

DIANE HALSTEAD

Mary Harris Distinguished Professor of Entrepreneurship

The University of Tennessee at Chattanooga
College of Business
Department of Marketing and Entrepreneurship
615 McCallie Avenue (Dept. 6156)
Chattanooga, TN 37403-2598
Phone: 423-425-4673
diane-halstead@utc.edu

EDUCATION

Ph.D. Michigan State University, East Lansing, Michigan, 1990
Major: Marketing
Minors: Advertising
Communication
Dissertation: "Variations in Consumer Postpurchase Responses: The Effects of Satisfaction Level and Complaining Behavior"
Committee: Cornelia Dröge, Chair; Thomas J. Page, Jr., and M. Bixby Cooper

M.B.A. Western Michigan University, Kalamazoo, MI 1981 (3.8 GPA, Magna cum laude)
Major: Marketing

B.B.A. Western Michigan University, Kalamazoo, MI 1980 (3.89 GPA, Magna cum laude)
Major: Marketing
Minor: Communication

ACADEMIC APPOINTMENTS

Mary Harris Distinguished Professor of Entrepreneurship, 2008-present. Started as **Assistant Professor** in 1996. Given early promotion to **Associate Professor** and awarded **W. Max Finley Centennial Scholar** in 1997. Named **UC Foundation Professor** in 1998, **Alan S. Lorberbaum Professor in Marketing** in 2001, and awarded **Mary Harris Distinguished Professor of Entrepreneurship** in 2002-2006. **UC Foundation Professor** 2006-2008.

Courses taught:

MBA and EMBA: Marketing Management 586
Small Business and Entrepreneurship 581 (team-taught and solo)
Foundations of Marketing Strategy 574 (on-campus and off-site)
Seminar in Product and Brand Management 566
Marketing Problems 565
Promotion 564 (traditional and distance-learning)
Essentials of Marketing Management 506 (distance-learning)

Undergraduate: Services Marketing 442
Basic Marketing 313

ACADEMIC APPOINTMENTS (continued)

Assistant Professor of Marketing, University of Kentucky, College of Business and Economics, Marketing Department, Lexington, KY, 1990-1996. Courses taught included:

Graduate: Product Management 621
Undergraduate: Marketing Strategy and Planning 450
Promotion Management 400

Graduate Research and Teaching Assistant, Michigan State University, College of Business Administration, Department of Marketing, E. Lansing, MI, 1986-1990. Courses:

Undergraduate: Consumer and Buyer Behavior 302
Marketing Management 301

Instructor, Western Michigan University, Marketing Department, Kalamazoo, MI, 1981-83.

Undergraduate: Marketing Principles 370
Advertising 374

RESEARCH AND TEACHING INTERESTS

Research: Consumer satisfaction, customer service, entrepreneurship and small business management, advertising, brand equity, and brand management

Teaching: Small business and entrepreneurial marketing, services marketing, marketing principles and strategy, integrated marketing communications, product/brand management, new product development

BUSINESS EXPERIENCE

Account Executive, Needham Harper Worldwide advertising, McLean, VA, 1984-1986.

Responsible for all client service functions for MGM/United Artists, Envipco and Cellular One car phone accounts. Supervised marketing and creative strategies, media planning, budgets, and account profitability. Also handled new business planning for the cellular account group, increasing Cellular One business from two to twelve markets.

Director of Marketing and Media Services, Maxwell Advertising, Kalamazoo, MI, 1983-1984.

Responsible for marketing plan development for largest agency accounts. Managed several local and regional food, packaged goods, and retail accounts (Michigan Blueberry Growers Association, Harold Ziegler Lincoln-Mercury, Panopolous Hair Salons, Bosch Realty). Supervised media planning and buying functions for all agency accounts.

EXPERT CONSULTING and CORPORATE TRAINING EXPERIENCE

Shumacker, Witt, Gaither & Whitaker, PC, Chattanooga, TN, July 2006-September 2006.

