
Administrative Highlights

- Board of Directors, Harold & Murial Berkman Charitable Corporation (current)
- Chair, Academy of Marketing Science Board of Governors (2010 – current)
- President, The Academy of Marketing Science (2005-2008)
- Vice-President for Programs, The Academy of Marketing Science (2000-2005)
- Chair, Department of Management, Marketing and Fashion Merchandising – USM (2005-2007)
- Chair, Department of Marketing and Analysis – Louisiana Tech (2007 – present)
- Reims Management School Scientific Committee – Reims, France (2008 – 2012)
- Associate Editor of Marketing for The Journal of Business Research (1999-current)
- President of The Society for Marketing Advances (2000-2001)
- Program Chair, The Academy of Marketing Science World Marketing Congress [Reims] (2011)
- Program Chair, The Society for Marketing Advances (1999)
- Program Chair, The Academy of Marketing Science Annual Conference (2003, 2011)
- Chair - College Graduate Programs Committee (2001 – 2005)
- Chair - College of Business Strategic Planning Committee (2004 – 2006)
- Chair - College Research Committee / Serve on University Research Council (2002-2005)
- Vice-President, Diocese of Biloxi School Board (2001-2007)
- President SHHS School Board and Chair of Capital Campaign for New School

Research and Publications:

- Over 100 Scholarly and Professional Publications with over 17,000 citations (H-index 39/i10-index 59)
- Articles published in many journals including:
 - The Journal of Marketing*
 - The Journal of the Academy of Marketing Science*
 - The Journal of Consumer Research*
 - The Journal of Business Research*
 - The Journal of Retailing*
 - Marketing Letters*
 - The Journal of Retailing and Consumer Services*
 - The Journal of Travel & Tourism Marketing*
 - The Journal of Consumer Affairs*
 - European Journal of Operations Research*
 - The Journal of International Consumer Marketing*
 - Psychology and Marketing*
 - Psychological Reports*
 - The Journal of Services Marketing*
 - The Journal of Personal Selling and Sales Management*
 - The Journal of Marketing Theory and Practice*
 - The Journal of Consumer Behaviour*
 - International Journal of Wine Business Research*
- Current Research and Text Books
 - CB: A Consumer Behavior Framework*, 6th Edition, Cengage/Southwest (4LTR Press)
 - Multivariate Data Analysis*, 7th Edition, Prentice Hall
 - Exploring Marketing Research*, 11th Edition / *Essentials of Marketing Research*, 5th Edition, Cengage
 - Sales Management: Building Customer Relationships and Partnerships*, Houghton-Mifflin

Award Highlights

- Harold W. Berkman Distinguished Service Award
- Academy of Marketing Science Distinguished Fellow
- Society for Marketing Advances Distinguished Fellow
- Michel Laroche Distinguished Service Award
- Three times awarded the USM Louis K. Brandt Award for Outstanding Faculty Research
- Omerre DeSerres Award for Outstanding Research in Retailing
- *Journal of Business Research* and *Journal of Retailing* Outstanding Reviewer Awards
- Golden Key Faculty Excellence Award for Innovation
- Steven J. Shaw Award for the SMA Outstanding Conference Paper

CURRICULUM VITAE
Barry J. Babin, Ph.D

Personal Information

Married, Date of Birth: 7/3/59, Excellent Health, 2 Children.

Position and Address

Department Head and Max P. Watson, Jr. Professor of Business
Marketing & Analysis Department
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Education

Doctor of Philosophy (Business Administration)
Major: Marketing
Minor: Econometrics
Degree Awarded August 1, 1991
Dissertation Chair: Professor William R. Darden
Dissertation Topic: A C-E-V Model of Hedonic Shopping Activities
Louisiana State University
Baton Rouge, Louisiana

Masters in Business Administration
Major Emphasis: Marketing
Degree Awarded July 1987
University of Central Florida
Orlando, Florida

Bachelor of Science
Major: Industrial Engineering
Minor Areas: Accounting/History
Degree Awarded December 1982
Louisiana State University
Baton Rouge, Louisiana

Refereed Journal Publications

Articles on Retail Patronage/Value of Activities

- “All the Same to Me: Outcomes of Aesthetic Labor Performed by Frontline Service Providers,” *Journal of the Academy of Marketing Science*, DOI 10.1007/s11747-014-0407-4. With K. Pounders and A. Close. In press.
- “Effects of Consumer Psychographics and Store Characteristics in Influencing Shopping Value and Store Switching,” *Journal of Consumer Behaviour*, 12 (2013), 194-203. With P Shukla.
- “Negative Emotions, Value and Relationships: Differences between Women and Men,” *Journal of Retailing and Consumer Services*, 20 (2013), 471-478. With M. Griffin, A. Borges and J.S. Boles.
- “Gender Orientation and Retail Atmosphere: Effects on Value Perception,” *International Journal of Retail & Distribution Management*, 41 (2013 7), 498-511. With A. Borges and N. Spielmann.
- “Revisiting Low Price Guarantees: Does Consumer versus Retailer Governance Matter?” *Marketing Letters*, 23 (3 2012), 777-791. With Adilson Borges.
- “Materialism through the Eyes of Polish and American Consumers,” *Journal of Business Research*, 64 (September 2011), 944-950. With Jerry Tobacyk, Jill Attaway, Kevin James and David Shows.
- “A Brief Retrospective and Introspective on Value,” *European Business Review*, 22 (5 2010), 471-479. With Kevin W. James.
- “Does a Companion Always Enhance the Shopping Experience?” *Journal of Retailing & Consumer Services*, 17 (July 2010), 294-299. With Adilson Borges and Jean-Chebat.
- “Pride and Prejudice in the Evaluation of Wine?” *International Journal of Wine Business Research*, 21 (November 2009), 298-311. Named “Highly Commendable” by at the Literati Network Awards for Excellence 2010. With Julie Guidry.
- “How Quality, Value, Image and Satisfaction Create Loyalty at a Chinese Telecom,” *Journal of Business Research*, 62 (October 2009), 980-986.
- “When Income Matters: Customers’ Evaluations of Shopping Malls’ Hedonic and Utilitarian Orientations,” *Journal of Retailing and Consumer Services*, *Journal of Retailing and Consumer Services*, 16 (January 2009), 40-49.
- “Does Santa have a Great Job? Gift Shopping Value and Satisfaction,” *Psychology & Marketing*, 24 (October 2007), 895-917. With Christine Gonzalez and Christina Watts.

