
Douglas W. Vorhies, Ph.D.

Morris Lewis Lecturer Professor of Marketing

Academic Background

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

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

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

Academic Experience

Holder of the Morris Lewis Lectureship and Associate Professor of Marketing, The University of Mississippi (June, 2011 - Present), University, Mississippi.

Holder of the Morris Lewis Lectureship, MBA Program Director, and Associate Professor of Marketing, The University of Mississippi (July, 2011 - May, 2013), University, Mississippi.

Associate Professor of Marketing and MBA Program Director, University of Mississippi (2006 - June, 2011), University, Mississippi. Department of Marketing, Promoted to Associate Professor May, 2006.

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

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

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

Consulting

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

Refereed Articles

Howie, K., Yang, L., Vitell, S., Bush, V., & Vorhies, D. W. (in press, 2016). Cause-Related Marketing with Consumer Participation and the Reactance Response. *Journal of Business Ethics*.

Im, S., Vorhies, D. W., Kim, N., & Heiman, B. (2016). How Knowledge Management Capabilities Help Leverage Knowledge Resources and Strategic Orientation for New Product Advantages in B2B High-Technology Firms. *Journal of Business to Business Marketing*.

Kumar, M., Townsend, J., & Vorhies, D. W. (2014). Enhancing Relationships with Brands using Product Design. *Journal of Product Innovation Management*.

Morgan, N. A., Katsikeas, C., & Vorhies, D. W. (2012). Export Marketing Strategy Implementation, Export Marketing Capabilities, and Export Venture Performance. *Journal of the Academy of Marketing Science*, 40 (2), 271-289.

- Orr, L. M., Bush, V. D., & Vorhies, D. W. (2011). Leveraging Firm-Level Marketing Capabilities with Marketing Employee Development. *Journal of Business Research*, 64 (10), 1074-1081.
- Vorhies, D. W., Orr, L. M., & Bush, V. D. (2011). Improving Customer-Focused Marketing Capabilities and Firm Financial Performance via Marketing Exploration and Exploitation. *Journal of the Academy of Marketing Science*, 39 (5), 735-756.
- Yarbrough, L., Vorhies, D. W., & Morgan, N. A. (2011). The Impact of Product-Market Strategy-Organizational Culture Fit on Business Performance. *Journal of the Academy of Marketing Science*, 39 (4), 555-573.
- Clark, M. N., Vorhies, D. W., & Bentley, J. (2011). Relationship quality in the pharmaceutical industry: An empirical analysis. *Journal of Medical Marketing*, 11 (2), 144-155.
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking Marketing Capabilities with Profit Growth. *International Journal of Research in Marketing*.
- Morgan, N. A., Vorhies, D. W., & Mason, C. (2009). Market Orientation, Marketing Capabilities and Firm Performance. *Strategic Management Journal*.
- Vorhies, D. W., Morgan, R., & Autry, C. W. (2009). Product-Market Strategy and Marketing Capabilities: Impact on Market and Financial Performance. *Strategic Management Journal*.
- Morgan, N. A., Vorhies, D. W., & Schlegelmilch, B. B. (2006). Resource-Performance Relationship in Industrial Export Ventures: The Role of Resource Inimitability and Substitutability. *Industrial Marketing Management*, 35, 621-633.
- Piercy, N. F., Cravens, D. W., Lane, N., & Vorhies, D. W. (2006). Driving Organizational Citizenship Behaviors and Salesperson In-Role Performance: The Role of Management Control and Perceived Organizational Support. *Journal of the Academy of Marketing Science*, 34 (2), 244-262.
- Vorhies, D. W. & Morgan, N. A. (2005). Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. *Journal of Marketing*, 69 (1), 80-94.
- Vorhies, D. W. & Morgan, N. A. (2003). A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and its Relationship with Marketing Performance. *Journal of Marketing* (67), 100-115.
- Morgan, N. A., Shaoming, Z., Vorhies, D. W., & Katseikas, C. (2003). Experiential and Informational Knowledge Architectural Marketing Capabilities and the Adaptive Performance of Export Ventures: A Cross National Study. *Journal of Decision Sciences* (34), 287-321.
- Morgan, N. A. & Vorhies, D. W. (2001). Product Quality Alignment and Business Unit Performance. *Journal of Product Innovation Management* (18), 396-407.
- Vorhies, D., Harker, M., & Rao, C. P. (1999). The Capabilities and Performance Advantages of Market Driven Firms. *European Journal of Marketing*, 33 (11/12), 1171-1202.
- Vorhies, D., Rao, C. P., & Kurtz, D. L. (1998). A Comparison of Buyer Trust in Goods and Services Salespeople. *Journal of Marketing Management*, 8, 78-94.
- Vorhies, D. (1998). An Investigation of the Factors Leading to the Development of Marketing Capabilities and Organizational Effectiveness. *Journal of Strategic Marketing*, 6, 3-23.
- Dedee, J. K. & Vorhies, D. W. (1998). Retrenchment Activities of Small Firms During Economic Downturn. *Journal of Small Business Management*, 36, 46-61.
- Vorhies, D. & Yarbrough, L. (1998). Marketing's Role in the Development of Competitive Advantage: Evidence from the Motor Carrier Industry. *Journal of Market-Focused Management*, 2 (4), 361-386.
- Marks, R., Badovick, G., & Vorhies, D. W. (1996). A Psychometric Evaluation of the ADAPTS Scaled: A Critique and Recommendations. *The Journal of Personal Selling and Sales Management*, 16, 53-65.
- Clow, K. E. & Vorhies, D. W. (1993). Building a Competitive Advantage for Service Firms through Measurement of Consumer Expectations of Service Quality. *Journal of Services Marketing*, 7 (1), 22-32.

