

VITA

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**UNIVERSITY ADDRESS:**

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**EDUCATION:**

Doctorate: Marketing Major, Management Minor, Florida State University (1975)

MBA: Management Concentration, Marketing Minor Concentration, Florida State University (1972)

Bachelors : Management Major, Florida Atlantic University (1970)

**POST GRADUATE CLASSES:**

Harvard University, "The Art and Craft of Discussion Leadership" (1999)

UNO Faculty Initiative for Technology in Teaching, FITT, program (charter member). This is the competitive University-wide, program for faculty who demonstrated an interest in continuing to develop their skills in the use of technology in the classroom. (1999-2004)

The University of Antwerp (UFSIA), Belgium, "The European Union" (1995)

**CERTIFICATION:**

Certificate of Successful Completion: Successfully completed the National Institutes of Health (NIH) Office of Extramural Research training course "Protecting Human Research Participants".  
Date of completion: 02/16/2009; Certification Number: 186123

**NON-ADMINISTRATIVE ACADEMIC POSITIONS:**

Seraphia D. Leyda Fellow, University of New Orleans, A Competitive, University-Wide Fellowship Awarded For Excellence In Teaching. Permanently awarded in 1997.

Professor, Department of Marketing: College of Business Administration, University of New Orleans (1984- ) Permanently tenured in 1986.

Associate Professor, Department of Management and Marketing: The University of Mississippi (1978-84)

Assistant Professor, School of Business and Economics: The University of North Carolina at Greensboro (1973-78)

**INTERNATIONAL ACADEMIC POSITIONS:**

Academic Visitor (Visiting Professor), University of Cambridge (England), Judge Institute of Management Studies (January – June, 1999)

Visiting Professor of Marketing, Bond University, Queensland, Australia (May – August, 1998)

Professor of International Marketing, UNO-Innsbruck Summer Program, University of Innsbruck (July – August, 1997)

Visiting Professor of International Marketing, the University of Innsbruck, Austria (December 1996-January 1997)

Visiting Professor of Strategic Marketing, The University of Zagreb Graduate School of Business, Croatia (May, 1996)

Visiting Professor of International Marketing, the University of Innsbruck, Austria (May-July, 1993)

Visiting Fellow, Department of Management, University of Western Australia, Perth, Western Australia (Spring Semester, 1992)

Visiting Professor, International Management Center, Budapest, Hungary (March-April, 1991)

Visiting Professor of International Marketing, the University of Innsbruck, Austria (Spring Semester, 1990)

**ADMINISTRATIVE ACADEMIC POSITIONS:**

Director, UNO-University of Innsbruck International Summer School Program, 25 faculty, 10 staff, 240+ students taking 50 SACS & AACSB accredited courses (2010-2011)

Director, UNO-University of Innsbruck International Summer School Program, 25 faculty, 12 staff, 300+ students taking 50 SACS & AACSB accredited courses (2006-2007)

Director, UNO-University of Innsbruck International Summer School Program, 25 faculty, 12 staff, 300+ students taking 50 SACS & AACSB accredited courses (2001-2002)

Director, UNO EMBA Comparative International Studies Abroad Program. Included 2 weeks each year with the EMBA students in Grenoble and Paris, France. (1997 – 2000)

Coordinator, UNO Executive Education International Programs (1996-2001)

Coordinator, Basic Marketing Course (1995-97)

Chairman, Department of Marketing: College of Business Administration, University of New Orleans (1984-90)

Director, Ph.D. Program, Department of Management and Marketing: University of Mississippi (1982-84)

Head, Continuing Education Program, School of Business and Economics: University of North Carolina at Greensboro (1976-78)

Director, Small Business Institute, School of Business and Economics: University of North Carolina at Greensboro (1975-77)

## **RESEARCH AND PUBLICATIONS:**

### **Journal Articles:**

"A Transcendent Code of Ethics for Marketing Professionals. " *International Journal of Law and Management*. 2012 With Dinah Payne

"Succeeding in the Corporate Arena: The Evolution of College Students' Perceptions of the Necessary Ethical Orientation." *Journal of Education for Business*. 2012 With Pam Kennett-Hensel

"Managing Recalcitrant Student Behavior in the Classroom." *Global Business and International Management Conference Journal*. (Vol. 5, No. 2) July, 2012. pp.75 – 84. With Dinah M Payne.

"Toward A General Model Of Ethics For All Marketing Professionals," *The Leadership and Organizational Management Journal*. (Vol. 2012, Issue 1) pp. 86 – 95. with Dinah M. Payne

"Business Training and Educational Needs of Chiropractors" *The Journal of Chiropractic Education*. (V. 22, No. 2. 2008) With Steve Henson & Scott Korfmann.

"PowerPoint and Other Publisher-Provided Supplemental Materials: 'Oh Lord, What Have We Done?'," *Journal for Advancement in Marketing Education*, (V. 10, Summer, 2007). With Pamela A Kennett-Hensel and Julie Z. Sneath,

The Impact of Country of Origin in the Retail Service Context" *The Journal of Retailing and Consumer Services*. 3 (No. 4, 1996): pp. 213-224. With T. Pecotich and D. Roth.

"An Investigation of Demographic Sample Reliability Among Selected Telephone Sampling Techniques In the Rural South." *Delta Business Review*, 2 (Fall/Winter 1992): pp. 22-27. With H. David Strutton.

"Perceptions of Ethical and Career Advancement Practices: Business Executives vs. Business Students." *American Business Review*, 7 (June, 1989): pp. 6-14. With D. Blevins and T. Henthorne.

"Student Perceptions of 'Job Politics' as Practiced by Those Climbing the Corporate Ladder." *Journal of Business Ethics*, 3 (1984): pp. 127-138. With D. Blevins.

"Ethical Beliefs and Personal Values of Top Level Executives." *Journal of Business Research*, 10 (December, 1982): pp. 475-88. With T. Little & D. Lincoln.

"A Multifactor Experiment on the Generalizability of Direct Mail Advertising Response Techniques to Mail Survey Design." *Journal of the Academy of Marketing Science*, 8 (Fall, 1980): pp. 390-404.

“Improving Mail Survey Response from Industrial Organizations,” The Journal of Organizational Marketing also known as Industrial Marketing Management), 9 (July, 1980): pp. 231-235.

“Hop in Bed With Me! An Industrial Advertising Exercise,” Journal of Experiential Learning and Simulation, 1, (No. 1, 1979): pp. 53-64.

“Can You Afford to Ignore Marketing Research?” Dartnell’s Business, 1 (May 1980): pp. 28-31. Reprinted from: “The Application of Marketing Research in Small Business Firms” Mississippi’s Business, 38 (December, 1979): pp. 6-9.

“Care Needed When Selecting Response Inducements in Mail Surveys of Commercial Populations.” Journal of the Academy Marketing Science, 6 (Fall, 1978): pp. 333-40.

“A Factor Interactive Investigation of Mail Survey Response Rate From a Commercial Population.” Journal of Marketing Research, 16 (February, 1977): pp. 108-112. With W. Tullar.

“Distribution Channel Control: The Interests of the Producer and Consumer.” University of Michigan Business Review, 29 (September, 1977): pp. 27-31. With D. Gentry.