Served as consultant and expert witness for law firm. Analyzed Chattanooga/Hamilton County Regional Planning Agency research report on alternative financial services industry and presented findings to Chattanooga City Council members.

Tennessee Bankers Association Conference, Nashville, TN, November 2005.

Developed and conducted marketing research workshop for over 100 senior marketing executives in Tennessee banking industry at annual sales and marketing conference.

Shumacker, Witt, Gaither & Whitaker, PC, Chattanooga, TN, February-September 2005.

Provided expert witness testimony and wrote report in a federal trademark and copyright infringement case involving a jewelry retailer (plaintiff) in U.S. District Court. Determined estimate of financial damages of infringement on plaintiff's brand equity.

Alston and Bird LLC, Atlanta, GA, March 2005–April 2005.

Served as expert consultant to law firm representing national telecommunications client in class action suit on product quality and warranty claims.

Chattanooga Area Convention and Visitors Bureau, Chattanooga, TN, July 2002–2003.

Conducted primary research on brand image of Chattanooga as a vacation destination. Calculated and analyzed tourism conversion rates (percent of inquirers who visited) in Chattanooga leisure travel market (with Drs. Becherer, Etkin, and Jones).

Ace Hardware of Chattanooga, Inc., Chattanooga, TN, July 2002.

Prepared and presented seminar on "Customer Service, Satisfaction and Loyalty" at annual Ace Hardware Management Conference (managers of 12 area franchises).

The Electric Power Board of Chattanooga, Chattanooga, TN, February–June 2002.

Developed comprehensive marketing audit and strategic marketing plan for EPB Telecommunications (with Drs. Becherer, Etkin, and Jones). Conducted telephone survey of current customers and depth interviews with sales and service staff.

Shumacker & Thompson, PC, Chattanooga, TN, January–March 2002.

Served as consultant and expert witness to law firm on trademark infringement case for multi-store retail client (Chattanooga, Knoxville and Maryville TN). Reviewed court documents, prepared expert opinion and advised counsel. Case eventually settled.

EXPERT CONSULTING and CORPORATE TRAINING EXPERIENCE

The Johnson Group, Chattanooga, TN, August–September 2000.

Developed questionnaire on customer satisfaction and loyalty for a telecommunications client. Interpreted data and prepared research report for (with Drs. Jones and Etkin).

Tennessee Valley Authority, Energy Oasis 2000 Conference, Young Harris, GA, May 2000.

Prepared and delivered customized seminar on “Developing Your Marketing Plan” for TVA distributors involved in TVA’s Energy Survey Program.

UNUMProvident Corporation, Leadership Conference 2000, Atlanta, GA, February 2000.

As the sole external speaker invited, developed and presented session on “Managing Change” to top 200 executives of UNUMProvident Corporation’s Leadership Council.

Sequachee Valley Electric Cooperative (SVEC), South Pittsburg, TN, May 1999.

Developed and presented two customer service and marketing seminars for all company employees as part of SVEC’s new employee training initiative.

Tennessee Valley Authority, Customer Value Team, Chattanooga, TN, 1998–1999.

Guided TVA’s business transformation effort by reviewing the research process and results used in the “Voice of the Customer” project. Developed and delivered a two-day marketing strategy workshop for the team (with Dr. Becherer). Critiqued various TVA drafts of strategic marketing plan and wrote and presented recommendations for revision.

UNUMProvident Corporation, Merger Transition Teams, Chattanooga, TN, February 1999.

Re-invited to prepare and present two-hour sessions on “Maintaining Customer Service Quality during Mergers” for multiple merger transition teams as UNUM Corporation and Provident Companies, Inc. merged.

Provident Companies, Inc., Client Services Division, Chattanooga, TN, December 1998.

Developed and conducted four, two-hour sessions on “The Importance of Customer Service in a Changing Environment” for over 600 Client Services Division employees and managers during early stages of corporate merger.

