
Scott Vitell, Ph.D.

Holder of the Phil B. Hardin Chair in Marketing Professor of Marketing and Pharmacy Administration

Academic Background

Ph.D. Texas Tech University, Lubbock, Texas, Marketing, 1986

Other Master of International Management American Graduate School of Int. Mgmt. (Thunderbird), Glendale, AZ, Marketing, 1969

M.B.A. Michigan State University, East Lansing, MI, Marketing, 1968

B.A. DePauw University, Greencastle, IN, Mathematics, 1967

Academic Experience

Professor & Holder Phil B. Hardin Chair in Marketing, School of Business Administration, University of Mississippi (1997 - Present), University, Mississippi.

Chair of the Marketing Department, School of Business Administration, University of Mississippi (2005 - December, 2016), University, Mississippi.

Interim Chair of the Marketing Department, School of Business Administration, University of Mississippi (2003 - 2005), University, Mississippi.

Associate Professor & Holder Phil B. Hardin Chair in Marketing, School of Business Administration, University of Mississippi (1994 - 1997), University, Mississippi.

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1996), Innsbruck, Austria.

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1994), Innsbruck, Austria.

Associate Professor & Holder Starnes Lectureship in Marketing and Business Ethics, School of Business Administration, University of Mississippi (1991 - 1994), University, Mississippi.

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1992), Innsbruck, Austria.

Visiting Associate Professor, University of New Orleans, Innsbruck - International Summer School (1990), Innsbruck, Austria.

Assistant Professor, University of Mississippi (1984 - 1990), University, Mississippi.

Assistant Professor and Director of the Small Business Institute, University of Texas of the Permian Basin (1978 - 1981), Odessa, Texas.

Lecturer, California State University at Hayward (1978), Hayward, California. (Spring Quarter)

Lecturer, Saint Mary's College (1977), Moraga, California. (Spring Semester)

Lecturer, Saint Mary's College (1976), Moraga, California. (Spring Semester)

Instructor, Covell College, University of the Pacific (1969 - 1974), Stockton, California. Taught courses exclusively in the Spanish language to Latin American students. Courses taught: Marketing Principles, Advertising, Marketing Research, Accounting Principles and Business Law.

Non-Academic Experience

National

Independent Market Researcher on Bell South account., Strategic Metrics, Inc. (2004 - 2007), Tuscaloosa, Alabama.
Independent Market Researcher on Bell South account., Strategic Metrics, Inc (1998 - 2000), Tuscaloosa, Alabama.
Marketing Consultant, Donald Clark Associates (1974 - 1978), San Francisco, California. (Part-time) Successfully worked with over 30 small businesses in helping them develop competitive promotional plans.

Refereed Articles

- Vitell, S. J., King, R. A., Howie, K., Toti, J., Albert, L., Encarnación Ramos Hidalgo, University of Seville, Spain Omneya Yacout, Alexandria University, Egypt (2016). Spirituality, Moral Identity and Consumer Ethics: A Multi-Cultural Study. *Journal of Business Ethics*, 139, 147-160.
- Gentina, E., Shrum, L.J., Lowrey, T. M., Vitell, S. J., & Rose, G. M. (in press, 2016). An Integrative Model of the Influence of Parental and Peer Support on Consumer Ethical Beliefs: The Mediating Role of Self-Esteem, Power and Materialism. *Journal of Business Ethics*.
- Singh, J. J., Garg, N., Govind, R., & Vitell, S. J. (in press, 2016). Anger Strays, Fear Refrains: The Distinct Effect of Same Valence Emotions on Ethical Judgments. *Journal of Business Ethics*.
- Howie, K. M., Yang, L., Vitell, S. J., Bush, V., & Vorhies, D. (in press, 2016). Consumer Participation in Cause-Related Marketing: An Examination of Effort Demands and Defensive Denial. *Journal of Business Ethics*.
- Yang, L., Vitell, S. J., & Bush, V. (in press, 2016). Unethically Keeping the Changes While Demeaning the Act. *Journal of Consumer Marketing*.
- Vitell, S. J. (2015). A case for consumer social responsibility (CnSR): Including a selected review of consumer ethics/social responsibility research. *Journal of Business Ethics*, 130 (4), 767-774.
- Gentina, E., Rose, G. M., & Vitell, S. J. (in press, 2015). Ethics during Adolescence: A Social Networks Perspective. *Journal of Business Ethics*.
- Vitell, S. J., King, R. A., & Singh, J. J. (2013). A special emphasis and look at the emotional side of ethical decision-making. *AMS Review*, 3 (1), 74-85.
- Singhapakdi, A., Vitell, S. J., Lee, D., Nisius, A. M., & Yu, G. B. (2013). The Influence of Love of Money and Religiosity on Ethical Decision-Making in Marketing. *Journal of Business Ethics*, 114 (1), 183-191.
- Wachter, K., Vitell, S. J., Shelton, R., & Park, K. (2012). Exploring Consumer Orientation Toward Returns: Unethical Dimensions. *Business Ethics: A European Review*, 21 (1), 115 - 128.
- Patwardhan, A. M., Keith, M. E., & Vitell, S. J. (2012). Religiosity, Attitude Toward Business and Ethical Beliefs: Hispanic Consumers in the United States. *Journal of Business Ethics*, 110 (1), 61 - 70.
- Bing, M. N., Davison, H. K., Vitell, S. J., Ammeter, A. P., Garner, B. L., Milorad M. Novicevic (2012). An Experimental Investigation of an Interactive Model of Academic Cheating Among Business School Students. *Academy of Management Learning and Education*, 11 (1), 28 - 48.
- Ho, F., Wang, H. D., & Vitell, S. J. (2012). A Global Analysis of Corporate Social Performance: The Effects of Cultural and Geographic Environments. *Journal of Business Ethics*, 107 (4), 423 - 433.
- Vitell, S. J., Keith, M., & Mathur, M. (2011). Antecedents to the Justification of Norm Violating Behavior among Business Practitioners. *Journal of Business Ethics*, 101 (1), 163 - 173.
- Vitell, S. J., Ramos, E., & Nishihara, C. M. (2010). The Role of Ethics and Social Responsibility in Organizational Success: A Spanish Perspective. *Journal of Business Ethics*, 91 (4), 467-483.
- Bakir, A. & Vitell, S. J. (2010). The Ethics of Food Advertising Targeted Toward Children: Parental Viewpoint. *Journal of Business Ethics*, 91 (2), 299-311.
- Singhapakdi, A., Sirgy, M. J., Lee, D., & Vitell, S. J. (2010). The Effects of Ethics Institutionalization on Marketing Managers: The Mediating Role of Implicit Institutionalization and the Moderating Role of Socialization. *Journal of Macromarketing*, 30 (1), 77-92.
- Sidani, Y., Rawwas, M. Y.A., Bunker, M., & Vitell, S. J. (2010). Ethical Beliefs of American and Turkish MBA Students: A Cross-Cultural Study. *Marketing Management Journal*, 20 (2), 193-220.
- Vitell, S. J. (2009). The Role of Religiosity in Business & Consumer Ethics: A Review of the Literature. *Journal of Business Ethics*, 90 (2), 155-167.
- Vitell, S. J., Bing, M. N., Davison, H. K., Ammeter, A. P., Garner, B. L., Milorad M. Novicevic (2009). Religiosity and Moral Identity: The Mediating Role of Self-Control. *Journal of Business Ethics*, 88 (4), 601-613.
- Vitell, S. J. & Singhapakdi, A. (2008). The Role of Ethics Institutionalization in Influencing Organizational Commitment,

