

John J. Newbold
Associate Professor of Marketing
Sam Houston State University
Department of Management and Marketing
Huntsville Texas, 77341-2056
Phone: 936-294-1274
Email: jnewbold@shsu.edu
(updated 9/5/17)

EDUCATION

DBA: St. Louis University, 1993
MBA: University of Cincinnati, 1982
Bachelor of Science; Illinois State University, 1980

PREVIOUS TEACHING EXPERIENCE

St. Louis University, St. Louis MO (adjunct, 1985 - 1993)
Washington University, St. Louis, MO (adjunct, 1986)

COURSES TAUGHT

<u>Graduate Courses</u>	<u>Undergraduate Courses</u>
Marketing for Financial Services Marketing Seminar Marketing Problems Social Media Marketing Independent Study/ Directed Study	Principles of Marketing <ul style="list-style-type: none">- Traditional format- Hybrid format- Correspondence format- Online format Market Research Retailing Marketing Strategy (Capstone) <ul style="list-style-type: none">- Traditional format- Hybrid format International Management and Marketing <ul style="list-style-type: none">- Traditional format- Hybrid format Services Marketing Consumer Behavior Independent Study/ Directed Study

COURSES DEVELOPED

MKTG 5350 #1: Marketing Problems: Graduate Level; course designed in concert with a leading provider of online marketing services (Marketo). Course covers the administration and strategic implications of social media, email and marketing automation.

MKTG 5350 #2: Marketing Problems: Graduate Level; Course covers the administration and strategic implications of social media, email and marketing automation. Course involved creating a Social Media Marketing Plan for a local business partner: Houston Methodist Hospital the Woodlands and their Orthopedic and Sports Medicine Center.

MKTG 5330 (EMBA), Marketing Strategy: Graduate Level; Marketing for Financial Services; developed in support of Banking Executive MBA program

MKTG 4380 for AMA Club; Special Topics in Marketing: Lectures tailored to club activities, including topics on Leadership, Project Development and Personal Selling

MKTG 4340/4350; International Management and Marketing, International Market Research; Special curriculum designed for a summer program involving 4 weeks in Costa Rica. Includes visiting government agencies and local businesses. Implemented summer 2012

MKT 3310; Principles of Marketing; CORRESPONDENCE/ONLINE: Adapted the core Marketing Principles course to be offered online as a correspondence course. Ongoing updates of course.

MKT 3353; Retailing; CORRESPONDENCE/ONLINE: Adapted the elective Principles of Retailing course to be offered online as a correspondence course. Ongoing updates of course.

MKT 3310; Principles of Marketing; HYBRID: Adapted traditional principles course to incorporate more elements of an online course.

MKTG 3310; Principles of Marketing; ONLINE: Adapted traditional course to a pure ONLINE format.

MKT 4390; Marketing Strategy; HYBRID: Adapted traditional capstone course to incorporate more elements of an online course.

MKT 4340; International Management and Marketing; HYBRID: Adapted traditional course to incorporate more elements of an online course.

**MKTG 5390: Special Project: Cynthia Woods Mitchell Cultural Events
Subscriber Project (2015)**

**MKTG 4380: Special Project: The Woodlands Waterway Arts Festival
Economic Impact Project (2016)**

AWARDS/HONORS

2017 Alumni Attitude Study: “Most Impactful” SHSU Person

Survey of SHSU Alumni (n = 1,300) fielded March/April 2017.

Unaided question: “Name one person who had a special impact on your experience as a student.”

One of only 4 current faculty reported to University Leadership in presentation of findings.

Special Guest: Houston Shrimp Tank Podcast

Served as special guest with a focus on Marketing Strategy.

Podcast aired live on August 30, 2017.

Sam Houston State University: Excellence in Teaching Award Recipient for 2012

Student-nominated and determined by a committee of peers, this award is given annually to a single faculty member across the entire University for distinguished teaching.

Sam Houston State University: College of Business Administration: Faculty Excellence Award Recipient for 2009

This award given to single faculty member among total college who achieved the greatest evaluation scores across all three dimensions of excellence: teaching, research and service determined over a three year period..