“Let’s Release Proprietary Research.” Journal of Advertising Research, 16 (August, 1976): pp. 15-19.

“A Revised Look at How Long it Takes to Develop New Products.” North Carolina Review of Business and Economics, 1 (April, 1975): 12-13. Abstracted in the Journal of Marketing, 39 (October, 1975): p. 103.

#### **Additional Blind-Refereed Publications:**

“Job Politics in the Corporate World: Have Students’ Perceptions Changed in the Past Twenty-five Years?” Marketing Management Association 2011 Fall Educators’ Conference Proceedings. With Pam Kennett-Hensel

“Traditional and Technology-Based Supplemental Materials: The Marketing Academic’s Perspective. Society for Marketing Advances 2005 Proceedings. With Pam Kennett and Julie Sneath.

“Show-And-Tell” In The College Classroom: Effective Use of Multimedia Society for Marketing Advances Conference, 2003 Proceedings, pp. 271-72. With John Lindgren.

“The Impact of Ethnocentrism on the Country of Origin Effect in the Service Sector.” European Marketing Academy Conference, 1993 Proceedings, pp. 1245-66. With T. Pecotich and D. Roth.

“A Factor Interactive Experimental Investigation of Inducing Response to Questionnaires Mailed to Commercial Populations.” American Marketing Association Educators’ Conference, 1985 Proceedings, pp. 356-61. With mark Dunn.

“Promoting Patronage Through the Yellow pages.” Current Concepts in Retail Pharmacy Management. 2 (March/April, 1984): 15-19. With R. Gray and M. Smith..

“Techniques for Improving Direct Mail Advertising Exposure,” Proceedings of the Academy of Marketing Science - 1982 Conference, p. 581. With R. O’Neill.

“Causal and Behavioral Aspects of Outshopping.” Proceedings of the Academy of Marketing Science - 1982 Conference pp. 533-535. With G. Skelly & W. Lundstrom.

“Individual vs. Group Decision Making in Marketing: Adapting an Experiential Learning Exercise.” Proceedings of the 1980 S.E. - A.I.D.S. Conference (Orlando, FL: 1980) pp. 8-19. With G. Skelly & D. Lincoln.

“The Effects of Curricula Changes and Grade Inflation Upon Employer’s Attitudes and Procedures.” Western A.I.D.S. 1979 Proceedings, 1979, pp. 88-91. Quoted in the Wall Street Journal. With D. Gentry & W. Lundstrom.

“Toward a Theoretical Framework for Mail Survey Response. “Developments in Marketing Science, Vol. II, (Miami, FL: Academy of Marketing Science, 1979). pp. 234-47. With W. Tullar & D. Gentry.

“Adapting Existing Experiential Learning Exercises for Use in Marketing Education.” Mid-Atlantic Marketing Association, 1977 Proceedings, 1977.

“The Problematic Inequities of Current Undergraduate Grading Practices.” American Marketing Association Educator’s Conference, 1976 proceedings, 1976, pp. 597-600.

### **Books, Monographs, etc.**

Video Guide & Cases to accompany Student Achievement Series: Foundations of Business, 1e, (Boston: Houghton-Mifflin Company, 2008). Text by William M. Pride, Robert J. Hughes, Jack R. Kapoor

Video Guide & Cases to accompany Fundamentals of Management, 5e, (Boston: Houghton-Mifflin Company, 2008). Text by Ricky W. Griffin.

Video Guide & Cases to accompany Essentials of Strategic Management, 1e, (Boston: Houghton-Mifflin Company, 2008). Text by Charles W. L. Hill and Gareth R. Jones

Video Guide & Cases to accompany Management, 9e, (Boston: Houghton-Mifflin Company, 2008). Text by Ricky W. Griffin.

Index to Houghton-Mifflin Video Clips. For use by multimedia developers and authors in Marketing, Management, International Business, General Business, Business Ethics, and other Business areas. (Searchable, Electronic Index contains hundreds of video clips, cross referenced by subject area, clip title, video case title. Each entry also includes the clip’s time codes and a summary.) 2007.

Video Guide & Cases to accompany Strategic Management: An Integrated Approach, 7e, (Boston: Houghton-Mifflin Company, 2007). Text by Charles W. L. Hill and Gareth R. Jones.

Editor for Video to accompany Strategic Management: An Integrated Approach, 7e, (Boston: Houghton-Mifflin Company, 2007). Text by Charles W. L. Hill and Gareth R. Jones.

Video Guide & Cases to Accompany Fundamentals of Organizational Behavior, (1st ed), (Boston: Houghton-Mifflin Company, 2005). Text by Ricky W. Griffin and Gregory Moorhead.

Video Guide & Cases to accompany Human Resource Management, ( 2<sup>nd</sup> ed), (Boston: Houghton-Mifflin Company, 2005). Text by Angelo S. DeNisi and Ricky W. Griffin.

Video Guide & Cases to accompany CEO Exchange series supplements for *Strategic Management: An Integrated Approach*, 6<sup>th</sup> ed., (Boston: Houghton-Mifflin Company, 2004), Text by Charles W. L. Hill and Gareth R. Jones.

Editor for Video to accompany CEO Exchange series supplements for *Strategic Management: An Integrated Approach*, 6<sup>th</sup> ed., (Boston: Houghton-Mifflin Company, 2004), Text by Charles W. L. Hill and Gareth R. Jones.

Instructor's Digital Assets Guide for the PowerPoint CD Package to Accompany *Marketing*, (7<sup>th</sup> ed.), (Burr Ridge: Irwin McGraw-Hill, 2003) With Steve Henson. Text by Roger. A. Kerin, Steven W. Hartley, William Rudelis, and Eric N. Berkowitz.

2002 Annual Update (14 case updates) for *Strategic Management: An Integrated Approach*, by Charles W. L. Hill and Gareth R. Jones (Boston: Houghton Mifflin Company, 2002) With Gabi Tischler. 2002 Annual Update also in *Cases in Strategic Management*, by Charles W. L. Hill and Gareth R. Jones (Boston: Houghton Mifflin Company, 2001)

Video Guide & Cases: *Global Marketing Strategies*, 4<sup>th</sup> ed., (Boston: Houghton-Mifflin Company, 1998), Text by Jean-Pierre Jeannet and H. David Hennessey.

Video Guide & Cases: *Strategic Management: An Integrated Approach*, 4<sup>th</sup> ed., (Boston: Houghton-Mifflin Company, 1998), Text by Charles W. L. Hill and Gareth R. Jones.

The Power Connection: A Multimedia Lecture Guide to accompany *Marketing: Concepts and Strategies*, 10<sup>th</sup> ed., by O.C. Ferrell and William M. Pride (Boston: Houghton Mifflin Company, 1997)

Principles of Marketing: Workbook and Notes, 4<sup>th</sup> ed., (New York: Mc-Graw Hill, Inc., 1997)

PowerPoint Training Manual (New Orleans: UNO Executive Education Division, 1996)

Principles of Marketing: Workbook and Notes, 3<sup>rd</sup> ed., (New York: Mc-Graw Hill, Inc., 1996)

Principles of Marketing: Workbook and Notes, 2<sup>nd</sup> ed., (New York: Mc-Graw Hill, Inc., 1996)

Principles of Marketing: Workbook and Notes (New York: Mc-Graw Hill, Inc., 1995)

Louisiana Nature Center Study. (New Orleans: UNO Department of Marketing, 1989). With M. Utsey and V. Maruggi.