Papers Under Review

- Mathur, M. & Vorhies, D. W. (2016). "Social-CRM Capability: Integrating Social Media and CRM to Improve

Brand Equity," Initial submission to *Journal of the Academy of Marketing Science*.

Waites, S. F., White, A., Moore, R. S., Moore, M., Vorhies, D. W., John P. Bentley University of Mississippi United States of America, (2016). "The Influence of Dual Branding Information on Consumer Evaluations,," Initial submission to *Journal of Marketing Development and Competitiveness*.

Book Chapters

Refereed

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

Refereed Proceedings

Full Paper

Sun, W. & Vorhies, D. W. (2008). Environmental Impacts on Firm Resources, Capabilities and Performance: A Dynamic Capabilities Perspective. *AMA Educators' Conference*.

Patwardhan, A. & Vorhies, D. W. (2007). National Culture and Adoption of Technology-Based New Products. *AMA Educators' Conference*, American Marketing Assoc..

Foley, L. M., Bush, V. D., & Vorhies, D. W. (in press, 2007). Internal And Externally-Focused Marketing Capabilities . *AMA Educators' Conference (Winter)*.

Kumar, M., Vorhies, D. W., & Morgan, N. A. (2005). The Relationships Among Market Information Management, New Product Development Capabilities and Firm Performance: An Empirical Examination. *AMA Educators' Conference (Summer)*.

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

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

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

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

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

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

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

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

Vorhies, D. W., Arbaugh, J. B., & Camp, S. M. (2000). Managing Growth Transitions in Emerging Firms: A Conceptual Integration of Resource Knowledge and Life Cycle Theory. *AMA Theory and Practice Conference*, 324.

Vorhies, D. W. & Harker, M. (1999). Business Strategy Marketing Capabilities and Organizational Effectiveness: An Empirical Investigation . *AMA Educators' Conference (Winter)*.

Vorhies, D. W. & Marks, R. (1999). A Psychometric Investigation of Behrman and Perrault's (1982) Sales

Performance Scale. *National Conference in Sales Management Proceedings*.

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

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

Vorhies, D. & DeDee, K. (1996). Small Firm Retrenchment Activities and Macro Economic Conditions. *Decision Sciences Institute Annual Meeting*.

Vorhies, D. (1996). An Investigation of the Factors Leading to the Development of Marketing Capabilities and Organizational Performance. *AMA Educators' Proceedings (Summer)*, 39-40.

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

Vorhies, D., Rao, C. P., & Harker, M. (1996). Marketing Capabilities and Marketing Effectiveness as Antecedents to Organizational Effectiveness. *AMA Educators' Conference (Summer)*, 185-186.

Vorhies, D., Wang, Z., Rao, C. P., & D'Auria, A. R. (1995). Perceived Attribute Importance in China: An Empirical Investigation of Consumption-Oriented Personal Values. *World Marketing Congress*, 69-87.

Vorhies, D. & Rao, C. P. (1994). Development of a Multi-Attribute Scale for Assessing Marketing Effectiveness. *Developments in Marketing Science*, 329.

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

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

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

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

Abstract Only

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

Working Papers

Vorhies, D. W. & Ezell, D. (2016). "Sales Management Capabilities," targeted for *Journal of the Academy of Marketing Science*.

Clark, M. N., Vorhies, D. W., & Bentley, J. P. (2016). "The Effects of Branding And Relationship Marketing On Physician Brand Value In The Pharmaceutical Industry," targeted for *Journal of Marketing*.

Newman, C. L., Cinelli, M. D., Vorhies, D. W., & Folse, J. A. (2016). "Does Prioritization Benefit a Few at the Expense of Many? The Dark Side of Exclusive Promotions," targeted for *Journal of the Academy of Marketing Science*.

