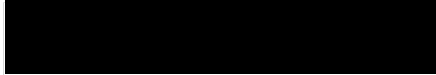


CHRIS Y. SHAO, PH.D.

Department of Marketing & CIS
Dr. Sam Pack College of Business
Tarleton State University



EDUCATION

Ph.D., Business Administration-Marketing, Minor-Psychology, University of Texas at Arlington
Arlington, Texas December 1999

M.B.A., Pittsburg State University
Pittsburg, Kansas May 1991

B.A. in English, Chinese Culture University
Taipei, Taiwan June 1986

ACADEMIC EXPERIENCE

Professor of Marketing, Tarleton State University
Stephenville, Texas September 2015-present

Visiting Professor of Marketing, Tarleton State University
Stephenville, Texas September 2014-August 2015

Professor of Marketing, Midwestern State University
Wichita Falls, Texas August 2013-August 2014

Associate Professor of Marketing, Midwestern State University
Wichita Falls, Texas August 2006-July 2013

Assistant Professor of Marketing, Midwestern State University
Wichita Falls, Texas August 2002-July 2006

Assistant Professor of Marketing, Southern Arkansas University
Magnolia, Arkansas August 2000-May 2002

ADMINISTRATIVE EXPERIENCE

Dean, College of Business, Tarleton State University, Stephenville, Texas June 2018-
January 31, 2023

- Administers a college, with an annual budget of about \$8.7 million including a “Restricted Gifts” amount of about \$22,000, operating in 5 locations (Stephenville, Fort Worth, Midlothian, Waco, and Online) by 3 departments (Accounting, Finance, & Economics, Management, and Marketing & CIS) with 57 full-time faculty members, 8 full-time staff members, and over 50 adjunct faculty members.
- Established in 2018, the Russell L. Moore Endowed Scholarship, with added \$1.2 million in December 2022, now exceeds \$1.6 million.
- Established in November 2022, the Paul and Courtney Paschall Endowed Scholarship totaled \$25,000.
- Designed and implemented plans to accomplish reaffirmation of ACBSP accreditation; the reaffirmation was officially granted in January 2022.
- Designs and implements plans to achieve AACSB initial accreditation to elevate the academic profile of the college as well as to integrate quality business education applicable to the college’s academic programs. The COB was officially accredited by AACSB on July 19, 2022.
- Provides planning and management leadership as well as vision and support to college programs and personnel emphasizing collegiality, integration, and collaboration among college personnel, programs, and resources.
- Encourages a college- and university-wide culture of student success and academic excellence by emphasizing high academic standards, excellent teaching, faculty and student scholarship and interactions, exemplary student support services, continuous quality improvement, and data informed decision making.
- Pursues the development of a college advancement program focused on the cultivation and acquisition of resources for continuous development and improvement of the college.
- Promotes compliance with all TAMUS Policies and Regulations and all Tarleton Rules and Procedures.
- Provides leadership in the management of college budgets, personnel, and resources.
- Represents the college both internally and externally.
- Advocates for student, faculty, staff, and intellectual and personnel diversity in the college.
- Initiates industry linkages that help update curricula, provide career and internship opportunities for students, and enhance fund-raising opportunities.
- Continued teaching and engaging in scholarly activities as a faculty member.

Associate Dean, College of Business Administration, Tarleton State University, Stephenville, Texas
June 2016-May 2018

- Coordinated all academic programs/departments within the College with department heads and committee/taskforce chairs, including course scheduling, program/degree review and revision, curriculum review and revision, and assessment of student learning.
- Oversaw and coordinates the College’s student experience, including recruitment, admission, and retention.
- Collaborated with the Assistant Vice President for Outreach and Off-Campus Programs and the College’s department heads and Directors of Off-Campus locations on outreach activities consistent with the mission of the University and the College.
- Coordinated the operational function of the academic mission of the College.

- Supported the Dean in strategic planning and external relationship building and maintenance
- Represented the Dean of the College in his/her absence.
- Led the College's efforts to ensure compliance with AACSB, ACBSP, and SACS accreditation standards, including faculty qualification review and revision, faculty sufficiency and deployment, faculty management and support, curricula management and assurance of learning, and student/faculty academic and professional engagement.
- Continued teaching and engaging in scholarly activities as a faculty member.

