

Douglas A. Amyx, Ph.D.

Education

- 1995 **Ph.D. Business Administration**
Oklahoma State University, Stillwater, OK
Major: Marketing
Minor: Social-Psychology
- 1990 **Master of Business Administration**
University of Texas at Arlington, Arlington, TX
Major: Marketing
- 1986 **Bachelor of Business Administration**
The University of Oklahoma, Norman, OK
Major: Marketing
- 1985 **Associate in Technology**
Cameron University, Lawton, OK
Major: Architecture

Academic Experience

- 2007-present **Associate Dean of Graduate Studies & Research**
Graduate Studies and Research Division
Louisiana Tech University, Ruston, LA
- 2006-2007 **Tenured, Associate Professor of Marketing**
Department of Marketing and Analysis
Louisiana Tech University, Ruston, LA
- 2000-2006 **Assistant Professor of Marketing**
Department of Marketing and Analysis
Louisiana Tech University, Ruston, LA
- 1997-2000 **Visiting Assistant Professor of Marketing**
School of Management
Texas Woman's University, Denton, TX
- 1995-1997 **Assistant Professor of Marketing**
Department of Management and Marketing
Tarleton State University, Stephenville, TX
- 1992-1994 **Graduate Instructor**
Department of Marketing
Oklahoma State University, Stillwater, OK

- 1990-1992 **Instructor**
Department of Marketing and Management
Texas A & M University-Commerce, Commerce, TX
- 1989-1990 **Graduate Research Assistant**
Department of Management
University of Texas at Arlington, Arlington, TX

Scholarly Research

Research Interests

Personal Selling
Services Marketing
Cross-Cultural Marketing
Marketing Education

Refereed Journals

- Amyx, Douglas A.**, Shahid Bhuian, Dheeraj Sharma, and Katherine Loveland, "Salesperson Corporate Ethical Values (SCEV) Scale: Development and Assessment Among Salespeople," *Journal of Personal Selling and Sales Management*, Vol. 28 (4), 2008 - In Press.
- Johnson, Gene H., Joe M. Pullis, and **Douglas A. Amyx**, "So You Want To Be A Business Professor," *Journal of Business and Training Education*, In Press.
- Gulati, Rajesh, Dennis N. Bristow, and **Douglas A. Amyx**, "Do You See What I See? A Comparison of 'Ivory Tower' and 'Real World' Perspectives Regarding the Contribution of Sales-Related Courses in University Curricula," *Journal of Selling and Major Account Management*, In Press.
- Amyx, Douglas A.**, Dennis Bristow, Jeffrey Robb, and Gene Johnson, "Attorney Ads and Consumer Purchase Intentions: The Effects of Certification Claims and Sex of Source," *Journal of Legal, Ethical, and Regulatory Issues*, Vol. 10. (2), 2007, 91-108.
- Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfing, "Student Satisfaction: An Experiment of Instructor Desirability and Student Choice," *Wisconsin Business Education Journal*, 55 (1), Winter 2006-07, 16-24.
- Amyx, Douglas A.** and Michael Luehlfing, "Winner's Curse and Parallel Sales Channels—Online Auctions Linked Within E-tail Websites," *Information and Management*, Vol. 43 (8), 2006, 919-927.