- Job Satisfaction and Esprit de Corps. *Journal of Business Ethics*, 81 (2), 343-353.
- Vitell, S. J. & Patwardhan, A. (2008). The Role of Moral Intensity in Ethical Decision-Making: A Cross-Cultural Comparison of China and the EU. *Business Ethics: A European Review*, 17 (2), 196-209.
- Swaidan, Z., Rawwas, M. Y.A., & Vitell, S. J. (2008). Culture and Moral Ideologies of African-Americans. *Journal of Marketing Theory & Practice*, 16 (2), 127-138.
- Vitell, S. J., Singh, J. J., & Paolillo, J. G. (2007). Consumers' Ethical Beliefs: The Roles of Money, Religiosity and Attitude toward Business. *Journal of Business Ethics*, 73 (4), 369-379.
- Singhapakdi, A. & Vitell, S. J. (2007). Institutionalization of Ethics and Its Consequences: A Survey of Marketing Professionals. *Journal of the Academy of Marketing Science*, 35 (2), 284-294.
- Singh, J. J., Vitell, S. J., Al-Khatib, J., & Clark, III, I. (2007). The Role of Moral Intensity and Personal Moral Philosophies in the Ethical Decision-Making of Marketers: A Cross-Cultural Comparison of China and the United States. *Journal of International Marketing*, 15 (2), 86-112.
- Vitell, S. J., Paolillo, J. G., & Singh, J. J. (2006). The Role of Money and Religiosity in Determining Consumers Ethical Beliefs. *Journal of Business Ethics*, 64 (2), 117-124.
- Swaidan, Z., Vitell, S. J., Rose, G. M., & Gilbert, F. W. (2006). Consumer Ethics: The Role of Acculturation in U.S. Immigrant Populations. *Journal of Business Ethics*, 64 (1), 1-16.
- Vitell, S. J. & Hidalgo, E. R. (2006). The Impact of Corporate Ethical Values and Enforcement of Ethical Codes on the Perceived Importance of Ethics in Business: A Comparison of U.S. and Spanish Managers. *Journal of Business Ethics*, 64 (1), 31-43.
- Hunt, S. & Vitell, S. (2006). The General Theory of Marketing Ethics: A Revision and Three Questions. *Journal of Macromarketing*, 26 (2), 1-11.
- Izzo, G. M., Langford, B. E., & Vitell, S. J. (2006). Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis. *Journal of Marketing Theory & Practice*, 14 (3), 239-248.
- Vitell, S. J. & Muncy, J. (2005). The Muncy-Vitell Consumer Ethics Scale: A Modification and Application. *Journal of Business Ethics*, 62 (3), 267-275.
- Vitell, S., Paolillo, J. G., & Singh, J. (2005). Religiosity and Consumer Ethics. *Journal of Business Ethics*, 57 (2), 175-181.
- Al-Khatib, J., Vitell, S., Rexeisen, R., & Rawwas, M. (2005). Inter-Country Differences of Consumer Ethics in Arab Countries. *International Business Review*, 14 (4), 495-516.
- Al-Khatib, J., Rawwas, M. Y., & Vitell, S. (2004). Organizational Ethics in Developing Countries: A Comparative Analysis. *Journal of Business Ethics*, 55 (4), 309-322.
- Rawwas, M. Y.A., Al-Khatib, J., & Vitell, S. J. (2004). Academic Dishonesty: A Cross-Cultural Comparison of U. S. and Chinese Marketing Students. *Journal of Marketing Education*, 26 (1), 89-100.
- Marta, J., Singhapakdi, A., Attia, A., & Vitell, S. (2004). Some Important Factors Underlying Ethical Decisions of Middle-Eastern Marketers. *International Marketing Review*, 21 (1).
- Vitell, S. & Paolillo, J. G.P. (2004). A Cross-Cultural Study of the Antecedents of the Perceived Role of Ethics and Social Responsibility. *Business Ethics: A European Review*, 13 (2/3), 185-199.
- Swaidan, Z., Vitell, S., & Rawwas, M. Y. (2003). Consumer Ethics: Determinants of Ethical Beliefs of African Americans. *Journal of Business Ethics*, 46 (2), 175-186.
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- Vitell, S. (2003). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. *Journal of Business Ethics*, 43 (1 & 2), 33-47.
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- Vitell, S., Paolillo, J. G., & Thomas, J. (2003). The Perceived Role of Ethics and Social Responsibility: A Study of Marketing Professionals. *Business Ethics Quarterly*, 13 (1), 63-86.
- Vitell, S., Bakir, A., Paolillo, J. G., Hidalgo, E. R., & Al-Khatib, J. (2003). Ethical Judgments and Intentions: A Multinational Study of Marketing Professionals. *Business Ethics: A European Review*, 12 (2), 151-171.
- Vitell, S. & Izzo, G. M. (2003). Exploring the Effects of Professional Education on Salespeople: The Case of Autonomous Agents. *Journal of Marketing Theory & Practice*, 11 (4), 26-38.
- Thomas, J., Vitell, S., Gilbert, F., & Rose, G. (2002). The Impact of Ethical Cues on Customer Satisfaction with Service. *Journal of Retailing*, 78, 167-173.

