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# Victoria Bush, Ph.D.

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## Donna Ruth Roberts Scholar Professor of Marketing

### Academic Background

Ph.D. The University of Memphis, Memphis, TN, Marketing, 1994

M.A. Michigan State University, East Lansing, Michigan, 1989

B.B.A. Texas A & M University, College Station, TX, 1986

### Academic Experience

Donna Ruth Roberts Scholar and Professor, University of Mississippi (2013 - Present), University, Mississippi.

Professor, University of Mississippi (2009 - 2013), University, Mississippi.

Associate Professor (tenured), University of Mississippi (2001 - 2009), University, Mississippi.

Assistant Professor, University of Mississippi (1995 - 2001), University, Mississippi.

Instructor, Christian Brothers University (1994 - 1995), Memphis, Tennessee.

Communications Consultant, University of Memphis (1994 - 1995), Memphis, Tennessee.

Teaching Assistant, University of Memphis (1990 - 1994), Memphis, Tennessee.

### Non-Academic Experience

#### National

Professional Internship, Foote, Cone & Belding Advertising Agency (1998), Chicago, Illinois.

Media Analyst, Lintas: Campbell-Ewald (1989 - 1990), Detroit, Michigan.

Account Executive, MARS Advertising (1988 - 1989), Detroit, Michigan.

### Refereed Articles

Yang, L., Vitell, S., & Bush, V. (2017). Unethically Keeping the Changes While Demeaning the Act. *Journal of Consumer Marketing*, 34 (1), 11-19.

Howie, K., Yang, L., Vitell, S., 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*.

Bush, V., Bush, A., Oakley, J., & Cicala, J. (2016). The Sales Profession as a Subculture: Implications for Ethical Decision Making. *Journal of Business Ethics*, 1-17.

Bush, V., Hybnerova, K., & Yang, L. (2015). Consumer Ambivalence toward Salespeople: An investigation of influence tactics. *Journal of Marketing Theory & Practice*.

- Bush, V., Bush, A., Oakley, J., & Cicala, J. (2014). Formulating Undergraduate Student Expectations for Better Career Development in Sales: A Socialization Perspective. *Journal of Marketing Education*.
- Bush, V., King, R., & Racherla, P. (2014). What we know and don't know about electronic word-of-mouth: A systematic review and synthesis of the literature. *Journal of Interactive Marketing*.
- Bush, V., Smith, R., & Bush, A. (2013). Ethical Dilemmas and Emergent Values Encountered by Working College Students: Implications for Marketing Educators. *Journal of Marketing Education*, 35 (2), 107-118.
- Orr, L., Vorhies, D., & Bush, V. (2011). Improving customer-focused marketing capabilities and firm financial performance via marketing exploration and exploitation. *Journal of the Academy of Marketing Science*.
- Bush, V., Bush, A., & Orr, L. (2010). Monitoring the Ethical Use of Sales Technology: A Field Investigation. *Journal of Business Ethics*, 95 (2), 239+.
- Orr, L., Bush, V., & Vorhies, D. (2010). Leveraging the Integration of Firm-Level Marketing Capabilities with Marketing Employee Development: Implications for Performance. *Journal of Business Research*.
- Bush, A., Bush, V., Orr, L., & Rocco, R. (2007). The Role of Ethics in CRM Technology: A Qualitative Field Study. *Journal of Business Research*, 60 (11), 1198-1205.
- Bush, V., Bush, A., Shannahan, K., & Dupuis, R. (2007). Segmenting Markets Based on Sports Orientation: An Investigation of Gender, Race, and Behavioral Intentions. *Marketing Management Journal*, 17 (1), 39-50.
- Bush, V., Clark, P. W., Bush, A. J., & Bush, R. P. (2006). Girl Power and Word-of-Mouth Behavior in the Flourishing Sports Market. *Journal of Consumer Marketing*, 22 (5), 257-264.
- Venable, B., Rose, G., Bush, V., & Gilbert, F. (2005). The Role of Brand Personality in Charitable Giving: An Assessment and Validation. *Journal of the Academy of Marketing Science*.
- Bush, A. J., Martin, C. A., & Bush, V. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research*, 44 ((1)), 1-11.
- Phillips, J., Tandoh, M., Noble, S. M., & Bush, V. D. (2004). The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation. *Journal of Interactive Advertising* (5 (1)).
- Bush, V. & Martin, S. (2004). Do Ad Agencies Add Up? Advertising as an Investment. *Cast Polymer Connection*, 14-20.
- Bush, V., Ferrell, L., Bush, A., & Ferrell, O. C. (2003). Investigating the Relationship Between Corporate Values and Practices of Marketing Organizations and Internet Ethics: An Exploratory Study. *Marketing Management*, 13 (2).
- Bush, V., Smith, R., & Bush, A. J. (2002). Developing an International and Technology-Driven Business School Program: Perspectives from the International Business Community. *Journal of Teaching in International Business*, 14 (1), 83-100.
- Bush, V. & Gilbert, F. (2002). The Web as a Medium: An Exploratory Comparison of Internet Users versus Newspaper Readers. *Journal of Marketing Theory & Practice*, 10 (1), 1-10.
- Bush, V. & Ingram, T. (2001). Building and Assessing Cultural Diversity Skills: Implications for Sales Training. *Industrial Marketing Management*, 30 (1), 65-76.
- Bush, V., Rose, G., Gilbert, F., & Ingram, T. (2001). Managing Culturally Diverse Buyer-Seller Relationships: The Role of Intercultural Disposition and Adaptive Selling in Developing Intercultural Communication Competence. *Journal of the Academy of Marketing Science*, 29 (4), 391-404.
- Bush, A. & Bush, V. (2000). The Potential Challenges the Internet Brings to the Agency-Advertiser Relationship. *Journal of Advertising Research*, 40 (4), 7-16.
- Bush, V., Venable, B., & Bush, A. J. (2000). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. *Journal of Business Ethics*, 23, 237-248.
- Blackwell, S. A., Szeinbach, S. L., Garner, D. W., Barnes, J. H., & Bush, V. (1999). Relationship Marketing: A