- Amyx, Douglas A.** and Dennis Bristow, "The Importance of Cultural Diversity in the Educational Environment Scale (ICDEE): Development and Testing," *Journal of Diversity Management*, Vol. 1 (2), 2006, 53-60.
- Bristow, Dennis, and **Douglas A. Amyx**, "The Satisfaction With Cultural Diversity in the Educational Environment Scale (SCDEE): Development and Testing," *Review of Business Research*, Vol. 6 (3), 2006, 28-38.
- Bristow, Dennis, Rajesh Gulati, and **Douglas A. Amyx**, "A Look at Professional Selling From the Students' Perspective: A Replication and Extension," *Marketing Management Journal*, Vol. 16 (1) Spring, 2006, 88-103.
- Bristow, Dennis, Rajesh Gulati, **Douglas A. Amyx**, and Jennifer Slack, "An Empirical Look at Professional Selling From a Student Perspective," *Journal of Education for Business*, Vol. 81 (5) May/June, 2006, 242-249.
- Amyx, Douglas A.**, Dennis N. Bristow, and Joann Asquith, "To Catch A Thief: A Reinvestigation of A Pedagogical Tool for Business Educators," *Ethics & Critical Thinking*, Vol. 2005 (3).
- Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfling, "Men Are From Mars, Women Are From Venus...Sometimes: A Cross-Cultural Study Among University Students," *NABTE Review*, Issue 32, 2005, 22-28.
- Amyx, Douglas A.** and Bruce Alford, "Salesperson Performance and Organizational Commitment: An Empirical Model," *Journal of Personal Selling and Sales Management*, Vol. 25 (4), 2005, 345-359.
- Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfling, "A Cross-Cultural Comparison of Values and Gender Among University Students," *Academy of Educational Leadership Journal*, Vol. 9 (3), 2005.
- Amyx, Douglas A.**, Dennis Bristow, and Jeffrey Robb, "Unintended Effects of Affirmative Disclosures In Print Ads," *Journal of Legal, Ethical and Regulatory Issues*, Vol. 7 (1&2), 2004.
- Amyx, Douglas**, Dennis N. Bristow, and Kenneth Schneider, "A Cross Cultural Comparison of Consumer Tendencies and Subsequent Communication Implications," *Marketing Management Journal*, 14 (2), 2004.
- Amyx, Douglas A.** and Dennis Bristow, "Future Time Orientation Among Navajo and Anglo Consumers," *Delta Pi Epsilon Journal*, Vol. 46 (1), 2004.
- Bristow, Dennis N., JoAnn L. Asquith, and **Douglas A. Amyx**, "To Catch A Thief Revisited: A Longitudinal Investigation of a Cultural Diversity Teaching Tool for Marketers," *Marketing Education Review*, Vol. 12 (1), 2002.

- Bristow, Dennis and **Douglas A. Amyx**, "A Cross-Cultural Look at Consumer Values: A Comparison of Navajo and Anglo College Students," *Marketing Management Journal*, Vol. 11 (1), 2001.
- Amyx, Douglas A.** and Dennis Bristow, "An Empirical Investigation of Customer Satisfaction With Health Care Services" *Marketing Intelligence and Planning*, Vol. 19 (7), 2001.
- Amyx, Douglas A.**, John Mowen, and Robert Hamm, "Who Really Wants Health Care Choice." *Journal of Management In Medicine*, Vol. 14 (5), 2000.
- Amyx, Douglas A.**, John C. Mowen, and Robert Hamm, "Patient Satisfaction: A Matter of Choice." *The Journal of Services Marketing*, Vol. 14 (7), 2000.
- Bristow, Dennis and **Douglas A. Amyx**, "Consumer Primacy on Campus: A Look at the Perceptions of Navajo and Anglo Consumers," *Journal of Nonprofit and Public Sector Marketing*, Vol. 7 (2), 1999.
- Amyx, Douglas A.** and Dennis N. Bristow, "The Marketing Concept in an Academic Setting: Assessing and Comparing the Needs of Asian/Pacific Islander and Anglo Consumers of the Educational Product," *Journal of Customer Service in Marketing and Management*, Vol. 5 (4), 1999.
- Bristow, Dennis and **Douglas A. Amyx**, "Do You See What I See? A Cross-Cultural Investigation of Consumer Perceptions of the Educational Product," *Journal of International Consumer Marketing*, Vol. 10 (3), 1998.
- Bristol, Terry and **Douglas A. Amyx**, "Tactics To Enhance the Effectiveness of Delayed Incentive Offerings In A Competitive Environment," *Journal of Promotion Management*, Vol. 4 (1), 1996.
- Amyx, Douglas A.** and John C. Mowen, "Advancing Versus Delaying Payments and Consumer Time Orientation: A Personal Selling Experiment," *Psychology and Marketing*, Vol. 12 (4), 1995.
- Hynson, Larry M. and **Douglas A. Amyx**, "Cross Cultural Risk Taking: Japanese Versus American Students," *Free Inquiry in Creative Sociology*, Vol. 23 (1), 1995.
- Narusawa, Hiroyuki, Larry Hynson, **Douglas A. Amyx**, and Brad Kleindl, "Risk Taking with Monetary Resources," *The Obirin Journal of Social Sciences and Humanities*, No. 22, 1995.
- Hynson, Larry, Hiroyuki Narusawa, **Douglas A. Amyx**, and Brad Kleindl, "A Cross-Cultural Comparison of Risk Between Japanese and Americans," *Annual Bulletin of The Institute for Industrial Research of Obirin University*, No. 13, March, 1995.