WYES Image Survey. (New Orleans: UNO Department of Marketing, 1987). With V. Maruggi. p. 73.

Survey of Louisiana Residents' Opinions Regarding The Budget Crisis. A report for the State Legislature. (New Orleans: UNO Division of Business and Economic Research, 1986). With V. Maruggi.

An Exploratory Examination of Data Base Needs of Mississippi Entrepreneurs. (Jackson, MS: Small Business Development Center, 1983). With F. Wiebe.

Marketing Planning for Colleges and Universities. (New Orleans: Institute for Marketing Management and Research, 1978). 8th Printing: 1985.

“Marketing of Services.” Chapter 21 in Fundamentals of Marketing, seventh edition. New York: McGraw-Hill Book Company, 1984. With William J. Stanton. (Also in the sixth edition, 1981 and in the fifth edition, 1978).

The North Carolina Catholic: A Demographic and Attitudinal Study. (Charlotte, NC.: Knight Publishing Co. 1979.) With others.

Marketing Practice vs. Education: Bridging the Gap. Proceedings of the 1977 Mid-Atlantic Marketing Association Conference (Greensboro: University of North Carolina at Greensboro, Center for Applied Research, 1977). Co-Editor.

Mail Survey Response: A Critically Annotated Bibliography. Greensboro, NC: Faber & Co., 1976).

Dunn, Albert H.; Johnson, E.M.; and Kurtz, David L. Sales Management: Concepts, Practices, and Cases. (Morristown, NJ. General Learning Press, 1974). Contributing editor

### **Cases Published<sup>1</sup>**

Developed 14 “AP News Now Cases” as a Subject Matter Expert (Business) for Cengage’s web-based case materials. Cases include: Will Thin TV’s Boost Sagging Sales?; Sony Belatedly Joins Netbook Market; Hawaii May Add Space Travel To Attractions; Sony Struggling As Walkman Hits 30th Anniversary; Will Yahoo’s Jazzed Up Home Page Reverse the Downward Trend?; SKorean Companies Introduce Ultra-Thin LED TVs; Can Art Gallery Owners Overcome the Recession?; Game Makers Pause, Reload: What Should Next Moves Be?; Ethics and Social Responsibility of the ‘Clunkers’ Program; Honda’s Prius Lookalike Hybrid: How to Differentiate?; How Can GM Boost Sales?; E-Books for the Kindle-Less?; Can Sony’s PS3 Price Cut and Upgrade Boost Profits?; Should Global Brands Turn To China’s Young Amid Slump? (July-August, 2009)

Developed 21 “AP News Now Cases” as a Subject Matter Expert (Business) for Cengage’s web-based case materials. Cases include: Consumers Clutch Cars Longer, Choking Sales; Topshop Hits US Market At Difficult Time; Changes to Apple’s iTunes Prices; Is KFC Gambling On Chicken That Is Grilled, Not Fried?; Summer Vacation Pricing Strategies; Windows Washer: Microsoft’s Antidote To Vista; How Can the Furniture Industry Cater To Cash-Strapped Buyers?; Seattle’s Best: Coming Soon To A Corner Near You?, Proms Scale Back Spending; Will Stimulus Shot Be Enough for US Scooter, Motorcycle Makers?; EU Fines Intel for Sales Tactics: Fair?; Facebook’s Problems with Unusual Names; Credit Card Law Bugs; How Can Casinos Draw Visitors Back in Recessionary Times?; GM’s Reorganization: Appropriate? Profitable?; Should Retailers Emulate Wal-Mart’s Focus On Necessities?; How Can Apple’s Next iPhone Crop Fight Off Competitors?; Final Signoff for Analog TV Service; The Ethics and Social Responsibility of Governmentally Mandated Digital TV Signals; Should The New GM Start With A New Name?; Papa John’s Not Following Rivals Into Pasta and Sandwiches; Good Product Decisions?; Netflix vs. Blockbuster vs. Redbox. AP News Now Cases are based on current news stories from the Associated Press Global News ebsite and published on Houghton-Mifflin’s Website. (April – June, 2009)

Developed 21 “AP News Now Cases” as a Subject Matter Expert (Business) for Cengage’s web-based case materials. Cases include: *December Consumer Confidence Drops To All-Time Low: What to do?; Consumer-Smoke Detectors; Cloud Computing Looms Large; Apple CEO Jobs*

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<sup>1</sup> Cases were concise cases, typically the equivalent of 3-5 pages of material including text, graphs, illustrations, and questions.

*Backtracks On Health, Takes Leave; New Motorcycles Strive For Low Cost, High Mileage; No Sale? No Problem For Goods Prized By Consumers; In Peanut Checks, Gaps For Salmonella To Sneak By; Soft Drink Marketing Makeover Amid Recession; Denny's Gives Away Free Grand Slam Breakfasts: Profitable?; Should Toy Makers Trim Prices, Production For 2009?; Bottled Water Co. Problem: Budgets Make Governors Eye Cost Of Water; NASCAR Reaching Out To Fans During Economic Crisis; Starbucks Launching Instant: Good Strategy?; Ethics & Social Responsibility: GM, Chrysler Downfall Leave No Easy Solutions; "Ryanair Could Make Passengers Pay For Toilets" Publicity Stunt?; Virgin Megastores in US to Close: Necessary?; ; Maytag Recalls 1.6m Refrigerators; Apple Launches Smaller, 4-Gigabyte iPod Shuffle; Are Dells PCs Too Rich Or Too Thin?; P&G Reaches Into Retail Despite Rough Economy; Qualcomm's Game Console For 'Next Billion'* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (January – March, 2009)

Developed 21 "AP News Now Cases" as a Subject Matter Expert (Business) for Houghton Mifflin's web-based case materials. Cases include: *Dollar Stores in Today's Economy; Financial Crisis Moves from Wall St. to the Mall; The New Nintendo DSi Portable; PepsiCo Efforts On Soft Drinks Sales; Apple Laptops Get \$999 Entry Price, Nvidia Chip; Furniture Makers Shrink Designs For Smaller Spaces; Tourism and Economic Turmoil; Hollywood Feeling Pinch Amid Economic Worries; Theaters Go Gourmet; Promotion: Companies Give Free Coffee, Ice Cream For Election; Netbooks Come Into Their Own; Sparking Holiday Season Sales; Honda Pulls Out Of F1 Amid Economic Slowdown; Appetite For Organic Food Wilts As Economy Suffers; KB Toys Bankruptcy; Making Money from Free Broadband; Small Cars Making Strides in Safety; MillerCoors To Remove Caffeine From Sparks* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (October – December, 2008)