- “Perceived Appropriateness and its Effect on Quality, Affect and Behavior,” *Journal of Retailing and Consumer Services*, 11 (September 2004): 287-298. With J. C. Chebat and R. Michon. * Rated number 6 out of the top 25 papers published in the *Journal*.
- “A Cross-Cultural Investigation of the Materialism Construct: Assessing the Richins & Dawson Materialism Scale in Denmark, France, and Russia,” *Journal of Business Research*, 57 (August 2004), 893-900. With Mitch Griffin and Finn Christensen.
- “Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea,” *Journal of Services Marketing*, 19 (Issue 3 2005): 133-139. With Mitch Griffin, Eun-Ju Kim and Yong-Ki Lee.
- "Christmas Gift Search Behaviors: A Three-Country Comparison," *The Journal of International Consumer Marketing*, 15 (4 2003), 7-42, with Michel Laroche, Mark Cleveland and Phillipa Ward.
- “Seeking Something Different? A Model of Schema Deviation’s Impact on Consumer Affect, Purchase Intentions and Perceived Shopping Value,” *Journal of Business Research*, 54 (November 2001), 89-96. With Laurie Babin
- “Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer,” *Journal of Business Research*, 49 (August 2000), 91-99. With Jill Attaway.
- “Shopping Values of Russian Consumers: The Impact of Habituation in a Developing Economy,” *Journal of Retailing*, 76 (Spring 2000), 33-52. With Mitch Griffin and Doan Modianos.
- “International Students’ Travel Behavior: A Model of the Travel-Related Consumer Satisfaction/Dissatisfaction Process,” *Journal of Travel & Tourism Marketing*, 10.1 (2001), 93-106. With Kuemlim Kim.
- "Consumer Self-Regulation in a Retail Environment," *Journal of Retailing*, 71 (Spring 1995), 47-70. With Bill Darden.
- "Good and Bad Shopping Vibes: Spending and Patronage Satisfaction," *Journal of Business Research*, 35 (March 1996), 201-206. With Bill Darden.
- "Work and/or Fun? Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, 19 (March, 1994), 644-656. With Bill Darden and Mitch Griffin. Frequently Cited.

"The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science," *Research in Marketing*, 6 (1994), 103-116. With James S. Boles and Laurie A. Babin.

Articles on Marketing Ethics or Public Policy Issues

"Codes of Ethics, Corporate Philanthropy and Employee Responses," *International Journal of Hospitality Management*, 39 (2014), 97-106. With Yong-Ki Lee, Bo-young Moon and Joowon Choi.

"Perceptions of Ethical Work Climate and Person-Organizational-Fit among Retail Employees in Japan and the US: A Cross-Cultural Scale Validation," *Journal of Business Research*, 62 (2009), 594-600. With Tara' Lopez and Christina Chung.

"Representing the Perceived Ethical Work Climate among Marketing Employees," *Journal of the Academy of Marketing Science*, 28 (Summer 2000), 345-359. W/ Jim Boles and Don Robin.

"The Nature, Measurement and Stability of Ethical Judgments in the Workplace," *Psychological Reports*, 80 (1997), 563-580. With Donald Robin and Eric Reidenbach.

"Anticipation of Injurious Consumption Outcomes and Its Impact on Consumer Attributions of Blame," *Journal of the Academy of Marketing Science*, 24 (Fall, 1996), 314-327. With Mitch Griffin and Jill Attaway.

"Effects of Moral Cognitions and Consumer Emotions on Shoplifting Intentions," *Psychology & Marketing*, 13 (December 1996), 785-803. With Laurie A. Babin.

"An Investigation of Product Liability Attitudes and Opinions: A Consumer's Perspective," *The Journal of Consumer Affairs*, 28 (Summer, 1994), 54-80. With Bill Darden and Mitch Griffin.

"The Role of Consumer Sympathy in Product Liability Suits: An Experimental Investigation of Loose Coupling Characteristics and Perceptions," *The Journal of Business Research*, 22 (January, 1991), 65-89. With Bill Darden, James DeConinck, and Mitch Griffin.

"Buyer Reactions to Ethical Beliefs in the Retail Environment," *The Journal of Business Research*, 57 (October 2004), 1155-1163. With Mitch Griffin and James S. Boles.

Articles on Managing the Services Environment

- “The Influence of Movie’s Quality on its Performance: Evidence Based on Oscar Awards,” *Managing Service Quality*, 24 (February 2014), 122- 138. With Weiling Zhuang, Qian Xiao, Mihaela Paun.
- “Service with Personality: A Note on Generalizing Personality across Services Contexts,” *Journal of Services Marketing*, 25 (7 Fall 2011), 467-474. With Nathalie Spielmann.
- “Employee Behavior in a Service Environment: A Model and Test of Potential Differences Between Men and Women,” *Journal of Marketing*, 62 (April 1998), 77-91. With James S. Boles.
- "On the Front Lines: Stress, Conflict and the Customer Service Provider," *Journal of Business Research*, 37 (September, 1996), 41-50. With James S. Boles.
- "The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Provider Role Stress, Performance and Job Satisfaction," *Journal of Retailing*, 72 (Spring, 1996), 57-75. With James S. Boles. Frequently Cited.
- "What Makes Contact Employees Perform? Reactions to Employee Perceptions of Managerial Practices," *International Journal of Bank Marketing*, 20 (7) 2003, 325-332. With Jean-Charles Chebat and Paul Kollias.

Articles on the Nature of Affect

- “Reinventing the Branch: An Empirical Assessment of Banking Strategies to Environmental Differentiation,” *Journal of Retailing and Consumer Services*, 16 (2009), 442-450. With Thomas Allard, Jean-Charles Chebat and Martine Crispo.
- “Festivalscapes and Patrons’ Emotions, Satisfaction, and Loyalty,” *Journal of Business Research*, 61 (January 2008), 56-64. With Yong-Ki Lee, Chong-Ki Lee, and Seung-Kon Lee.
- “U.S. Consumers’ Adoption-Nonadoption of Mobile SMS Advertising,” *Journal of Mobile Marketing*, 1 (June 2006), 21-29. With Alexander Muk.

- “Marketing to Asian Americans: The Impact of Acculturation and Interpersonal Influence on Ethnocentric Consumer Preferences,” *Journal of the Korean Academy of Marketing Science*, 15 (November 2005 – appearing in 2006), 187-210. With Ray Taylor and Kyung Hoon Kim.
- “Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect,” *Journal of Business Research*, 56 (July 2003), 541-551. With David M. Hardesty and Tracy A. Suter.
- "Negative Emotions in Marketing Research: Affect or Artifact," *Journal of Business Research*, 42 (July 1998), 271 - 285. With Laurie Babin and Bill Darden.
- “The Nature of Satisfaction: An Updated Examination and Analysis” *Journal of Business Research*, 41 (February 1998), 127-136. With Mitch Griffin.
- "Exploring the Affective Quality of Retail Environments: Expanding the Scope of Retail Personality," *Journal of Business Research*, 24 (February 1994), 101-109. With Bill Darden. Frequently Cited.
- "An Empirical Comparison of Alternative Conceptualizations of Postconsumption Reactions," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 7 (1994), With Mitch Griffin and Bill Darden, 172-183.