RESEARCH INTERESTS

Distance Learning; Marketing Instruction & Pedagogy
Marketing on the Internet; Social Media; Internet 2.0

PRESENTATIONS/PROCEEDINGS

#	Paper/Case	Co-author	Presented
	2003 (5)		
1	Paper and Conference Proceedings: "Technology Transfer in the Nonprofit Domain: Three Precautionary Tales"	Bill Kilbourne	Proceedings: Atlantic Marketing Association Annual Conference; Portland ME October 1 – 4, 2003
2	Case: The University Hotel: Developing A Marketing Strategy	Sanjay Mehta	Case Book: <u>Great Ideas in Retailing</u> ; Evans and Berman; Published Summer 2003
3	Paper and Conference Proceedings: "Truck-Side Advertising: An Appraisal"	Sanjay Mehta Mark Leipnik	Proceedings: European Association of Business Research Annual Conference; June 9 – 12, 2003, Venice, Italy
4	Case: "Marketing Plan Project: Working With Local Small Businesses"	Sanjay Mehta	Case Book: <u>Great Ideas in Teaching</u> ; Lamb and Hair
5	Proceeding: "Harnessing the Synergy Between Marketing Students and the Local Community: Writing Marketing Plans for Small Businesses"	Sanjay Mehta	Proceedings: Marketing Management Association 8 th Annual Fall Educator's Conference; September 11-12, 2003; Nashville, TN
	2004 (1)		
6	Presentation: "Developing Service-Learning Marketing Projects"	(none)	COBA Research Forum, November 16, 2004
	2005 (3)		
7	Paper and Conference Proceedings: : "Implementing Service-Learning for a Marketing Capstone Course"	(none)	American Democracy Project Annual Conference; Portland, Oregon, June 16 – 18, 2005
8	Paper and Conference Proceedings: "The Marketing Implications of the Entrance of For-Profit Firms In a Traditionally Non-Profit Industry: The Case of the US Hospice Industry"	(none)	Mid-South Association of Business Disciplines Annual Conference; Austin, Texas; October 7 – 8, 2005
9	Paper and Conference Proceedings; "The Role of Marketing in an Emerging Healthcare Sector: The Case of For-Profit Hospices"	Sanjay Mehta Irfan Ahmed	Society for Marketing Advances Annual Conference; San Antonio, Texas, November 6 – 9, 2005
	2006 (4)		
10	Case: "Vista Care Healthcare"	Vic Wayhan	Southwest Case Research Association Annual Conference; Oklahoma City, Oklahoma, Mar. 1 – 4, 2006
11	Case: "Odyssey Healthcare"	Vic Wayhan	Southwest Case Research Association Annual Conference; Oklahoma City, Oklahoma; March 1 – 4, 2006
12	Embryo Case: "Heartland Kennel"	Irfan Ahmed	Association of Collegiate Marketing Educators Annual Conference; Oklahoma City, Oklahoma; March 1 – 4, 2006
13	"The Macro Marketing Implications of the Entrance of For-Profit Firms in Traditionally Non-Profit Markets: The Case of the US Hospice Industry"	(none)	American Society of Business and Behavioral Sciences Annual Conference; Las Vegas, Nevada; February 23 – 26, 2006
	2007 (5)		
14	"What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation: Preliminary Findings"	(none)	American Society of Business and Behavioral Sciences Annual Conference; Las Vegas, Nevada; February 22 – 25, 2007