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- Singhapakdi, A., Karande, K., Rao, C. P., & Vitell, S. (2001). How Important Are Ethics and Social Responsibility? A Multinational Study of Marketing Professionals. *European Journal of Marketing, 35* (1/2), 133-152.
- Blodgett, J., Lu, L., Rose, G., & Vitell, S. (2001). Ethical Sensitivity to Stakeholder Interests: A Cross Cultural Comparison. *Journal of the Academy of Marketing Science, 29* (2), 190-202.
- Vitell, S., Singhapakdi, A., & Thomas, J. (2001). Consumer Ethics: An Application and Empirical Testing of the Hunt-Vitell Theory of Ethics. *Journal of Consumer Marketing, 18* (2), 153-178.
- Khatib, J. A. & Vitell, S. (2000). Environmental Impact on Marketing Channel Relationships: The Case of Developing Countries. *Journal of Marketing Channels, 7* (3), 93-120.
- Vitell, S., Festervand, T., & Dickerson, E. B. (2000). Ethical Problems, Conflicts and Beliefs of Small Business Entrepreneurs. *Journal of Business Ethics, 28* (1), 15-24.
- Rallapalli, K., Vitell, S., & Szeinbach, S. (2000). Marketers' Norms and Personal Values: An Empirical Study of Marketing Professionals. *Journal of Business Ethics, 24* (1), 65-75.
- Bakir, A., Vitell, S., & Rose, G. M. (2000). Publications in Major Marketing Journals: An Analysis of Scholars and Marketing . *Journal of Marketing Education, 22* (2), 99-107.
- Singhapakdi, A., Vitell, S., & Franke, G. (1999). Antecedents, Consequences, and Mediating Effects of Perceived Moral Intensity and Personal Moral Philosophies. *Journal of the Academy of Marketing Science, 27* (1), 19-36.
- Vitell, S., Singhapakdi, A., Rao, C. P., & Kurtz, D. (1999). Ethics Gap: Comparing Marketers with Consumers on Important Determinants of Ethical Decision Making. *Journal of Business Ethics, 21* (4), 317-328.
- Shumacher, M. G., Morf, D. A., & Vitell, S. (1999). A Survey of Ethics Officers in Large Organizations. *Journal of Business Ethics, 20* (3), 265-271.
- Pelton, L. E., Chowdhury, J., & Vitell, S. (1999). A Framework for the Examination of Relational Ethics: An Interactionist Perspective. *Journal of Business Ethics, 19* (3), 241-253.
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- Meinert, D., Vitell, S., & Blankenship, R. (1998). Respondent 'Honesty': A Comparison of Computer Versus Paper and Pencil Questionnaire Administration. *Journal of Marketing Management, 8* (1), 34-43.
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- Rawwas, M., Patzer, G., & Vitell, S. (1998). A Cross Cultural Investigation of the Ethical Values of Consumers: The Potential Effect of War and Civil Disruption. *Journal of Business Ethics, 17* (4), 435-448.
- Ford, J., LaTour, M., Vitell, S., & French, W. (1997). Moral Judgment and Market Negotiations: A Comparison of Chinese and American Managers. *Journal of International Marketing, 5* (2), 57-76.
- Rawwas, M., Vitell, S., & Barnes, J. (1997). Management of Conflict Using Individual Power Sources: A Retailers' Perspective. *Journal of Business Research, 40* (1), 49-64.
- Nwachukwu, S., Vitell, S., Gilbert, F., & Barnes, J. (1997). Ethics and Social Responsibility in Marketing: An Examination of the Ethical Evaluation of Advertising Strategies. *Journal of Business Research, 39* (2), 107-118.
- Al-Khatib, J., Vitell, S., & Rawwas, M. Y.A. (1997). Consumer Ethics: A Cross Cultural Investigation. *European Journal of Marketing, 31* (11/12), 750-767.
- Ho, F. N., Vitell, S., Barnes, J., & Desborde, R. (1997). Ethical Correlates of Role Conflict and Ambiguity in Marketing: The Mediating Role of Cognitive Moral Development. *Journal of the Academy of Marketing Science, 25* (2), 117-126.
- Nwachukwu, S. & Vitell, S. (1997). The Influence of Corporate Culture on Managerial Ethical Judgments. *Journal of Business Ethics, 16* (8), 757-776.
- Vitell, S. & Ho, F. N. (1997). Ethical Decision Making in Marketing: A Synthesis and Evaluation of Scales Measuring the Various Components of Decision Making in Ethical Situations. *Journal of Business Ethics, 16* (7), 699-717.
- Singhapakdi, A., Vitell, S., & Kraft, K. (1996). Moral Intensity and Ethical Decision Making of Marketing Professionals. *Journal of Business Research, 36*, 245-255.
- Singhapakdi, A., Vitell, S., & Rao, C. P. (1996). Professional Values and Perceptions Underlying Ethical Judgments: A Survey of Marketing Professionals in Thailand. *Journal of Asian Pacific Business, 2* (1), 51-65.

- Singhapakdi, A., Vitell, S., Kraft, K., & Rallapalli, K. (1996). The Perceived Role of Ethics and Social Responsibility: A Scale Development. *Journal of Business Ethics, 15* (11), 1131-1140.
- Singhapakdi, A., Rao, C. P., & Vitell, S. (1996). Ethical Decision Making: An Investigation of Services Marketing Professionals. *Journal of Business Ethics, 15*, 635-644.
- Al-Khatib, J., Dobie, K., & Vitell, S. (1995). Consumer Ethics in Developing Countries: An Empirical Investigation. *Journal of Euromarketing, 4* (2), 87-109.
- Singhapakdi, A., Kraft, K., Vitell, S., & Rallapalli, K. (1995). The Perceived Importance of Ethics and Social Responsibility on Organizational Effectiveness: A Survey of Marketers. *Journal of the Academy of Marketing Science, 23* (1), 49-56.
- Singhapakdi, A., Rallapalli, K., Rao, C. P., & Vitell, S. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. *International Marketing Review, 12* (4), 65-76.
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- Vitell, S., Desborde, R., & Rallapalli, K. (1994). Role Portrayal of Women in Indian Versus American Magazine Advertisements: A Comparative Study. *Journal of Marketing Management, 4* (2), 37-47.
- Strutton, D., Vitell, S., & Pelton, L. (1994). How Consumers Justify Inappropriate Behavior in Market Settings: An Application of the Techniques of Neutralization. *Journal of Business Research, 30* (3), 253-260.
- Singhapakdi, A. & Vitell, S. (1994). Ethical Ideologies of Future Marketers: The Relative Influences of Machiavellianism and Gender. *Journal of Marketing Education, 16* (1), 34-42.
- Vitell, S., Rallapalli, K., Wiebe, F., & Barnes, J. (1994). Consumer Ethical Beliefs and Personality Traits: An Exploratory Study. *Journal of Business Ethics, 13* (7), 487-495.
- Rawwas, M., Vitell, S., & Al-Khatib, J. (1994). Consumer Ethics: The Possible Effects of Terrorism and Civil Unrest on the Ethical Values of Consumers. *Journal of Business Ethics, 13* (3), 225-231.
- Rawwas, M., Vitell, S., & Festervand, T. (1994). Ethical Attitudes of Pharmacists: Balancing Business Practices and Beliefs. *Health Marketing Quarterly, 12* (1), 97-112.
- Singhapakdi, A., Vitell, S., & Leelakulthanit, C. (1994). A Cross Cultural Study of Moral Philosophies, Ethical Perceptions and Judgments: A Comparison of American and Thai Marketers. *International Marketing Review, 11* (6), 65-78.
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- Strutton, D., Lumpkin, J., & Vitell, S. (1994). An Applied Investigation of Roger's and Shoemaker's Perceived Innovation Attribute Typology When Marketing to Elderly Consumers. *Journal of Applied Business Research, 10* (1), 118-131.
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- Vitell, S., Nwachukwu, S., & Barnes, J. (1993). The Effects of Culture on Ethical Decision Making: An Application of Hofstede's Typology. *Journal of Business Ethics, 12* (10), 753-760.
- Vitell, S. & Singhapakdi, A. (1993). Personal Values Underlying the Moral Philosophies of Marketing Professionals. *Business and Professional Ethics Journal, 12*, 91-106.
- Singhapakdi, A. & Vitell, S. (1992). Marketing Ethics: Sales Professionals versus Other Marketing Professionals. *The Journal of Personal Selling and Sales Management, XII* (2), 27-38.
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- Meinert, D., Reich, R., & Vitell, S. (1992). The Domain of MIS: How are the Boundaries of the MIS Discipline Established? *The Journal of Computer Information Systems, 33* (1), 52-55.
- Davis, D. & Vitell, S. (1992). The Ethical Problems, Conflicts and Beliefs of Small Business Information Systems Personnel. *The Journal of Computer Information Systems, 32* (4), 53-57.