Articles on Sales/Selling or Promotion

- “Testing Congruency Effects between Origin and Producer for Wines,” *International Journal of Wine Business Research*, 23 (4 2011), 338-354. With Nathalie Spielmann.
- “An Empirical Study on the Impact of Two Types of Goal Orientation and Salesperson Perceived Obsolescence on Adaptive Selling,” *Journal of Personal Selling and Sales Management*, 32 (Spring 2012), 261-273. With Junwai Chu and Guangzhi Zhao.
- “Optimum Advertising Policy Over Time for Subscriber Service Innovations in the Presence of Service Cost Learning and Customers’ Disadoption,” *European Journal of Operations Research*, 211 (June 2011), 642-649. With H. Mesak, A. Bari, L. Birou and A. Jurkus.
- “The Formation of Buyer’s Trust of the Seller in an Initial Sales Encounter,” *Journal of Marketing, Theory and Practice*, 16 (January 2008), 27-39. With Andy Wood and James S. Boles.

“An Examination of the Relationship Between Retail Work Environments, Salesperson Selling Orientation and Job Performance,” *Journal of Marketing Theory and Practice*, 9 (Summer 2001). With James S. Boles and Tom Brashear.

“Salesperson and Retail Attitudes and their Impact on Consumer Purchase Intentions,” *Journal of Retail and Consumer Services*, 6 (Spring 1999), 91-97. With James S. Boles and Laurie Babin.

"Salesperson Stereotypes, Consumer Emotions, and Their Impact on Information Processing," *Journal of the Academy of Marketing Science*, 23 (Spring, 1995), 94-105. With James S. Boles and Bill Darden.

"Role Stress Revisited: One or Two Constructs?" *The Journal of Marketing Theory and Practice*, 2 (Summer, 1994), 57-69. With James S. Boles.

“Information Search Patterns for Gift Purchases: A Cross-National Examination of Gender Differences,” *Journal of Consumer Behaviour*, 3 (September, 2003), 20-47. With M. Cleveland, M. Laroche, P. Ward and J. Bergeron.

Articles on Theory and Publication

“Structural Equation Modeling in Social Science Research: Issues of Validity and Reliability in the Research Process,” *European Business Review*, 24 (November 2012), 320 – 330. With Goran Svensson.

“Scholarly Marketing Publication – The American Advantage,” *European Business Review*, 5 (2008), 370-383.

“Publishing Research in Marketing Journals Using Structural Equation Modeling,” *Journal of Marketing, Theory and Practice*. 16 (Fall 2008), 279-286.

Other Refereed Publications

“Effects of LMX and Emotional Exhaustion on Salesperson Deviance: A Structured Abstract,” *Proceedings of the 2014 AMS World Marketing Congress*, Lima, Peru. With Mahmoud Darrat and Guclu Atinc.

“Une autre incursion du côté obscur: comment les femmes et les hommes travaillent à leurs achats de cadeaux,” *Proceedings of the 2004 Association for French Marketing Conference*.

- “Perceived Legality and Wine Buying Intentions,” *Proceedings* of the 2003 World Marketing Congress, V. Crittenden, M. Euwing and R. Ramaseshan, eds., AMS, 265-269. With Mitch Griffin and Donald P. Robin.
- “Christmas Gift Search Behaviors: A Three-Country Comparison,” *Proceedings* of the 8th Cross-Cultural Research Seminar, Kahuku, Hawaii (December 14, 2001), with Mark Cleveland, Michel Laroche, and Philippa Ward.
- “The Moderating Role of Service Environment on the Customer Share - Customer Commitment Relationship,” *Developments in Marketing Science*, 24 (2001), 266-271. With James S. Boles and Mitch Griffin.
- “Toward an Assessment of Service Providers’ Ethical Stress and its Consequences,” in *Marketing Theory and Applications*, Debbie Thorne LeClaire and Michael Hartline, eds., 1997; Chicago: American Marketing Association, 336-341. With James S. Boles.
- "A Closer Look at the Influence of Age on Consumer Ethics," *Advances in Consumer Research*, 22 (1995), Frank Kardes and Mita Sujan, eds., Provo, UT: Association for Consumer Research, 668-673. With Mitch Griffin.
- "The Effect of Motivation to Process on Consumers' Satisfaction Reactions," in *Advances in Consumer Research*, 21 (1994), Chris Allen and Deborah Roedder-John, eds. With Mitch Griffin and Laurie Babin. 406-411.
- "The Identification and Control of Halo Error: A Monte Carlo Study," in *Enhancing Knowledge Development in Marketing*, Vol. 4 (1993), David Cravens and Peter Dickson, eds., With Michael Dorsch and Bill Darden. 320-329.
- "To Steal or not to Steal: Ethical Judgments and Consumer Shoplifting Intentions," in *Marketing Theory and Applications*, Vol. 5 (1994), C.W. Park and Daniel C. Smith, eds., Chicago, IL: American Marketing Association. With Don Robin and Kristi Pike. 200-205.
- "Hey You, Can Ya' Spare Some Change? The Case of Empathy and Personal Distress As Reactions to Charitable Appeals," in *Advances in Consumer Research*, Vol. 20 (1993). With M. Griffin, J. Attaway, and B. Darden. 508-514.
- "Adaptive Selling Prototypes: Detection and Impact on Selling Performance," *Retail Patronage and Strategy: The Cutting Edge IV*, Vol. 4 (1996), William R. Darden ed., Baton Rouge, LA: American Marketing Association. With W.R. Darden and D. Sherrell. 379-386.

- "The Dual Role of Emotions on Patronage Behavior," *Retail Patronage and Strategy: The Cutting Edge IV*, Vol. 4 (1996), William R. Darden ed., Baton Rouge, LA: American Marketing Association. With W.R. Darden. 479-484.
- "Ethnicity as a Promotional Tool: Retailing to Emerging Consumer Markets," *Developments in Marketing Science*, Vol. 7 (1994), Elizabeth Wilson and William Black, eds., Coral Gables, FL: Academy of Marketing Science. With William R. Darden, 338-342.
- "Mapping the Affective Quality of Retail Stores: Some Practical Insights," *Retail Patronage and Strategy: The Cutting Edge*, Vol. 3 (1994), Bill Darden and Bob Lusch, eds., Baton Rouge, LA: Louisiana State University Press. With Bill Darden. 215-224.
- "The Work Environment: An Organizational Antecedent to Work/Family Conflict and Work-related Attitudes and Behaviors," *Retail Patronage and Strategy: The Cutting Edge*, Vol. 3 (1994), Bill Darden and Bob Lusch, eds., Baton Rouge, LA: Louisiana State University Press. With James S. Boles and Larry Ross. 77-88.
- "Societal Influences on Schematic Processing in the Service Encounter: Directions for Study," in *Minority Marketing: Research Perspectives for the 1990s*, Vol. 6 (1993), R. L. King, ed., Miami, FL: Academy of Marketing Science. 95-99.
- "Focus on Adaptive Selling: A Note on Second Order Factors," in the *Proceedings* of the 1993 Annual Meeting of the Southern Marketing Association, 344-346.
- "A Note on Demand Artifacts in Marketing Research," in the *Proceedings* of the 1992 Annual Meeting of the Southern Marketing Association. With Bill Darden and Mitch Griffin. 227-230.
- "Some Comments on the Role of Emotions in Consumer Behavior," in the *Proceedings* of the 1992 American Marketing Association Summer Educator's Conference. With Bill Darden and Mitch Griffin. 130-139.
- "Consumer Assessments of Responsibility for Product Related Injuries: The Impact of Regulations, Warnings, and Promotional Policies," in *Advances in Consumer Research*, Vol. 19 (1992). Provo, UT: Association for Consumer Research. With Mitch Griffin and William R. Darden. 870-878.
- "The Effect of Ad Evoked Feelings and Judgments in a Simple Model of Retail Patronage Intentions," in *Retail Management and Patronage Behavior: The Cutting Edge*, Vol. 2 (1991). With Scot Burton and Richard Netemeyer. 359-364.