15	"On Becoming Tri-fective": Maximizing the Synergy Between Teaching, Research and Service Activities	Sanjay Mehta	Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 – 29, 2007
16	"Using Market Research to Better Implement an Alumni Relationship Management (ARM) Model"	Sanjay Mehta	Marketing and Management Association (MMA) Fall Educator's Conference; St. Louis, MO; September 26 – 29, 2007
17	"What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation"	(none)	International Academy of Business and Economics (IABE) Annual Conference; Las Vegas, Nevada; October 14 – 17, 2007
18	"Rape as a War Crime: Transitional Societies and the Shaping of Women's Rights"	Tamara Waggener	Alliances of Universities for Democracy(AUDEM) 18 th International Annual Conference; Cluj-Napoca, Romania; November 4 – 7, 2007
2008 (4)			
19	"The Hospice Care Industry: Marketing Challenges"	Irfan Ahmed Rashmi Prasad	Association of Collegiate Marketing Educators (ACME) Annual Conference; Houston, TX; March 6 – 8, 2008
20	"Committing to Civic Engagement: Bottom Up and Top Down"	Joyce McCauley, Lee Miller	American Democracy Project Annual Conference; Snowbird Utah, June 11 – 15, 2008
21	"Understanding the Special Needs of Commuter Students"	Aaron Ruchti, Sanjay Mehta	Marketing Management Association 13 th Annual Fall Educator's Conference; Louisville, Kentucky; Sept 24 – 27, 2008
22	"Understanding the Special Needs of First Generation Students"	Matt O'Rourke, Sanjay Mehta	Marketing Management Association 13 th Annual Fall Educator's Conference; Louisville, Kentucky; Sept 24 – 27, 2008
2009 (6)			
23	"Using Marketing To Understand the Needs of Non-Traditional Students"	Patricia Forbus, Sanjay Mehta	The International Academy of Business and Public Administration Disciplines (IABPAD) Winter Conference Orlando Florida, January 4 – 6, 2009
24	"University Alumni Relationship Model"	Patricia Forbus, Sanjay Mehta	First Annual General Business Conference, Sam Houston State University, April 17 – 18, 2009.
25	"Examining Commuter Students' Lack of Involvement and Identification with an Institution of Higher Education"	Sanjay Mehta Patricia Forbus	Marketing Management Association (MMA) Fall Educator's Conference; St. Louis, MO, Sept 23 – 25, 2009
26	"Hybrid versus Traditional Course: An Experiment in an Undergraduate Principle of Marketing Course"	Sanjay Mehta Patricia Forbus	Marketing Management Association (MMA) Fall Educator's Conference; St. Louis, MO, Sept 23 – 25, 2009
27	"Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes"	Sanjay Mehta, Aaron Ruchti	International Academy of Business and Economics (IABE) Annual Conference, Las Vegas, NV, October 18 – 21, 2009
28	"Non-traditional Students' Surprising Satisfaction With Higher Education"	Sanjay Mehta, Patricia Forbus	The International Academy of Business and Public Administration Disciplines (IABPAD) Conference ,Memphis, TN, October 22 – 25, 2009
2010 (12)			
29	"Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus"	Sanjay Mehta, Patricia Forbus	Clute Conference, January, 2010, Orlando

