

## **FACULTY DATA SHEET**

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### **EDUCATION**

D.B.A. – 1992, Mississippi State University  
Major: Marketing  
Minors: Finance and Management  
Dissertation Title: “An Analysis of the Impact of Announcements of Advertising Agency Changes on Stockholder Wealth”

MBA – 1978, William and Mary  
Major: no major

B.S. – 1976, Radford University  
Major: Management  
Minor: no minor

### **PROFESSIONAL EXPERIENCE**

1990-present: Assistant, Associate, and UC Foundation Professor of Marketing  
University of Tennessee at Chattanooga

1987-1990: Teaching Assistant  
Mississippi State University

1982-1987: Assistant Professor of Business  
Radford University

1981-1982: Instructor of Business  
Pfeiffer College

1978-1981: Instructor of Business  
Southside Virginia Community College

## **TEACHING (2003-2008)**

BMKT 586, Marketing Management  
BMKT 574, Strategic Marketing Planning  
BMKT 461, Marketing Problems  
BMKT 365, Consumer Behavior

## **INTELLECTUAL CONTRIBUTIONS/RESEARCH (Journals for 2003-2008)**

### **Discipline Based Research**

2008, "First Offer Disadvantage in Zero-Sum Game Negotiation Outcomes," *Journal of Business-to-Business Marketing*, Vol. 15, Iss. 1, pp. 25-44 with Michael J. Cotter.

### **Discipline Based Research**

2006, "College Student Salary Demands for a Military Hitch: A Potential Solution to the Military Recruiting Shortfall," *Marketing Management Journal*, Vol. 16, Iss. 2, Fall 2006, pp. 137-146, with Michael J. Cotter and Kathryn M. Nichols.

### **Discipline Based Research**

2004, "Quality and Pricing in the Hotel Industry: The Mobil "Star" and Hotel Pricing Behavior," *International Journal of Hospitality and Tourism Administration*, Vol. 5, No. 4, 2004, pp. 53-65, with Michael J. Cotter and J. Duncan Herrington.

### **Discipline Based Research**

2004, "Pressurized Zero-Sum Game Negotiation Outcomes: Gender Contrasts," *Marketing Management Journal*, Vol. 14, Iss. 2, Fall 2004, pp. 148-157, with Michael J. Cotter.

### **Discipline Based Research**

2004, "Can Socio-Cultural Factors Aid in the Understanding of Economic Problems? The Case of Japan," *Global Business & Economics Review*, Vol. 6, No.4, December 2004, pp. 230-238, with Bento J. Lobo

### **Discipline Based Research**

2004, "The Importance of Consumer Guide Information to Management: The Mobil "Check" and Hotel Pricing Behavior," *Tourism Analysis*, Vol. 9 no. 3, 2004, pp. 197-206, with Michael J. Cotter and Duncan Herrington.

### **Discipline Based Research**

2003: "Vizcaino Versus Microsoft's Impact on the Future of Short-Term and Permatemp Contingent Employment in Marketing: an Agency Theory Perspective," *Marketing Management Journal*, Vol. 13, Iss. 2, Fall 2003, pp. 132-142, with Michael J. Cotter and Charles S. White.

## **PROFESSIONAL DEVELOPMENT (2003-2008)**

Attended Tampa AACSB Assessment Seminar, October 2007

Attended Tampa AACSB Assessment Seminar, June 2007

## **SERVICE (2003-2008)**

### **University Service (2002-2007)**

Faculty Senate 2008

Chair of COB Assessment Committee 2007-2008

Coordinate COB Assessment Activities 2007-2008

COB Accreditation Maintenance Committee 2006-2008

Chair of the Marketing Department Promotion and Tenure Committee,  
1998-2008

Chair of the Preconditions Committee for the AACSB Self Study, 2000-  
2003

Co-Chair of the COBA Coordinating Committee for Library Journal  
Selection 2003

COB Wright/Bentley Scholarships Applicant Review Committee 2004-08

COB Faculty Recruitment Committee 2006-2008

Edited Undergraduate COBA brochure 2002

Graduate Council 1998-2005

-Petitions Subcommittee of Graduate Council

-Grade Appeals Subcommittee of Graduate Council

-Graduate Admissions Subcommittee of Graduate Council

University Undergraduate Curriculum Committee 2005-2008

COB Undergraduate Curriculum and Improvement Committee 2002-2008

COB Graduate Curriculum and Improvement Committee 2002-2008

### **Service to the Community and Professional Service (2003-2008)**

Attended meetings of Downtown Council of the Chamber of Commerce  
2006-2008

Member of the Board of Directors of the Downtown Council of the  
Chamber of Commerce 2006-2008

Treasurer of the Downtown Council of the Chamber of Commerce 2007-  
2008

Worked in Heart of the City (Chamber of Commerce event in Miller  
Plaza, 2006 and 2008)

Northwestern Mutual Financial Network luncheon at the Walden Club on  
February 22, 2006 on their internship program and job opportunities

21<sup>st</sup> Mortgage Corporation luncheon in the UC on April 4, 2006 on their  
job opportunities

Sept. 6, 2006 – presentation to two of Karen Mitchell's marketing classes  
at Soddy Daisy High School on Marketing Careers and UTC Marketing  
and Entrepreneurship Curriculum.

Reviewer for the *Journal of Marketing Theory and Practice* 2005

### **PROFESSIONAL MEMBERSHIPS (2002-2007)**

Marketing Management Association

### **HONORS AND AWARDS**

2008: College of Business Dean's Merit

1997-2008: UC Foundation Professorship, University of Tennessee at  
Chattanooga

1997: Student Citation: At the 1997 SGA Outstanding Seniors Awards, I  
received a citation from Staci Bryan for having had a positive  
influence on her and her work.

1995-96: W. Max Finley Professorship, University of Tennessee at  
Chattanooga

1995: Exceptional Merit

1994-95: W. Max Finley Professorship, University of Tennessee at  
Chattanooga

1994: Exceptional Merit

1992: Outstanding Teacher Award, School of Business Administration,  
University of Tennessee at Chattanooga

Beta Gamma Sigma  
Business Honor Fraternity, University of Tennessee at Chattanooga

Phi Kappa Phi  
National Academic Honor Fraternity, Radford University

Delta Mu Delta  
National Business Honor Fraternity, Radford University

Pi Gamma Mu  
National Social Science Honor Fraternity, Radford University