- Muncy, J. & Vitell, S. (1992). Consumer Ethics: An Investigation of the Ethical Beliefs of the Final Consumer. *Journal of Business Research*, 24 (4), 297-311.
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- Singhapakdi, A. & Vitell, S. (1991). Analyzing the Ethical Decision Making of Sales Professionals. *The Journal of Personal Selling and Sales Management*, XI, 1-12.
- Vitell, S., Lumpkin, J., & Rawwas, M. (1991). Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Consumers. *Journal of Business Ethics*, 10, 365-375.
- Vitell, S. & Singhapakdi, A. (1991). Factors Influencing the Perceived Importance of Stakeholder Groups in Situations Involving Ethical Issues. *Business and Professional Ethics Journal*, 10, 53-72.
- Vitell, S., Rawwas, M., & Festervand, T. (1991). The Business Ethics of Pharmacists: Conflicts, Practices and Beliefs. *Journal of Business Ethics*, 10, 295-301.
- Singhapakdi, A. & Vitell, S. (1991). Research Note: Selected Factors Influencing Marketers' Deontological Norms. *Journal of the Academy of Marketing Science* (19), 37-42.
- Vitell, S. & Festervand, T. A. (1990). A Comparison of the Ethical Issues Confronting Banking and Manufacturing Executives. *Business Insights*, IX, 20-25.
- Vitell, S. & Davis, D. L. (1990). Ethical Beliefs of MIS Professionals: The Frequency and Opportunity for Unethical Behavior. *Journal of Business Ethics*, 9, 63-70.
- Vitell, S. & Davis, D. L. (1990). The Relationship Between Ethics and Job Satisfaction: An Empirical Investigation. *Journal of Business Ethics*, 9, 489-494.
- Vitell, S., Wiebe, F., Singhapakdi, A., & Scherer, R. (1990). Personality Differences Between Marketing Students and those in Other Business Fields. *Journal of Education for Business*, 65, 293-297.
- Singhapakdi, A. & Vitell, S. (1990). Marketing Ethics: Factors Influencing Perceptions of Ethical Problems and Alternatives. *Journal of Macromarketing*, 10, 4-18.
- Vitell, S. & Hunt, S. D. (1990). The General Theory of Marketing Ethics: A Partial Test of the Model. *Research in Marketing*, 10, 237-265.
- Vitell, S., Wiebe, F., Scherer, R., & Singhapakdi, A. (1989). Examining the Link Between Social Responsibility and Decision Styles. *International Journal of Value Based Management*, 2 (2), 85-100.
- Festervand, T., Vitell, S., & Reidenbach, R. E. (1988). Strategic Marketing Planning for the Development of the Small Accounting Firm. *Journal of Professional Services Marketing*, 3 (3/4), 59-69.
- Vitell, S., Festervand, T., & Strutton, D. (1988). Business Ethics: Conflicts, Practices and Beliefs of Bank Executives. *Mid-Atlantic Journal of Business*, 25, 21-34.
- Vitell, S. & Festervand, T. A. (1987). Business Ethics: Conflicts, Practices and Beliefs of Industrial Executives. *Journal of Business Ethics*, 6, 111-122.
- Vitell, S. & Grove, S. J. (1987). Marketing Ethics and the Techniques of Neutralization. *Journal of Business Ethics*, 6, 433-438.
- Hunt, S. D. & Vitell, S. (1986). A General Theory of Marketing Ethics. *Journal of Macromarketing*, 6, 5-16.
- Wood, V. R. & Vitell, S. (1986). Marketing and Economic Development: Review, Synthesis and Evaluation. *Journal of Macromarketing*, 6, 28-48.
- Wood, V. R. & Vitell, S. (1986). Response to Boddewyn's Comments Concerning 'Marketing and Economic Development: Review, Synthesis and Evaluation'. *Journal of Macromarketing*, 6, 50.

Invited Articles/Reviews

- Vitell, S. J. (2011). Review of Marketing Theory: Foundations, Controversy, Strategy, Resource-Advantage Theory. *Journal of Macromarketing*, 31 (2), 217.

Papers Under Review

- Vitell, S., Rodriguez Rad, C. J., & Ramos Hidalgo, E. (2017). "A SPANISH PERSPECTIVE OF THE IMPACT OF RELIGIOSITY AND SPIRITUALITY ON CONSUMER ETHICS," Initial submission to *Journal of Macromarketing*.
- Ho, F., Wang, D. H., & Vitell, S. J. (2017). "Nature and Relationship Between Corporate Social Performance and Firm Size: A Cross-National Study," Initial submission to *Social Responsibility Journal*.

Yacout, O. & Vitell, S. J. (2017). "Ethical consumer decision making: An information processing perspective," Conditional acceptance to *Business Ethics: A European Review*.

Book Chapters

Non-Refereed

Vitell, S. J., Nwachukwu, S. L., & Barnes, J. H. (2013). Chapter 6 - The Effects of Culture on Ethical Decision-Making: An Application of Hofstede's Typology. In AC Michalos & DC Poff (Eds.), *Citation Classics from the Journal of Business Ethics* (pp. 119 - 129). Springer Science.

Vitell, S. J., Lumpkin, J. R., & Rawwas, M. Y. (2013). Chapter 22 - Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Consumers. In AC Michalos & DC Poff (Eds.), *Citation Classics from the Journal of Business Ethics* (pp. 447 - 461). Springer Science.

Vitell, S. J. & Muncy, J. A. (2013). Chapter 28 - Consumer Ethics: An Empirical Investigation of Factors Influencing Ethical Judgments of the Final Consumer. In AC Michalos & DC Poff (Eds.), *Citation Classics from the Journal of Business Ethics* (pp. 549 - 564). Springer Science.

Vitell, S. J. & Hunt, S. D. (2013). The General Theory of Marketing Ethics: The Consumer Ethics and Intentions Issues. In Alexander Nill (Ed.), *Handbook of Marketing Ethics - Edward Elgar Publishing Inc.*.