- Missing Component in Customer Loyalty. *Journal of Pharmaceutical Marketing and Management*, 13 (2), 1-26.
- Blackwell, S. A., Szeinbach, S. L., Barnes, J. H., Garner, D. W., & Bush, V. (1999). The Antecedents of Customer Loyalty: An Empirical Investigation of the Role of Personal and Situational Aspects on Repurchase Decisions. *Journal of Services Research*, 1 (4), 362-375.
- Bush, A., Bush, V., & Harris, S. (1998). Advertiser Practitioners' Perceptions of the Internet as a Marketing Communications Tool. *Journal of Advertising Research*, 38 (2), 17-28.
- Rose, G., Bush, V., & Kahle, L. (1998). The Influence of Family Communication Patterns on Parental Reactions Toward Advertising: A Cross-National Examination. *Journal of Advertising*, 27 (4), 71-86.
- Bush, V., Ferrell, O. C., & Thomas, J. (1998). Marketing the Business School: An Exploratory Investigation. *Journal of Marketing Education*, 20 (1), 16-23.
- Wakefield, K. & Bush, V. (1998). Promoting Leisure Services: Economic and Emotional Aspects of Consumer Response. *Journal of Services Marketing*, 12 (3), 209-222.
- Bush, V., Bush, A., & Smith, R. (1998). Preparing Students for the International Marketplace: Practitioners' Perceptions of Tasks Needed to be Successful. *Journal of Teaching in International Business*, 10 (2), 1-16.
- Bush, V., Harris, S., & Bush, A. (1997). Establishing Ethical Boundaries for Service Providers: A Narrative Approach. *Journal of Services Marketing*, 11 (4, 5), 265-277.
- Bush, V. & Ingram, T. (1996). Adapting to Diverse Customers: A Training Matrix for International Marketers. *Industrial Marketing Management*.
- Bush, V., Pedrick, D., & Westbrook, K. (1996). Measuring Perceived Quality Orientation in the Health Insurance Marketplace. *Journal of Health Care Marketing*.
- Bush, A. J. & Bush, V. (1994). The Value of the Narrative Paradigm in Improving Ethical Evaluations of Advertising. *Journal of Advertising*, 23, 31-42.
- Bush, V., Bush, A. J., & Boller, G. (1994). Social Criticisms Reflected in TV Commercial Parodies: The Influence of Popular Culture on Advertising. *Journal of Current Issues and Research in Advertising*.
- Bush, A. J. & Davies-Bush, V. (1989). State Governments' Response to the AIDS Crisis: An Advertising Perspective. *Journal of Public Policy and Marketing*, 3, 53-63.

