

FACULTY DATA SHEET
January 1, 2003 through June 30, 2008

Diane Halstead

Mary Harris Distinguished Professor of Entrepreneurship
Department of Marketing and Entrepreneurship
University of Tennessee at Chattanooga
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EDUCATION

- Ph.D.: 1990, Michigan State University
Major: Marketing
Minors: Advertising and Communications
Dissertation Title: Variations in Consumer Postpurchase Responses: The Effects of Satisfaction Level and Complaining Behavior
- MBA: 1981, Western Michigan University
Major: Marketing
- BBA: 1980, Western Michigan University
Major: Marketing
Minors: Communications and General Business

PROFESSIONAL EXPERIENCE

2008-present: Mary Harris Distinguished Professor of Entrepreneurship, Department of Marketing and Entrepreneurship, The University of Tennessee at Chattanooga. Started as Assistant Professor of Marketing in 1996, promoted in one year to Max Finley Centennial Scholar, then to UC Foundation Associate Professor in 1998. Awarded Alan S. Lorberbaum Professorship in 2001, Mary Harris Distinguished Professorship in Entrepreneurship from 2002-2006, and UC Foundation Professorship in 2006-2008. Promoted to full professor in 2003.

1990-1996: Assistant Professor of Marketing, University of Kentucky, College of Business and Economics, Department of Marketing, Lexington, KY. Taught undergraduate courses in promotion management and marketing strategy, and MBA course in product management.

1986-1990: Graduate Research and Teaching Assistant, Michigan State University, College of Business, Department of Marketing and Logistics, E. Lansing, MI. Taught marketing management and consumer behavior courses.

1984-1986: Account Executive, Needham Harper Worldwide advertising agency, McLean, VA. Worked on Cellular One and MGM/United Artists account groups.

1983-1984: Director of Marketing and Media Services, Maxwell Advertising, Kalamazoo, MI. Developed strategic marketing plans and supervised media planning and buying. Also served as account executive on some accounts.

1981-1983: Instructor of Marketing, Western Michigan University, College of Business, Department of Marketing, Kalamazoo, MI. Taught principles of marketing and advertising courses. Served as faculty advisor to marketing club.

TEACHING

BMKT 313	Basic Marketing
BMKT 442	Services Marketing
BMKT 502	Foundations of Marketing
BMKT 564	Promotion
BMKT 565	Problems in Marketing
BMKT 566	Seminar in Product/Brand Management
BUSA 581	Small Business and Entrepreneurship Applications
BUSA 586	Marketing Management

INTELLECTUAL CONTRIBUTIONS/RESEARCH

Articles

- DBR 2008: "Customer Orientation of Financial Advisors," Journal of Financial Services Marketing, forthcoming, with Michael A. Jones, Vance P. Lesseig, and Thomas I. Smythe.
- DBR 2008: "Auction Characteristics and Outcomes: An Empirical Examination of eBay," Journal of Internet Commerce, 7 (3), 403-424, with Richard C. Becherer and Albert J. Taylor.
- DBR 2008: "An Exploratory Model of Interpersonal Cohesiveness in New Product Development Teams," Journal of Product and Innovation Management, in press, with Beverly K. Brockman, Melissa E. Rawlston, and Michael A. Jones.
- DBR 2007: "Satisfaction Theory and the Disadvantaged Consumer," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 20 (December), 15-35, with Michael A. Jones and April N. Cox.
- DBR 2004: "Characteristics and Internet Marketing Strategies of Online Auction Sellers," International Journal of Internet Marketing and Advertising, 1 (1), 24-37, with Richard C. Becherer.

- DBR 2003: "Marketing Orientation in SMEs: Effects of the Internal Environment," New England Journal of Entrepreneurship, 6 (1), 13-22, with Richard C. Becherer and Paula Haynes.
- DBR 2003: "The Impact of Instruction Understanding on Satisfaction and Switching Intentions," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 16 (December), 10-18, with Michael A. Jones, Valerie A. Taylor and Richard C. Becherer.
- DBR 2003: "Internet Auction Sellers: Does Size Really Matter?" Internet Research: Electronic Networking Applications and Policy, 13 (3), 183-194, with Richard C. Becherer.