- "An Empirical Investigation of the Impact of Negative Publicity on Consumer Attitudes and Intentions," in *Advances in Consumer Research*, Vol. 18 (1991). Provo, UT: Association for Consumer Research. With Mitch Griffin and Jill Attaway. 334-341.
- "Exploring the Characteristics of a Salesperson Social Schema," in *Developments in Marketing Science*, Vol. 15 (1992). Miami, FL: AMS. With James S. Boles. 16-20.
- "An Exploratory Study of Second Order Shopping Orientations: Theoretical Structure and Relevance," in the *Proceedings* of the 1991 Annual Meeting of the Southern Marketing Association. With William R. Darden and Mitch Griffin. 54-57.
- "Conjoint Analysis in Academic Research: A Survey of Marketing Literature," in the *Proceedings* of the 1991 American Marketing Association Summer Educator's Conference. With Mitch Griffin and Jill Attaway. 683-692.
- "An Examination of Two Approaches for Modeling Retail Image Formations," in the *Proceedings* of the 1990 Southern Marketing Association Annual Conference. 440-443. With Laurie Babin and Mitch Griffin.*
- "Personal Interaction in Sales and Ancillary Service Usage," in *Developments in Marketing Science*, vol. 13, B. J. Dunlap, editor. Cullowhee, NC: Academy of Marketing Science (1990). 411-419. With William R. Darden.
- "A Conceptual Approach to Testing Among and Between Indicators," *Proceedings* of the 1989 Decision Science Institute Annual Conference. A.K. Soni and V. A. Mabert, editors. 753-755. With William R. Darden and Mitch Griffin.
- "The Impact of Personal Values on Sympathy Toward Product Liability Plaintiffs," in *Advances in Marketing*, Peter J. Gordon and Bert J. Kellerman eds., Springfield MO: Southwestern Marketing Association (1989). With William R. Darden, James DeConinck and Mitch Griffin.

* Selected Best Competitive Paper

Other Publications/Books/Editorials

Multivariate Data Analysis, 6th, 7th Editions. Prentice Hall. 2006/10. With J Hair, R. Anderson, W. Black. Frequently Cited.

Exploring Marketing Research, 9th – 11th Editions. Thomson/Southwest Publications. 2007-2015.

Essentials of Marketing Research, 3rd – 6th Editions. Thomson/Southwest Publications. 2007 - 2015. With the late Bill Zikmund.

The Essentials of Business Research. Wiley Publications. 2003. With J Hair, A. Money and P. Samouel.

Sales Management: Building Customer Relationships and Partnerships. Houghton-Mifflin Publications. 2009. With Joe Hair, Rolf Anderson and Rajiv Mehta.

CB: CB: A Consumer Behavior Framework. 1st – 6th editions. Cengage/Southwest (4LTR Press). 2009-2014. With Eric Harris.

Developments in Purchasing and Materials Management. Proceedings of the 1993 National Association of Purchasing Management's Annual Academic Conference, Hattiesburg, MS: NAPM. With Alvin J. Williams.

“KDD: Applying in Marketing Practice Using Point of Sale Information,” in ***Marketing Intelligent Systems Using Soft Computing: Managerial and Research Applications***, J. Casillas and F.J. Martinez-Lopez, Eds., Vol. 258. Springer: New York. 35-42. With Adilson Borges. 2010.

“Oh Yeah, I Remember that Store! Memory, Experience, and Value,” in ***Memorable Customer Experiences: A Research Anthology***, A. Lingreen, J. Vanhamme and M.B. Beverland, Eds. Gower Publishers: Surrey, England. 161-176. With Adilson Borges. 2010.

“Development of New Empirical Insights in Consumer-Retailer Relationships within Online and Offline Retail Environments: Introduction to the Special Issue,” ***Journal of Business Research***, (June 2013), 20, 471-478. With David J. Ortinau and Jean-Charles Chebat.

“Retailing Evolution Research: Introduction to the Special Section on Retailing Research,” ***Journal of Business Research***, 64 (June 2011), 541-542.

“Retailing Evolution Research: Introduction to the Special Section on Retailing Research,” ***Journal of Business Research***, 62 (June 2009), 579-580.

“Introduction to the Special Section on Retailing Research: Things Change, Things Stay the Same,” ***Journal of Business Research***, 61 (August 2006), 805. With Jean-Charles Chebat.

“Introduction to the Special Section on Retailing Research,” *Journal of Business Research*, 58 (August 2005), 1110-1111. With Jean-Charles Chebat.

“Comments on the Special Section Resulting from the 2002 SMA Retail Symposium,” *Journal of Business Research*, 58 (May 2005), 653-654. With Jean-Charles Chebat and Bob Robicheaux.

"Technology and the New Economy: Implications for Higher Education and the Marketing Discipline," in *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances*, Edited by Arch G. Woodside, Vol. 11 (2002), Elsevier Science, U.K., 57-68. With Joe Hair.

"The Role of Emotions in Expanding the Concept of Retail Personality," *Stores*, 71 (April), RR7-RR8.

Book Review of *The Low-Income Consumer: Adjusting the Balance of Exchange* by Alwitt and Donley in *Journal of the Academy of Marketing Sciences*, 26 (Summer 1998), 254-255.

Books in Progress

Marketivity, M.E. Sharpe Publications, with Jim Boles.

Presentations (Research Related) and Abstracts Not Appearing as a Proceedings Publication Above

“What Constitutes Unethical Author Behavior in the Publishing Process?” presented at the 2014 Academy of Marketing Science World Marketing Congress, Lima, Peru, August 6, 2014. With O.C. Ferrell.

“M-Turk Workers as Consumer Subjects -- Potential and Peril,” presented at the 2014 Academy of Marketing Science World Marketing Congress, Lima, Peru, August 6. With Lauren Brewer.

“How Do Signals Shape Wine Shoppers Value Perception?” presented at the 2014 Academy of Wine Business Research Conference, Geisenheim University, Germany, June 29. With Nina Krey.