## **Papers Under Review**

- Bush, V., Hill, K., King, R., & Vorhies, D. (2017). "The Impact of Team Emotional Intelligence on Improvisation in Sales Interactions," Conditional acceptance to *Journal of Relationship Marketing*.

## **Book Chapters**

### **Non-Refereed**

- Foley, L. & Bush, V. (2007). The Ethics of Managing Customer Information: Can Customer Relationship Management Backfire?. In Bruce Keillor (Ed.), *Marketing in the 21st Century*. Westport, CT: Praeger Publishers.

## **Refereed Proceedings**

### **Full Paper**

- Bush, V. & Ezell, D. (2015). When Brands Love You Back: Reciprocation in the Consumer-Company Dyad. *Society for Marketing Advances*.
- Foley, L. M., Vorhies, D. W., & Bush, V. (2005). Conceptualizing, Integrating, and Exploring Learning and

Marketing Dynamic Capabilities: Implications for Marketing Performance. *AMA Educators' Conference (Winter)*.

Bush, A., Bush, V., Bush, R., & Shannahan, K. (2004). An Examination into the Attitudes and Motivations of Old School versus New School Sports Fans: Implications for Relationship Marketing. *Sports Marketing Association*.

Tandoh, M., Kumar, M., Singh, J., & Bush, V. (2004). The Moderating Role of Personality Traits on Propensity to Stay with a Service Provider. *Society for Marketing Advances Conference*.

Bush, V., Bakir, A., Rice, M. A., & Bush, A. J. (1999). A Comparison of Consumer's Expectations of Traditional versus Cyberspace Shopping Encounters. *Society for Marketing Advances Conference*.

Bush, V. & Venable, B. T. (1998). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. *Ethics and Social Issues Conference*.

Bush, V., Limpaphayom, T., & Venable, B. T. (1998). The Integrity of Information Acquired from the Internet: An Investigation of Business Students' Perceptions. *Society for Marketing Advances Conference*.

Bush, A., Sherrell, D., Bush, V., & Gresham, L. (1998). The Role of the Internet in Marketing Strategy: A Pilot Study. *American Society of Business and Behavioral Services*, 8.

Bush, V. (1997). Motivating Salespeople to Learn about Cultural Diversity: A Simulation Training Exercise. *AMA Educators' Conference (Summer)*.

Thomas, J., Bush, V., & Reithel, B. (1996). Consumers' Perceptions of Information Systems in the Service Environment: Toward a Conceptual Model. *Southern Marketing Association*.

Bush, V. (1993). The Disposition of Salespeople Toward Cultural Diversity in Buyer-Seller Relationships: A Communication Perspective. *Southern Marketing Association*.

Bush, V. & Babakus, E. (1992). Explaining Consumer Complaint Behavior Via the Learned Helplessness Paradigm. *AMA Educators' Conference (Summer)*.

### **Abstract Only**

Bush, V., Hybnerova, K., & Yang, L. (2013). Reducing Ambivalence toward Salespeople: An Investigation of Persuasion Tactics. *AMA Conference (Summer)*.

Bush, V., King, R., Wamble, D., & Pepper, W. (2013). I am the Brand: The Investigation and Testing of. *AMA Educators' Conference (Summer)*.

Keith, M. & Bush, V. (in press, 2011). Loyalty Orientations among Generation Y: A Conceptual Model of the Impact of Mobile Application Attributes and User Behavior. *Society for Marketing Advances*.