30	Case: "Lake Road Laundromat: Secondary Research Analysis"	Sanjay Mehta	SWCRA (Southwest Case Research Association) Annual Conference; Dallas, Texas ;March 2 – 6, 2010
31	Case: "Murski's Icehouse: Critiquing the Surveys of customers and Non-Customers"	Sanjay Mehta	SWCRA (Southwest Case Research Association) Annual Conference; Dallas, Texas ;March 2 – 6, 2010
32	Paper: "Utilizing the Undergraduate Market Research Course To Teach, Publish and Serve: A Method of Creating Value for Students, the Professor, and the School"	Sanjay Mehta	ACME (Association of Collegiate Marketing Educators) Annual Conference; Dallas, Texas; March 2 – 6, 2010
33	Paper: "Commuter Students vs. Non-Commuter Students: A Gap Analysis Examination of Differences in Satisfaction with Higher Education"	Sanjay Mehta	ACME (Association of Collegiate Marketing Educators) Annual Conference; Dallas, Texas; March 2 – 6, 2010
34	Paper: " Incorporating Entrepreneurship Principles into the Marketing Curriculum"	Sanjay Mehta	MMA (Marketing Management Association) Spring Conference); Chicago, IL; March 24 – 26, 2010
35	Paper: "The American Community Survey (ACS): An Important Source of Secondary Data for Marketing Research"	Sanjay Mehta	MMA (Marketing Management Association) Spring Conference); Chicago, IL; March 24 – 26, 2010
36	"Commuter Students: Involvement and Identification With an Institution of Higher Education"; Awarded BEST PAPER	Sanjay Mehta, Patricia Forbus	Allied Academies Spring Conference;, New Orleans, LA; April, 14 – 16, 2010
37	"A Study of Nontraditional and Traditional Students in Terms of their Time Management Behaviors, Stress Factors and Coping Strategies"; Awarded BEST PAPER	Patricia Forbus, Sanjay Mehta	Allied Academies Fall Conference; Las Vegas, NV; October 13 -15, 2010
38	"First Generation University Students: Motivation, Academic Success and Satisfaction with the University Experience"	Patricia Forbus, Sanjay Mehta	IABPAD Fall Conference; New Orleans, LA; October 21 – 24, 2010
39	"University Commuter Students: Time Management, Stress Factors and Coping Strategies"	Patricia Forbus, Sanjay Mehta	Advances in Business Research Symposium; Fort Smith, Arkansas; October 27 – 28, 2010
40	"An Investigation into Business Student Attitudes About anti-Intellectualism, Entitlement, Self-Efficacy, Stress and Cheating"	(none)	Association of Universities for Democracies (AUDEM) Annual Conference; Pecs, Hungary; November 14 – 16, 2010
	2011 (1)		
41	"The Instrumentality of Social Media in Political Protest"	(none)	Association of Universities for Democracies (AUDEM) Annual Conference; Dubrovnik, Croatia, October 23 – 26, 2011
	2012 (5)		
42	"Online Teaching: Problems and Perspectives"	(none)	SHSU Annual General Business Conference; Huntsville, Texas; April 13 – 14, 2012.
43	"Making Your Online Class Improve Your Course Assessment Process"	(none)	SHSU DELTA Annual Online Teaching and Learning Conference
44	"Just Who Are These Students?"	Sanjay Mehta, Michael Pass, R. G. Lee	SHSU CHSS Annual Teaching Conference, August 23, 2012
45	"The Assessment Process in the College of Business Administration"	Doug Berg	SHSU COBA Effective Teaching Speaking Series; October 4, 2012
46	"Leveraging New Media to Leapfrog Traditional Learning Management Systems"	Andy Bennett	Association of Universities for Democracy (AUDEM) Annual Conference, Kielce, Poland, October 28 – 30, 2012

	2013 (1)		
47	"Presenting the Zero-Footprint University"	Andy Bennett	Association of Universities for Democracy (AUDEM) Annual Conference, Sarajevo, Bosnia-Herzegovina; October 13 – 15, 2013
	2014 (3)		
48	"Examining Faculty Satisfaction with the Distance Education Teaching Experience"	(none)	Global Business and International Management Conference; Seattle Washington, January 18 – 20, 2014
49	"Examining Student and Faculty Satisfaction with the Distance Education Experience"	(none)	American Society of Business and Behavioral Sciences Annual Conference; Las Vegas, NV; February 20 – 23, 2014
50	"We Were Watching the Dog: Recent Developments in Technology for Education and Their Implications"	(none)	SHSU Future Tech Conference; Huntsville, Texas, March 6 – 8, 2014
	2015 (3)		
51	"Distance Education: Investigating the Linkage Between Faculty Satisfaction with Internal Support and Student Satisfaction with the Course".	(none)	Allied Academies International Spring Conference; New Orleans, LA; April 8 – 10, 2015
52	"Qualitative Investigation of Organization and Website Activities for Interactive Marketing Associations Across the US"	Elizabeth Malota	SHSU 7 th General Business Conference 2015; Huntsville, Texas; April 17-18, 2015
53	"Examining the Relationship Between Course Attributes and Course Evaluations"	(none)	Allied Academies Fall International Conference; Las Vegas, Nevada; October 14 – 17, 2015
	2016 (7)		
54	"Examining the Impact of Course and Instructor Attributes on Overall Student Course Evaluations"	(none)	ASBBS Annual Conference; Las Vegas, Nevada; February 18 – 21, 2016
55	"The Impact of the Financial Crisis on Consumers and Marketing"	(none)	SHSU Hot Topics Speaker Series; March 30, 2016
56	"Profiling Patrons of the Cynthia Woods Mitchell Pavilion Contemporary Concert Series (2015)"	Brittany Jumper	(SHSU) The Woodlands Center Research Symposium; The Woodlands, Texas; April 9, 2016
57	"Measuring the Economic Impact of the Cynthia Woods Mitchell Pavilion Contemporary Concert Series (2015)"	Madeleine Mortimore	(SHSU) CHSS Annual Undergraduate Research Symposium; Huntsville, Texas; April 23, 2017
58	"Teacher Talk: Q & A With the Experts"	(none)	(SHSU) Teaching and Learning Conference; Huntsville, Texas; August 18, 2016.
59	"Excellence in Teaching Panel Discussion"	(none)	(SHSU) College of Business Administration Annual Learning Retreat; Huntsville, Texas; October 7, 2016
60	"Evaluating the Economic Impacts and Marketing Implications of a Major Arts Festival"	(Bill Green)	IABPAD Fall Conference; New Orleans, LA; October 19 – 22, 2016
	2017 (6)		
61	"Navigating the Distance Education Landscape in 2017 and Beyond"	(Bill Angrove)	INTED Annual International Conference, Madrid, Spain; March 6 – 8, 2017