Sun, W. & Vorhies, D. W. (2015). "The Complementary Effects of Marketing Capability, R&D Intensity and Operations Capability on Mitigating Firm Idiosyncratic Risk," targeted for *Journal of Marketing*.

Presentation of Refereed Papers

National

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

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

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

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

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

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

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

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

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

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

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

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

Presentation of Non-Refereed Papers

National

Vorhies, D. W., Morgan, N. A., & Rego, L. L. (2014, February). *Building Brand Management Capabilities*. AMA Educators' Conference (Winter), Orlando, Florida.

Research Grants

Funded

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

indicate that brand management capabilities are related to both short- and long-run shareholder value.

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

2006: Vorhies, D. W. Philip Morris Aid to Education, Principal Investigator, Altria Corporation. Funding for Sales Lab.

2006: Vorhies, D. W. Philip Morris Aid to Education, Principal Investigator, Altria Corp. Each year I submit a

proposal to Philip Morris for financial support for the marketing program. .

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

2005: Vorhies, D. W. Philip Morris Aid to Education, Principal Investigator, Altria Corporation.

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

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

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

Research Honors and Awards

Award

2014: 2013 Citation of Excellence Awards, Emerald Group Publishing. Emerald Announces Winners of 17th Annual Citation of Excellence Awards UNITED KINGDOM, July 2013 - Emerald Group Publishing Limited is delighted to announce the winners of its 2013 Citation of Excellence Awards. Now in their seventeenth year, these distinguished annual awards recognize the 50 most outstanding articles published by the top 300 management journals in the world, including, for example, Harvard Business Review, Journal of Marketing, Journal of Finance, Strategic Management Journal, MIT Sloan Management Review, and McKinsey Quarterly. With 15,000 article abstracts published in these journals annually, receiving a Citation of Excellence is an extraordinary achievement and represents one of the highest accolades that an author can achieve. Authors of the winning articles receive an official certificate and logo to display on their work. The award brings with it peer recognition and, frequently, increases in research funding. - See more at: The Citations of Excellence Top 50 papers Citations of Excellence winners: 2013 - See more at: <http://www.emeraldgrouppublishing.com/authors/literati/citations/awards.htm?id=2013#sthash.NxrZCBJv.dp>
Market orientation, marketing capabilities, and firm performance NA Morgan, DW Vorhies, CH Mason Strategic Management Journal, Vol: 30, Issue: 8, 2009.

1994: , Academy of Marketing Science Doctoral Dissertation Competition. Winner.

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

Service to the University

Department Assignments

Chair:

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

Director:

2008-2009: Co-Chair Abhijit Patwardhan Dissertation Committee

2008-2009: Chair Stefan Linhoff Dissertation Committee

Member:

2011-2012: Marketing Department Recruiting Committee

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

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

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

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

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

Other Institutional Service Activities:

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

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

College Assignments

Other Institutional Service Activities:

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

Member:

2008-2009: Business School Dean Search Committee

2008-2009: Business Development Officer Search: Member of Search Committee to hire development officer for the Bus. School

2006-2007: Undergraduate Curriculum Committee: Committee was tasked with redesigning the UG core curriculum

2005-2006: Undergraduate Curriculum Committee: Committee is tasked with redesigning the UG core curriculum

1998-1999: College of Business Small Business Development Center Outreach Program Development: University of Washington-Oshkosh

1997-1998 – 1998-1999: College of Business Internet Steering Committee: University of Washington-Oshkosh

1996-1997: University of Wisconsin - Oshkosh: University of Business Strategic Planning Committee

1994-1995 – 1996-1997: College of Business, Ad-hoc Marketing Committee : University of Wisconsin - Oshkosh

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

University Assignments

Chair:

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

Faculty Advisor:

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

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

Member:

2011-2012: Graduate Council

2011-2012: University United Way Leadership Committee: Directed the Leadership aspect of the Campaign for large University donors.

2008-2009: Pharmacy Administration Dept. Head Search: I am the outside member for the Pharm. Ad. dept's chair search.

2008-2009: Faculty Senate: Senator, University of Mississippi Faculty Senate

2005-2006: Graduate Education Task Force: This task force developed four working groups as follows. I served on a working group looking at enhanced support for graduate students. The task force and working groups met regularly during the 2004-05 period and submitted its recommendations and report to the Chancellor in March of 2005.

1999-2000 – 2002-2003: Illinois State University, Human Resource Development Committee : Responsible for Faculty development administration including research grants for the College and University. Served on the research sub-committee, responsible for reviewing all submissions by College of Business faculty for the University Research Grant and Katie School Grant programs.

