory and Practice.

### **LEARNING AND PEDAGOGICAL SCHOLARSHIP**

Alford, Bruce L. and Brian T. Engelland (2001), "Delivering Distance Education via Interactive Television: Considerations in Faculty Preparation, Course Administration and Student Evaluation," *Journal for the Advancement of Marketing Education*, Vol. 1 (Summer), 13-18.

Laura A. Williams, Scott Roach, Bruce Alford, and William C. Black. (1995) *Instructor's Manual for Multivariate Data Analysis with Readings*. Fourth Edition. Englewood Cliffs: Prentice Hall.

Alford, Bruce L., Scott S. Roach and William C. Black (1992), *Instructor's Manual for Multivariate Data Analysis with Readings*, Third Edition. Englewood Cliffs: Prentice

Hall.

**SCHOLARSHIP UNDER SUBMISSION:**

“Is It Really Different: The Case of Online Auction Data,” (with Charles Wood, Otis Gilley, and Obi Obilo), First revision under review at *Marketing Letters*.

“The Role of Sticker Shock: Exploring Mediating Effects between Price Messages and Consumer Responses,” (with Weiling Zhuang), First revision under review at the *Journal of Product and Brand Management*.

“Advancing Scholarship: Fostering the Motivation to Research in Future Marketing Scholars,” (with Obi Obilo), Submitted to the *Journal for the Advancement of Marketing Education*.

**SCHOLARSHIP IN PROGRESS:**

“The Functional Approach as a Conceptual Lens to Examine Self-Creation,” (with Obi Obilo), Targeted for the *Journal of Consumer Psychology*, final editing for submission stage.

“A Typology of Retailer Advertising,” (with Janna Parker), Targeted for the *Journal of Advertising*, final editing for submission stage.

“Salesperson Depression and Its Effect on Performance”, (with Doug Amyx), Targeted for the *Journal of Professional Selling and Sales Management*, writing first draft stage.

**DISSERTATION COMMITTEES:**

Louisiana Tech University

Joanne Tran, Committee Chair, In-progress  
Obi Obilo, Committee Chair, Completed  
Janna Parker, Committee Chair, Completed  
Dheeraj Sharma, Committee Chair, Completed

Lauren Brewer, Committee Member, Completed  
David Locander, Committee Member, Completed  
Yasemin Atinc, Committee Member, Completed  
David Shows, Committee Member, Completed  
Kevin James, Committee Member, Completed  
Weiling Zhuang, Committee Member, Completed  
Mahmoud Darrat, Committee Member, Completed  
Krist Swimberghe, Committee Member, Completed  
Kishwar Joonas, Committee Member, Completed

Mississippi State University



Christopher Hopkins, Committee Member, Completed  
Bryan Hayes, Committee Member, Completed  
David McMahon, Committee Member, Completed

## **MAJOR FIELDS**

Research: Online auction pricing behavior. Advertising message processing.  
Measurement and analysis issues/methods.

Teaching: The areas of quantitative marketing techniques, marketing research,  
services marketing, integrated marketing communications, pricing,  
consumer behavior, sales/sales management.

## **HONORS**

Emerald Management Reviews 2005 Citation of Excellence for the *Journal of Retailing* article "Can Retailers Get Higher Prices for End-of-Life Inventory Through Online Auctions." Awarded to the top 50 articles from Emerald's article-review database of 15,000 articles.

Outstanding Reviewer Award for the *Journal of Marketing Theory and Practice*, 2002 - 2005.

Outstanding Paper Award, Marketing Research Track, Society for Marketing Advances Conference, 2005

Distinguished faculty for the Marketing Management Association 2002 Doctoral Student Consortium

Outstanding Paper Award, Retailing and Entrepreneurship Track, Society for Marketing Advances Conference, 2001

Outstanding Paper Award, Marketing Research Track, Society for Marketing Advances Conference, 2001

Outstanding Paper Award, Sales Promotion Track, Society for Marketing Advances Conference, 1999

Society for Marketing Advances Fellows Best Theoretical Paper Award, Society for Marketing Advances Conference, 1999

Distinguished faculty for the Society for Marketing Advances 1999 Doctoral Student Consortium

Outstanding Research Paper Award, Marketing Research, Models and Theory Track, Society for Marketing Advances Conference, 1998

United Methodist Church Exemplary Teaching Award, 1997

Outstanding Paper Award, Consumer/Buyer Behavior Track, Southern Marketing Association Conference, 1996.

Best-In-Track Paper Award, Product and Price Management Track, Academy of Marketing Science Conference, 1996.

M. Wayne DeLozier Best Conference Paper Award, Academy of Marketing Science Conference, 1996

University of Evansville Faculty Research Fellowship Award recipient, 1996.

Doctoral Consortium Fellow, American Marketing Association, 1992.

Graduate Assistantship, Full-time, Competitive Award, Marketing Department, College of Business Administration, Louisiana State University, 1989 to 1993.

Mu Kappa Tau (marketing honor society)

Alpha Sigma Lambda (national honor society)

### **PROFESSIONAL ACTIVITIES:**

Editorial review board member for the *Journal of Business Research*.

Editorial review board member for the *Journal of Marketing Theory and Practice*.

Track chair for the 2012 Mary Kay Doctoral Dissertation Competition for the Academy of Marketing Science Conference.

Reviewer for the *Journal of Retailing* special issue on Consumer Behavior and Retailing 2008

Reviewer of grant applications to the Academy of Marketing Science to attend the 2008 European Doctoral Programmes Association in Management and Business Administration Summer Academy

Ad hoc reviewer for the *Journal of Marketing Theory and Practice* 2002-2005

Reviewer for the 2008 Society for Marketing Advances conference.

Track chair for the marketing research methods track for the 2006 Academy of Marketing Science conference.

Reviewer for the 2005 Society for Marketing Advances conference

Guest co-editor for the special issue on measurement validation for the *Journal of Business Research* Vol. 57, No. 2, 2004.

Track chair for the marketing models and research track for the 2003 Marketing Management Association conference.

Reviewer for the 2002 Society for Marketing Advances conference

Reviewer for the 2001 Society for Marketing Advances conference.

Track chair for the marketing research track for the 2000 Society for Marketing Advances conference.

Reviewer for the 2000 Atlantic Marketing Association conference

Reviewer for the 1999 Marketing Management Association conference.

Reviewer for the 1999 Society for Marketing Advances conference.

Reviewer for the 1999 Academy of Marketing Science conference.

Discussant for the 1998 Society for Marketing Advances conference.

Reviewer for the 1998 Society for Marketing Advances conference.

Reviewer for the 1997 Academy of Marketing Science conference.

Reviewer for the 1997 Southern Marketing Association conference.

Reviewer for the 1997 Association of Marketing Theory and Practice conference.

Reviewer for the 1996 Academy of Marketing Science conference.

Session Chair for the 1996 Southern Marketing Association conference.

Reviewer for the 1996 Southern Marketing Association conference.

Discussant for the 1996 Southern Marketing Association conference.

Reviewer for the 1996 Midwest Marketing Association conference.

Reviewer for the 1996 Association of Marketing Theory and Practice conference.

Reviewer for the 1994 Southwest Marketing Association conference.

Discussant for the 1994 Southern Marketing Association Conference.