62	"Using In-Class Journals to Promote Learning Objectives"	(Stan Solomon)	SHSU (CHSS) Teaching and Learning Conference; August 17, 2017; Huntsville, Texas
63	"Marketing Strategy for Entrepreneurs"		Houston Shrimp Tank Podcast; August 30, 2017
64	"Using a Student Workbook to Promote Learning In an International Marketing Management Class"		Marketing Management Association Fall Educator's Conference; September 20 – 23, 2017; Pittsburgh, PA
65	"Creating a Course Workbook Enhances the In-Class Experience"		Marketing Management Association Fall Educator's Conference; September 20 – 23, 2017; Pittsburgh, PA
66	"Art Festival Participants' Motives and Satisfaction in Attendance: Attribute Ratings at a Major Art Festival" Awarded Best Paper	(Art Wolfskill)	Academy of Business Research Annual Conference; San Antonio Texas; November 1 – 3, 2017
	2018		
67	"Assessing the Effectiveness of Student Workbooks in an International Marketing Management Class"		IABPAD Spring Conference; Dallas, Texas; April 19 – 22, 2018
68	"Meeting The Needs Of Post-Traditional Students With Distance Education Programs And Infrastructure"	(Bill Angrove)	Czech Institute of Academic Education Annual Conference; Vienna, Austria; July 6 – 7, 2018

REFEREED PUBLICATIONS

#	<u>Article</u>	<u>Co-author</u>	<u>Journal</u>
	2006 (1)		
1	Case: "VistaCare Healthcare"; Accepted October 11, 2006 to be published in a future issue	(none)	<u>Journal of Applied Case Research</u> ; Volume 6, Number 1 2006
	2007 (3)		
2	Article: "A Macromarketing Perspective on the US Hospice Industry's Shift to For-Profit Providers"	(none)	<u>Journal of Academy of Business</u> , Cambridge Volume 10, Number 2, March 2007; pp. 45 - 51
3	Article: "What Market Intelligence Can Learn From Investigative Journalism and Criminal Investigation"	(none)	<u>Review of Business Research</u> ; Volume VII, Number 4, 2007
4	Case: "Odyssey Healthcare" Accepted January 26, 2007 to be published in a future issue	(none)	<u>Journal of Applied Case Research</u> ; Volume 7, Number 1, 2007
	2008 (2)		
5	"Odyssey Healthcare: Issues of Fiduciary Malfeasance and Class Action Suits"	Laura Sullivan	<u>Journal of Finance Case Research</u> ; Volume 10, Number 2, 2008
6	"Odyssey Healthcare: A Department of Justice Investigation Related to the False Claims Act"; Accepted June 7, 2007 to be published in a future issue.	Laura Sullivan	<u>Journal of the International Academy for Case Studies</u> ; Volume 14, No.7, 2008, p. 11 - 24