Vitell, S. J., Sinhapakdi, A., & Nishihara, C. (2013). The Influence of Ethics Institutionalization, Moral Identity, Moral Intensity and Moral Justification on Ethical Decision-Making in Marketing. In Alexander Nill (Ed.), *Handbook of Marketing Ethics - Edward Elgar Publishing Inc.*.

Vitell, S. J. (2012). The Role of Religiosity in Business and Consumer Ethics: A Review of the Literature. In Press, *Marketing Ethics* (pp. 155 - 167). Sage Publications [B].

Vitell, S. J. (2012). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. In Press, *Marketing Ethics* (pp. 33 - 47). Sage Publications [B].

Singhapakdi, A. & Vitell, S. J. (2012). Institutionalization of Ethics and Its Consequences: A Survey of Marketing Professionals. In Press, *Marketing Ethics* (pp. 284 - 294). Sage Publications [B].

Singhapakdi, A., Vitell, S. J., & Franke, G. R. (2012). Antecedents, Consequences, and Mediating Effects of Perceived Moral Intensity and Personal Moral Philosophies. In Press, *Marketing Ethics* (pp. 19 - 35). Sage Publications [B].

Vitell, S. J. (2011). Macromarketing, Ethics and Social Responsibility: The Development Period. *Legends in Marketing: Shelby D. Hunt*. Sage Publications [B].

Vitell, S. J. (2011). Ethics, Macro-Marketing and Pedagogy. *Legends in Marketing: Naresh K. Malhotra*.

Refereed

Vitell, S. & Hunt, S. D. (2005). Personal Moral Codes and the Hunt-Vitell Theory of Ethics: Why Do People's Ethical Judgments Differ?. In Robert A. Peterson and O.C. Ferrell (Eds.), *Business Ethics: New Challenges for Business Schools and Corporate Leaders* (pp. 18-37). Armonk, NY: M.E. Sharpe Publisher.

Vitell, S., Rallapalli, K., & Singhapakdi, A. (1999). Ethics: Marketing Norms Ethics Scale. In Bearden and Netemeyer (Eds.), *Handbook of Marketing Scales, 2nd edition* (pp. 367-368). Thousand Oaks, CA: Sage Publications [B].

Vitell, S. & Singhapakdi, A. (1996). Deontological Norms Scale. In Bruner and Hensel (Eds.), *Marketing Scales Handbook, Volume II* (pp. 920-921). Chicago, IL: AMA Press.

Vitell, S., Rallapalli, K., & Singhapakdi, A. (1996). Marketing Norms Scale. In Bruner and Hensel (Eds.), *Marketing Scales Handbook, Volume II* (pp. 957-966). Chicago, IL: AMA Press.

Vitell, S. (1993). A General Theory of Marketing. In John Quelch and Craig Smith (Eds.), *Ethics in Marketing* (pp. 757-774). Chicago, IL: Richard Irwin.

Vitell, S. (1991). Chapter 3: Marketing Ethics and Neutralization. In Pride and Ferrell (Eds.), *Marketing: Lecture Enrichment Series* (pp. Vol. 2, 12-16). Boston, Massachusetts: Houghton-Mifflin.

Vitell, S. (1980). Case 18-2 Election Research, Inc.. In David A. Aaker and George S. Day (Eds.), *Marketing Research*. Wiley and Sons [B].

Articles in Books of Readings

Vitell, S. J. (2013). Commentary on a Collection of Classic Articles: Journal of Business Ethics. In AC Michalos & DC Poff (Eds.), *Citation Classics from the Journal of Business Ethics* (pp. 796 - 799). Springer Science.

Refereed Proceedings

Full Paper

- Izzo, G. & Vitell, S. (2004). Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis. *AMA Theory and Practice Conference*, 6 (1), 10-15.
- Al-Khatib, J. & Vitell, S. (2003). Job-Related Ethics in Developing Countries Organizations: An Empirical Investigation. *Academy of Marketing Science Conference*.
- Singhapakdi, A. & Vitell, S. (2003). Institutionalization of Ethics: Scale Development and Preliminary Analysis. *AMA Educators' Conference (Summer)*.
- Izzo, G. M. & Vitell, S. (2003). An Investigation of the Effects of Interactive Ethics Training on the Moral Reasoning of Real Estate Sales Professionals. *American Real Estate Society Conference*.
- Vitell, S. (2002). Consumer Ethics Research: Review, Synthesis and Suggestions for the Future. *Conference on Business Ethics in the Knowledge Economy*.
- Vitell, S., Marta, J., Singhapakdi, A., & Attia, A. (2001). Some Important Factors Underlying Ethical Decisions of Middle-Eastern Marketers. *Macromarketing Conference*.
- Izzo, G. & Vitell, S. (2001). Exploring the Effects of Professional Education for Agency-Type Salespeople. *AMA Theory and Practice Conference*, 82-88.
- Izzo, G. & Vitell, S. (2001). An Analysis of Professional Education on the Goal Orientations of Agency Salespeople. *Applied Business Research Conference*.
- Bakir, A., Vitell, S., & Aslanbay, Y. K. (2001). Small Firms: Marketing Approaches and Their Style of Conducting Marketing Activities. *International Conference of the Global Business and Technology Association*.
- Vitell, S., Bakir, A., Blodgett, J., & Rose, G. (2000). A Preliminary Investigation of the Reliability and Validity of Hofstede's Cross Cultural Dimensions. *Academy of Marketing Science Conference*, 226-232.
- Vitell, S. & Boose, M. A. (1997). A Positive Model of Ethical Behavior in Finance. *Academy of Economics and Finance Conference*.
- Vitell, S. & Young, J. (1996). The JM Editorial (1976 1996): A Review of a Lost Art Form. *Southern Marketing Association*, 177-180.
- Vitell, S. & Young, J. (1993). The Journal of Marketing: A Fifteen Year Review (1976 1990) of Topic Trends. *Southwest Marketing Association*, 134-140.
- Vitell, S., Strutton, D., Pelton, L., & Grove, S. (1993). The Efficiency of the 'Techniques of Neutralization' as a Means to Explain Unethical Sales Behavior: A Preliminary Investigation. *Academy of Marketing Science Conference*, 301-307.
- Vitell, S. & Singhapakdi, A. (1993). Moral Philosophies, Ethical Perceptions and the Ethical Judgments of Sales Professionals. *Academy of Marketing Science Conference*, 296-300.
- Vitell, S., Young, J., & Gilbert, F. (1992). A Theoretical Framework of Consumer Coping Under Conditions of Constrained Purchasing Behavior. *Southern Marketing Association*, 70-73.
- Vitell, S. & Singhapakdi, A. (1991). Comparing Students with Practitioners on Selected Marketing Ethics Variables. *AMA Educators' Conference (Summer)*, 780-790.
- Vitell, S., Meinert, D., & Reich, R. (1990). The Role of Boundaries in Marketing. *Southern Marketing Association*, 353-356.
- Vitell, S., Meinert, D., & Reich, R. (1990). The Domain of MIS: Is the Establishment of 'Unequivocal' Boundaries Irrational? *Decision Sciences Institute Annual Meeting*.
- Vitell, S., Grove, S. J., & Strutton, H. D. (1989). The Techniques of Neutralization: A Partial Explanation of Non Normative Consumer Behavior. *AMA Educators' Conference (Winter)*, 131-135.
- Vitell, S., Al-Khatib, J., & Dant, R. (1989). Marketing and Economic Development: The Saudi Arabian Experience. *Academy of Marketing Science Conference*, XII, 659-664.
- Vitell, S. (1986). Single-Item vs. Multi-Item Measures of Job Satisfaction. *Southern Marketing Association*, 241-245.
- Wood, V. R. & Vitell, S. (1985). Marketing's Contribution to Economic Development: A Look at the Last 30 Years. *World Marketing Congress*.
- Vitell, S. (1976). The Role of Promotional Campaign Expenditures on Election Results. *AMA Educators' Conference*, 274-277.