Developed 22 "AP News Now Cases" as a Subject Matter Expert (Business) for Houghton Mifflin's web-based case materials. Cases include: *Revenue Management: Days Of Oversize Airline Carry-Ons Are Limited; Verizon Wireless Gets Rhapsody Music Subscriptions; Boosting the US Share of the Travel Industry; Amid Hype, Apple Iphone Expansion Also Runs Risks; Video Game Companies Look To Tap Mainstream Audience; Oil Markets Looking For Signs Of Bubble Burst; TV Screens Atop Gas Pumps In US Advertise; FCC Approves Satellite Radio Merger In 3-2 Vote; Schlitz Returns, Drums Up Nostalgic Drinkers; Retailers Report Mixed Sales Results In July; Recession? Eat, Drink, Smoke And Be Merry; Oil Prices Dip Again On Signs Of Waning Demand; Electric Bikes Selling Briskly As Gas Prices Climb; Commodities Slump Won't Mean Lower Food Prices; Mobile Homes As A Cheaper Option for Home Buyers; Vegas Star Trek Exhibit Closing; Department Stores Signing Exclusive Deals; Marketing Phelps; China-Baby Formula Recall; Chinese Dairy Knew Milk Fault Weeks Before Recall; Tesla Motors To Build Electric Sedan In San Jose; Updated Zunes, iPods Make Choice Harder; Is the Rich-hued Kodachrome Era Fading to Black ?* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (July – September, 2008)

Developed 21 "AP News Now Cases" as a Subject Matter Expert (Business) for Houghton Mifflin's web-based Subject Matter Expert (Business) for Houghton Mifflin's web-based case materials. Cases include: *Marketing a New Type of Snow Tire; Pricing in an Era of Food Cost Escalation; Will Shoppers' Worries Extend Economic Malaise?; Starbucks New Brew; Microsoft's XP Strategy; Combating the Teen Thrift Trend; The Ethics & Social Responsibility of Selling Gas Guzzlers In China; GPS Market At Turning Point With Sliding Prices, Demand Off; 'Grand Theft' Delivers More Than Mayhem; Papa John's Surpasses \$1 Billion In Online Sales - Industry Eyes New Technology To Boost Orders; Chrysler Releases Dodge Challenger Muscle Car Into Market Challenged By Gas Prices; Consumers Turn To Discounters and Wholesale Retailers; New Options for Shorter Men's In Clothing; Papa John's Apology; Consumer Confidence At a 16 Year Low -- What to Do; GM Restructuring from Trucks to Cars; Wise?; Wal-Mart Benefits Even*

*As Economy Sours; Apple's New iPhone Strategy; McDonald's, Others Pull Tomatoes Over Salmonella -- A Marketing Opportunity?; American: Bag Fee To Affect Few Summer Passengers; Ethanol Mixes Finding Way Into Traditional Tanks.* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (April – June, 2008)

Developed 33 “AP News Now Cases” as a Subject Matter Expert (Business) for Houghton Mifflin's web-based case materials. Cases include: *Ads Arrive on Cell Phones, Privacy Concerns Arise; Florida Mall's Art Collection; Can the "New" CEO Revive Starbucks; Apple's MacWorld; Smart Micro Cars in the US; Rethinking Plastic Bags; Advertisers Bank on Superbowl; What's Driving Gas Prices?; Microsoft-Yahoo! Deal; Using "Critters" in Super Bowl Commercials; Volunteer Work as a Perk; Digital TVs Create Opportunities; Creativity & Home Engineering; McDonalds Feng Shui Makeover; AA Defends Crew & Equipment; Starbuck's Closes for Training; Pizzeria Prices; Fatheads; New Products & Channels of Distribution; B2B at an Historic Boston Church; Apple Tweaks iPhone: Is it Enough?; Swiss Auto Show; Retail Niches Closing Due to Recession; Cell Tower Regulations - Marketing of Services; Hollywood's New 3D Product; Wal-mart Makeover for Ethnic Market Segments; Megabrands Recall -- AGAIN; The Consolidation of Autodealers; Sirius Purchase of XM Needs FTC Approval; The Open Skies Agreement; Boat Sales Sink with Recession; and New Distribution Channel for Photoshop Elements.* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (January – March, 2008)

Developed 30 “AP News Now Cases” as a Subject Matter Expert (Business) for Houghton Mifflin's web-based case materials. Cases included: *Apple iPod, Apple iPhone, Bioshock, Mattel's Tainted Toys,, China's Toy Recalls, Halo3, China Pet Food Recalls, Airline Regulation, McDonalds vs. Starbucks, World Cyber Games, Apple's New Mac OS, Airports Expand Retailing, Topps' Beef Recall, Tommy Train Company's Tainted Recall Bonus, Tutankhamen Exhibit, Fox Business News Channel, Gibson's New Auto Tuning Guitar, Delta's Etiquette Videos, VUDU's New HD Movie Offerings, Lufthansa & JetBlue, The XO Laptop, and 2007 Holiday Shoppers Procrastination.* AP News Now Cases are based on current news stories from the Associated Press Global News Website and published on Houghton-Mifflin's Website. (April – December, 2007)

### **Other Publications:**

How to Develop a Business Plan. (Boston: Houghton-Mifflin Company, 2005).

Business Plan Template. (Boston: Houghton-Mifflin Company, 2005).

Example Business Plan: Dreamy Dogs Mobile Grooming. (Boston: Houghton-Mifflin Company, 2005).

Web-based interactive quiz to accompany Strategic Management Theory, An Integrated Approach (6<sup>th</sup> ed.), Multimedia Presentation, (Boston: Houghton-Mifflin Company, 2004). Text by Charles W. L. Hill and Gareth R. Jones.

Web-based Case Updates for 2002 Annual Update for Strategic Management: An Integrated Approach, by Charles W. L. Hill and Gareth R. Jones (Boston: Houghton Mifflin Company, 2003), <<http://college.hmco.com/business/hill/strategic/5e/students/index.html>>, With Gabi Tischler.

Interactive Exercises to accompany Basic Marketing, A Global-Managerial Approach (14<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROMs. (Burr Ridge: Irwin McGraw-Hill, 2002) A collection of 22 interactive exercises, programmed in Flash, to stimulate class discussion. With Karen James and John Gayle. Text by William D. Perrault, Jr., and E. Jerome McCarthy.

Multimedia Lecture and Study Guide to Accompany Promotion Strategy and Management (Queensland, Australia: Bond University, 1998) with John H. Lindgren, Jr.

“How to Use Psychology’s Rules of Learning to Increase Sales: Principles for Devising Situation-Specific Applications.” ISA Transactions, The Quarterly Journal of ISA, 30 (No. 3, 1991): pp. 55-59.

Selected Readings in Direct Marketing. Oxford: Bureau of Business and Economic Research, 1983.

“. . . Response Rate from Mail Surveys of Commercial Populations.” Special Marketing Research Issue of the American Association’s Marketing News, 21 January, 1983, p. 16.

“Ethical Beliefs and Personal Values of Fortune 500 Finance, Marketing and Production Vice-Presidents.” Working Paper Series of the Center for Applied Research, University of North Carolina at Greensboro, 1980. With D. Lincoln and Taylor Little.

“Today’s Sophisticated Methods Boost Mail as a Survey Tool.” Special Marketing Research Issue of the American Marketing Association’s Marketing News, 18 May 1979, p. 14. With A. Faber.

“Experiential Method Gets Nod in Classes.” Special Marketing Education Issue of the American Marketing Association’s Marketing News, 5 May 1978, p. 6.