Published Scales

Amyx, Douglas A. and John C. Mowen, "Time Orientation," *Handbook of Marketing Scales, Multi-item Measures for Marketing and Consumer Behavior Research*, Second Edition, p. 270, 1998.

Refereed Conference Proceedings

Amyx, Douglas A., Dennis N. Bristow, Rajish R. Gulati, and Mike Williams, "The Selling Enthusiasm Scale (SES): A Conceptual Exploration and Initial Scale Development," 2007 National Conference in Sales Management, Irvine, CA

Bristow, Dennis N., **Douglas A. Amyx**, and Stephen B. Castleberry, "The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has The Student Lens Changed After 16 years? 2007 National Conference in Sales Management, Irvine, CA

Bristow, Dennis N. and **Douglas A. Amyx**, "The Satisfaction With Cultural Diversity in the Educational Environment Scale (SCDEE): Development and Testing, 2006 International Academy of Business and Economics, Las Vegas, Nevada.

Bristow, Dennis N., **Douglas A. Amyx**, Rajesh Gulati, and Mike Williams, "Selling Enthusiasm: A Conceptual Exploration," 2006 National Conference in Sales Management, Minneapolis, Minnesota.

Gulati, Rajesh, Dennis N. Bristow, and **Douglas A. Amyx**, "Do You See What I See? A Comparison of 'Ivory Tower' and 'Real World' Perspectives Regarding the Contribution of Sales-Related Courses in University Curricula," 2006 National Conference in Sales Management, Minneapolis, Minnesota.

Bristow, Dennis, Rajesh Gulati, and **Douglas A. Amyx**, "Do You See What I See? A Look at Professional Selling From the Students' Perspective: A Replication and Extension," 2005 National Conference in Sales Management, Miami Beach, FL.

Bristow, Dennis, Rajesh Gulati, **Douglas A. Amyx**, and Jennifer Slack, "Do You See What I See? An Empirical Look at Professional Selling From a Student Perspective," 2004 National Conference in Sales Management, Reno, Nevada.

Robert J. Pellegrino and **Douglas A. Amyx**, "Bidder Escalation Effects in Online Auctions," *2003 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.

Robert J. Pellegrino and **Douglas A. Amyx** "A Methodology for Assessing Buyer Behavior Regarding Price Sensitivity and Value Awareness in Internet Auctions," *2002 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.

Bristow, Dennis N., **Douglas A. Amyx**, and Kenneth C. Schneider, "Do You See What I See? A Cross Cultural Comparison of Consumer Brand Loyalty and Perceptions of Ethics in Business," *2001 Eighth Symposium On Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.

Amyx, Douglas A., Robert Pellegrino, and Brad Kleindl, "An Empirical Examination of Cross-Cultural Risk Taking For Physical Resources," *2000 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.

Pellegrino, Kimberley C., Robert J. Pellegrino, **Douglas A. Amyx**, and Dennis N. Bristow, "A Cross-Cultural Gender Examination of Needs and Their HR Implications: A Comparison of Navajo and Anglo College Students," *2000 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.

Bristow, Dennis and **Douglas A. Amyx**, "Do You See What I See? A Cross-Cultural Examination of the Educational Product," *1997 Sixth Symposium On Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.

Amyx, Douglas A., Penelope F. DeJong, Xiaohua Lin, Goutam Chakraborty, and Joshua L. Wiener, "Influencers of Purchase Intentions For Ecologically Safe Products: An Exploratory Study," *1994 American Marketing Association Winter Educators' Conference*, St. Petersburg, Florida.

Bristow, Dennis N., **Douglas A. Amyx**, and John C. Mowen, "Time and the Resource Management Model of Motivation," *Society for Consumer Psychology, 1994 Annual Conference*, St. Petersburg, Florida.

Mowen, John C., Dennis N. Bristow, and **Douglas A. Amyx**, "The Resource Management Model: Time and the Gain/Loss of Wealth Versus Physical Resources," *1994 Behavioral Decision Research in Management Conference*, Massachusetts Institute of Technology, Cambridge, Massachusetts.