Department Head, Department of Marketing & CIS, College of Business Administration,
Tarleton State University, Stephenville, Texas September 2015-May 2016

- Administered a department of 12 (7 in CIS and 5 in Marketing) full-time faculty members
- Managed curricula of 2 programs: CIS and Marketing.
- Scheduled classes across the University's 5 campuses (Stephenville, Southwest Fort Worth, Waco, Midlothian, and Online).
- Served as liaison between faculty and administration to facilitate faculty development and productivity.
- Maintained and enhanced outreach with local businesses, alumni, other relevant stakeholders, and other campuses.
- Conducted both Marketing and CIS program reviews.
- Reviewed curriculum, degrees offered, and degree plans.
- Ensured continuous improvement in student learning and up-to-date curricula to meet accreditation requirements (currently SACS, ACBSP, and AACSB accredited).
- Continued teaching and engaging in scholarly activities as a faculty member.

Interim Department Head, Department of Marketing & CIS, College of Business
Administration, Tarleton State University, Stephenville, Texas September 2014-August 2015

- Administered a department of 14 (8 in CIS and 6 in Marketing) full-time faculty members
- Managed curricula of 2 programs: Marketing and Computer Information Systems.
- Scheduled classes across the University's 5 campuses (Stephenville, Southwest Fort Worth, Waco, Midlothian, and Online).
- Served as liaison between faculty and administration to facilitate faculty development and productivity.
- Maintained and enhanced outreach with local businesses, alumni, other relevant stakeholders, and other campuses.
- Conducted both Marketing and CIS program reviews.
- Reviewed curriculum, degrees offered, and degree plans.
- Ensured continuous improvement in student learning and up-to-date curricula to meet accreditation requirements (currently SACS, ACBSP, and AACSB accredited).
- Continued teaching and engaging in scholarly activities as a faculty member.

Graduate/MBA Coordinator, Dillard College of Business Administration, Midwestern State
University, Wichita Falls, Texas August 2010-June 2012

- Worked with the Graduate Program Committee members on both administrative (e.g., admission standards review, evaluation of applicants, and catalog update and review) and curriculum issues (e.g., redesign the Common Body of Knowledge for students without an undergraduate business degree).
- Coordinated graduate curricula and course schedules with department chairs.
- Collaborated with department chairs to ensure continuous improvement in student learning and up-to-date curricula to meet SACS and AACSB accreditation requirements.
- Served as liaison between the College and the Graduate School to ensure both the College and the School are well-informed.
- Promoted the MBA program by participating in graduate program fairs, working with the DCOBA Marketing Coordinator to design promotional materials, and participating in community events that offer opportunities to promote the Program and communicate with prospective MBA students on a regular basis.
- Managed graduate assistants by evaluating applicants, hiring those who are qualified, assigning them to faculty, arranging work hours and schedules, and administering performance evaluation.
- Continued teaching and engaging in scholarly activities as a faculty member.

Department Chair, Department of Management & Marketing, Dillard College of Business Administration, Midwestern State University, Wichita Falls, Texas August 2011-June 2012

- Administered a department of 9 full-time faculty members.
- Managed curricula of 2 programs: Management and Marketing.
- Served as liaison between faculty and administration to facilitate faculty development and productivity.
- Maintained and enhanced outreach with local businesses, alumni, and other relevant stakeholders.
- Reviewed management and marketing curricula and degree plans.
- Ensured continuous improvement in student learning and up-to-date curricula to meet SACS and AACSB accreditation requirements.
- Continued teaching and engaging in scholarly activities as a faculty member.

Department Chair, Department of MIS & Marketing, Dillard College of Business Administration, Midwestern State University, Wichita Falls, Texas August 2008-June 2011

- Administered a department of 6 full-time faculty members.
- Managed curricula of 2 programs: MIS and Marketing programs.
- Maintained and enhanced outreach with local businesses, alumni, and other relevant stakeholders.
- Recruited MIS and Marketing faculty; hired one MIS and one Marketing faculty member
- Conducted program and catalog reviews.
- Continued teaching and engaging in scholarly activities as a faculty member.