Doctoral Programs in Marketing, James E. Littlefield and Donald L. Shawver, eds. Chicago: American Marketing Association, 1977. (Contributor)

“Trends in Marketing Grades . . .” Special Marketing Education Issue of the American Marketing Association’s Marketing News, 30 July 1976, p. 4.

“Grade Inflation Hits the Campus.” Wall Street Journal, 21 January, 1976, p. 16.

A Selected Bibliography of Readings in Marketing to Black Americans. Monticello, IL: Council of Planning Librarians - Exchange Bibliography Series, 1974. Reviewed in the Journal of Marketing, 39 (April, 1975): p. 117.

A Selected Bibliography of Readings in Management Theory and Practice. Monticello, IL: Council of Planning Librarian Exchange Bibliography Series, 1974. Abstracted and indexed in Research in Education, the University of Oregon -- ERIC Clearing House on Educational Management.

Selected Readings Related to Perceived Product Quality. Greensboro: Center for Applied Research in Business and Economics, 1974.

**Papers, Workshops, etc., Presented at Professional Meetings (Not Published):**

“Using the WWW to Teach Marketing Principles,” Panel Leader and Participant, 2001 Mid South Marketing Educators Conference.

“Teaching E-Consumer Behavior,” Panel Leader and Participant, 2001 Mid South Marketing Educators Conference.

“Intermediate and Advanced Techniques in PowerPoint Presentations: Demonstration and

Workshop (Two Sessions)” 2000 Society for Marketing Advances Conference. With Jack Lindgren

“Using Technology in Teaching” 2000 Summer American Marketing Association Educators Conference. With Bill Perrault

“Advanced Techniques in Multimedia Presentations: Demonstration and Workshop” 1999 Society for Marketing Advances Conference. With Jack Lindgren

“Multimedia in Today’s Classroom for Today’s Students” 1999 Academy of Marketing Conference.

“Is the Marketing Concept Applicable in ‘Developing’ Nations?” Developed and led this Panel Discussion at the 1998 AMS Multicultural Marketing Conference. With Julian Vincze and Marilyn Jones.

“PowerPoint in the Classroom: Demonstration and Workshop” 1998 Atlantic Marketing Association Conference

“Getting Started: The Basics of Teaching with Multimedia and the Internet,” A Panel Discussion at the 1998 American Marketing Association’s Summer Marketing Educators’ Conference. With others. May, 1998.

“To Do or Not to Do: And, If You Do . . . What to Do and What Not to Do,” 1998 Bond University Seminar Series.

“Is the Marketing Concept Applicable in China?” A Panel Discussion at the 1998 China International Business Symposium with Neil Herndon, Tsang-sing Chan and Li Hing Audoa Tse.

“PowerPoint 4, 95 & 97 Workshop” 1998 Mid-South Marketing Educator’s Conference

“Multimedia: To Do . . . or Not to Do?” 1997 Southern Marketing Association Conference.

“Do’s and Don’ts of Multimedia in Marketing Education” 1997 Academy of Marketing Science Conference

“Multimedia Use in Large Classrooms” 1997 Southern Marketing Association

“Multimedia Development Procedures” 1997 Mid-South Marketing Educator’s Conference

“Multimedia in Today’s Classroom” 1997 South Western Marketing Association Conference

“Developing Multimedia Teaching Materials” 1996 Southern Marketing Association Conference.

“Electronic Slide Shows and Other High-Tech Innovations” 1996 Mid-South Marketing Educators Conference.

“Technology in the Classroom” Panelist: 1995 Mid-South Marketing Educators Conference.

“Innovations in Teaching International Marketing Courses.” Panelist: 1993 Mid-South Marketing Educators Conference.

“Perceptions of Ethical Practices and ‘Job Politics’ Practiced Among Austrian and German Business Executives.” Working Paper presented at the 1991 European Marketing Academy Conference. With E. Thelen and G. Botchen.

“The Role of Marketing Department Chairs in the 1990’s” Panelist: 1989 Mid-South Marketing Educators Conference.

“Developing a Marketing Plan for College and Professional School Recruiting.” 1985 College Recruiters and Admissions Officers Session of the American Association of Dental Schools.

“The Direct Mail Advertising Alternative.” Richard Joel--University of Tennessee 1983 Advertising Symposium.

“Using Direct Marketing for Small Businesses.” 1983 Conference of the Academy of Marketing Science, with G. Skelly.

“Appeals Used in Yellow Page Advertising.” 1983 Conference of the Academy of Pharmaceutical Sciences, with M. Smith and R. Gray.

“On Unselling Hypertension: A Use of the Mass Media to Inform the General Public About High Blood Pressure.” 1980 Southern Marketing Association Conference.

“Innovations in Teaching the Introductory Marketing Course.” 1980 Academy of Marketing Conference.

“New Developments in Experiential Learning.” 1980 Academy of Marketing Science Conference.

“On the Effects of Respondent Anonymity on Mailed Questionnaire Response Rate and Quality.” 1979 Southern Marketing Association Conference.

“Free Papers for Customer Surveys: Are They Really a Good Buy?” 1979 Southern Marketing Association Conference.

“Stamps vs. Metered Mail: Do They Affect Response to Mail Questionnaires?” 1979 Southern Marketing Association Conference.

“Experiential Exercises in Marketing: New Views.” 1979 Western A.I.D.S. Conference.

“Techniques for Improving Data Collection by Mail.”: UNC-Chapel Hill Marketing Department’s Research Roundtable, 1978.

“Modern Mail Data Collection Procedures.” North Carolina Chapter of the American Marketing Association, 1978.

“The Problematic Inequities of Current Undergraduate Grading Practices.” AMA Educators Conference, 1976.

“‘Gradeflation’: Causes, Problems and Cures.” North Carolina Association of College and University Academic Deans, 1976.

“The Injustice of ‘Gradeflation’.” Southern Marketing Association, 1975.

“Improving Macro and Micro Marketing via the Recycling of Used Data.” Southern Marketing Association, 1975. With D. Gentry.

**Web-based & Multimedia Publications:**

Foundations of Marketing, 4th ed., DVD & WWW-based Multimedia Presentation, (Florence, KY: Cengage Learning Publishers, 2010). Text by William M. Pride and O.C. Ferrell

Editor for Video to accompany Fundamentals of Management, 5e, (Boston: Houghton-Mifflin Company, 2008). Text by Ricky W. Griffin.

Editor for Video to accompany Essentials of Strategic Management, 1e, (Boston: Houghton-Mifflin Company, 2008). Text by Charles W. L. Hill and Gareth R. Jones.

Video Clip Library for Houghton-Mifflin's Marketing, Management, International Business, General Business, Business Ethics, and other Business Texts. This is a searchable, electronic index containing hundreds of video clips edited (culled) from Houghton Mifflin's Video Case Library. It is cross referenced by subject area, clip title, video case title. Each entry also includes the clip's time codes and a summary. (2007.)

Introduction to Business, 1<sup>st</sup> ed., WWW-based Multimedia Presentation, (Boston: Houghton-Mifflin Company, 2005). Text by Julian E. Gaspar, et. al.