Sukhdial, Ajay, Goutam Chakraborty, Leopoldo Arias-Bolzmann, and **Douglas A. Amyx**, "Differences in Values Between Hispanic and Anglo-American Consumers: What We Know and What We Need To Know," *1993 Fourth Symposium on Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.

Amyx, Douglas A. and Kenneth D. Bahn, "U.S. Consumer Automobile Purchase Behavior: The Choice Between Japanese and Domestic Makes," *1993 Southern Marketing Association*, Atlanta, Georgia.

Symposium Presentations

Amyx, Douglas A., John C. Mowen, and Robert Hamm, "An Experiment of Choice and Outcome Bias On Health Care Satisfaction," *1994 Nebraska Doctoral Symposium*, University of Nebraska, Lincoln, Nebraska.

Amyx, Douglas A. and John C. Mowen, "The Impact of Consumer Time Orientation Within A Personal Selling Situation," *1993 Behavioral Decision Theory Symposium*, The University of Oklahoma, Norman, Oklahoma.

Professional Presentations

Amyx, Douglas A. "Market Research and Competitive Situation Analysis," as part of the Business Boot Camp through the Technology Business Development Center, August 4, 2007.

Amyx, Douglas A. "Creating Effective Print Advertising," As part of the *Creating A Toolkit For Business Series* by the Louisiana Tech University College of Administration and Business and SBDC, March 16, 2006.

Amyx, Douglas A. "Developing Your Business Plan," East Texas State University, Greenville, TX, Spring, 1990.

Reviewer Activities

Member of the Editorial Review Board, *Journal of Marketing Theory and Practice*.

Reviewer, *National Conference in Sales Management*, 2007 & 2008 NCSM Conferences.

Ad-Hoc Manuscript Reviewer: Consumer Behavior Track, *Society for Marketing Advances Conference*, May, 2001.

Session Chair: Culture and Ethical Issues, Management and Human Resources Track, *American Society of Business and Behavioral Sciences*, Las Vegas, Nevada, February, 2000.

Discussant & Manuscript Reviewer: *Southwestern Federation of Administrative Disciplines*, March 1996 & 1998.

Research Grants

2007, Louisiana Tech University, Summer Research Grant, "Salespeople Behaving Badly – A model of Deviant Behavior," Co-Investigator: Dr. Rebecca Bennett, \$2,000.00

2006, Louisiana Tech University, Summer Research Grant, "Balancing Work and Family: The Effects of Work and Family Factors on Salesperson Job Outcomes," \$1,600.00

2005, Louisiana Tech University, Summer Research Grant, "Salesperson Ethics: Antecedents and Consequences," \$992.00

2004, Louisiana Tech University, Summer Research Grant, "A Multi-Cultural Assessment of Student Needs and Satisfaction," \$864.00

2000, Texas Woman's University, Research Grant, "A Cross-Cultural Look at Consumer Values: A Comparison of Navajo and Anglo College Students," \$500.00

Current Research

Bhuiyan, Shahid and **Douglas A. Amyx**, "Global Environmental Orientation (GEO): Connecting Environmental Beliefs, Attitudes, Values (E-B-A-V) and Behaviors Among Multinational Consumers," *Journal of Macromarketing*. **Under Review**

Amyx, Douglas A., Dennis Bristow, and Jeffrey Robb, "Source Credibility in Attorney Advertisements," *Journal of Marketing Theory and Research*, **Under Review**.

Sharma, Dheeraj, Bruce Alford, and **Douglas A. Amyx**, "Role Ambiguity, Goal Acceptance, Job Performance, and Organizational Commitment Among Salespeople," *Journal of Personal Selling and Sales Management*, **Under Review**.

Bristow, Dennis N., **Douglas A. Amyx**, Stephen B. Castleberry, and James Cochran "The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has the Student Lens Changed After Sixteen Years?" *Journal of Personal Selling and Sales Management*, **Under Review**.

Bristow, Dennis N., Rajesh Gulati, and **Douglas A. Amyx**, "Information Technology and Professional Selling: What Do the Sales People of Tomorrow Think?" *Journal of Selling and Major Account Management*, **Under Review**.