TEACHING EXPERIENCE

Tarleton State University

Fall 2014-present

- Undergraduate level
 - Principles of Marketing, Consumer Behavior, Promotional Strategy, Retailing, Marketing Research, Special Topics in Marketing: Marketing Project, Independent Studies in Marketing
- Graduate level
 - Marketing Research

Midwestern State University

Fall 2002-Summer 2014

- Undergraduate level
 - Principles of Marketing, Consumer Behavior, Marketing on the Internet, Marketing Research, Promotion Management, Advanced Marketing Problems, Current Marketing Topics-Sports Marketing, Services marketing, Marketing Management, Independent Studies in Marketing, Marketing Internship, Strategic Management
- Graduate level
 - Seminars in Marketing, Graduate Independent Studies in Marketing, Advanced Applied Business Statistics, Special Graduate Topics in Marketing: Marketing Projects, Independent Studies in Business Administration, Thesis
- Undergraduate/graduate level
 - Marketing Management
 - International Issues in Business-British Studies in London (a study abroad program)

Erfurt University of Applied Sciences, Erfurt, Germany

Fall 2011-Fall 2012

- Marketing for Tourism Services (2012 8th International Summer School, Graduate/Undergraduate)
- Marketing for Tourism Services (2011 7th International Summer School, Graduate/Undergraduate)

ITESM-Chihuahua, Chihuahua, Mexico

Fall 2002-Spring 2003

- Graduate level
 - Market and Clients, Professional Selling, Services Marketing

Southern Arkansas University

Fall 2000-Spring 2002

- Undergraduate level
 - American Enterprise, Principles of Marketing, Consumer Behavior, Advertising, Retailing, Marketing Management

University of Texas at Arlington

Summer 1994-Summer 2000

- Undergraduate level
 - Principles of Marketing
 - Buyer Behavior
 - Personal Selling & Sales Management
 - Marketing Planning/Policy
 - Marketing Research
- Graduate level

- International Marketing

PUBLICATIONS

Referred Journals

- Zhang, G., Schuessler, J. H., & Shao, C. Y. (2025). Small-World Phenomenon of Global Open-Source Software Collaboration on GitHub: A Social Network Analysis. *Journal of Global Information Management (JGIM)*, 33(1), 1-24.
<https://doi.org/10.4018/JGIM.387412>
- Hsu, Tommy, Leona Tam, & Chris Shao (2024). The Effect of Message Claim Type and Attribute Importance on Comparative Advertising. *Academy of Marketing Studies Journal*, 28(5), p. 1-11.
- Zhang, Guoying, Chris Y. Shao, & Charles R. Johnston (2019). Working Students and Their Academic Performance – A Decision Tree Analysis. *Journal of Higher Education Theory and Practice*, 19(7), p. 123-136.
- Shao, Chris, Ceyhan Kilic, & T. Dursun (2018). Devising A Marketing Business Model for the Laboratory for Wellness and Motor Behavior to Promote Independent Living Opportunities for Stroke Survivors. *International Journal of Health Management and Tourism*, 3(1), p. 23-41.
- Gross, Sven, Phillip Wilson, Jie Zhang, Chris Shao, & Alan J. Dubinsky (2016). Selected Antecedents of Consumer Attitude toward a Product in an Eco-Label Context. *International Journal of Business & Management*, 11(5), p. 33-43.
- Zhang, Guoying, Chuck Johnston, & Chris Shao (2014). A Model for Optimally Promoting Application Diffusion on Facebook. *International Journal of Marketing Studies*, 6(4), p. 35-48.
- Comer, Lucette B, Alan J. Dubinsky, Chris Y. Shao, Chia-Chi Chang, & Stacey Schetzslle (2014). A New Approach for Teaching Customer Personality Types in the Personal Selling Course. *Journal of Higher Education Theory & Practice*, 14(2), p. 11-27.
- Staudt, Simone, Chris Y. Shao, Alan Dubinsky, & Phillip H. Wilson (2014). Corporate Social Responsibility, Perceived Customer Value, and Customer-Based Brand Equity: A Cross-National Comparison. *Journal of Strategic Innovation & Sustainability*, 10(1), p. 65-87.
- Tran, Ellie, Ayse N. Balas, Chris Y. Shao, Alan J. Dubinsky, & Larry Jackson (2014). Influence of Brand Differential on Motivation to Confirm and Manufacturer Versus Store Brand Purchase Intention. *International Journal of Business Science & Applied Management*, 9(1), p. 12-23.