Mathur, M. & Bush, V. (in press, 2011). Increasing Advertising Receptivity through Social Media Engagement. *Society for Marketing Advances*.

Bush, V., Keith, M., & Robinson, K. (2010). On and Off-line Word-of-Mouth Behavior and Intention to Vote: An Investigation of Generation Y. *Society for Marketing Advances Conference*.

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

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

Sha, M., Bentley, J., McCaffrey, D., Bouldin, A., & Bush, V. (2007). Consumer Opinions and Attitudes toward Corporate Advertising the Pharmaceutical Industry. *Academy of Health Annual Research Meeting*.

## **Working Papers**

Bush, V. & Bush, A. (2017). "Ethics in the Sales Profession: A comparison of generations," targeted for Journal of Business Ethics.

Bush, V., Ezell, D., & Vorhies, D. (2017). "Marketing capabilities in the nonprofit sector," targeted for Journal of the Academy of Marketing Science.

Bush, V. & Topcuoglu, E. (2017). "Gender in the sales profession: a field investigation of female sales managers," targeted for Industrial Marketing Management.

Hybnerova, K. & Bush, V. (2017). "Team Intelligence in Sales Interactions," targeted for Journal of the Academy of Marketing Science.

## **Presentation of Refereed Papers**

### **International**

Bush, V., Bush, A. J., Oakley, J., & Cicala, J. (2014). *Formulating Undergraduate Student Expectations for Better Career Development in Sales*. AMA Conference (Summer), San Francisco, California.

### **National**

Bush, V. & Noble, S. (2002). *Cultural Diversity in Marketing Academe*. Marketing Management Association's Doctoral Consortium, Memphis, Tennessee.

Blackwell, S., Szeinbach, S., Garner, D., Barnes, J., & Bush, V. (1997). *Customer Loyalty: The Influence of Value, Situational and Personal Antecedents*. Frontiers in Services Conference, Nashville, Tennessee.

Harris, S., Bush, A., & Bush, V. (1995, October). *Utilization of the Narrative Paradigm in the Establishment of Ethical Boundaries for Service Providers*. AMA Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.

Pedrick, D., Westbrook, K., & Bush, V. (1995, October). *Investigating the Appropriateness of Using End-User Customer Satisfaction Models in Business-to-Business Settings: An Empirical Investigation in the Health Insurance Industry*. Marketing Intangibles: Business-to-Business Services and Service Business Conference, Atlanta, Georgia.

### **Regional**

Bush, V. & Ferrell, O. C. (1995, November). *Marketing the College of Business to Undergraduate Students*. Southern Marketing Association, New Orleans, Louisiana.

## **Research Grants**

### **Funded**

2014: Bush, V. Summer Research Support.

2013: Bush, V. Summer Research Support.

2012: Bush, V. Outstanding Paper of the year.

2012: Bush, V. Summer Research Support.

2010: Bush, V. Summer Research Support.

2009: Bush, V. Summer Research Support.

2008: Bush, V. Summer Research Grant award.

2007: Bush, V. Summer Research Grant award, Principal Investigator.

2006: Bush, V. Hearin Research Award Summer 2006, Principal Investigator. Award based on research

productivity.

2003: Victoria, B. Summer Research Grant: 'The Role of Cultural Diversity in the Sales Organization: An Exploratory Analysis.', Principal Investigator, Hearin Center for Enterprise Science.

2001: Victoria, B. American Advertising Federation Student Advertising Competition, Baton Rouge, LA, Hearin Center for Enterprise Science.

2000: Victoria, B. American Advertising Federation Student Advertising Competition, Chattanooga, TN, Principal Investigator, Hearin Center for Enterprise Science.

## **Research Honors and Awards**

### **Award**

2014: , AMA Conference (Summer).

1994: , SWFAD Annual Conference. Doctoral Colloquium.

1993: , SMA Annual Conference. Best Track Paper.

1992: , AMA Summer Educator's Conference. Best Student Paper.

1992: , Southern Marketing Association. Doctoral Dissertation Research Proposal Award.