	2009 (1)		
7	"Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes"	Sanjay Mehta Aaron Ruchti	<u>Review of Business Research</u> ; Volume 9, no. 3, 2009
	2010 (2)		
8	"Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus"	Sanjay Mehta, Patricia Forbus	<u>Contemporary Issues in Education Research</u> Volume 3, Number 3; April 2010
9	"A Comparative Study Between Non-Traditional and Traditional Students in Terms of Their Demographics, Attitudes, Behavior and Educational Performance"	Sanjay Mehta, Patricia Forbus	<u>International Journal of Education Research</u> : Vol. 5, No. 1; Winter 2010
	2011 (5)		
10	"Why Do First Generation Students Fail?"	Sanjay Mehta Matt O'Rourke	<u>College Student Journal</u> ; Volume 45, No.1, March 2011
11	"Commuter Students: Involvement and Identification With an Institution of Higher Education"	Sanjay Mehta, Patricia Forbus	<u>Academy of Educational Leadership Journal</u> ; Vol 15. No. 2, 2011; p. 109 – 126.
12	"University Commuter Students: Time Management, Stress Factors and Coping Strategies"	Patricia Forbus, Sanjay Mehta	<u>Advances in Business Research Journal</u> , Vol. 1, No. 1, pp. 142-151; March 2011
13	"A Study of Nontraditional and Traditional Students in Terms of their Time Management Behaviors, Stress Factors and Coping Strategies"	Patricia Forbus, Sanjay Mehta	<u>Academy of Educational Leadership Journal</u> , Vol. 15 Special Issue 2011;
14	"First Generation University Students: Motivation, Academic Success and Satisfaction with the University Experience"	Patricia Forbus, Sanjay Mehta	<u>International Journal of Education Research</u> , Fall 2011; Vol. 6 No. 2
	2012 (0)		
	2013(0)		
	2014 (0)		
	2015 (2)		
15	"Lifestyle Challenges for Commuter Students"	(none)	<u>New Directions for Student Services</u> , Invited Chapter to Special Issue; March, 2015; p. 79 - 86
16	"A Qualitative Investigation of Organization and Website Activities for US Interactive Marketing Associations"	(none)	<u>Journal of Organizational Culture, Communications and Conflict</u> , Volume 19 (Special Issue); pp. 75 – 86.
	2016 (0)		
	2017 (0)		

OTHER REPORTS/ PUBLICATIONS OF NOTE

#	<u>Article/Presentation</u>	<u>Co-author</u>
1	Working Paper: "Is Civic Engagement the Key to Bridging the Town-Gown Divide?"	Tamara Waggener
2	Working Paper: "Harnessing the Synergy Between Marketing Students and the Local Community"	Sanjay Mehta

3	Working Paper: "Starbuck's: Enhancing Marketing Efforts with Geography Information Systems"	Sanjay Mehta Mark Leipnik
4	Final Report: "Sam Houston State University Bearkat OneCard Focus Groups, November 1 – 9, 2004"	Sanjay Mehta
5	Final Report: "Sam Houston State University Campus Parking Focus Groups, April 26 – May 5, 2004"	Sanjay Mehta
6	Working Paper: "Social Class Redux: Subjective Relative Income Clarifies the Role of Social Class and Privilege Groups in Understanding Consumer Behavior"	(none)
7	Created PowerPoint Deck for Text: <u>The Marketing Plan Handbook</u> , 3rd ed.; Marian Burk Wood; Prentice Hall (Summer, 2007)	(none)
8	"SHSU Alumni Services Survey of Graduating Seniors Topline Report"; Presented to SHSU Alumni Relations Strategy Meeting; August 3, 2007	Sanjay Mehta
9	Working Paper; July 2016; The Economic Impact of Out of County Visitors to the Cynthia Woods Mitchell Pavilion Contemporary Concert Series During the 2015 Calendar Year	Bill Green
10	Working Paper; December, 2016; The Economic Impact of The Woodlands Waterway Arts Festival	Bill Green
11	Presentation for SIAA/CoDIE Awards: McGraw Hill Marketing Practice Marketing Simulation Game: Named a Finalist	(none)