- Sager, Jeffrey K., Alan J. Dubinsky, Phillip H. Wilson, & Chris Shao (2014). Factors Influencing the Impact of Sales Training: Test of a Model. *International Journal of Marketing Studies*, 6(1), p. 1-20.
- Sager, Jeffery K., Alan J. Dubinsky, Sanghyun Lee, Phillip H. Wilson, Chris Shao, & David H. Rylander (2013). Salesforce Socialization Revisited: A Search for Salient Constructs. *Journal of Selling & Major Account Management*, 13(2), p. 8-21.
- Winzent, Daniel, Phillip Wilson, Chris Y. Shao, & Grace Zhang (2012). Effectiveness of Celebrity Voice-overs in Advertising Recall. *Journal of Management & Business Research*, 2(1), 6-20.
- Wilson, Phillip, Lesli Womack, Chris Shao, & Charles Johnston (2010). Electronic Customer Relationship Management in Automobile Retailing: One Dealership's Perspective. *Southwest Business and Economics Journal*, 18, p. 17-28.
- Johnston, Charles R., Chris Y. Shao, & Phil H. Wilson (2010). Job Analysis Instrument for Information Technology Project Management. *Journal of Business and Behavioral Science*, 21(2), p. 139-152.
- Wilson, Phil H., Jeff K. Sager, Chris Y. Shao, & Charles Ramser (2008). The Influence of Sales Trainee Expectations on Selected Selling Outcomes. *Midwestern Business and Economic Review*, 42(Fall), p. 139-152.
- Shao, Chris Y., Charles D. Ramser, & Phil Wilson (2006). The Influence of Appropriate Service-Contact-Personnel on the Dimensions of Customer Expectations of Service Quality. *Southwestern Business and Economics Journal*, 14, p. 1-12.
- Tran, Ellie, & Chris. Y. Shao (2006). Wichita Falls Symphony Orchestra: An Exploratory Study. *Midwestern Business and Economic Review*, 37, p. 9-15.
- Shao, Chris Y., & Charles D. Ramser (2004). Attitude toward the Appropriateness of Service-Contact-Personnel Dress. *Southwestern Business Administration Journal*, 4(1), p. 1-11.
- Shao, Chris Y., Julie Baker, & Judy Wagner (2004). The Effects of Appropriateness of Service-Contact-Personnel Dress on Customer Expectations of Service Quality and Purchase Intention: The Moderating Influences of Involvement and Gender. *Journal of Business Research*, 57(10), p. 1164-1176.

Referred Conference Proceedings

- Shao, Chris & Ceyhan Kilic (2018). Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior: A New Branding Concept. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Albuquerque, NM.

- Staudt, Simone, Chris Y. Shao, Jeff Stambaugh, & Phillip H. Wilson (2012). The Effects of Corporate Social Responsibility on Brand Equity and Customer Value. *18th International Business Research Conference*, Las Vegas, NV.
- Wilson, Phillip, Daniel Winzent, Chris Shao, & Grace Zhang (2011). Effectiveness of Celebrity Voice-Over in Advertising. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Houston, Texas.
- Shao, Chris, Guoying Zhang, & Chuck Johnston (2011). Advertising Using a Facebook Application. *FBD-Decision Sciences Institute Annual Conference*.
- Shao, Chris Y., John E. Martinez, Phil H. Wilson, & Grace G. Zhang (2009). The Moderating Influence of Culture Value on the Relationship Between Dress and Customer Affect. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Oklahoma City, Oklahoma.
- Ramser, Charles, Chris Shao, Elle Tran, & Phillip Wilson (2006). The Influences of Brand Differential on Motivation to Conform to the Norm of Purchasing Manufacturer Brand Product and the Purchase Intent of Store Brand Product. *International Society of Business Disciplines*, Las Vegas, Nevada.
- Shao, Chris Y. (2003). Attitude toward the Appropriateness of Service-Contact-Personnel Dress. *2003 National Conference of the Academy of Business Administration*, p.187-194.
- Shao, Chris Y. (2002). The Effects of Appropriateness of Service-Contact-Personnel Dress on Customer Affect: The Moderating Influence of Gender. *2002 National Conference of the Academy of Business Administration*, p. 69-76.
- Shao, Chris Y. & Azmi B. Ahmad (2001). The Effects of Appropriateness of Service-Contact-Personnel Dress on Customer Expectations of Service Quality: The Moderating Influences of Gender and Age. *2001 Conference on Emerging Issues in Business and Technology Proceedings*, p. 63-72.