Quality Alliance (a TVA-Distributor partnership), Nashville, TN, October 1998.

Re-invited by Quality Alliance to present half-day seminar on competitive and marketing strategies for regional electricity distributors at annual conference.

EXPERT CONSULTING and CORPORATE TRAINING EXPERIENCE

Quality Alliance (a TVA-Distributor partnership), Pickwick Lake, TN, April 1998.

Developed and presented a half-day interactive learning session on customer satisfaction and customer loyalty for TVA's West Tennessee distributor meeting.

Tennessee Valley Authority, Synterprise Group, Chattanooga, TN, February 1998.

Customized a one-day "Introduction to Marketing" workshop for over 20 members of TVA's Synterprise Group. Worked with teams on strategic plans for new products.

Tennessee Valley Authority, Market Research and Evaluation, Nashville, TN, October 1997.

Conducted comprehensive evaluation and analysis of TVA's formal customer satisfaction research program. Reviewed research objectives, methodology, conclusions and research vendor practices. Presented findings and recommendations to TVA Steering Committee.

Tennessee Valley Authority, Technology Advancements, Chattanooga, TN, May 1997.

Presented one-day interactive marketing strategy workshop to TVA Technology Commercialization Team, emphasizing new product development processes and testing.

Blue Cross/Blue Shield of Tennessee, Chattanooga, TN, December 1996 – December 1997.

Directed UTC College of Business faculty team in consumer satisfaction research project for BlueCare® managed care program. Developed research proposal, conducted statewide focus group research and supervised large-scale survey research of program members.

E.I. DuPont de Nemours and Company, Carpet Fibers Division, Wilmington DE, 1988-89.

Conducted two consumer satisfaction/complaint behavior research projects for StainMaster® brand carpet one year after new product introduction (with M. Bixby Cooper at Michigan State University). Prepared and presented final research report.

American Red Cross, National Headquarters, Washington DC, June-September, 1984.

Developed marketing strategy for American Red Cross' first product marketing effort. Analyzed research data, developed segmentation strategy, and wrote direct mail copy.

Western Michigan University Business Research and Service Institute, Kalamazoo, MI 1984.

Co-conducted seminar (with Dr. L. Delene) on "Developing a Marketing Plan for your Service Delivery Area" for managers of healthcare and nonprofit service organizations.

Western Michigan University Business Research and Service Institute, Kalamazoo, MI 1982.

Conducted two-day workshop for healthcare managers on "Introduction to Marketing."

PUBLISHED RESEARCH

Refereed Journal Articles:

Taylor, Valerie A., **Diane Halstead**, and Paula J. Haynes, "Consumer Response to Christian Religious Symbols in Advertising," *Journal of Advertising*, forthcoming.

Diane Halstead, Paula J. Haynes, and Valerie A. Taylor, "Service Provider Use of Christian Religious Messages in Yellow Pages Advertising," *Advertising and Society Review*, forthcoming.

Brockman, Beverly K., Melissa E. Rawlston, Michael A. Jones and **Diane Halstead**, "An Exploratory Model of Interpersonal Cohesiveness in New Product Development Teams," *Journal of Product Innovation Management*, forthcoming.

Eli Jones, Keith A. Richards, **Diane Halstead**, and Frank Q. Fu, "Developing a Strategic Framework of Key Account Performance," *Journal of Strategic Marketing*, 17 (3-4), 221-235.

Halstead, Diane, Michael A. Jones, Vance P. Lesseig, and Thomas I. Smythe (2008), "Customer Orientation of Financial Advisors," *Journal of Financial Services Marketing*, 13 (3), 183-192.

Becherer, Richard C., **Diane Halstead** and A.J. Taylor (2008), "Auction Characteristics and Outcomes: An Empirical Examination of eBay," *Journal of Internet Commerce*, 7 (3), 403-424.

Halstead, Diane, Michael A. Jones, and April N. Cox (2007), "Satisfaction Theory and the Disadvantaged Consumer," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 20 (December), 15-35.

