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# Rachel K. Smith, Ph.D.

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## Clinical Assistant Professor of Marketing

### Academic Background

Ph.D. University of Memphis, Marketing, 2000

M.B.A. Memphis State University, Memphis, TN, Economics, 1985

M.S. University of Kentucky, Agricultural Economics, 1981

B.S. University of Kentucky, Agricultural Economics, 1979

### Academic Experience

Instructional Assistant Professor of Marketing, University of Mississippi (July, 2015 - Present), Southaven, Mississippi.

International Marketing Instructor, FH Joanneum (2006 - 2016), Bad Gleichenberg, Austria. Summers

Clinical Assistant Professor of Marketing, University of Mississippi (January, 2013 - June, 2015), Southaven, Mississippi.

Visiting Clinical Assistant Professor of Marketing, University of Mississippi (August, 2011 - December, 2012), Southaven, Mississippi.

Instructor, University of Memphis (2010 - 2011), Memphis, Tennessee.

Visiting Assistant Professor of Marketing, University of Memphis (2009 - 2010), Memphis, Tennessee.

Associate Professor of Marketing, Christian Brothers University (2008 - 2009), Memphis, Tennessee.

Associate Professor of Marketing, University of Arkansas at Little Rock (2008 - 2009), Little Rock, Arkansas.  
Tenured and promoted

International Marketing Instructor, Universidad Autonoma de Guadalajara (2008), Guadalajara, Mexico.

Assistant Professor of Marketing, University of Arkansas at Little Rock (2002 - 2007), Little Rock, Arkansas.

Visiting Professor of Marketing, University of Arkansas at Little Rock (2001 - 2002), Little Rock, Arkansas.

Research Assistant/Teaching Assistant, University of Memphis (1996 - 2000), Memphis, Tennessee.  
Marketing and Development

### Consulting

1996: Methodist Healthcare, Market Research Consultant, Self-employed Developed, Coordinated and conducted Market Research

1994-1996: Tennessee College of Medicine, Market Research Consultant, Self-Employed - Developed/Coordinated and conducted market research

1994-1995: Methodist Healthcare, Market Research Consultant, Self-employed

1990-1994: Methodist Healthcare System, Manager Marketing Research, Managed and conducted all primary marketing research, in-house and with suppliers, worked with clients within Methodist to analyze their marketing research needs, developed and supported business plans, product development, managed fielding staff to assess and benchmark patient satisfaction, negotiated rates with marketing research fielding services, presented research results to physicians and hospital board.

1987-1990: Methodist Healthcare System, Supervisor Marketing Research - Supervised and conducted all primary marketing research, provided market research support to all areas of the organization, created, developed and supervised an in-house fielding staff

1986-1987: Kenny & Associates, Inc., Market Research Analyst - Managed all quantitative marketing research projects, developed research design, analyzed data, wrote-up results, and presented results, supervised research assistants and fielding staff, worked with clients to develop research plans

1982-1986: The Pillsbury Company, Commodity Merchandiser - Merchandised feed ingredients in southeast United States, arranged all logistical support, negotiated freight rates with rail lines and trucking firms, developed cost and time analysis of different modes of transport, hedged commodity positions on Chicago Board of Trade, managed Profit and Loss Statements

## Refereed Articles

Smith, R. K., Deitz, G., Royne, M. B., Hansen, J. D., & Grunhagen, M. (in press, 2013). Cross-cultural examination of online shopping behavior: A comparison of Norway, Germany, and the United States. *Journal of Business Research*, 66 (3), 328-335.

Bush, V. & Smith, R. K. (2013). Ethical Dilemmas and Emergent Values Encountered by Working College Students. *Journal of Marketing Education*, 35 (2), 107-118.

Smith, R. K. (2013). New Opportunities for a Professional Services Firm: Building a Brand and Developing a Marketing Strategy. *Marketing Education Review*, 23 (3), 281-286.

Cicala, J. E., Smith, R. K., & Bush, A. J. (2012). What makes sales presentations effective -- a buyer-seller perspective. *The Journal of Business & Industrial Marketing*, 27 (2), 78-88.

Terry, A., Cordell, D., & Smith, R. K. (in press, 2011). Overconfidence in Financial Planners. *Financial Services Review*, 20 (4), 253-260.

Smith, R. K. (2010). A Case Study in Project Based Learning: An International Partnership. *Journal of Teaching in International Business*.

Smith, R. K. & Royne, M. (2010). Consumer Literacy and Credence Services: Helping the Invisible Hand. *Journal of Consumer Affairs*.

Smith, R. K., Vibhakar, A., & Terry, A. (2008). Demarcating Designations: Chartered Financial Analyst and Certified Financial Planner. *Journal of Financial Services Marketing*.

Smith, R. K., Vibhakar, A., & Terry, A. (2007). Strategic Marketing Guidelines for Financial Planning Professionals. *Services Marketing Quarterly*.

Smith, R. K., Vibhakar, A., & Terry, A. (2006). Increasingly Global: Combining an International Business Degree with a Post-Degree Designation. *Journal of Teaching in International Business*.

Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (2006). U.S. Entrepreneurs Seeking Mexican Partners Business and Teaching Strategies. *Business Journal for Entrepreneurs*.

Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (2006). U.S. and Mexican Small Businesses: A Study and Comparison. *Southwestern Business Administration Journal*.

Smith, R. K. & Vibhakar, A. (2005). Developing the Appropriate Employee Skill Set and Degree for Small International Businesses. *Journal of Teaching in International Business*.

Smith, R. K., Bienstock, C., & DeMorauville, C. (2003). Organizational Citizenship Behavior and Service Quality. *Journal of Services Marketing*.

Smith, R. K., Bush, A., & Bush, T. (2002). Developing an International and Technology driven business School Program: Perspectives from the International Marketing Community. *Journal of Teaching in International Business*.

Smith, R. K. & Bush, A. (2002). Using the Incomplete Information Framework to Develop Service Provider Communication Guidelines. *Journal of Services Marketing*.

Smith, R. K. & Cornwall, B. (2001). The Communications Importance of Consumer Meaning in Cause-linked Events. *Journal of Marketing Communications*.

## **Refereed Proceedings**

### **Full Paper**

Smith, R. K. (in press, 2017). Information, Service Quality and Comfort. *Society for Marketing Advances Conference*.

Smith, R. K. (2017). Information Asymmetry and In the Client's Best Interest. *Society for Marketing Advances Conference*.

Smith, R. K. (in press, 2016). Closing the Educational Gaps in Services. *Society for Marketing Advances Conference*.

Smith, R. K., Borodin, A., & Bush, A. (in press, 2010). Does Generation Y's Values Toward Work, Self and Individual Responsibility Influence their Ethnicity. *SMA*.

Smith, R. K. (in press, 2009). A Latin American Partnership: Project Based Learning. *SMA*.

Smith, R. K. (in press, 2008). Ritualistic Behaviors' Influence on Brand Loyalty. *International Academy of Business and Public Administration Disciplines Conference*.

Smith, R. K. & Bienstock, C. (in press, 2008). Reconceptualizing and Validating the SEC Framework for Understanding Consumers' Product Evaluation. *Academy of Marketing Science*.

Smith, R. K. (in press, 2008). Building an Effective International Business Curriculum. *TN Consortium for International Studies*.

Smith, R. K., Parker, R., & Sears, D. (in press, 2007). Exploring International Differences in Internet Tourism Marketing: New England versus Atlantic Canada. *SMA*.

Smith, R. K. (in press, 2007). Exploring a Gap: The SEC Framework. *SMA*.

Smith, R. K. & Bashaw, E. (in press, 2006). Information Processing of Search, Experience and Credence Goods. *SMA*.

Smith, R. K. & Bashaw, E. (in press, 2006). Using Information Processing to Build a Private Label Brand in Big Emerging Markets. *International Academy of Business and Public Administration Disciplines Conference*.

Smith, R. K. & Felan, J. (in press, 2005). Consumer Reaction to Radio Frequency Identification. *International Academy of Business and Public Administration Disciplines Conference*.

Smith, R. K. & Karrh, J. (in press, 2004). Ozard Specialty Surgical Centers: Case Study. *SMA*.

Smith, R. K., Vibhakar, A., Stone, W., & Gonzalez, G. (in press, 2004). A Comparison of Strategic Small Business Concerns in Mexico and the United States. *International Academy of Business and Public Administration Disciplines Conference*.

Smith, R. K. (in press, 2003). understanding the Buyer's Information Situation. *SMA*.

Smith, R. K. & Felan, J. (in press, 2003). Permeating the Barrier Between Operations and Marketing.

*Decision Sciences Institute.*

Smith, R. K., Bienstock, C., & Smith, D. (in press, 2002). Using the Incomplete Information Framework to Determine Sources of Competitive Advantage for Professional Services High in Credence Attributes. *SMA*.

Smith, R. K. & Cornwell, B. (in press, 2002). Diagnosis of Breast Cancer: The Roles of Policy, Technology and People During the Period of Vulnerability. *Academy of Marketing Science*.

Smith, R. K., Martin, C., & Clark, P. (in press, 2001). Attitude Toward Advertising: Race and Gender Differences. *Academy of Marketing Science*.

Smith, R. K. & Bush, A. (in press, 2000). Towards Developing a Search, Experience and Credence Classification. *Southwest Marketing Association*.

Smith, R. K. (in press, 2000). Developing an Economics of Information Measurement for Services. *Academy of Marketing Science*.

Smith, R. K., Roy, D., & Clow, K. (in press, 2000). Operationalizing Internal Marketing: Assessing the Traditional Marketing Mix and Relationship Marketing Approaches. *Academy of Marketing Science*.

Smith, R. K. (in press, 1999). Corporate Compliance in Healthcare: A Marketing Framework. *Southwest Marketing Association*.

Smith, R. K. (in press, 1999). The Changing Pattern of Community Bonds: Marketing's Influence. *SMA*.

## **Service to the University**

### **University Assignments**

#### **Coordinator:**

2003-2004 – 2008-2009: Coordinator of International Business Program

## **University of Mississippi**

### **College Assignments**

#### **Faculty Advisor:**

2015-2016: Alpha Sigma Lambda

#### **Member:**

2014-2015: MBA Committee