Presentations

- Hsu, Chun Kai (Tommy), & Chris Y. Shao (2025). Consumer Entitlement and Consumer Expectations. *2025 Atlantic Marketing Association Conference*, Portland, ME.
- Chen, Rui (Aray), Ceyhan (C.K.) Kilic, Tara Whitson, & Chris Y. Shao (2025). Acquiring Marketing Skills Through Experience Learning. *2025 Atlantic Marketing Association Conference*, Portland, ME.
- Hsu, Chun-Kai (Tommy), & Chris Shao (2024). Stimulus Codability & Attribute Typicality on Attitudes. *2024 Atlantic Marketing Association Conference*, Charleston, SC.
- Shao, Chris, & Ceyhan Kilic (2018). Antecedents of Independent Living: A Conceptual Framework for the Laboratory for Wellness and Motor Behavior: A New Branding

- Concept. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Albuquerque, NM.
- Dunn, Elizabeth, & Chris Shao (2016). The Effects of Website Personality and Human Personality on Expectations and Predictions of Service Quality. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Oklahoma City, Oklahoma.
- Rippé, Cindy B., Chris Y. Shao, & Alan Dubinsky (2015). Homework: Helping the Outside Salesperson Balance Work and Home. *2015 Marketing Management Association Spring Conference*, Chicago, IL.
- Staudt, Simone, Chris Y. Shao, Jeff Stambaugh, & Phillip H. Wilson (2012). The Effects of Corporate Social Responsibility on Brand Equity and Customer Value. *18th International Business Research Conference*, Las Vegas, NV.
- Zhang, Grace, Chris Shao, & Chuck Johnston (2011). "Do 'Good Students' that Work Just Find a Way to be Good?" *Second Annual Scholarship Colloquium-MSU*, Wichita Falls, Texas.
- Wilson, Phillip, Daniel Winzent, Chris Shao, & Grace Zhang (2011). Effectiveness of Celebrity Voice-Over in Advertising. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Houston, Texas.
- Johnston, Chuck, Shao, Chris, & Wilson, Phil (2010). Some Suggestions for a Job Analysis Instrument for Information Technology Project Management. *American Society for Business and Behavioral Science (ASBBS)*, Las Vegas, Nevada.
- Shao, Chris, Johnston, Chuck, Wierschem, David, Wilson, Phil, & Zhang, Grace (2010). Consumer Self-Entitlement and Customer Expectations of Service Quality. *American Society for Business and Behavioral Science (ASBBS)*, Las Vegas, Nevada.
- Shao, Chris Y., John E. Martinez, Phil H. Wilson, & Grace G. Zhang (2009). The Moderating Influence of Culture Value on the Relationship Between Dress and Customer Affect. *FBD-Association of Collegiate Marketing Educators (ACME) Annual Conference*, Oklahoma City, Oklahoma.
- Ramser, Charles, Chris Shao, Elle Tran, & Phillip Wilson (2006). The Influences of Brand Differential on Motivation to Conform to the Norm of Purchasing Manufacturer Brand Product and the Purchase Intent of Store Brand Product. *International Society of Business Disciplines*, Las Vegas, Nevada.
- Tran, Ellie & Chris Y. Shao (2005). Influence of Income, Motivation to Conform, and Brand Differential on Store Brand Product Purchase Intent. *2005 INFORMS Marketing Science Conference*, Atlanta, GA.

Shao, Chris Y. (2003). Attitude toward the Appropriateness of Service-Contact-Personnel Dress. *2003 National Conference of the Academy of Business Administration*, Las Vegas, NV.

Shao, Chris Y. (2002). The Effects of Appropriateness of Service-Contact-Personnel Dress on Customer Affect: The Moderating Influence of Gender. *2002 National Conference of the Academy of Business Administration*, Key West, FL.