Other

- DBR 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, 21-22, with Valerie Taylor.

PROFESSIONAL DEVELOPMENT

2006: Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Illinois State University, Normal, IL, June.

2004: Society for Marketing Advances Annual Conference, St. Petersburg, FL, November.

2003: Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Provo, UT, June.

SERVICE

Service to the University

Faculty Senate, 2006-2008, 2001-2003, 1997-1999

Graduate Council, 2008-2010, 2004-2006

Recreation Committee, 2008

Co-chair, Governing Ideas Task Force—UTC strategic planning, 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

Service to the College and Department

College of Business Ad Hoc Advising Committee, 2007
UTC/RTI Entrepreneurship Certificate Course, 2004-present
Moderator, Clarence Harris Entrepreneurial Forum, 2005-6, 2001-2, 1997
Math 136 Revision Committee, 2004-2005
Department Reappointment/Promotion/Tenure Committee, 1998-present
Department of Marketing Recruiting Committee, 1997-present
College of Business Faculty Senate, 2006-present
Faculty Director, Independent Study, James Cartee, 2006
Honors Project Committee, Melissa Rawlston, 2004-2005
College of Business Development Committee (Chair 2002)
College of Business Recruiting Committee 1997-present (Chair 2000-2003)
College of Business Alumni Committee, 2007-2008
Co-leader, Entrepreneurship Seminar for Leadership Chattanooga, 2002
College of Business EMBA Task Force Committee, 2002-2006
College of Business Entrepreneurship Committee, 1996-present
Course Coordinator, BUSA 581, 2002-2004
College of Business Student Recognition Committee, 2001-2002
College of Business Faculty Development Committee, 2000-2003
College of Business Alumni Committee, 2004-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
Drafted Marketing Department Curriculum Proposals, 2000-2001

Service to the Community

Faculty, Riverbend Technology Institute Certificate Program, 2004-2008
Expert Witness on alternative financial services for Shumaker, Witt,
Gaither & Whitaker, P.C., 2006
Presenter, Tennessee Bankers Association Marketing Conference, 2005
Expert Witness on trademark infringement/brand equity for Shumaker,
Witt, Gaither & Whitaker, P.C., U.S. District Court., 2005
Chattanooga Area Convention and Visitors' Bureau Research, 2002-2003
Co-leader, Entrepreneurship Seminar for Leadership Chattanooga, 2002
Volunteer, Komen Race for the Cure, marketing and public relations, 2002
Board of Directors, Chattanooga Track Club, 2002
Race volunteer, Chickamauga Marathon, 2002

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Beta Gamma Sigma
Chattanooga Advertising Federation

HONORS AND AWARDS

Inducted into Alpha Society at UTC, 2003
Inducted into Who's Who in Business in Higher Education, 2003
Awarded "Dean's Merit" in COBA at UTC, 2003
Awarded "Excellence in Development" Honor at UTC, 2002-2003
Promoted to Full Professor, 2003
Awarded Mary Harris Distinguished Professorship, 2002
Awarded Alan S. Lorberbaum Professorship, 2001
Awarded UC Foundation Professorship at UTC, 1998
Awarded "Excellence in Applied Research" Honor at UTC, 1998-1999
Awarded EDO rating of "Exceptional Merit" at UTC, 1998-1999
Awarded EDO rating of "Exceptional Merit" at UTC, 1997-1998
Awarded EDO rating of "Exceptional Merit" at UTC, 1996-1997
Appointed W. Max Finley Centennial Scholar at UTC, 1997
Awarded "Highest Quality Rating" from ANBAR Electronic Intelligence, a
leading guide to management journal articles, for two articles, 1996, 1997
Awarded University of Kentucky Research Fellowship, 1995
Beta Gamma Sigma, as junior at Western Michigan University, 1979