Abstract Only

- Singhapakdi, A., Vitell, S., & Carter, L. (2004). Ethics and Some Job Related Quality of Life WorkLife Consequences. *International Quality of Life Studies (IQOLS) Conference*.
- Vitell, S., Singhapakdi, A., Rao, C. P., & Kurtz, D. (1997). Ethics Gap: Comparing Marketers with Consumers on Important Determinants of Ethical Decision Making. *Academy of Marketing Science Conference*.
- Vitell, S. & Singhapakdi, A. (1997). Organizational Culture and Personal Ideologies Influencing Perceived Intensity of Moral Issues: A Survey of Marketing Professionals. *AMA Educators' Conference (Winter)*.
- Vitell, S., Singhapakdi, A., Karande, K., & Rao, C. P. (1997). The Perceived Importance of Ethics and Social Responsibility: A Multinational Study of Marketing Professionals. *AMA Educators' Conference (Summer)*, 136.
- Vitell, S., Singhapakdi, A., Thomas, J., & Dickerson, E. B. (1997). Consumer Ethics: An Application and Empirical Testing of the Hunt Vitell Theory of Ethics. *Southern Marketing Association*, 56-57.
- Vitell, S., Singhapakdi, A., & Rao, C. P. (1996). Ethics of Services Marketing Professionals: The Influences of Ethical Perceptions and Selected Demographic Variables. *International Management Development Association Conference*, 371.
- Vitell, S., Ford, J., LaTour, M., & French, W. (1996). Moral Judgments and Marketing Negotiations: A Comparison of Chinese and American Managers. *AMA Educators' Conference (Summer)*, 449-450.
- Vitell, S., Pelton, L., & Chowdhury, J. (1996). En Route to Relational Ethics: Proposed Detour from Monadic Research Paths. *AMA Educators' Conference (Summer)*, 298.
- Vitell, S., Singhapakdi, A., Rallapalli, K., & Rao, C. P. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. *Academy of Marketing Science Conference*.
- Vitell, S., Singhapakdi, A., Rallapalli, K., & Rao, C. P. (1995). Personal and Professional Values Underlying Ethical Decisions: A Comparison of American and Thai Marketers. *Academy of Marketing Science Conference*, 328.
- Vitell, S. & Singhapakdi, A. (1995). Ethical Sensitivity of Marketers: The Influences of Corporate Ethical Values and Personal Ideologies. *AMA Educators' Conference (Winter)*, 228-229.
- Vitell, S., Singhapakdi, A., Kraft, K., & Rallapalli, K. (1994). The Perceived Role of Ethics and Social Responsibility: A Scale Development. *Academy of Marketing Science Conference*, 328.
- Vitell, S., Singhapakdi, A., & Leelakulthanit, O. (1993). A Cross Cultural Study of Moral Philosophies, Ethical Perceptions and Judgments: A Comparison of American and Thai Marketers. *AMA Educators' Conference (Summer)*, 141-142.

Non-Refereed Proceedings

Full Paper

- Vitell, S. J. (2012). Business Ethics: A Case for Consumer Social Responsibility (CnSR). *World Business Ethics Forum - Hong Kong Baptist University*. (Invited)

Presentation of Refereed Papers

International

- Vitell, S. (2004, May). *The Impact of Corporate Culture and Enforcement of Ethical Codes on Perceived Importance of Ethics*. International Symposium on Ethics, Business and Society, Barcelona, Spain.
- Vitell, S. (1998, July). *Ethical Decision Models: A Retrospective Look*. Ethical & Societal Issues Conference, Vienna, Austria.

National

- Vitell, S. (1999, October). *Marketing Ethics Looking Back and Briefly Forward*. Society for Marketing Advances Conference, Atlanta, Georgia.
- Vitell, S. (1995). *Ethics/Social Responsibility in the International Marketing Arena*. Faculty Consortium on Ethics and Social Responsibility, Hempstead, New York.
- Vitell, S. & Hunt, S. (1995). *The Hunt-Vitell Model of Ethics*. Faculty Consortium on Ethics and Social Responsibility, Hempstead, New York.
- Vitell, S. (1995). *The Foundations of Ethical Evaluations of Marketing Phenomena: The Case of Fear Appeals*. AMA Educators' Conference (Summer), Washington, District of Columbia.
- Vitell, S., Rallapalli, K., & Singhapakdi, A. (1992). *Marketing Norms: The Development of a Scale for Measuring the Norms of Marketers*. National Conference on Ethics and the Professions, Miami, Florida.

Vitell, S. (1987). *Marketing Ethics: Where We Are and Where Do We Go From Here?* Academy of Marketing Science Conference, Miami, Florida.

Regional

Vitell, S., Singhapakdi, A., & Rao, C. P. (1996). *Ethics of Services Marketing Professionals: The Influences of Ethical Perceptions and Selected Demographic Variables*. Southern Marketing Association, New Orleans, Louisiana.

Vitell, S. (1992). *Business Ethics Course Content*. Regional Symposium of Teaching Business Ethics, Memphis, Tennessee.

Vitell, S. (1982). *Marketing Ethics: A Decision Theoretic Framework*. Southwestern Doctoral Symposium, Houston, Texas.

Vitell, S. & Hadaway, F. J. (1980). *Selecting a Location*. West Texas Small Business Exposition, Lubbock, Texas.

Presentation of Non-Refereed Papers

International

Vitell, S. J. (2013, November). *Business Ethics: An Examination and a Case for Consumer Conscience*. EBEN (European Business Ethics Network), Dublin, Ireland.

Vitell, S. J. (2012). *Business Ethics: A Case for Consumer Social Responsibility (CnSR)*. World Business Ethics Forum - Hong Kong Baptist University, Hong Kong, China- Hong Kong.

Vitell, S. J. (2011). *Business Ethics: The Case of the Forgotten Consumer?* Invited Presentation at Institute for Advanced Study in the Humanities - Essen, Germany, Essen, Germany.