1990: , Fogelman College of Business and Economics, The University of Memphis. Second Place Award for Applied Research Article.

### **Honor**

2005: , Center for Social Innovation. Press article published in Stanford Social Innovation Review magazine on our research from Journal of the Academy of Marketing Science concerning Nonprofit Brand Personality..

## **Other Research Activities**

### **Basic or Discovery Scholarship**

2005: , , . Dutch Journal: Tijdschrift voor Strategische Bedrijfscommunicatie (Journal for Strategic Business Communication), reprinted article published in the Journal of Advertising -- Sports Celebrity Influence on the Behavioral Intentions of Generation Y, co-authored with Alan Bush and Craig Martin

## **Service to the University**

### **Department Assignments**

#### **Chair:**

2010-2011 – 2011-2012: Chair of Recruiting-- Assistant/Associate Professor search

2007-2008: Chair, Clinical Assistant Professor search committee: Head of recruiting for Clinical position in marketing for Tupelo/Southaven

2002-2003: Marketing Department, Faculty Search Committee for Assistant Professor Position: University of Mississippi, School of Business Administration

1998-1999: Marketing Department, Search Committee for Director of Marketing Communications: University of Mississippi, School of Business Administration

#### **Faculty Advisor:**

2003-2004 – 2009-2010: American Advertising Federation: Advisor for the Ole Miss Chapter of the American Advertising Federation.

**Member:**

2010-2011 – 2011-2012: Dissertation Committee member -- Mitch Price

2010-2011: Search Committee --Assistant Professor of Marketing

2008-2009 – 2010-2011: Dissertation Committee member -- Ceri Nishihara

2004-2005: Marketing and Marketing Communications, Undergraduate Curriculum: University of Mississippi, School of Business Administration

2003-2004: Marketing Department, Faculty Search Committee for Clinical Professor Position at Southaven Campus: University of Mississippi, School of Business Administration

**College Assignments**

**Mentoring Activities:**

2008-2009 – 2010-2011: Marketing Communications Advisor/Liaison: Serve as the main liaison between Journalism and School of Business for the Marketing Communications Major.

1997-1998 – 2006-2007: Marketing Communications Advisor/Liaison: Serve as the main liaison between Journalism and School of Business for the Marketing Communications Major.

**Member:**

2010-2011: Dissertation Committee Miriam Moeller

2008-2009 – 2010-2011: Assurance of Learning Committee

2008-2009: School of Business Search Committee -- Dean

2008-2009: School of Business Scholarship Committee

2007-2008: Undergraduate Curriculum Committee: Review of revised undergraduate curriculum for Bonnie Van Ness, Interim Assistant to Dean

2005-2006 – 2006-2007: Undergraduate Core Curriculum Development Committee: Redesign curriculum based on Knowledge, Skills, and Abilities

2004-2005: School of Business Administration, Undergraduate Curriculum: University of Mississippi

1998-1999 – 2004-2005: School of Business Administration, Steering Committee: Marketing Communications Degree Program

**University Assignments**

**Faculty Advisor:**

2011-2012: Honors Thesis Advisor -- Candace Rodriguez

2010-2011: Honors Thesis Advisor -- Emily Laird

2008-2009: Honors Thesis Chair -- Jaime Weaver

2008-2009: Honors Thesis Chair -- Kristen Robinson

2007-2008: Faculty Advisor: Kathryn Ruleman -- Honors College advisor

2007-2008: Faculty Honors Thesis Advisor: Celeste McKeon -- Honors college faculty advisor

2007-2008: Honors Thesis: Bennett Drago -- Honors Thesis Advisor

2004-2005: Emily Evans (Marketing Department): Honors' Thesis

2001-2002: Micajah Sturdivant--Marketing Department: Honors' Thesis

1998-1999 – 2001-2002: Ole Miss Student Chapter of American Advertising Federation

1997-1998: Ole Miss Student Chapter of American Advertising Federation

**Member:**

2010-2011: Taylor Medal Selection Committee

2008-2009: Search committee -- Dean of Journalism

2007-2008: UM Competes Task Force Committee

2006-2007 – 2007-2008: University Undergraduate Council: university-wide standing committee for undergraduate programs