Becherer, Richard C. and **Diane Halstead** (2004), "Characteristics and Internet Marketing Strategies of Online Auction Sellers," *International Journal of Internet Marketing and Advertising*, 1 (1), 24-37.

Halstead, Diane and Richard C. Becherer (2003), "Internet Auction Sellers: Does Size Really Matter?" *Internet Research: Electronic Networking Applications and Policy*, 13 (3), 183-194.

Becherer, Richard C., **Diane Halstead**, and Paula Haynes (2003), "Marketing Orientation in SMEs: Effects of the Internal Environment," *New England Journal of Entrepreneurship*, 6 (1), 13-22.

PUBLISHED RESEARCH (continued)

Refereed Journal Articles:

Jones, Michael A., Valerie A. Taylor, Richard C. Becherer, and **Diane Halstead** (2003), "The Impact of Instruction Understanding on Satisfaction and Switching Intentions," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16 (December), 10-18.

Halstead, Diane (2002), "Negative Word-of-Mouth: Substitute For or Supplement to Consumer Complaints?" *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 15 (December), 1-12.

Becherer, Richard C., **Diane Halstead**, and John Maurer (2000), "Antecedents of Job Burnout among Small Company Presidents," *Journal of Small Business Strategy*, 11 (1), 26-38.

Halstead, Diane (1999), "The Use of Comparison Standards in Consumer Satisfaction Research and Management: A Review and Proposed Typology," *Journal of Marketing Theory and Practice*, 7 (3), 13-26.

Halstead, Diane and Richard C. Becherer (1998), "The Difficult Respondent: Examining Patient Satisfaction among Disadvantaged Customers," *Health Care Strategic Management*, 16 (11), 15-19.

Halstead, Diane, Richard Casavant, and Judy Nixon (1998), "The Customer Satisfaction Dilemma Facing Managed Care Organizations," *Health Care Strategic Management*, 16 (6), 18-20.

Droge, Cornelia, **Diane Halstead**, and Robert D. Mackoy (1997), "Competitive Alternatives in the Postchoice Satisfaction Formation Process," *Journal of the Academy of Marketing Science*, 25 (1), 18-30.

Awarded the "Citation of Highest Quality Rating" by ANBAR Electronic Intelligence, a leading guide to management journal literature.

Halstead, Diane, Edward A. Morash, and John Ozment (1996), "Comparing Objective Service Failures and Subjective Complaints: An Investigation of Domino and Halo Effects," *Journal of Business Research*, 36 (June), 107-115

Awarded the "Citation of Highest Quality Rating" by ANBAR Electronic Intelligence.

Halstead, Diane and Cheryl Ward (1995), "Assessing the Vulnerability of Private Label Brands," *Journal of Product and Brand Management*, 4 (3), 38-48.

PUBLISHED RESEARCH (continued)

Refereed Journal Articles:

Mackoy, Robert D., Cornelia Droge, and **Diane Halstead** (1995), "Effect of Temporal Focus on the Relationship between Expectations and Evaluation," *Journal of Social Psychology*, 135 (February), 107-110.

Halstead, Diane, David Hartman, and Sandra L. Schmidt (1994), "Multisource Effects on the Satisfaction Formation Process," *Journal of the Academy of Marketing Science*, 22 (2), 114-129.

Halstead, Diane (1993), "Exploring the Concept of Retrieved Expectations," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Volume 6, 56-62.

Halstead, Diane (1993), "Five Common Myths about Consumer Satisfaction Programs," *Journal of Services Marketing*, 7 (3), 4-12.

Halstead, Diane, Cornelia Droge, and M. Bixby Cooper (1993), "Product Warranties and Postpurchase Service: A Model of Consumer Satisfaction with Complaint Resolution," *Journal of Services Marketing*, 7 (1), 33-40.