REVIEWING

Organizations Assisted

Asian Journal of Marketing

Journal of Advertising

NACRA (Case Journal)

SWCRA (Case Journal)

ACME (Association of Collegiate Marketing Educators)

Journal of Business Strategies

Journal of Marketing Strategies

International Journal of Internet Marketing and Advertising

Marketing Management Association Educator's Conference

McGraw Hill Publishing

Top Hat Publishing

Pearson Publishing

Council for the Advancement of Standards in Higher Education

Specific Books & Articles Reviewed

#	Paper Reviewed	Journal/Conference	Date Reviewed
	2003 (6)		
1	"Internet Marketing Standards: Institutional Coherence Issues"	<u>International Journal of Internet Marketing and Advertising</u>	April, 2003, and June, 2003
2	"The Impact of Corporate Strategy on Firm Reputation"	Marketing Management Conference, March 2004	August, 2003
3	"An Examination of Trust Cues on Top-Rated Web Retailers"	Marketing Management Conference, March 2004	November, 2003
4	"Major Industrial Distribution Issues Facing Managers in Australia: 2002 and Beyond"	<u>Journal of Marketing Channels</u>	December, 2003
5	"The Division of Labor in Distribution and Industry Growth"	<u>Journal of Marketing Channels</u>	December, 2003
6	"Strategic Repositioning in Industrial Distribution: A Framework and Case Study"	<u>Journal of Marketing Channels</u>	December, 2003
	2006 (7)		
7	"The Effects of Additional Feature information on consumer Brand Choice: An Important Strategic Weapon"	<u>Asian Journal of Marketing</u>	April, 2006
8	"The Rise of Power Retailers in China and Manufacturer's Counter Strategies"	<u>Asian Journal of Marketing</u>	April, 2006
9	"Ethics in Advertising: Confronting Tendencies and Perspectives"	<u>Journal of Advertising</u>	August, 2006
10	"Increasing the US Retirement Savings Rate"	<u>Journal of Advertising</u>	August, 2006
11	Case: "Hewlett Packard and a Common Supplier Code of Conduct"	North American Case Research Association (NACRA)	July, 2006
12	Case: "MTI Survival in the Wake of 9/11"	North American Case Research Association (NACRA)	July, 2006
13	"The Impact of Corporate Strategy on Firm Reputation"	<u>Journal of Business Strategies</u>	June, 2006
	2007 (4)		
14	"Porter's Strategy and the Internet: Updates and Reconsiderations"	International Journal of Electronic Business (IJEB)	June, 2007
15	"Hewlett Packard" Case	North American Case Research Association (NACRA)	July, 2007
16	Book: Marketing, 1e; Grewal and Levy	McGraw-Hill Irwin	December, 2007
17	Book: Marketing Management, 4e	Pearson	December, 2007

	2008 (2)		
18	"Cross-Function Internal Marketing Teams: Toward Service Quality"	Journal of Business Strategies	October, 2008
19	Book: Marketing, 2e; Grewal and Levy	McGraw-Hill Irwin	November , 2008
	2009 (3)		
20	Case: "Setting a Course for Tissue Repair: Mesyntheses"	JACR: Journal of Applied Case Research	March 2009
21	Book: Marketing Management Dawn Iacobucci	Cengage Learning	June 2009
22	Book: Marketing Plans	Marian Burke Wood	November, 2009
	2010 (1)		
23	Book: Marketing by Grewal/Levy	McGraw-Hill Higher Education	April, 2010
	2011 (4)		
24	Book: Marketing 2 nd ed by Grewal/Levy	McGraw-Hill Higher Education	May, 2011
25	"Generational Specific Teaching Methods Applied to Entrepreneurial Students"	ACME Annual Conference; Houston, Texas	March 2011
26	"Choices: Online vs. Lecture Courses –a Pilot Study"	ACME Annual Conference; Houston, Texas	March 2011
27	"Teaching Marketing Principles: Toward Convergence on Core Concepts"	ACME Annual Conference; Houston, Texas	March 2011
	2012 (5)		
28	"Student Incubators: New Aspects on Entrepreneurship"	ACME Annual Conference; New Orleans, LA	March 2012
29	"The Effect of Declining Lead Times on First Mover Advantage"	ACME Annual Conference; New Orleans, LA	March 2012
30	"A Conceptual Foundation for New Technology Business Firms to Adopt a Marketing Orientation"	ACME Annual Conference; New Orleans, LA	March 2012
31	"A Downtown Stadium for the Augusta Greenjackets Baseball Team"	JACR: Journal of Applied Case Research	October, 2012
32	"Marketing Management: A Strategic Decision-Making Approach" 8 th edition; Mullins and Walker	McGraw-Hill Higher Education	November 2012
	2013 (4)		
33	"Marketization and Its Impact on the Functional Focus, Relational Focus, and Character of Guanxi Ties" (May, 2013)	Journal of Business Strategies	May, 2013
34	"Marketization and Its Impact on the Functional Focus, Relational Focus, and Character of Guanxi Ties" (revised, October, 2013)	Journal of Business Strategies	October, 2013
35	"Psychological Ownership: Driving the Shopping Cart Into the Self	ACME Annual Conference; Dallas, Texas	October, 2013