Global Marketing Strategies, 6<sup>th</sup> ed., WWW-based Multimedia Presentation, (Boston: Houghton-Mifflin Company, 2004). Text by Jean-Pierre Jeannet and H. David Hennessey.

Strategic Management Theory, An Integrated Approach (6<sup>th</sup> ed.), Multimedia Presentation, (Boston: Houghton-Mifflin Company, 2004). Text by Charles W. L. Hill and Gareth R. Jones.

Marketing, (7<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROMs, (Burr Ridge: Irwin McGraw-Hill, 2003) Comprehensive multimedia coverage with approximately 90 slides per chapter including over 40 TV commercials, more than 300 exhibits and ads (the print ads and most exhibits can be enlarged by the use of a special program which allows the small print to be read), interactive exercises, interactive concept checks, and other features. 4 CD ROMs. With Steve Henson. Text by Roger. A. Kerin, Steven W. Hartley, William Rudelis, and Eric N. Berkowitz.

Marketing, (7<sup>th</sup> ed.) Supplementary Digital Assets CD ROMs, (Burr Ridge: Irwin McGraw-Hill, 2003). 2 CD ROMs. With Steve Henson. Text by Roger. A. Kerin, Steven W. Hartley, William Rudelis, and Eric N. Berkowitz.

Marketing, (7<sup>th</sup> ed.) Student Version Multimedia Presentation CD ROM, (Burr Ridge: Irwin McGraw-Hill, 2003) Comprehensive multimedia coverage with approximately 80 slides per chapter including more than 300 exhibits and ads (the print ads and most exhibits can be enlarged by the use of a special program which allows the small print to be read), interactive concept checks, and other features. With Steve Henson. Text by Roger. A. Kerin, Steven W. Hartley, William Rudelis, and Eric N. Berkowitz.

Marketing Management, (11<sup>th</sup> ed.), CD ROM Multimedia Presentation, (Upper Saddle River, NJ: Prentice Hall, 2003). Text by Philip Kotler. Assisted by Donna Carter.

Basic Marketing, A Global-Managerial Approach (14<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROM, (Burr Ridge: Irwin McGraw-Hill, 2002) Comprehensive multimedia coverage with approximately 40 slides per chapter including over 40 TV commercials, 22 interactive/experiential exercises programmed in Flash, more than 200 exhibits and ads (the print ads and most exhibits can be enlarged by the use of a special program which allows the small print to be read), short and condensed versions of lecture notes, and other features. 2 CD ROMs. Executive Producer and Editor of a team of 11. Text by William D. Perreault, Jr., and E. Jerome McCarthy.

Basic Marketing, A Global-Managerial Approach (14<sup>th</sup> ed.) Student Version Multimedia Presentation CD ROM. (Burr Ridge: Irwin McGraw-Hill, 2002) Comprehensive multimedia coverage with approximately 35 slides per chapter including more than 200 exhibits and ads (the print ads and most exhibits can be enlarged by the use of a special program which allows the small print to be read), and other features. Executive Producer and Editor of a team of 11. Text by William D. Perreault, Jr., and E. Jerome McCarthy.

Contemporary Business (10<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROMs. (Ft. Worth: Dryden Press, 2002). Comprehensive multimedia coverage with approximately 75 slides per chapter including 80 TV commercials, more than 250 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), approximately 300 www links, screen captures of web sites, instructors manual, etc. Presentation uses Photoshop edited photographs in place of clipart. 2 CD ROMs. Assisted by Andrew Kerher. Text by Gene Boone and David Kurtz.

Contemporary Business (10<sup>th</sup> ed.) Student Version Multimedia Presentation CD ROM. (Ft. Worth: Dryden Press, 2002). Comprehensive multimedia coverage with approximately 70 slides per chapter including more than 200 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), approximately 250 www links, screen captures of web sites, complete text in pdf format, Approximately 300 study guide type questions per chapter, and approximately 75 Internet Experiential Exercises. Presentation uses Photoshop edited photographs in place of clipart. . Assisted by Andrew Kerher. Text by Gene Boone and David Kurtz

Consumer Behavior (4<sup>th</sup> ed.) CD ROM Multimedia Presentation. (New York: Prentice-Hall, 2002), Assisted by Andrew Kerher. Text by Michael R. Solomon.

Kleppner's Advertising Procedure, 15<sup>th</sup> ed., CD ROM Multimedia Presentation. (New York: Prentice-Hall, 2002), Assisted by Donna Carter. Text by John Thomas Russell and W. Ronald Lane.

Contemporary Business, Brief Edition (10<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROMs. (Ft. Worth: Dryden Press, 2002). Comprehensive multimedia coverage with approximately 75 slides per chapter including 75 TV commercials, more than 200 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), approximately 250 www links, screen captures of web sites, instructors manual, etc. Presentation uses Photoshop edited photographs in place of clipart. Assisted by Andrew Kerher. Text by Gene Boone and David Kurtz

Contemporary Business, Brief Edition (10<sup>th</sup> ed.) Student Version Multimedia Presentation CD. (Ft. Worth: Dryden Press, 2002). A comprehensive multimedia coverage with approximately 65 slides per chapter including 20 TV commercials, more than 175 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), approximately 200 www links, screen captures of web sites, complete text in pdf format, 275 study guide type questions per chapter, and approximately 70 Internet Experiential Exercises. Presentation uses Photoshop edited photographs in place of clipart. Text by Gene Boone and David Kurtz.

Training in Management Skills, Multimedia Presentation CD ROM. (New York: Prentice-Hall, 2001). Creative Design Assistance by Donna Carter. Text by Phillip L. Hunsaker.

Global Marketing Strategies, 5<sup>th</sup> ed., WWW-based Multimedia Presentation. (Boston: Houghton-Mifflin Company, 2001). Text by Jean-Pierre Jeannet and H. David Hennessey.

Consumer Behavior, 2<sup>nd</sup> ed., WWW-based Multimedia Presentation. (Boston: Houghton-Mifflin Company, 2001). Text ,by Wayne Hoyer and Debbie MacInnis

Contemporary Marketing (10<sup>th</sup> ed.) Faculty Version Multimedia Presentation CD ROMs. Text by Gene Boone and David Kurtz (Ft. Worth: Dryden Press, 2001). A comprehensive multimedia coverage with approximately 100 slides per chapter including 85 TV commercials, more than 300 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), over 500 www links, 200 + screen captures of web sites, instructors manual, etc. Presentation uses Photoshop edited photographs in place of clipart.

Contemporary Marketing (10<sup>th</sup> ed.) Student Version Multimedia Presentation CD ROM. (Ft. Worth: Dryden Press, 2001.) A comprehensive multimedia coverage with approximately 95 slides per chapter including more than 200 print ads (the print ads can be enlarged by the use of a special program which allows the small print to be read), over 450 www links, 200 + screen captures of web sites, complete text in pdf format, a marketing plan exercise, 8 – 10 study guide type questions per chapter, and approximately 20 Internet Experiential questions. Presentation uses Photoshop edited photographs in place of clipart. Text by Gene Boone and David Kurtz

Marketing: Concepts and Strategies, 2000e (11<sup>th</sup> ed.), The Power Connection: A WWW-based Multimedia Presentation. (Boston: Houghton Mifflin Company, 2000). Text by O.C. Ferrell and William M. Pride

Human Resource Management, 4<sup>th</sup> ed., Multimedia Presentation, (Boston: Houghton-Mifflin Company, 1999). Text by Cynthia D. Fisher, Lyle F. Schoenfeldt, and James B. Shaw

Kleppner's Advertising Procedure, 14<sup>th</sup> ed., Multimedia Presentation CD ROM, (New York: Prentice-Hall, 1999). Text by John Thomas Russell and W. Ronald Lane.