2004-2005: University of Mississippi, Provost Faculty Development Workshop: The Tenure Process

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate, Committee on Committees

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate, Academic Affairs Committee

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate: Faculty Senator, elected by Business School Administration

2000-2001 – 2003-2004: University of Mississippi, Communications Certification Program

1997-1998: University of Mississippi, Cook Chair of Journalism Search Committee

1996-1997: University of Mississippi, Alumni Development Search Committee

**Other Institutional Service Activities:**

2004-2005: University of Mississippi, Provost Faculty Development Task Force: Focus Group Participant

**Program Representative:**

2007-2008: Assessment Contact: Responsible for assessment of Marketing Communications degree

1998-1999 – 2005-2006: Assessment Contact: Responsible for assessment of Marketing Communications degree

**Dissertation Assignments**

**Faculty Advisor:**

2002-2003: Meredith Skelton--Marketing Department: Honors' Thesis

**Chair:**

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

**Member:**

2006-2007: Mansi Shah: Dissertation -- School of Pharmacy

2006-2007: Minu Kumar: Dissertation

2006-2007: Melissa Clark: Dissertation



2004-2005: Gary Garrison--MIS: 'A Model of Factors Impacting an Organization's Propensity to be an Early Adopter of Disruptive Technology.'

2000-2001: Beverly Venable: 'Extending Brand Personality to the Nonprofit Sector: An Investigation of the potential Impact of Brand Personality on an Individual's Likelihood to Contribute to Nonprofit Organizations.'

1998-1999: Steve Strombeck: 'Sequential Quality Evaluations (SEQUAL).'

1998-1999: Brent Cunningham: 'Coping Strategies, Materialism, and Shopping Orientations: An Integrative Analysis of Today's Consumer in the United States.'

1997-1998: Steve Blackwell--Pharmacy

## **Unassigned**

### **University Assignments**

#### **Member:**

2013-2014: Dissertation committee member -- Lauren Flegle, Psych Dept.

## **University of Mississippi**

### **Department Assignments**

#### **Chair:**

2016-2017 – 2017-2018: Derek Ezell

2015-2016 – 2017-2018: PHD Comps committee

2016-2017: Search committee, assistant professor

#### **Coordinator:**

2002-2003 – 2017-2018: Assessment for Marketing and Corporate Relations major

#### **Member:**

2016-2017: Franklin Tillman

2016-2017: Search committee, assistant professor

2015-2016: Katie Griffith: Dissertation

2012-2013: Dissertation -- Manisha Mathur

#### **Mentoring Activities:**

2016-2017 – 2017-2018: phd students marketing department

2005-2006 – 2017-2018: marketing and corporate relations majors

### **College Assignments**

#### **Chair:**

2007-2008: Marketing Clinical Search Committee

2005-2006: Marketing Curriculum Committee

**Member:**

2016-2017 – 2017-2018: Curriculum Committee  
2015-2016 – 2016-2017: MBA Committee  
2012-2013 – 2016-2017: Journal Review Committee  
2009-2010 – 2016-2017: Scholarship Committee  
2009-2010 – 2016-2017: Assurance of Learning Committee  
2010-2011 – 2012-2013: Taylor Medal Selection Committee  
2009-2010 – 2012-2013: MBA Committee  
2010-2011: Marketing Department Searches  
2009-2010 – 2010-2011: Tenure and Promotion  
2009-2010: Assistant/Associate/Full Professor of Marketing 10001694  
2008-2009: Scholarships  
2008-2009: Assurance of Learning  
2005-2006: Undergraduate Core Curriculum Task Force

**University Assignments****Member:**

2015-2016 – 2017-2018: Tenure and Promotion Appeals  
2015-2016 – 2017-2018: Tenure and Promotion  
2015-2016: Tenure and Promotion Review Committee  
2015-2016: Tenure and Promotion Appeals Committee

**Mentoring Activities:**

2015-2016 – 2016-2017: Ole Miss Women's Council: Mentor for student as part of Donna Ruth Roberts Scholar Chair

**Dissertation Assignments****Chair:**

2012-2013 – 2013-2014: Katie Hybnerova

**Thesis Assignments****Faculty Advisor:**

2012-2013: Honors Thesis -- Kayte Charlier  
2012-2013: Honors Thesis -- Margaret McDonald

**Service to the Profession****Academic Conference: Panelist**

2004: AMA Educators' Conference (Winter).