Halstead, Diane and Thomas J. Page, Jr. (1992) "The Effects of Satisfaction and Complaining Behavior on Consumer Repurchase Intentions," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Volume 5, 1-11.

Droge, Cornelia and **Diane Halstead** (1991), "Postpurchase Hierarchies of Effects: The Antecedents and Consequences of Satisfaction for Complainers Versus Noncomplainers," *International Journal of Research in Marketing*, 8 (November), 315-328.

Droge, Cornelia, Richard Germain, and **Diane Halstead** (1990), "A Note on Marketing and the Corporate Annual Report: 1930-1950," *Journal of the Academy of Marketing Science*, 18 (Fall), 355-64.

Halstead, Diane (1989), "Expectations and Disconfirmation Beliefs as Predictors of Consumer Satisfaction, Repurchase Intention and Complaining Behavior: An Empirical Study," *Journal of Consumer Satisfaction, Dissatisfaction and Complaint Behavior*, 2, 17-21.

Other Journal Articles:

Halstead, Diane (2002), "A Case Study: The Convention and Visitors Bureau," *CityScope*, for the UTC College of Business Issue, Summer, Vol. 9 (5), 56-57.

Halstead, Diane (1997), "Customer Satisfaction Key to Profitability," *Commerce Magazine*, Business Word Publishing, June 1997.

PUBLISHED RESEARCH (continued)

Refereed Conference Proceedings:

Taylor, Valerie A., **Diane Halstead**, and Paula J. Haynes (2004), "Persuasion Knowledge and Religious Symbolism in the Marketplace," in *Advances in Marketing: Concepts, Issues and Trends*, (eds.), William J. Kehoe and Linda K. Whitten, Society for Marketing Advances, Charlottesville, VA: 21-22.

Becherer, Richard C., **Diane Halstead**, and Paula Haynes (2000), "Market Orientation in SMEs: Effects of the Internal Environment," in *Proceedings of the American Marketing Association/University of Illinois*, Chicago Entrepreneurship Conference, August.

Becherer, Richard C., **Diane Halstead**, and Edward A. Riordan (1998), "The Proactivity Disposition of Entrepreneurs and the Marketing and Entrepreneurial Orientation of their Firms," *Proceedings of the AMA/UIC Research Symposium on Marketing and Entrepreneurship*.

Halstead, Diane, Richard Casavant, Judy Nixon, Sylvia Sherrill, and Virginia Lewis (1997), "Examining Customer Satisfaction Among Difficult Respondents: The Case of the Blue Cross/Blue Shield TennCare Program," in the *Sixth Annual Frontiers in Services Marketing*, R. Rust and R. L. Oliver, eds. Nashville, TN: American Marketing Association and Center for Service Marketing, Vanderbilt University.

Halstead, Diane and Cheryl Ward (1996), "Comparison Standards in Consumer Satisfaction Research: A Review and Proposed Typology," in *Marketing Theory and Applications, Proceedings of the AMA Winter Educators' Conference*, Vol. 7, Edward A. Blair and Wagner A. Kamakura, eds. Chicago, IL: American Marketing Association, 240.

Halstead, Diane (1993), "The Expectations-Satisfaction Relationship Revisited: An Empirical Test and Directions for Future Research," in *Marketing Theory and Applications, Proceedings of the AMA Winter Educators' Conference*, Vol. 4, Rajan Varadarajan and Bernard Jaworski, eds. Chicago, IL: American Marketing Association, 371-372.

Halstead, Diane, Thomas J. Page, Jr., and Cornelia Droge (1991), "Shaping Processing Mode Through Forced Focus on Attributes: From Category to Piecemeal Processing," in *Proceedings of the Society for Consumer Psychology*, American Psychological Association, Curtis Haugtvedt and Deborah Rosen, eds. 27-34.