- “Looking Back and Forward at Survey Response Issues in Marketing Research,” presented at the 2013 AMS World Marketing Congress, Melbourne, Australia, July 19. With Yasemin Ocal, Lauren Brewer, David J. Ortinau.
- “How Terroir and Label Information Affect Authenticity and Value Perceptions,” presented at the 2013 AMS World Marketing Congress, Melbourne, Australia, July 18.
- “The Influence of E-Service Quality on Customer Value Perception and Satisfaction: The Case of Third Party Web Sites,” presented at the 2012 Academy of Marketing Science Annual Conference, New Orleans, LA, May 16. Research with Weiling Zhuang. Appears in Proceedings as Structured Abstract.
- “Consumer Locus of Control: Assessment Instrument and Construction and Validation,” presented at the 2012 Academy of Marketing Science Annual Conference, New Orleans, LA, May 18. Research with Jerome C. Tobacyk. Appears in Proceedings as Structured Abstract.
- “Marketing Controversies,” a panel discussion at the 2012 Academy of Marketing Science Annual Conference, New Orleans, LA, May 18.
- “What Shapes Ethical Judgments of Supervisor Behavior? Action, Intention, or Outcomes?” presented at the 2011 American Marketing Association Summer Educators’ Conference, San Francisco, CA, August 6, 2011. Research with Kevin James, David Shows and Yasemin Ocal. Appears in conference proceedings as a summary pages 104-105. Selected Best Paper in Ethics Track.
- “Value and Performance in a Retail Setting,” presented at the 2011 AMS World Marketing Congress, Reims, France, July 20, 2011. Research with Nic Terblanche.
- “A Value-Dominant Logic,” presented at the 2011 AMS World Marketing Congress, Reims, France, July 20, 2011. Research with Weiling Zhuang and David J. Ortinau.
- “Classification of Services: A Value-Based Perspective,” presented at the 2011 AMS World Marketing Congress, Reims, France, July 21, 2011. Research with Weiling Zhuang.
- “Toward an Understanding of Salesperson Deviance: A Structured Abstract,” presented at the 2011 AMS World Marketing Congress, Reims, France, July 21, 2011. Research with Mahmoud Darrat. Appears in Proceedings as Structured Abstract, pp. 727-734.
- “Do Oscar Award Nominations Signal Movie Success? An Empirical Examination,” presented at the 2010 American Marketing Association Summer Educators’

- Conference, Boston MA, August 14, 2010. Research with Weiling Zhuang, Qian Xiao, and Mihaela Paun.
- “Capturing Retail/Service Personality across Service Contexts,” presented at the 2010 Academy of Marketing Science Cultural Perspectives in Marketing Conference, Lille, France, July 23, 2010. With Nathalie Spielmann.
- “The Land, the Marketing and the AMS,” plenary session presented at the 2010 Academy of Marketing Science Annual Conference, Portland, OR, May 26, 2010. With David J. Ortinau.
- “Marketing, Wine and the Meaning of Life Part 2: Authenticity adds Value,” plenary session presented at the 2009 Academy of Marketing Science Annual Conference, Baltimore, MD, May 26. With David J. Ortinau.
- “Percevoir c’est vouloir: comment l’orientation sexuelle du consommateur modère les perceptions de l’atmosphère et le transfère de la valeur aux produits dans ces atmospheres,” presentation at the 2009 French Marketing Association (AFM); London, U.K., May 14, 2009.
- “Further Explorations in Wine Business Research,” plenary session presented at the 2008 **Academy of Marketing Science Annual Conference**, Vancouver, B.C.; May 28, 2008.
- “The Meaning of Life: Value Maximization,” Presidential session presented at the **2007 Academy of Marketing Science World Marketing Congress**, Verona, Italy, July 11.
- “Marketing, Wine and The Meaning of Life!” plenary session presented at the **2007 Academy of Marketing Science Annual Conference**, Coral Gables, FL, May 24. With Mitch Griffin.
- “Overall Restaurant Image and Its Influence on Customers’ Overall Satisfaction and Perceived Restaurant Loyalty: An American Experience,” presented at the **2007 European Institute for Retail and Services Studies**, San Francisco, CA, July 1.
- “Retail Aesthetics: Salesperson Homogeneity and the Retail Environment,” presented August 6th at the **2006 American Marketing Association Summer Educators’ Conference**, Chicago, IL. Research conducted with Kathryn Ponders.

- “Perceived On-line Transaction Trust and Online Retail/Service Trust: A Comparison of American and Japanese Online Consumer Behavior,” presented July 14 at the 2006 **Academy of Marketing Science Cultural Perspectives in Marketing Conference**, Seoul, Korea. With Christina Chung.
- “Another Look at Wine and Popular Culture: Some Grounded Theory,” presented May 26, 2006 at the 2006 **Academy of Marketing Science Annual Conference**, San Antonio, TX.
- “Everything You Always Wanted to Know about Publishing in the *JR* and in the Retailing Area,” presented July 2, 2005 at the **RMS/AMS International Retail Conference** held at Reims Management School, Reims, France – with Michael Levy.
- “The Impact of Situational Motives on Consumers’ Gift Shopping Experiences: Are Women or Men Better Gift Shoppers? presented July 1, 2005 at the **RMS/AMS International Retail Conference** held at Reims Management School, Reims, France – with Christine Gonzalez.
- “50 Things We Have Learned about Wine Consumers, but Whose Counting? An Interpretive Perspective of Wine as Depicted in Movies,” presented at the 2005 **Academy of Marketing Science Annual Conference**, Tampa, FL, May 25, 2005. Also delivered at the World Marketing Congress, Muenster, Germany on July 6, 2005.
- “Burning for Fun or Burning for Money? Illicit Consumption Behavior in a Contemporary Context,” presented at the 2005 **Academy of Marketing Science Annual Conference**, Tampa, FL, May 27, 2005. Research conducted with Aubrey Fowler and Amy K. Este.
- “Cultural Aspects in Marketing Ethics Research and Pedagogy,” presented at the 2005 **Academy of Marketing Science Annual Conference**, Tampa, FL, May 26, 2005. Presentation with O.C. Ferrell and Christina Chung.
- “Product Category and Promotion Theme Congruency: Its Effect on Preference and Retail Store Image,” presented at the 2005 **Academy of Marketing Science Annual Conference**, Tampa, FL, May 28, 2005. Research conducted with Adilson Borges.
- “Culture, Socialization, Ethical Climate and Organizational Outcomes – A Sneak Peak,” presented at the **2004 AMS Cultural Perspectives in Marketing Conference**, Puebla, Mexico, September 24.