### **Advisor**

2007 – 2008: American Advertising Federation. Student Chapter advisor

2007: American Advertising Federation. Advisor to student chapter of the American Advertising Federation

1998 – 2002: American Advertising Federation. Student Team Manager

### **Chair: Committee / Task Force**

1995: Southern Marketing Association. Special Session Chair: "Marketing the Business School"

### **Chair: Conference / Track / Program**

2010 – 2011: AMA Marketing Educators' Conference (Summer), San Francisco, California.

2007: Marketing Management Association. Track Chair for Integrated Marketing Communications Track

1998 – 1999: Society for Marketing Advances. Sales Management

1997: Academy of Marketing Science. Session Chair: Ethics Track

1996: Southwestern Marketing Association. Session Chair: Retailing Track

1995 – 1996: Academy of Marketing Science. Promotion Management

1994: Southern Marketing Association. Session Chair: Global Marketing Track

1993: University of Memphis First Annual Conference. Track Chair: Diversity: Managing for Strategic Advantage

### **Reviewer - Article / Manuscript**

2008: Journal of Business Research.

2007 – 2008: Journal of Business Research.

### **Reviewer - Book / Textbook**

2013 – 2014: McGraw-Hill Publishing Company.

### **Other Professional Service Activities**

2012: AMA (Summer), San Francisco, California. Chair of Recruiting for 3 marketing positions

### **Presentation**

2012: Society for Marketing Advances, Memphis, Tennessee.

### **Reviewer: Ad Hoc Reviewer for a Journal**

2017: Journal of Business and Industrial Marketing.

2014 – 2017: Reviewer -- Journal of Business Ethics.

2014 – 2017: Journal of Marketing Theory and Practice.

2013 – 2014: Reviewer -- Journal of Business Ethics.

2005: Journal of Marketing Theory and Practice.

2005: Journal of Business Ethics.

2005: Journal of the Academy of Marketing Science.

### **Reviewer: Conference Paper**

2013: Academy of Marketing Science. Reviewer for academic conference

2013: AMA Conference (Summer), Boston, Massachusetts.

2012: Society for Marketing Advances, Memphis, Tennessee.

2005: Society for Marketing Advances.

2005: Academy of Marketing Science.

2005: AMA.

### **Service Honors and Awards**

2000 – 2001: , University of Mississippi. Nomination: Frist Service Award

### **Teaching Honors and Awards**

#### **Award**

2016: Certificate of Completion -- Course Design Review, University of Mississippi Online Design ELearning. Received Excellent Score and Stipend for revising and strengthening online MBA 623.

2002: , University of Mississippi. Winner of University-wide Faculty Achievement Award for Outstanding Teacher and Scholarship.

2001: , American Advertising Federation 7th District. 3rd Place Winner: National Student Advertising Competition.

2000: , University of Mississippi. Nomination-Faculty Achievement Award.

2000: , American Advertising Federation, 7th District. 2nd Place Winner: National Student Advertising Competition.

#### **Honor**

2007: , EdVenture Partners National Cadillac Competition. Students not only placed in top 10 amongst 50 national universities but made it to top 5 finalist for their campaign..

2005 – 2007: , Edventure Partners National Cadillac Competition. Students not only placed in top 10 amongst 50 national universities, but advanced to the top 5 finalists for their ad campaign in Advanced Campaign Planning (mktg 565)

2005: , Edventure Partners National Cadillac Competition. Students placed in top 20 out of 50 national universities for their marketing communications campaign..

### **Memberships**

Academy of Management Science, 2016-2017

American Advertising Federation

American Marketing Association

Marketing Management Association

Society for Marketing Advances