Shao, Chris Y. & Azmi B. Ahmad (2001). The Effects of Appropriateness of Service Contact-Personnel Dress on Customer Expectations of Service Quality: The Moderating Influences of Gender and Age. *2001 Conference on Emerging Issues in Business and Technology Proceedings*.

Shao, Chris Y., Julie Baker, & Judy Wagner (2000). The Effects of Service-Contact-Personnel Dress on Customer Expectations of Service Quality and Purchase Intention: The Moderating Influences of Involvement and Gender. *Third Retail Strategy and Consumer Decision Research Seminar*, Orlando, FL.

SERVICE ACTIVITIES

AACSB Initial Accreditation Mentor

College of Management, National Chi Nan University, Taiwan

April 2023-present

ACBSP Program Evaluator

College of Business, Concordia University Chicago, River Forest, IL

March 2020

Tarleton State University

Chair

- Search Committee, Dean of the School of Health & Service Professions, University, Summer 2022
- Search Committee, Dean of the School of Kinesiology, University, Spring 2022
- College Review for Promotion & Tenure Committee, COB, 2018-2023
- Suspension/Appeals Committee, COB, 2016-2018
- Comparable Schools Taskforce, COB, 2015-2016

ExOfficio

- COB Globalization Committee, COB, 2018-2023
- Faculty Qualification Committee, COB, 2018-2023
- Strategic Planning Committee, COB, 2017-2023
- Faculty Recognition Committee, COB, 2016-2023
- Student Advocacy Committee, COB, 2016-2019
- Graduate Programs Committee, COB, 2016-2018

Member

- COB Promotion and Tenure Policy Review Committee, 2024-present
- COB Curriculum Committee, COB, 2023-present
- College Review for Promotion and Tenure, COB, 2023-present

- Presidential Advisory Council, University, 2021-2023
- University Strategic Planning Council, University, 2020-2023
- University Space Advisory Council, University, 2019-2023
- University Budget Council, University, 2018-2023
- Dean's Council, University, 2018-2023
- Academic Collaboration Team, University, 2018-2023
- Innovation & Planning Team, University, 2018-2023
- Space Advisory Council, University, 2018-2023
- Student Affairs Marketing CAS Review, University, 2017-2023
- Academic Council Executive Team, University, 2016-2023
- Assurance of Learning Committee, University, 2016-2023
- Carnegie Steering Committee, University, 2016-2023
- Combined Council, University, 2016-2023
- Marketing Communications Taskforce, COB, 2015-2016
- Academic Council, University, 2014-2023
- Assurance of Learning Committee, COB, 2014-2016
- COB Globalization Taskforce, COB, 2014-2016
- Faculty Qualification Committee, COB, 2014-2015

Midwestern State University

Chair

- Department of Management & Marketing, DCOBA, 2011-2012
- Department of MIS & Marketing, 2008-2011
- Graduate/MBA Program Committee, DCOBA, 2010-2012
- DCOBA Research Committee, Fall 2005-2008

Coordinator

- DCOBA Graduate/MBA program, DCOBA, 2010-2012

Member

- University Undergraduate Research and Creativity Forum Committee, 2013-2014
- University Scholarship Committee, 2012-2014
- University Core Curriculum Committee, 2011-2014
- University Graduate Council, 2010-2012
- DCOBA Globalization of Curriculum Task Team, 2010-2014
- DCOBA Marketing Task Team, 2010-2013
- DCOBA Alumni Survey Committee, 2009-2011
- DCOBA AACSB Assessment Committee, 2009-2010
- DCOBA Tenure and Promotion Committee, 2006-2008, 2009-2010
- University International Education Advisory Committee, 2005-2014
- DCOBA AACSB Continuous Improvement Task Team, 2005-2009
- University Alumni Affairs Council, Fall 2004-2005
- University Student Allocations Committee, 2004-2006
- University Alumni Affairs Council, 2004-2005

- DCOBA Graduate Curriculum Advisory Committee, 2004-2008
- DCOBA Faculty Senator, 2003-2005

Faculty Advisor

- MBA students, 2010-2012
- American Marketing Association, 2002-2005, 2011-2014
- Marketing majors, 2002-2014