Halstead, Diane, Cornelia Droge, and M. Bixby Cooper (1991), "Warranties, Postpurchase Service, and Consumer Satisfaction with Complaint Resolution: The Role of Expectations and Disconfirmation Beliefs," in *Marketing Theory and Applications, Proceedings of the AMA Winter Educators' Conference*, Vol. 2, Terry Childers and Scott MacKenzie, eds. Chicago, IL: American Marketing Association, 27-36.

PUBLISHED RESEARCH (continued)

Refereed Conference Proceedings:

Halstead, Diane and Cornelia Droge (1991), "Consumer Attitudes Toward Complaining and the Prediction of Multiple Complaint Responses," in *Advances in Consumer Research*, Vol. 17, Rebecca H. Holman and Michael R. Solomon eds. Ann Arbor, MI: Association for Consumer Research, 1-7.

Halstead, Diane (1990), "A Conceptual Model of Successful Agency-Advertiser Relationships," in *Marketing Theory and Applications, Proceedings of the AMA Winter Educators' Conference*, Robert E. Spekman and David T. Wilson, eds. Chicago, IL: American Marketing Association, 89-94.

Halstead, Diane (1989), "Cognitive and Affective Determinants of Consumer Satisfaction for a Durable Good," in *Enhancing Knowledge Development in Marketing: Proceedings of the AMA Summer Educators' Conference*, Paul Bloom and Bart Weitz, eds. Chicago, IL: American Marketing Association, 285-9.

Selected as the Best Student Paper in Consumer Behavior track at AMA conference

Halstead, Diane (1989), "Successful Agency-Advertiser Relationships: An Interpersonal Communication Approach," *Proceedings of the 19th Annual Albert Haring Symposium*, invited paper, Bloomington, IN: Indiana Univ. Graduate School of Business, 161-79.

Research Conference Presentations:

"Satisfaction Theory: A Lack of Fit for Disadvantaged Consumers?" with Michael A. Jones, presented at the *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Illinois State University, Normal, IL, June 2006.

"Persuasion Knowledge and Religious Symbolism in the Marketplace," with Valerie A. Taylor and Paula J. Haynes at the *Society for Marketing Advances Annual Conference*, St. Petersburg, FL, November 2004.

"The Impact of Instruction Understanding on Satisfaction and Switching Intentions," with Michael A. Jones, Valerie A. Taylor, and Richard C. Becherer at *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference* in Provo, UT, June 2003.

"Market Orientation in SMEs: Effects of the Internal Environment," with Richard Becherer and Paula Haynes at the *American Marketing Association/University of Illinois, Chicago Entrepreneurship Conference*, Chicago, IL, August 2000.

"Customer Satisfaction in Managed Care Organizations," *video and Internet presentation* to hospital Boards of Directors, Medivision, Inc., March 1998.

Research Conference Presentations:

"The Proactivity Disposition of Entrepreneurs and the Marketing and Entrepreneurial Orientation of their Firms," with Richard C. Becherer and Edward Riordan at the *American Marketing Association/University of Illinois, Chicago Research Symposium on Marketing and Entrepreneurship*, Hong Kong, June 1998.

"Comparison Based on Market-Standing: Directions for Research and Some Preliminary Results," with Cornelia Droge, at the *Annual Conference of the American Academy of Advertising*, Orlando, FL, April 1990.

"Social Facilitation Effects on Aided and Unaided Advertising Recall," with Franklin J. Boster, Dean C. Kazoleas, and Daniel L. Wardlow, at the *Speech Communication Association Conference*, San Francisco, CA, November 1989.

Research Papers Presented at Conferences (with published proceedings above):

Society for Marketing Advances:	2004
AMA/UIC Entrepreneurship Conferences:	1998, 2000
Frontiers in Services Marketing:	1997
American Marketing Association:	1989-1991, 1993, 1996
Association for Consumer Research:	1990
Society for Consumer Psychology:	1991
Consumer Satisfaction Conferences:	1989, 1991, 1993, 2003, 2006

Research in Progress:

Halstead, Diane, "Brand Equity Valuation for Small Businesses," targeted for *Journal of Brand Management*.