Business, 6<sup>th</sup> ed., Multimedia Presentation, (Boston: Houghton-Mifflin Company, 1999). Text by William M. Pride, Robert J. Hughes and Jack R. Kapoor.

Global Marketing Strategies, 4<sup>th</sup> ed., Multimedia Presentation, (Boston: Houghton-Mifflin Company, 1998). Text by Jean-Pierre Jeannet and H. David Hennessey.

Financial Accounting, 6<sup>th</sup> ed., Multimedia Presentation, (Boston: Houghton-Mifflin Company, 1998), Text by Belverd E. Needles, Jr. and Marian Powers. (With Howard A. Kanter).

Strategic Management: An Integrated Approach, 4<sup>th</sup> ed., Multimedia Presentation, (Boston: Houghton-Mifflin Company, 1998). Text by Charles W. L. Hill and Gareth R. Jones.

Consumer Behavior, 6<sup>th</sup> ed., Multimedia Presentation, (New York: Prentice-Hall, 1997). Text by Leon G. Shiffman and Leslie Lazar Kanuk.

The Power Connection: An Electronic Slide Presentation to accompany Marketing: Concepts and Strategies, 10<sup>th</sup> ed., by O.C. Ferrell and William M. Pride (Boston: Houghton Mifflin Company, 1997). Approximately 550 slides and notes pages integrating text, instructors manual, and other teaching materials.

Fundamentals of Strategic Marketing In Ireland. Approximately 500 slides and notes pages integrating text, instructors manual, and overhead transparencies. 1996. With A. Pecotich. University College Dublin, Ireland.

Slides to Accompany: PowerPoint Training Manual (New Orleans: UNO Executive Education Division, 1996)

Marketing: An Electronic Slide Show Presentation and Teaching System Approximately 700 slides and notes pages integrating text, instructors manual, videos and overhead transparencies.

1995.

**Research Submitted:**

Relational Orientation Influences on Governance Capabilities of Distributor and Supplier Firms: A Social Exchange Perspective. with Russel P J Kingshott, Anthony Pecotich. (Revised as per editor's suggestions and resubmitted to *the Journal of Business Research* on February 6, 2012.)

A Transcendent Code Of Ethics For Marketing Professionals. With Dinah M. Payne. Submitted to the *International Journal of Law and Management* on February 9, 2012.)

**Research in Progress:**

Techno-Chemical, Inc., A Marketing Strategy Case (Case to be submitted for review no later than May, 2012)

“Business Training and Education Needs: Chiropractors vs. Optometrists” With Steve Henson.

**NON-ACADEMIC ADMINISTRATIVE EXPERIENCE:**

Board of Directors Member: Consumers Union, Publishers of Consumer Reports, Consumer Reports Online, etc. (1989-2001), Chairman, Investment Committee (1996-2001), Member: Audit (4 years), Board Assessment (1 year), and Nominating Committees (9 years).

Board of Directors Member: Engineering Specialties, Incorporated (1995-1997)

Board of Directors Member: Society for Environmental Education. (1990-92), Member: Marketing Committee.

Board of Directors Member: Boys Clubs of Greater New Orleans (1989-91)

New Orleans Sports Foundation Steering Committee Member (1988-89)

Board of Trustees Member: WYES, Public Television Station (1987-1993), Chair: Long Range Planning Committee, Member: Executive, Development and Finance Committees.

Technology Transfer Board Member (1987-90)

Owner, General Manager: Radio Hall of Fame (1979-82)

**MAJOR ACADEMIC COMMITTEE ASSIGNMENTS:**

University Courses and Curricula Committee (2010-

University of New Orleans Athletic Council (2011-

Senate Executive Committee (2009-2010)

UNO Senate Committee B, Chairman, (2009-2010)

UNO Senate, member. (2009-2010)

University Courses and Curricula Committee (1999 - 2008). Chair: 2006-07, Co-Chair: 2007-08.

Coordinator, International Business Course and Overseas Programs, Executive MBA Program (1996 - 2000)

Coordinator and Chair, Fundamentals of Marketing Course Committee (1995-97)

Co-chair, College of Business Administration, Committee on International Courses and Programs (1993-99)

Metropolitan College Faculty Advising Committee (1985-88, 1990-93)

College of Business Administration Executive Committee (1984-90)

College of Business Administration, Committee on Graduate Studies (1984-89)

Ph.D. Planning Committee (1985-89); (Co-chair: 1986-87)

Chairman, AACSB Self-Study Committee: Doctoral Programs in Business Administration (1980-81)

Chairman, Faculty Search Committee: Recruited faculty in all disciplines of Business Administration (1976-77)

**UNIVERSITY SERVICE:**

Departmental Service (not Listed Elsewhere):

Co-sponsor, AMA Collegiate Chapter (2011- )

Common Principles Book Committee (2011)

Curriculum Review Committee (2004)

Coordinator, Fundamentals of Marketing Course (1995-97)

Coordinator, Student AMA - Festival UNO (1993-96)

Coordinator, Fundraising Campaign for Ole Miss (1981-82)

Curriculum Review Committee (1973-78)

Long Range Planning Committee (1975-78)

School/College Service (Not Listed Elsewhere):

Technology Committee (2006- )

Faculty Awards Committee (2005- )  
Committee on Summer School Scheduling Flexibility (2003-2004 )  
Committee on Technology Use (1995-2002)  
COBA New Building Committee (1995-2005)  
Chair, COBA Orientation Course Committee (1995-97)  
Co-chair, International Masters Program Committee (1993-2000)  
Scholarships and Awards (1991-93)  
Secretary, College of Business Faculty (1991-92)  
Advisory Committee on Research (1984-90)  
Graduate Studies Committee (1984-90)  
AACSB International Business Curriculum Review Committee (1982-83)  
Faculty Computer Committee (1982-83)  
Committee on Graduate Programs (1980-82)  
Executive Recruiting Board (1981)  
Outstanding Research Award Committee (1981-82)  
AACSB Accreditation Committee (1975-78)  
Several Ph.D. Advisory Committees (School Level)

University Service (Not Listed Elsewhere)

Interdisciplinary Studies Capstone Paper Assessor (2010- )  
Interdisciplinary Studies Faculty Associate (2009 - )  
Task Force on Student Persistence and Recovery Initiatives (2008 - )  
University Honors Program Strategic Planning Committee (2007)  
University Courses and Curricula Committee Chairman (2006-2007)  
Bachelor of Arts in International Studies – Business Track Curriculum Development Committee  
(1998-2004 )  
Faculty Initiative for Technology In Training, Charter member (1999-2005)  
STIG Committee on Multimedia Use (1999)