Faculty Sponsor

- Internships (Undergraduate & Graduate)

Chair/Member

- Thesis Committees (chaired 4 theses)
- Graduate Research Paper Committees

Southern Arkansas University

Member

- Student Media Committee, 2001- 2002
- New Student Mentoring Program, 2001- 2002
- Intellectual Contribution Committee, 2000- 2002

Faculty Advisor

- Student Marketing Association, 2001- 2002
- Marketing students, 2000- 2002

Community Services

Chair

- Marketing Subcommittee, Torch Committee, the Better Business Bureau of North Central Texas, 2003-2007

Member

- Ad Hoc Marketing Think Tank, the Wichita Falls Chamber of Commerce & Industry, Wichita Falls, Texas, Fall 2011
- State Employee Charitable Campaign (SECC), Local Employee Committee (LEC), 2005-2006
- North Texas United Way Community Investment Division Panel, 2005-2014

Professional Services

Session Chair

- Management of Learning and Projects: *American Society of Business and Behavioral Sciences*, Las Vegas, 2010
- Best Practices in Professional Selling: *American Society of Business and Behavioral Sciences*, Las Vegas, 2010
- Marketing: *International Society of Business Disciplines*, Las Vegas, 2006

Journal Article Reviewer

- *Southwest Business and Economics Journal*, 2005-2014
- *Midwestern Business and Economic Review*, 2005-2014
- *Journal of the Academy of Business Administration*, 2003-2014

Textbook Reviewer

- *Essential of Marketing Research*, Spring 2012
- *Marketing Management*, Fall 2004

HONORS

Steve Steed COB Impact Award, Tarleton State University, 2022

Outstanding Professor of the College of Business Administration, Midwestern State University, 2014

Dillard College of Business Administration Dean's Award for Teaching Excellence, Midwestern State University, 2008

Outstanding Professor of the College of Business Administration, Midwestern State University, 2008

Outstanding Professor of the College of Business Administration, Midwestern State University, 2003

The Society for Marketing Advances Doctoral Consortium Fellow, 1999

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Marketing Association
Marketing Management Association
Society for Marketing Advances
The International Honor Society: Beta Gamma Sigma

CONSULTING EXPERIENCE WITH STUDENT TEAMS

Developed an event plan for the Tarleton SBDC for the Entrepreneurs of Erath (EOE) Business Plan Competition, Tarleton State University, Stephenville, Texas, Fall 2021; the event plan is implemented in Spring 2022.

Developed a marketing plan for the Laboratory for Wellness & Motor Behavior, Tarleton State University, Stephenville, Texas, Spring 2016; the marketing plan evolved into a business plan, and was submitted to TCU's Richards Barrentine Values and Ventures Competition.

Conducted a second customer satisfaction study for Mi Famila, a Mexican restaurant in Stephenville, Texas, in Spring 2016; the project is a continuation from the study in Spring 2015.

Conducted a customer satisfaction study for Mi Famila, a Mexican restaurant, Stephenville, Texas, Spring 2015; the owner planned to implement part of the recommendations and has requested an additional study for the Granbury location.

Developed a marketing plan for the City of Hamilton, Texas, Spring 2015; the City planned to implement part of the plan.

Developed a marketing plan for the Venable Center, Stephenville Texas, Spring 2015.

Developed a marketing plan for the Patterson Agency, Stephenville, Texas, to grow, Fall 2014; the Agency planned to implement part of the plan.

Developed a marketing plan for Wolfe Nursery Direct, Stephenville, Texas, to grow into the DFW area, Fall 2014; the Nursery planned to implement part of the plan.

Developed a marketing plan for the Wichita Falls Municipal Airport, Wichita Falls, Texas, to grow, Spring 2014; the Airport planned to implement part of the plan.

Conducted a customer satisfaction study for the Wichita Falls Municipal Airport, Wichita Falls, Texas, Spring 2014; the Airport planned to implement part of the recommendations.

Developed a marketing plan, the second one, for the Texas Work Services, Inc., Wichita Falls, Texas, to market a new service, Fall 2013; the organization implemented the plan.

Developed a marketing plan for the Fain Presbyterian Church, Wichita Falls, Texas, to grow its memberships, Fall 2013; due to budget constraint, the Church implemented part of the plan.