Vitell, S. (2011). *The Development, Empirical Validation and Current Research on the General Theory of Ethics (Hunt-Vitell Model)*. Invited Presentation at ESADE, Sant Cugat Campus, Catalonia, Spain, Sant Cugat, Spain.

Vitell, S. J. (2011). *Panel Discussion on Corporate Social Responsibility: A Case Against Corporate Social Responsibility*. Academy of Marketing Science Conference, Coral Gables, Florida.

Vitell, S. J. (2008). *Interventions to Reduce Academic Cheating among Business Students: An Experimental Investigation*. St. John's University Business Ethics Conference, New York, New York.

National

Vitell, S. J. (2009). *Panel Discussion on Revisions to AMA Statement of Ethics - Some Observations on the new AMA Statement of Ethics - 'Ethical Norms & Values for Marketers'*. AMA Educators' Conference, Tampa, Florida.

Vitell, S. J. (2008). *The Role of Religiosity in Marketing & Consumer Ethics Research*. Notre Dame University Business Ethics Conference, South Bend, Indiana.

Regional

Vitell, S. (2005, September). *The Role of Moral Intensity and Personal Moral Philosophies in the Ethical Decision-Making of Marketers: A Cross-Cultural Comparison of the U.S. and China*. Invited Presentation at School of Business, St. Thomas University, Minneapolis, Minnesota.

Research Grants

Funded

2005: Scott, V. (2004-2005) Summer research grants. Data from this research has produced two papers which have been accepted by the Journal of Business Ethics. (\$7,500) , Principal Investigator, University of Mississippi, Hearin Foundation.

Manual

Vitell, S. (1977). *Advertising, Business Administration X440.3, Independent Study Manual*. Berkeley, CA: University of California Extension.

Research Honors and Awards

Award

1998: , University of Mississippi, School of Business Administration Outstanding Researcher.

1997: , American Marketing Association Winter Educators' Conference. Best Paper in Marketing, Society, and Public Policy Track, 'Organizational Culture and Personal Ideologies Influencing Perceived Intensity of Moral Issues: A Survey of

Marketing Professionals.'

1996: , American Marketing Association Summer Educators' Conference. Best Paper in the Global Marketing/International Track, 'Moral Judgments and marketing Negotiations: A Comparison of Chinese and American Managers.'

1995: , University of Mississippi, School of Business Administration, Outstanding Researcher.

1992 – 1993: , University of Mississippi, School of Business Administration. Co-recipient of Outstanding Researcher Award.

1991: , American Marketing Association Summer Educators' Conference. Best Paper in the Marketing Education Track, 'Comparing Marketing Students with Practitioners on Selected Marketing Ethics Variables.'

1990: , Southern Marketing Association Conference. Best Paper in the Marketing Research Track, 'The Role of Boundaries in Marketing.'

1986 – 1987: , University of Mississippi, School of Business Administration. Outstanding Publication Award, 'A General Theory of Marketing Ethics.'

Honor

2013: , Microsoft Academic Search rankings for Business & Economics. Ranked #1 globally of 160,267 business and economic authors according to Microsoft Academic Search rankings.

<http://academic.research.microsoft.com/RankList?entitytype=2&topDomainID=7&subDomainID=13&last=0&start=1&end=1>

2012: , 4th World Business Ethics Forum. Invited plenary speaker, forum sponsored by Hong Kong Baptist University, Hong Kong, China..

2011: , Journal of Business Ethics. Honored by the Journal of Business Ethics for having 3 of the top 30, and 6 of the top 100, most cited articles (of a total of nearly 5000 articles) in the 30 year existence of that journal..

2009: , Phi Kappa Phi. Initiated into Phi Kappa Phi National Honor Society.

2005: , Journal of the Academy of Marketing Science. 8th most cited JAMS article 1998-2004, 'Antecedents, Consequences, and Mediating Effects of Perceived Moral Intensity and Personal Moral Philosophies'.

2002: , International Conference on Business Ethics in the Knowledge Economy. Invited speaker, conference sponsored by Hong Kong Baptist University, Hong Kong, China..

1998: , University of Mississippi, Frederick A. P. Barnard Distinguished Professorship. Nominated.

1986: , Academy of Management Doctoral Dissertation. Finalist for Social Issues Division.

Other Research Activities

Basic or Discovery Scholarship

2005: , , . In the research area, I have several projects that are in the nascent stages, some of which should lead to complete manuscripts within the next year. Additionally, I have numerous submitted manuscripts at least some of which should also result in acceptances in the next year.

Other

1995: , , . International Journal of Retail and Distribution Management, "Making an Impact on the Shoplifter,' (a precis of "How Consumers May Justify Inappropriate Behavior in Market Settings: An Application of the Techniques of Neutralization'), 1995 (Spring), xii xiii.

1995: , , . Ethical Issues in International Marketing by Nejdet Delener, ed., "An Investigation of the Ethical Beliefs of Consumers in a Developing Country,' (a reprint), Binghamton, NY, Haworth Press, 1995, 87 109.

1995: , , . Marketing for CPA's Accountants, and Tax Professionals by William Winston, ed., "Strategic Marketing Planning for the Development of the Small Accounting Practice,' (a reprint) Binghamton, NY, Haworth Press, 1995, 263 274.

1993: , , . Ethics in Marketing by John Quelch and Craig Smith, eds., "A General Theory of Marketing,' (a reprint) Chicago, Richard Irwin, 1993, 757 774.

1992: , , . The International Library of Critical Writings in Business History by Hollander and Rassuli, eds., "Marketing and Economic Development: Review, Synthesis and Evaluation,' (a reprint) Cheltenham, England, Edward Elgar Publishing, 1992.

Service to the University

Department Assignments

Chair:

2012: Chair of dissertation committee for Erin Gillespie, "The Formation of Product Attachments among Salespeople"

Organizer:

2010-2011: 5th Annual Southeast Marketing Doctoral Student Symposium: Organized and hosted the 2011 Southeast Marketing Doctoral Student Symposium. Event was attended by 10 schools and had over 85 attendees, both new highs.

University Assignments

Other Institutional Service Activities:

2000-2001: University of Mississippi, School of Pharmacy: Received joint appointment as Professor of Pharmacy Administration

Dissertation Assignments

Chair:

2007-2008: Jatinder J. Singh: 'Consumer Ethics: The Roles of Emotion and Loyalty in the Ethical Decision Making of Consumers'

1999-2000: Ziad Swaidan: 'Consumer Ethics and Acculturation: The Case of the Muslim Minority in the U.S.'

1997-1998: George Izzo: 'Assessing the Relationship Between Compulsory Ethics Education and the Cognitive Moral Development of Real Estate Practitioners.'

1996-1997: James Thomas: 'Modifying Consumers' Assessments of Service Marketers' Ethical Conduct: The Role of Surrogate Cues.'

1996-1997: Long Chuan Lu: 'The Effects of Cultural Dimensions on Ethical Decision Making in Marketing.'