- “The Retail/Service Atmosphere: Life in the Salt-Mine,” presented at the **2004 Academy of Marketing Science** Annual Conference, Vancouver, Canada, May 27.
- “Further Commentaries on Wine Marketing: The Power of the Brand,” presented at the **2004 Academy of Marketing Science** Annual Conference, Vancouver, Canada, May 26.
- “The Value of Shopping Activities,” presented at the **2004 Association of French Marketing**, Saint Malo, France, May 7.
- “The History of the Wine Business in the UK and More,” invited presentation, Henley Management College, Henley, UK, May 11, 2004.
- “Atmosphere, Human Habituation and the Total Value of Activities: An Activity Theory Perspective,” invited presentation to the Business Faculty at HEC (University of Montreal), September 25, 2003. With Mitch Griffin.
- “Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea,” presented at the **2003 Royal Bank Seminar on Services Marketing**, September 26, JMSB Concordia University, Montreal, QC.
- “The Good, The Bad, The Ugly: Wine Marketing in the 00s – Insights with Observer Participation,” presented at the **2003 Academy of Marketing Science Annual Conference**, May 28, Washington D.C. Research conducted with Mitch Griffin and Donald P. Robin.
- “Australia, Europe, the US: Three Lands, Three Time Zones, One Great Wine Country,” presented at the **2003 World Marketing Congress**, June 11, Perth Australia.
- “Dueling Shopping Orientations and Gift-Shopping Outcomes,” presented at the 2002 **Society for Marketing Advances Retail Strategy and Patronage Behavior Symposium**, St. Petersburg, FL, November 13. Research conducted with Christine Gonzalez.
- “A Multiethnic - Multisex Investigation of Family Work and Nonwork Conflict” presented at the 2002 **Society for Marketing Advances International Conference**, Heidelberg, Germany, June 22, 2002. Research conducted with Mitch Griffin.
- “Embodying the Spirit, Mind and Soul: Wine Taste, Price, Value and Civilization” **2002 Academy of Marketing Science** Annual Conference, Plenary Session held at Sanibel, Florida, May 30, 2002. With Mitch Griffin.

- “Christmas Gift Search Behaviors: A Three-Country Comparison,” **8th Cross-Cultural Research Conference**, Kakuahu, Oahu, Hawaii, December 12-14, 2001. With ark Cleveland, Michel Laroche and Philippa Ward.
- “Marketing and Wine: Does Marketing Add Value or Are We Victims of Ourseleves?” presented at the **2001 Academy of Marketing Science Annual Conference**, May 30, San Diego, CA. With Mitch Griffin.
- “The Role of Work-Family and Family-Work Conflict in the Lives of Marketing Employees,” presented at the **2000 American Marketing Association Educators’ Conference**, August 6, 2000; Chicago, IL.
- “Very Wary Buyers: Behavioral and Emotional Consequences of Ethical Cognitions in a Retail Patronage Environment,” Presented at *The Third SMA International Retail Strategy and Consumer Decision Research Seminar*, Orlando, FL, November 7, 2000. With James S. Boles and Mitch Griffin.
- “Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect,” presented at *1999 Society for Marketing Advances International Symposium on Retail Strategy*, October 27, 1999; Atlanta, GA.
- “An Examination of the Relationships Between Retail Work Environments: Salesperson Selling Orientation-Customer Orientation and Job Performance,” presented at *1999 Society for Marketing Advances International Symposium on Retail Strategy*, October 27, 1999; Atlanta, GA.
- “Further Comments on Hedonic Consumption and Added Value: Confessions of a Second-Rate Wineaux,” presented at the *1999 Academy of Marketing Science Annual Conference*, May 27, 1999; Coral Gables, FL. With Don Robin.
- “Categorical Processing of a Service Environment: Implications for New Product Assortments,” Presented at the *American Marketing Association Winter Educators’ Conference*, February 21, 1999, St. Petersburg, FL.
- “Atmospheres for Frolickers and Proletarians: A Further Investigation,” Presented at the *American Marketing Association Summer Educators’ Conference*, August 18, 1998, Boston, MA.
- “Buyer-Seller Interactions: The Role of Ethical Perceptions on Customer Attitudes and Intentions,” Presented at the *American Marketing Association Summer Educators’ Conference*, August 16, 1998, Boston, MA. Appearing in *Marketing Theory and*

Applications, Vol. 10 as an abstract, pp 270-271. With Mitch Griffin and James S. Boles.

“Representing the Perceived Ethical Work Climate Among Boundary Spanning Employees,” Presented at the 1998 *Academy of Marketing Science* annual conference, Norfolk, VI, May 29, 1998.

“Additional Commentary on the Dimensionality of Consumption Affect: Mr. and Mrs. Consumer,” Presented at the 1998 *Academy of Marketing Science* annual conference, Norfolk, VI, May 28, 1998.

“Keeping Your Customers: An Exploratory Investigation of Patronage Loyalty,” Presented at *The American Marketing Association’s Summer Educators’ Conference*, Chicago, IL, August 11, 1997. Appearing in *Enhancing Knowledge Development in Marketing* as an extended abstract, Vol. 8. With Mitch Griffin and James S. Boles.

“An Observer-Participation Phenomenology of Hedonic Consumption: A Multi-Ethnic Case of Gamay, Pinot Noir, Cabernet Sauvignon, and other Viticultural Products (The History of Wine Marketing),” Presented at *The 1997 Annual Meeting of the Academy of Marketing Science*, Miami, FL, June 1, 1997.

“Retail Service Provider Reactions to Stress Components: A Multi-Sample Study of Potential Gender Differences,” Presented at *The American Marketing Association’s Summer Educators’ Conference*, San Diego, CA, August 6, 1996. Appearing in *Enhancing Knowledge Development in Marketing* as an extended abstract, Vol. 7, pp. 466-467. With Mitch Griffin and James Boles.

“Workplace Conflict Among Boundary-Spanning Employees [Exploring the Effect on Overall Employee Well-Being],” Presented at *The Academy of Marketing Sciences Annual Conference*, Phoenix, AZ, May 31, 1996.

“An Investigation of the Disconfirmation-Satisfaction Response Function,” Presented at *The American Marketing Association’s Summer Educators’ Conference*, Washington D.C., August 14, 1995. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 6, Barbara Stern and George Zinkham, Eds., as an extended abstract, pp. 312-313. With Mitch Griffin and Jill Attaway.

“A Fourier Typal Analysis Approach to Market Segmentation,” Presented at *The American Marketing Association’s Summer Educators’ Conference*, Washington D.C., August 14, 1995. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 6,

Barbara Stern and George Zinkham, Eds., as an extended abstract, pp. 198-199. With Michael J. Dorsch and Bill Darden.

"Unanticipated Consumption Outcomes and Consumer Attributions of Blame." Presented at *The American Marketing Association's Summer Educators' Conference*, San Francisco, CA, August 7, 1994. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 5, Peter Gordon and Bert Kellerman, Eds., as an extended abstract, pp. 219-220. With Mitch Griffin.*

"The Mediating Influence of Conflict Between Work and Family Domains on the Role Stress-Job Satisfaction Relationship," Presented at *The American Marketing Association's Summer Educators' Conference*, San Francisco, CA, August 7, 1994. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 5, Peter Gordon and Bert Kellerman, Eds., as an extended abstract, pp. 335-336. With James S. Boles.

"The Effect of Two Retail Environments on Attitudes Toward Internal Theft in Retail Establishments." Presented at *The Association of Marketing Theory and Practice Annual Meeting (Expanding Marketing Horizons Into the 21st Century)*, Hilton Head, SC, March 25, 1993. With Don Robin.

"Retailing's Contribution to the Development of a Theory of Spatial Consumer Behavior," in *Retrospectives in Marketing*, Volume 5 (1991). With James S. Boles and Laurie Babin. 165-178. (Rereviewed and published in *Research in Marketing* in a similar form).