1997-1998: University of Wisconsin - Oshkosh, University Strategic Planning Committee

1996-1997: University of Wisconsin - Oshkosh, University Strategic Planning Committee

1996-1997: University of Wisconsin-Oshkosh, University Search and Screen Committee: Associate Vice Chancellor for Academic Affairs

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

Mentoring Activities:

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

Other Institutional Service Activities:

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

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

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

Dissertation Assignments

Chair:

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

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

Member:

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

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

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

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

2006-2007: Joanna Phillips: Member of Dissertation Committee

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

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

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

The University of Mississippi

Department Assignments

Chair:

2015-2016: Ph.D. Coordinator - Marketing Department

College Assignments

Director:

2012-2013: MBA Program Director: Direct Campus and Professional (Online) MBA programs.

2012-2013: MBA Program Director: Direct Campus and Professional (Online) MBA programs.

University of Mississippi

Department Assignments

Chair:

2012-2013 – 2013-2014: Manisha Mathur: Dissertation Chair

College Assignments

Chair:

2009-2010 – 2012-2013: MBA Committee

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

Member:

2013-2014 – 2016-2017: Tenure and Promotion

2013-2014 – 2016-2017: MBA Committee

2010-2011 – 2016-2017: Reaffirmation of Accreditation Planning Committee

2010-2011 – 2016-2017: PhD Committee

2009-2010 – 2012-2013: Executive Committee

2010-2011: Marketing Department Searches
2009-2010: Assistant/Associate Professor of Finance 10002301
2009-2010: AACSB Planning Committee
2009-2010: Ph.D. Committee
2008-2009: PhD Committee
2008-2009: Accreditation Planning
2007-2008 – 2008-2009: MBA Committee
2005-2006: Marketing Curriculum Committee
2005-2006: Undergraduate Core Curriculum Task Force

University Assignments

Member:

2012-2013 – 2014-2015: Graduate Council

Dissertation Assignments

Chair:

2016-2017: Prachi Gala
2016-2017: Cameron Duncan Nicols
2015-2016: Chi Zhang
2014-2015: Robert King

Service to the Profession

Academic Conference: Discussant

2000 – 2001: AMA.
1996 – 1998: AMA.

Board Member: PRJ Editorial Review Board

2016: Journal of Academy of Marketing Science.
2015 – 2016: Journal of Business Research.
2014 – 2016: Industrial Marketing Management Journal.
2015: Journal of the Academy of Marketing Science.
2014: Journal of Academy of Marketing Science.
2006 – 2012: Journal of Strategic Marketing. Review Board Member
2006 – 2008: British Journal of Management. Editorial Review Board Member
2006: British Journal of Management, London, UK. Editorial Board
1999 – 2005: Journal of Strategic Marketing . Review Board

Chair: Conference / Track / Program

2001: Academy of Marketing Science. Track Chair World Marketing Congress
1995: Academy of Marketing Science. World Marketing Congress

Reviewer - Article / Manuscript

2014: Journal of Marketing Research.
2008 – 2011: Journal of Marketing. Reviewer
2006 – 2007: Journal of Marketing. Ad Hoc Reviewer

Other Professional Service Activities

1998: Academy of Marketing Science Conference. Paper Discussant

Reviewer: Ad Hoc Reviewer for a Journal

2015 – 2016: Journal of Marketing.
2006 – 2007: Industrial Marketing Management Journal. Reviewer
2006 – 2007: Journal of the Academy of Marketing Science. Reviewer
2006: Academy of Marketing Science. Ad Hoc Reviewer
2006: Journal of Marketing. Ad Hoc Reviewer
1996: Academy of Marketing Science. Track Chair Multicultural Marketing Conference

Service to the Community

Board-Member

1996 – 1998: Evergreen Retirement Community , Board of Directors

Member of a Committee

1995 – 1997: Evergreen Retirement Community, Marketing Committee

Positions Held in Civic Organizations

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

Speech / Presentation at a Community Meeting

2008: Oxford Chamber of Commerce Speaker Series, Presentation Title: Growing Your Business
1998 – 1999: Oshkosh Chamber of Commerce, Business Outreach Seminars.

Service Honors and Awards

2014: Best Reviewer 2013 - Journal of the Academy of Marketing Science, Academy of Marketing Science.
1999: , American Marketing Association . Marketing Faculty Consortium Fellow (1999)..
1999: , American Marketing Association Marketing Faculty Consortium Fellow.
1996: , American Marketing Association Marketing Faculty Consortium Fellow.
1993: , American Marketing Association Doctoral Consortium Fellow.

Faculty Development

Professional Seminars / Workshops

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

Other Honors and Awards

1992: , Purchasing Management Association of Arkansas. Scholarship Award.

Teaching Honors and Awards

Award

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

1999: , American Marketing Association Marketing Faculty Consortium Fellow.

Honor

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

Memberships

Academy of Marketing Science, 2016

American Marketing Association, 2016

Association for Consumer Research, 2016