1995-1996: George Stone: 'Eco Orientation: An Empirical Investigation of Antecedents and Domain of Organizational Ecological Orientation.'

1994-1995: Kumar Rallapalli: 'Marketers' Norms: An Empirical Investigation of the Influence of Personal and Situational Factors on Marketers' Deontological Norms, Ethical Judgments and Intentions.'

1992-1993: Lou E. Pelton: 'The Role of Relationalism in Un/Ethical Exchange in the Buyer Seller Dyads.'

1992-1993: Foo Nin Ho: 'Ethics in Marketing: An Integrated Model of Ethical Decision Making in Organizations.'

1992-1993: Saviour Nwachukwu: 'Ethics and Social Responsibility in Marketing: An Examination of the Evaluation Process of the Ethics of Advertising Practices.'

1990-1991: Jamal Al Khatib: 'The Impact of Output Sector Munificence on the Internal Political Economy of the Marketing Channel: An Empirical Investigation of the Retailer in the Food Channel System of Saudi Arabia.'

1990-1991: Mohammed R. A. Rawwas: 'Interrelations Among Individual Power Sources and Their Impact on Channel Power, Constructive and Destructive Conflict, and Satisfaction Within a Pharmaceutical Channel.'

1987-1988: Anusorn Singhapakdi: 'An Investigation into the Background Factors Influencing Decision Making in Marketing Situations Having Ethical Content'.

Member:

2012: Tine de Bock at University of Gent: 'Consumer Ethics: The Role of Personality, Intuition and Hypocrisy'

2007-2008: Sarah Steenhaut at University of Gent: 'Towards a Better Understanding of Unethical Consumer Behavior' University of Ghent, Belgium

School of Business Administration, University of Mississippi

College Assignments

Chair:

2005-2006: Code of Ethics Committee

Member:

2007-2008 – 2016-2017: Executive Committee
2012-2013 – 2015-2016: Endowment Committee
2013-2014 – 2014-2015: Executive Committee
2004-2005: Executive Committee

University Assignments

Member:

2012-2013 – 2015-2016: External Academic Affairs Committee
2010-2011 – 2015-2016: Academic Freedom and Faculty Responsibility Committee

Service to the Profession

Academic Conference: Panelist

2011: Academy of Marketing Science Conference, Miami, Florida.

Board Member: PRJ Editorial Review Board

2015 – 2017: Journal of Marketing Theory and Practice.
2013 – 2014: Journal of Business Research.
2006 – 2009: Journal of Business Research.
2006: Journal of the Academy of Marketing Science .
2006: Journal of Business Research.
2006: Journal of the Academy of Marketing Science .
2003: Journal of the Academy of Marketing Science .
1994 – 2002: Journal of Business Research.
1990 – 1998: Journal of Business Ethics.

Chair: Conference / Track / Program

2010: Academy of Marketing Science Conference.

Editor: Academic PRJ

2007 – 2008: Journal of Business Ethics. Section Editor
2005: Journal of Business Ethics. Section Editor
1998 – 2003: Journal of Business Ethics. Section Editor
1999: Special Issue on International Marketing Ethics for the Journal of Business Ethics. (Co Editor)

Editor: Pedagogical PRJ

2016: Journal of Business Ethics. Section Editor for Consumer Ethics Section

Keynote Address

2002: International Conference on Business Ethics in the Knowledge Economy, Hong Kong, China. Sponsored by Hong Kong Baptist University.

Member: Committee/Task Force

2010 – 2012: AMA Ethics Committee.

Other Professional Service Activities

2005: European Marketing Association Conference (EMAC). Reviewer
2005: Marketing & Public Policy Conference. Reviewer
2005: International Conference for Marketing & Development. Reviewer

Reviewer: Ad Hoc Reviewer for a Journal

2009: Journal of the Academy of Marketing Science.
2009: Journal of Applied Social Psychology.
2009: Asia Pacific Management Review.
2009: Business Ethics: A European Review.
2007 – 2008: Journal of Service Research.
2007: Journal of Consumer Research.
2007: Journal of the Academy of Marketing Science.
2007: Management Research News.
2007: Business Ethics: A European Review.
2007: Marketing and Society.
2007: Journal of International Marketing.
2007: Journal of Advertising.
2005: Business Ethics Quarterly.
2005: Journal of Consumer Policy.
2005: Economic History Association.
2005: Journal of International Business Studies.
2005: Journal of Marketing Education.
2005: Business Ethics: A European Review.
2005: Journal of Applied Social Psychology.
2005: Journal of Macromarketing.

Reviewer: Conference Paper

2004: EH.NET (Economic History Association). 'Mall Maker: Victor Gruen, Architect of an American Dream,' by M. Jeffrey Hardwick.
2004: EH.NET (Economic History Association). 'Birth of a Salesman: The Transformation of Selling in America,' by Walter A. Freidman.

Faculty Development

Instructional-Related Conference

2006: New York, New York. Attended Conference Board's Annual Ethics Conference
2006: New York, New York. Attended Conference Board's Annual Anti-Trust Conference
2006: New York, New York. Attended Conference Board's Business Ethics Seminar

Other Honors and Awards

2004: , Association of Marketing Theory and Practice Conference. Outstanding Paper in the Marketing Education Track: 'Investigating the Efficacy of Interactive Ethics Education: A Difference in Pedagogical Emphasis'..
2003: , Heritage Foundation. Public Policy Expert - Business Ethics..
2002: , Management School of National Chung Cheng University (Taiwan). Outstanding Publication Award: 'Ethical Sensitivity to Stakeholder Interests: A Cross Cultural Comparison,'(with Jeffrey Blodgett, Long Chuan Lu and Gregory Rose), Journal of the Academy of Marketing Science, 29, No. 2 (Spring), 190-202. .
2001: , Association of Marketing Theory and Practice Conference. Outstanding Paper in the Sales Track: 'Exploring the Effects of Professional Education for Agency-Type Salespeople.'

2000: , Heritage Foundation . Public Policy Expert - Business Ethics..

1999: , Journal of Business Research. (1985-1999) 12th most published author..

1999: , Journal of Business Research. 2nd most influential article (1995-1999), - 'Moral Intensity and Ethical-Decision Making of Marketing Professionals'..

1982: , First Southwestern Doctoral Symposium on Doctoral Research in Marketing. Selected to represent Texas Tech University, April 1982..

1982: , American Marketing Association. Selected to represent Texas Tech University at the Doctoral Consortium held at the University of Minnesota, August 1982..

Teaching Honors and Awards

Award

1994: , University of Mississippi, Burlington Northern Foundation Faculty Achievement Award. for Outstanding Teaching and Scholarship..

1988: , University of Mississippi, School of Business Administration. Outstanding Faculty Member.

Memberships

Society for Marketing Advances, 2011 - present

Phi Kappa Phi, 2009 - present

Association for Consumer Research, 1995 - present

Society for Business Ethics, 1995 - present

Academy of Marketing Science, 1987 - present

American Marketing Association, 1976 - present