"The Nature of Satisfaction: An Updated Examination," presented at the **1996 Southern Marketing Association Meeting**, New Orleans, November 7, 1996. Shaw Award.

Research in Progress

"Industrial Buyer-Seller Exchanges: How Cultures Changes the Diagnosticity of Core and Relational Attributes," to be submitted to *The Journal of the Academy of Marketing Science*.

Previous Academic Experience

University of Southern Mississippi:
Assistant Professor - August 1991 - 1996

Associate Professor - 1996
Professor - 2001 – 2002
BAC Professor – 2002 – 2005
Chair, Management and Marketing – 2005 – 2007

Fachhochschule Darmstadt - Darmstadt, Germany
Visiting Professor - June 2000 - Lecturer in International Marketing Strategy

L'École des Hautes Études Commerciales - Montréal, Québec
Visiting Professor - May 1999 – Lecturer/Seminar Leader: “Strategic Retailing in the U.S.A.”

Associate Editor-Marketing - *The Journal of Business Research* - 1999-present

Louisiana State University:

Research Assistant for Professor William R. Darden - 1988-1991.

Instructor: Consumer Analysis and Behavior - Spring 1990.

Assistant to the Editor: *Journal of the Academy of Marketing Science* - 1988 - 1991.

Previous Employment History

Defense Contract Audit Agency - Orlando, Florida. Weapon Systems Specifications Auditor	1987
Armel Inc., d.b.a. Athlete's Foot - Orlando, Florida Retail Management and Buying	1985 – 1987
Ruello and Associates - Metairie, Louisiana Sales Representative for Major Manufacturers	1983 – 1985
Kean's, d.b.a. Red Stick - Baton Rouge, Louisiana Job Description: Operations Manager	1983
A & P - Baton Rouge, Louisiana	1974 - 1982

Adjunct/Associate Faculty Participation

Kennesaw State University Global Scholar	2010 – present
Reims/Neoma Management School	2009 - 2013
ECRICROME DBA Advising Faculty	2011 – present
USA DBA Advising Faculty	2013 - present

Instructional Workshops

Halmstad University (Multivariate)	March 2006
London City University – Cass Business	

School (Multivariate)	July 2005
Oslo School of Management (Publications)	March 2006
Chongbuk University – South Korea	Spring 2005
Hang Yang University – Seoul, South Korea	Spring 2005
University of South Florida – Tampa, FL	February 2009, March 2011
Structural Equations Modeling Workshop – Society for Marketing Advances Conference	November 2006 - 2014
Structural Equations Modeling Seminars:	
Wake Forest University	Summer 2006
Monterey Tech University (held at Guadalajara campus)	May 2007
Manchester Business School	July 2007, 2009
Halmstad University	September 2007
Bradley University	May 2000
Reims Management School	May 2008
Universit�e de Rennes	May 2009
IAE – Universit�e de Sorbonne	March 2010, June 2011
SKEMA Business School Research Camp	May 2011
Neoma Business Faculty – Paris, France	October 2013
Auckland University – Auckland, NZ	December 2013
Consumer Behavior Research and Teaching Seminar	
Monterey Tech University (Guadalajara campus)	November 2008, February 2012

Awards

- 2010 Harold W. Berkman Service Award (*Academy of Marketing Science*)
- 2010 Literati Award for Excellence in Research (*IJWBR* pub from 2009)
- 2008 *Academy of Marketing Science* Distinguished Fellow
- 2007, 2008 Member of EDAMBA Faculty (European Doctoral Consortium) - July
- 2004 *Journal of Retailing* Outstanding Reviewer Award
- 2005, 2011 Michele Laroche Outstanding Service Award, *The Journal of Business Research*

2002 Named **Society for Marketing Advances Distinguished Fellow**

2011 Best Track Paper Award at the 2011 AMA Summer Educators' Conference, San Francisco, CA. Awarded August 6, 2011 (Ethics Track).

2001 **William R. Darden Award** for Outstanding Research Methodology Presented at the 2001 Academy of Marketing Science Annual Meeting, May 30, San Diego, CA.

2000 **Omerre De Serres Best Paper Award** Presented at the Third SMA International Retail Strategy and Consumer Decision Research Seminar, November, Orlando, FL.

Omerre De Serres Award for Outstanding Research Presented at the International Symposium for Retail Atmospherics Research held in Montreal, CA, 10/25/97.

1995, 1998 and 2005 **Louis K. Brandt Faculty Publication Award** (The University of Southern Mississippi College of Business).

Award Winning Papers for 1996 Southern Marketing Association Meeting: Marketing Management: "The Nature of Satisfaction: An Updated Examination." Winner **Steven Shaw Award** for Outstanding Paper Presented at Conference. Channels, Retailing, Services. "Assessing the Hedonic and Utilitarian Value of Shopping for Russian Consumers."

The Outstanding Reviewer Award from the *Journal of Business Research*, awarded November 1996.

1994 Best Track Paper Award (Marketing Management Track); American Marketing Association Annual Educators' Conference, San Francisco, CA, August 6-8.

1990 American Marketing Association Doctoral Consortium Fellow.

USM Summer Research Grants awarded 2001, 1999, 1996, 1993.

1990 Best Track Paper Award; Southern Marketing Association's Annual Meeting, New Orleans, LA, November 3.

Professional Services and Administration

Board of Directors, Berkman Charitable Foundation Inc. Chair Scholarship and Research Grants Committee

Program Consultant: University of South Alabama DBA – 2010

Associate Editor, Marketing *Journal of Business Research* - 1999-present
Guest Editor, *International Journal of Wine Business Research* - 2013

Society for Marketing Advances:

President - 1998-1999.

President-Elect and SMA (formerly Southern Marketing Association) Program Chair - 1997-1998. Directed program for the 1998 SMA Annual Meeting held in New Orleans, November 4-7.

Vice-President of Research - 1996-1997.

Secretary - 1995-1996.

Editor - SMA Newsletter - 1995-1996.

Track Chair - Research Methods: 1994 SMA Annual Conference.

SMA Doctoral Consortium Program Chair - 2000, 2001

1994, 1995, 2002 SMA Doctoral Consortium Faculty.

1995 Proceedings Task Force - Bill Moncrief, Chair

Paper Discussant: 1995 SMA Annual Conference, Nov. 10

Session Chair: 1992 SMA Annual Conference

Paper Reviewer for the SMA *Proceedings*: 1991, 1992, 1993, 1995, 1996, 1997, 1998, 2001, 2002, 2003, 2004.

Conference Co-Chair: SMA Annual Retail Patronage and Strategy Conference: 2001, 2002, 2003, 2004, 2005, 2006, 2007.

Special Issue Co-Editor: *Journal of Marketing Theory and Practice* – SEM (2006)

Member of the Scientific Committee – Reims Management School, Reims, France

Academy of Marketing Science

Chair, Board of Governors – 2010 – present

Director of International Programs – 2010 - present

President – Academy of Marketing Science – 2006 - 2008

President-Elect of the Academy of Marketing Science – 2004-2005.