Halstead, Diane, "The Entrepreneurial Process of Service Businesses: The CEO as Entrepreneur."

PROFESSIONAL SERVICE

Reviewing and Editorial Activities:

Textbook reviews: *Services Marketing*, 3rd ed. (2003), by Zeithaml and Bitner
Strategic Brand Management, 1st ed. (2000), by Kevin Lane Keller

Editorial Review Boards: *Journal of Services Marketing*, 1994-2002
Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 1992-present

PROFESSIONAL SERVICE (continued)

Reviewing and Editorial Activities:

Manuscript reviewer: *Journal of Marketing Theory and Practice*
Journal of the Academy of Marketing Science, 1994-1997
Track Chairperson: Academy of Marketing Science World Conference, 1996-97
Conference reviewer: Society for Marketing Advances conference, 2006
American Marketing Association Winter conference, 1999
Academy of Marketing Science conference, 1995, 1996, 1999
American Marketing Association Winter conferences, 1993-4
American Marketing Association Summer conference, 1993
American Psychological Association (SCP) conference, 1992

Professional and Academic Memberships:

American Marketing Association (academic)
Beta Gamma Sigma (national honorary business fraternity)

UNIVERSITY-WIDE SERVICE

Faculty Senate, 2006-2008, 2001-2003, 1997-1999
Graduate Council, 2008-present, 2004-2006
Graduate Faculty Committee of Graduate Council, 2008-present
Recreation Committee, 2008-present
Co-chair, Governing Ideas Task Force for University's strategic planning effort, 2007
University Planning Council, 2007
University Steering Committee, 2007
Alpha Society Standards Committee, 2004-2005
Faculty presenter, UTC video production of "Business in the City," 2004
Guest speaker, Chancellor's Roundtable, February 2004
Commencement Speaker, Fall Ceremony, December 2002
Mission Statement Development Committee, 2001-2002
Presenter for Development Office, University Budget Presentations, 2002
Research Co-director, UTC Transfer Student Focus Group Project, 2002
Moderator, College of Education's Ed.D Program focus groups, 2002
Moderator, UTC Student Recruitment/Retention focus groups, 2000-2001
University Enrollment Enhancement Campaigns, 1997-2000
Faculty presenter, First Annual UTC Donor Reception, 1998

COLLEGE AND DEPARTMENT SERVICE

College of Business Admission Standards Committee, 2009
College of Business Positioning Implementation Committee, 2008-2009
College of Business Search Committee for Director of Graduate Programs, 2008
College of Business Strategic Planning Committee, 2008-2009
College of Business Ad Hoc Advising Committee, 2007-2008
College of Business Faculty Senate, 2006-present
College of Business Faculty Recruitment Committee 1997-present (Chair 2000-2003)
UTC/Riverbend Technology Institute Entrepreneurship Certificate Course, 2004-2008
Moderator, Clarence E. Harris Entrepreneurial Forum, 2008, 2006, 2005, 2002, 2001, 1997-8
College of Business faculty representative for Math 136 Revision Committee, 2004-2005
College of Business Honors Project Committee, Melissa Rawlston, 2004-2005
College of Business Development Committee (Chair 2002)
College of Business Alumni Committee, 2000-2008
College of Business Entrepreneurship Committee, 1996-present
Co-leader, Entrepreneurship Seminar for Leadership Chattanooga, 2002
College of Business EMBA Task Force Committee, 2002-2006
College of Business Course Coordinator, BUSA 581, 2002-2004
College of Business Student Recognition Committee, 2001-2002
College of Business Faculty Development Committee, 2000-present
Maytag Corporation Off-Site MBA Program, 2001 and 2002
Faculty Presenter, Clarence E. Harris Foundation Board Meeting, 2000
Co-Chair, College of Business MBA Curriculum Revision, 1998
Project Director, Blue Cross/Blue Shield Customer Satisfaction Research Project, 1996-97
College of Business Dean Search Committee, 1999-2000
College of Business Dean's Faculty Advisory Committee, 1998-00
College of Business Measurement Committee, 1996-97
Moderator, College of Business Institute for Women Entrepreneurs, 1996-97
Guest Speaker, Society for Advanced Management (SAM) club, 2002
Department of Marketing Reappointment/Promotion/Tenure Committee, 1998-present
Department of Marketing Recruiting Committee, 1997-present
Department of Marketing Faculty Director, Independent Study, James Cartee, 2006
Department of Marketing Curriculum Proposal Writer, 2000-2001, 2008-2009