Multimedia Committee (1998-99)  
Festival UNO Coordinator (1993-1996)  
University Associates Fundraiser (1987-88)  
UNO Fundraising Committee (1986-88)  
Small Business Institute Advisor (1978-85, 1990-1996)  
Consultant to the Center for Southern Culture Studies (1982)  
Athletic Department Academic Liaison (1981-84)  
Athletic Department Faculty Recruiter (1981-84)  
ROTC Scholarship Review Board (1978-81)  
Several Ph.D. Dissertation Committees (University Level)

**MAJOR NEW ORLEANS AREA COMMUNITY SERVICE: (Not Listed Elsewhere):**

Jefferson Parish Chamber of Commerce Member (2009-  
MetroVision Information Services/Electronic Instruments Task Force (1991-92)  
Louisiana Nature and Science Center Consultant (1988-90)  
Mardi Gras Institute Task Force Chairman (1988-90)  
Almonaster/Michoud Industrial District Consultant (1988-91)  
Mayor's Pacific Rim Trade Mission Participant (1988)  
New Orleans Sports Foundation Consultant (1988)  
LSU Dental School Consultant (1987)  
WYES-TV Public Television Station, Consultant (1986-87)

**PROFESSIONAL ACTIVITIES:**

*Journal of Human Resources and Adult Learning* Editorial Advisory Board Member, 2012

Dissertation Committee Member for U of Western Australia: Management Perceptions, Industry Structure, and Company Performance (Candidate -- Janie Wong; Committee Chair – Anthony Pecotich) Fall 2011

Track Chair, "Using Technology in Marketing Education" 2003 Society for Marketing Advances Conference, (New Orleans) Co-chair: Steve Henson

*Journal of Pharmaceutical Marketing and Management*: Ad Hoc Editorial Board Member (2001)

UNO Faculty/Staff Technology Resource Center Collaboratory Leader. 2001

Special Session Developer & Co-Chair, "Using Technology in Teaching Across International Boundaries," 2000 American Marketing Association International Marketing Strategy Conference (Buenos, Aires)

Chair, Pre-conference Faculty Consortium, "Using Technology in the Classroom," 1999 Academy of Marketing Science Conference

Track Chair, "Emerging Markets and Trade Development," 1998 American Marketing Association International Marketing Strategy Conference (Vienna, Austria)

Fulbright Memorial Fund Teacher Program Panelist/Judge - 1998

Invited Participant: Multi-media in Marketing Symposium, University of Alabama (1995)

*Journal of Marketing Research*: Ad Hoc Editorial Board Member (1983-88)

*Review of Business and Economic Research*: Editorial Board Member (1984-91)

*Journal of Business Research*: Editorial Board Member (1985-88)

*Journal of the Academy of Marketing Science*: Book Reviewer (1983-87)

Regents College Examination Writer. The University of the State of New York: (1986)

*Journal of Experiential Learning and Simulation*: Editorial Board Member (1979-81)

*Journal of Marketing*: Book Reviewer (1978-81)

*Journal for Research in Urban and Regional Studies*: Book Reviewer (1977)

President Elect and Program Chairman: American Marketing Association -- North Carolina Chapter (1977-78)

Seminar Chairman: American Marketing Association -- North Carolina Chapter (1976-77)

President and Association Chairman: Atlantic Marketing Association (1976-77)

Invited participant to two American Marketing Association Workshops:  
Marketing to Minorities (Ohio State University, 1976)  
Doctoral Programs in Marketing (University of North Carolina, 1976)

European Marketing Academy: Program Committee (9 yrs.), Session Chair (6 yrs.)

Academy of Marketing Science: Paper Referee (6 yrs.), Discussant (2 yrs.), Session Chair (1 year)

Southern Marketing Association: Paper Referee (3 years), Discussant (3 years), Session Chair (2 years)

## **HONOR AND PROFESSIONAL SOCIETIES<sup>2</sup>**

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2 Present and past

European Marketing Academy  
American Marketing Association  
Academy of Marketing Science  
Society for Marketing Advances  
Mid-South Marketing Educators Association  
Alpha Kappa Psi, professional business Fraternity  
Mu Kappa Tau, Marketing Honorary  
Beta Gamma Sigma, Academic Honor Society

### **CONSULTING:**

Experience with large and small, industrial and consumer, profit and non-profit organizations. Assignments have included business plan development, strategic planning, international strategic planning, marketing research, marketing management audits, marketing plans, sales training, advertising strategy, advertising testing, advertising research, advertising analysis, new product testing, new product development, and new product introduction, and organizational globalization.

### **Consulting with Major Organizations:**

Shell Offshore, Inc. (Division of Shell Oil), New York Life Insurance Company, Wachovia Bank, State Farm Insurance Company, American Dental Association, N.A.P.A. (National Auto Parts Association), Houghton Mifflin Publishing Corporation, McGraw-Hill Publishing Corporation; Cengage Publishing Corporation; CADCentre Software, Ltd. (U.K.), Domino Printing, Ltd. (U.K.) and the National Corporation for Public Broadcasting.

### **Expert Witnessing:**

For K-Mart (District Court), Domino's Pizza (State Court), and Plaintiffs vs. Louisiana Automobile Dealers Association (LA State Court), Allen D. H. Blanchard vs. Cors & Bassett, et al. (District Court, State of LA)

### **AWARDS AND GRANTS:**

Best Presentation: "Managing Recalcitrant Student Behavior in the Classroom." *Global Business and International Management Conference Journal*. (Vol. 5, No. 2) July, 2012. pp.75 – 84. With Dinah M Payne.

Nominated by department and college for Gordon H. "Nick" Mueller International Leadership Medallion that honors persons who have provided significant leadership toward the internationalization of the University of New Orleans and have exhibited "excellent, sustained, and selfless service" to the University of New Orleans. (2009)

Selected for inclusion in the Honor's Edition of Who's Who Among Executives and Professionals. (NY: Madison Publishing Company, 2008 – 2014)

McGraw-Hill Research Grant, 2004

Selected for inclusion in Academic Keys Who's Who in Business Higher Education (WWBHE):  
<http://business.academickeys.com> , 2003 --

Seraphia D. Leyda Fellow, University of New Orleans, A Competitive, University-Wide Fellowship Awarded For Excellence In Teaching. Permanently awarded in 1997.  
UNO "Favorite Professor" 1998– 99

Department's Nominee for College of Business Teacher of the Year Award (1997)

UNO's Nominee for the SBAA Innovative Teaching Award (1995)

Operation Bootstrap Service Award, LA Power & Light Inc. (1991)

Specialty Advertising Association International Grant (1989)

Direct Marketing Educational Foundation Research Grant (1985)

Research Grant, Mississippi Small Business Development (1982-83) with F. Wiebe

Outstanding Researcher of the Year Award. University of Mississippi, School of Business and Economics (1980-81)

Direct Marketing Educational Foundation Fellow (1979 & 1983)

Research Grant, Center for Applied Research, UNCG (1974, 1975 & 1977)

**FOREIGN LANGUAGES:**

Novice level German. Re-learning Spanish.

**HOBBIES & INTERESTS:**

Computers, Technology, Multimedia, History and Genealogy

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