Bristow, Dennis N., Jo Ann L. Asquith, **Douglas A. Amyx**, and Afsaneh Nahavandi "Social Desirability Bias Revisited: The Development of a New Assessment Instrument," *TBD*.

Amyx, Douglas A., Dennis N. Bristow, Rajesh Gulati, and Mike Williams, "The Selling Enthusiasm Scale (SES): A Conceptual Exploration," *TBD*.

Amyx, Douglas A. and Shahid Bhuiyan, "Assessing Salesperson Service Quality Performance: The Sales-Perf Scale," Target: *Journal of Personal Selling and Sales Management*.

Amyx, Douglas A. and Shahid Bhuiyan, "Measuring the Effects of Salesperson Service Quality Performance (Sales-Perf) on Customer Satisfaction, Loyalty, and Purchase Intentions, Target: *Journal of Personal Selling and Sales Management* (data collected).

Bristow, Dennis, **Douglas A. Amyx**, Afsaneh Nahavandi, and Jo Ann Asquith, "Cultural Diversity Importance and Satisfaction: An Assessment Across Diverse Student Groups," Target: *Marketing Intelligence and Planning*.

Bristow, Dennis N., Kenneth Schneider, and **Douglas A. Amyx**, "A Baseball Fan's Perspective of A Franchise in Flux: The Arizona Diamondbacks," Target: *The Journal of Consumer Marketing*.

Bristow, Dennis N., Kenneth Schneider, and **Douglas A. Amyx**, "A Look at San Diego Padres' Baseball Fans," Target: *Journal of Sport Marketing*.

Douglas A. Amyx, James Cochran, and Michael Luehlfing, "Did I Win? An Analysis of Online Bidding Behavior," Target: *MIS Quarterly*.

James Cochran, **Douglas A. Amyx**, Dennis N. Bristow, and Kenneth Schneider, "From the New to the Old, A Comparison of Baseball Loyalty Among Arizona Diamondbacks, San Diego Padres, and Chicago Cubs Fans," Target: *Interfaces*.

Amyx , Douglas A., Mahmoud Darat, James Cochran, and Stephen Jackson, "Selling Effectiveness Strategy In the Financial Services Industry," Target: *Journal of Personal Selling and Sales Management*.

Swimberghe, Krist, **Douglas A. Amyx**, and Bruce Alford, "Balancing Work and Family: The Effects of Work and Family Factors on Salesperson Job Outcomes," Target: *Journal of Personal Selling and Sales Management* (data collected).

CLASSROOM INSTRUCTION

Teaching Philosophy

My teaching philosophy is rooted in service learning. That is, I immerse students in meaningful and practical projects that give them hands on experience and skills. I emphasize learning through active participation and involvement among students. Further, I am heavily involved with student learning and campus involvement outside the classroom as well.

Courses Taught.

<u>Undergraduate</u>	<u>Graduate</u>	<u>Doctoral</u>
1. Advertising & Promotion	1. Consumer Behavior	1. Marketing Theory
2. Marketing Administration	2. Marketing Management	
3. Principles of Marketing	3. Services Marketing	
4. Consumer Behavior	4. Marketing Theory & Practice*	
5. Services Marketing	* Taught via distance learning	
6. Retailing		
7. Marketing Research		
8. Introduction to Business		

- 9. Entrepreneurship
- 10. Marketing Strategy
- 11. University Seminar

Business & Practical Experience

Marketing Consultant:

- 2007 Louisiana Tech University Psychological Services Clinic – marketing plan
- 2007 Caney Conference Center, Minden, LA – marketing plan
- 2006 Accents of the Forest, Dubach, LA – marketing plan
- 2006 Emerson Centre, Ruston, LA – marketing plan
- 2006 Lincoln Parish Park, Ruston, LA – marketing plan
- 2005 Louisiana Military Museum, Ruston, LA – ad campaign
- 2005 Institute for Micro-manufacturing, Ruston, LA - ad campaign
- 2005 CEnIT-Center for Entrepreneurship & Information Technology, Ruston, LA ad campaign
- 2005 Makin' Good Scents, Bernice, LA – marketing plan & ad campaign
- 2005 Courier Publications-Rockland, Maine – marketing research report
- 2005 Community Trust Bank-Ruston, Louisiana ad campaign
- 2004 Aura Nanotechnology-Ruston, Louisiana - ad campaign
- 2004 YMCA Shreveport-Bossier, Louisiana - ad campaign
- 2004 Arizona Diamondbacks Professional Baseball Franchise – marketing research report
- 2003 San Diego Padres Professional Baseball Franchise - marketing research report
- 1997-99 Calloway's Nursery, Fort Worth, TX - marketing research report
- 1997 Granbury Municipal Airport, Granbury, TX – marketing plan
- 1994 Battered Women's Shelter, Ponca City, OK – marketing research report
- 1990-92 Supervised 20 Small Business Administration Projects – marketing research and marketing plans