Conducted a qualitative marketing research for the Wichita Falls Museum of Art at Midwestern State University, Spring 2013.

Developed a marketing plan, the second one, for the Wichita Falls Museum of Art at Midwestern State University, Spring 2013; the Museum implemented the plan.

Developed a marketing plan for the Fitness Center at Vernon College's Century City Campus, Spring 2013.

Designed a cover for the Dillard College of Business Administration, MSU, to be used in the *Bloomberg Businessweek* cover, Fall 2012.

Developed a marketing plan for the First Methodist Church, Wichita Falls, Texas, to grow its memberships, Fall 2011; due to human resource constraint, the Church implemented part of the plan.

Developed a marketing plan for the Wichita County Humane Society, Wichita Falls, Texas, to change its image, Fall 2011; due to budget constraint, the Society implemented part of the plan.

Developed a marketing plan for the Texas Work Services, Inc., Wichita Falls, Texas, to grow into individual consumer markets, Fall 2011; due to time and budget constraints, the organization implemented part of the plan.

Designed a cover for the Dillard College of Business Administration, MSU, to be used in the *Bloomberg Businessweek* cover, Fall 2011.

Designed a quantitative questionnaire for the Arc Thrift Store, Wichita Falls, Texas, to improve its retail operations, Spring 2011; due to the Store's personnel change, the project was suspended.

Conducted and presented a qualitative study for the Interfaith Ministries, Inc., Wichita Falls, Texas, regarding employee satisfaction, Fall 2010; the organization used the project as part of its assessment.

Designed a cover for the Dillard College of Business Administration, MSU, to be used in the *Bloomberg Businessweek* cover, Fall 2010.

Designed a quantitative questionnaire for the First Step Family Store, Wichita Falls, Texas, to improve its retail operations, Fall 2010; due to the Store's personnel change, the project was suspended.

Conducted and presented a situation analysis (SWOT) for the North Central Texas Community Healthcare Center, Inc., Wichita Falls, Texas, for its accreditation report, Fall 2009 – Spring 2010; the analysis was incorporated into the organization's accreditation report.

Conducted and presented a marketing research project for the Moffett Library at MSU, Wichita Falls, Texas, to improve its patronage, Fall 2009; the Library implemented the recommendations.

Designed and presented a marketing plan for the Graduate School at MSU, Wichita Falls, Texas, to grow, Fall 2009; due to time and budget constraints, the School implemented part of the plan.

Designed a qualitative questionnaire to be used for Asset Mapping in East Wichita Falls, Wichita Falls, Texas, Fall 2009; due to personnel change, the project was suspended.

Designed and presented the main theme of marketing communications campaign for the Wichita Falls Adult Literacy Council (WALC), Wichita Falls, to change its image, Fall 2009.

Analyzed data and presented the results for the Wichita Falls Fire Fighter Association (IAFF Local 234), Wichita Falls, Texas, Spring 2008; the Association used the analysis as justifications for salary increase.

Conducted and presented a marketing research project for the Recreational Sports/Wellness Center/Programs (RS/WP) at MSU, Wichita Falls, Texas, for continuous improvement, Fall 2008; the Center implemented the recommendations.

Conducted and presented a marketing research project for the Interfaith Ministries, Inc., Wichita Falls, Texas, regarding customer and volunteer satisfaction, Fall 2008 – Spring 2009; the organization implemented the recommendations.

Designed and presented a marketing plan for the Wichita Falls Museum of Arts, Wichita Falls, Texas, to grow, Fall 2007; due to personnel change, the Museum implemented part of the plan.

Designed and presented a promotion plan for the Senior Citizens Services of North Texas, Inc., Wichita Falls, Texas, to change its image, Fall 2005; due to budget constraint, the organization implemented part of the plan.

Designed and presented a marketing plan for the City of Electra, Electra, Texas, to increase its tourist traffic, Spring 2004; due to personnel change, the City implemented part of the plan.

Designed and presented a marketing plan for the Wichita Falls Symphony Orchestra, Wichita Falls, Texas, to grow, Spring 2004.

Conducted and presented a marketing research project for the Wichita Falls Symphony Orchestra, Wichita Falls, Texas, to study audience preference, Fall 2003.