SERVICE AT UNIVERSITY OF KENTUCKY

Member, College of Business and Economics Library Committee
Member, College of Business and Economics Undergraduate Studies Committee
Member, School of Management MBA Strategic Planning Committee
Co-instructor, doctoral seminar in Total Quality Management
Consultant, UK School of Accountancy (promote CPA Review course and increase enrollment)
Volunteer, "UK and You" (student retention program)
Volunteer, UK Faculty Phone-a-thon (student recruitment program)

SERVICE AT UNIVERSITY OF KENTUCKY (continued)

Doctoral Dissertation Committees:

Denise Schoenbachler, Marketing, University of Kentucky, Ph.D. 1992
Terence Likes, Mass Communication, University of Kentucky, Ph.D. 1996
Michael Gumper, Economics, University of Kentucky, 1994-1996
Cheryl Ward, Marketing, University of Kentucky, 1995-1997

CHATTANOOGA COMMUNITY SERVICE

Volunteer, "Buy it Downtown" marketing committee, 2007
Co-leader of Entrepreneurship Seminar for *Leadership Chattanooga* group, 2002
Komen Chattanooga Race for the Cure® Marketing Committee, 2000 and 2001
Chattanooga Track Club Board of Directors and Director of Communications, 2001-2003
Volunteer, Chickamauga Battlefield Marathon, 1999-2002
Notre Dame High School "Career Day" guest presenter, 1997
YMCA Marketing Planning Committee, 1996-1998

HONORS and AWARDS

Academic Honors as Faculty Member:

Awarded "Exceptional Merit" on EDO, 2008-2009
Elected to Alpha Society, the highest academic honor given to faculty at UTC, 2003
Inducted into "Who's Who in Business in Higher Education," 2003
Inaugural holder of the Mary Harris Distinguished Professorship in Entrepreneurship
Awarded "Dean's Merit" honor for "Excellence in Development," 2003
Awarded Alan S. Lorberbaum Marketing Professorship, 2001
Awarded "Excellence in Applied Research" honor, 1998-1999
Awarded "Exceptional Merit" on EDO, 1996-97, 1997-98, 1998-99
Awarded UC Foundation Professorship, 1998
Awarded "Highest Quality Rating," ANBAR Electronic Intelligence (article in 1997)
Appointed W. Max Finley Centennial Scholar, 1997-1998
Awarded "Highest Quality Rating," ANBAR Electronic Intelligence (article in 1996)
University of Kentucky Competitive Summer Research Fellowship Award, 1995

HONORS and AWARDS (continued)

Academic Honors as Student:

Best Student Paper in Consumer Behavior at AMA Conference, 1989
Invited presenter at Albert Haring Symposium for Big Ten Schools, 1989
Western Michigan University Graduate Fellowship award, 1980-1981
American Marketing Association Chapter Student of the Year award, 1980
Western Michigan University Marketing Student of the Year award, 1980
Western Michigan University Distinguished Senior award, 1980
Who's Who Among American Colleges and Universities award, 1980
Dow Chemical Company Marketing Scholarship, 1979-1980
State of Michigan Competitive Scholarship, 1976-1979
Western Michigan University Academic Scholarship, 1976-1980
Beta Gamma Sigma election as junior (top 5 percent of class), 1979
Western Michigan University Dean's List, 1977-1980