Vice President of Programs for the Academy of Marketing Science - 2000-2002, 2002-2004 (elected twice)

Chair of *JAMS* Editor Search Committee – 2004-2005

Member of *JAMS* Editor Search Committee – 2007- 2008
AMSR First Editor Search Committee – 2007 - 2008

Cochair of the 2003 and 2012 Academy of Marketing Science Annual Conferences

Track Chair - Consumer Research: 1999 AMS Annual Conference.

Program Chair, The International Retail Conference, Reims Management School, Reims, France, July 1 and July 2, 2005.

American Marketing Association

2000 AMA Blue Ribbon Committee on the 21 “Big Marketing Issues”

Paper reviewer for the *Proceedings* of the AMA Summer Educators' Conference - 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006.

Paper reviewer for the *Proceedings* of the AMA Winter Educators' Conference - 1998, 1999, 2000, 2001, 2002, 2004, 2005, 2006, 2007, 2008.

Paper reviewer for the AMA Public Policy Conference - 1995-2003.

John Howard Dissertation Competition Referee - 2000

Discussant: 1999 AMA Summer Educators' Conference. August, 9.

Panel Discussant: 1996 AMA Summer Educators' Conference, "Integrating Consumer Research and Public Policy Concerns," August 5.

Reviewing Activity and Related Issues

External Reviewer for Social Science and Humanities Research Council of Canada – 2010

Israeli Science Foundation Research Evaluator - 2008

Member of Editorial Advisory Board for the *International Journal of Wine Business Research* – 2008 until present.

Member of Senior Advisory Board for the *Journal of Marketing Theory and Practice* – 2006 to present.

Member of Editorial Review Board for the *AMS Review* – 2011 to present.

Member of Editorial Review Board for the *Journal of Retailing* – 2003 to 2011.

Member of Editorial Review Board for *Psychology and Marketing* – 2005 to present.

Member of Editorial Review Board for the *Academy of Marketing Science Review* – 2005 – 2008.

Member of Editorial Review Board for the *European Business Review* – 2005 to present.

Member of Editorial Review Board for the *Journal of Business Research* - 1992-1999.

Member of the Editorial Review Board for the *Journal of the Academy of Marketing Science* (2006 – present)

Occasional review for the *Journal of Marketing*

Occasional review for the *Journal of Marketing Research*

Occasional review for *Marketing Letters*

Occasional review for *Services Industry Journal*.

Member of the Editorial Review Board for the *Canadian Journal of Administrative Sciences* – 1999 - 2002

Occasional review for *International Marketing Review*

Occasional review for the *Journal of Retail and Consumer Services*

Occasional review for the *Journal of Consumer Research*

Review board member for the *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior*.

Reviewer for *Electronic Markets*.

Paper reviewer for the Atlantic Marketing Association's 1995 Annual Meeting.

Paper reviewer for the Association of Collegiate Retailing's Annual Conference - 1996.

1995 Program Chair; Annual Midsouth Marketing Educators' Conference, Long Beach, MS, March 22-25, 1995.

Speaker at the 1994 Annual Midsouth Marketing Educators' Conference, Long Beach, MS, April 8, 1994.

Paper reviewer for the *Proceedings* of the annual conference of the Southwestern Marketing Association - 1990, 1993.

Paper reviewer for the *Proceedings* of the annual conference of the Academy of Management Association - 1990.

Coordinator of the Symposium on Patronage Behavior and Retail Strategy: *On the Cutting Edge I and II*. 1989, 1991

Paper discussant - 1989 University of Houston Doctoral Colloquium.

Services

Chair, CoB Strategic Planning Committee

Chair of MBA Curriculum Development Team (1998-2003)

Chair of CBED Research Committee (2003 – present)

Member - University Research Council (2003 – present)

Member of CBA Scholarly Activity Enhancement Team (1994-2003)

Member of CBA's ASCB Case Analysis Team (1994)

Member of CBA Probation Committee (1998-2001)

Member of the University Honor's Council (1997-2002)

Member of the Sacred Heart School Board (1999-2005).
President SHS Board (2001 - 2005).

Board of Directors: Schellhase Consulting GmbH

Member of Educational Long-Range Planning Team - Diocese of Biloxi

Developed Long-Term Strategic Planning for The USM Golf Course - 1996.

Directed numerous independent studies.

Directed Kristi Pike's Thesis involving an Empirical Study of Age Differences Among Consumers' Deviant Behavior. 1993. Directed Christina Watts' Thesis: Gift Giving and Social Class. 2000. Directed Lyle Campbell's Thesis: Hemispheric Lateralization and Web Communication.

Dissertation Committee Activity:

Dissertation Chairman: Nina Krey – present, David L. Locander -- 2014, Lauren Brewer – 2014, Nathan McDougle -- 2013, Kevin James – Completed 2012, David Shows – Completed 2013, Yasmine Ocal – Completed 2012, Weiling Zhaung – Completed 2010, Mahmoud Darrat – Completed 2010, Chulho Kim (AMS Mary Kay Dissertation Competition Finalist - 2005). Completed 2005. Christina Chung – Completed 2006.

Dissertation Committee Member -- External: Isar Khalahl (Concordia University – Montreal), Pati Ross (ECRICROME), Diego Costa (ECRICROME), Nathalie Spielmann (Concordia University – Montreal), Marie Richard O'Dile (Haute Ecole des Commerce – Montreal), Raul Ruiz (Henley Management College),

Sherrie Broussard, Ram Maudapauli (Georgia State University), Marie Kalamas (Concordia University – Montreal)

Dissertation Committee Member: Chang-Tao Liu. Completed Summer 1998, Ping-Pang Thoomlin. Completed 2004. Alex Muk. Completed Fall 2004. Richard Michon. Completed 2002 (HEC Jury Board). H. Leland Smith – Completed 2009. Susan Cox – Completed 2008. Cole Napper – Completed 2012. Jana Parker – Completed 2013, Fred Coleman – Completed 2013, Danny Upshaw— Completed 2014, Obinna Obilo – Completed 2014.

Speaker at The Sales and Marketing Executive Meetings

Directed Creativity Seminar for Wilmut Gas, Lance Computer Systems and others

USM Foundation in developing the Senior Pledge campaign

Participating Faculty Member – Henley Management College DBA Research Techniques Seminar – May, 2004 /May, 2006

Professional Memberships

American Marketing Association
Academy of Marketing Science
Society for Marketing Advances

Teaching Areas of Primary Interest (In no particular order of preference)

Marketing Research	Business Research/Multivariate
Buyer Behavior	SEM/Marketing Theory
Entrepreneurship/Innovation	Creative Strategic Problem Solving
International Business	

Research Areas of Primary Interest

The Impact of Emotion on Consumer Experiences
Retail Patronage Strategy and Shopping Value
Advanced Methodological Considerations of Marketing Research
The Effect of Schematic Processing on Consumer Decision Making