1988 **Commercial Account Services Administrator**
The Hertz Corporation, Oklahoma City, OK

1987-1988 **Commercial Account Services Representative**
The Hertz Corporation, Oklahoma City, OK

1987 **Sales Representative**
The Docu-Fax Corporation, Dallas, TX

University Service

Louisiana Tech University

- 2007-present Chair – Graduate Policies and Assessment Committee (GPAC)
- 2007-present Member-- CoB Council
- 2007-present Member -- Graduate Council

2007-present	Member – Research Council
2007-present	Member – University Service Learning Committee
2006-2007	Member - Strategic Planning Committee (Winter Quarter 2006-07)
2006-2007	Member – Committee to Select Peer Colleges of Business
2006	Member – BLAW Instructor Search Committee
2006	Member – Department Chair Search Committee
2006	Ad Hoc Member - Grade Appeal Committee
2006-2007	Member - University Assessment Committee
2006-present	Member – University Instructional Policies Committee
2005-2007	Member - MBA Committee
2002-2007	Member - C.A.B. Undergraduate Policy and Assessment Committee (UPAC)
2004-2007	Chair, Undergrad. Marketing Curriculum Assessment Committee
2001-present	Faculty Advisor - Delta Chi National Social Fraternity
2000-2007	Faculty Advisor- American Marketing Association, La Tech Chapter
2000-2007	Co-Faculty Advisor-Delta Sigma Pi Business Fraternity
2000-present	Graduate Faculty
2002-2005	Member - Dissertation Committee – Gordon Mosley
2001-2004	Chair, DBA Marketing Curriculum Committee
2001-2002	Member - C.A.B. Entrepreneurship Committee
2001-2002	Member - University Strategic Planning Tier 3 Subcommittee
2001	Member - Dept. of Mgmt. & Mktg. Candidate Selection Committee
2001	C.A.B. Faculty Retreat Participant/Meld Committee member
2000-2002	Member - AACSB Self Study Report - Students
2000-2002	Member - Undergraduate Studies & Assessment Committee

Texas Woman's University

1999-2000	Who's Who Selection Committee
1999-2000	Chair: AACSB Intellectual Contributions Committee
1998-2000	Chair for the Marketing & Economics Curriculum Planning
1998-2000	State Employee Charitable Campaign
1997-2000	Faculty Advisor-Association of Marketing Professionals
1997-2000	Chair: Three MBA Professional Papers
1997-2000	Member: Six MBA Professional Paper Committees

Tarleton State University

1997	MBA Curriculum Committee
1996-97	Distance Education and Instruction Committee
1996-97	MBA Comprehensive Exam Committee
1996-97	ACBSP Accreditation Review Committee
1996-97	Faculty Recruitment Committee
1996-97	Graduate Student Recruiting Committee
1995-97	Faculty Advisor- Pi Sigma Epsilon Professional Mktg Fraternity

Honors

2007-present	Burton Risinger Endowed Professor in Business
2007	Outstanding National Faculty Advisor-Delta Chi Social Fraternity
2006	Outstanding National Faculty Advisor-Delta Chi Social Fraternity
2005	Who's Who Among America's Teachers
2004	Outstanding Faculty Advisor-College of Administration & Business
2004	Outstanding National Faculty Advisor-Delta Chi Social Fraternity
2003	Who's Who in Business Higher Education
2002	Who's Who Among America's Teachers
2000	Who's Who Among America's Teachers
1995	American Marketing Association Doctoral Consortium Fellow
1995	Phi Kappa Phi Honor Society
1990	Outstanding Young Men of America
1988	Texas Business Hall of Fame Entrepreneurial Scholar