39	"Marketization and Its Impact on the Functional Focus, Relational Focus, and Character of Guanxi Ties" (revised, December, 2013)	Journal of Business Strategies	December 2013
	2014 (1)		
40	"Consumer Religion, CSR Associations, and Relationship quality: an Exploratory Study using a Consumer-Centric Approach"	Journal of Business Strategies	July 2014
	2015 (0)		
	2016 (2)		
41	"Managing E-Commerce Platform Quality"	Journal of Business Strategies	January, 2016
42	"Brand Loyalty and Store Loyalty for Consumers Purchasing a Product Warranty"	Journal of Business Strategies	January 2016
	2017 (5)		
43	Hill Marketing Practice Mini-Sims Assignments	McGraw Hill	May, 2017
44	Book Chapter: "Evaluating and Resetting Goals and Strategies"	TopHat Publishing	June, 2017
45	CAS Standard: Commuter Programs	Council for the Advancement of Standards in Higher Education	August, 2017
46	CAS Standard: Adult Learner Programs	Council for the Advancement of Standards in Higher Education	August, 2017
47	CAS Standard: Post Traditional Learner Programs	Council for the Advancement of Standards in Higher Education	September, 2017

SERVICE

University

Council for the Advancement of Standards in Higher Education (2017)

- Expert Reviewer
 - Commuters Programs
 - Adult Learner Programs
 - Post Traditional Learner Programs

Re-Imagining the First Year Project (2016, 2017)

- Curriculum Sub-Committee (Mary Robbins)
- RFY Inter-Divisional Sub-Committee (Heather Theilmann)

University Faculty Committee for Emeritus Evaluation (2012, 2013, 2014, 2015, 2016, 2017)

- Chairman, (2013, 2014)

Faculty Advisory Committee, The Woodlands Center (2013, 2014, 2015, 2016)

- Facilitator, Student Research Symposium April, 2014
- Facilitator, Student Research Symposium April, 2015
- Facilitator, Student Research Symposium April, 2016

University Social Media Committee (2014/2015)

Faculty Advisor; Phi Sigma Pi Student Honor Society (2009, 2010, 2011, 2012, 2013, 2014)

YESPrep College Corner Program (2011, 2012, 2013, 2014)

Program, designed in conjunction with SHSU Enrollment, involves visiting YesPrep charter schools located in transitional neighborhoods in Houston, and providing advice and counseling to college-bound high school juniors and seniors. Secondary feature of program is to promote SHSU to a segment of students who are a target for SHSU enrollment. Program currently visits two high schools each semester.

University Committee on Distance Learning (2009, 2010, 2011, 2012, 2013, 2014,)

Career Services Faculty Advisory Board (2012, 2013, 2014)

SHSU Distance Learning Customer Satisfaction Program (2012, 2013, 2014)

Program, initiated by John Newbold in conjunction with SHSU DELTA (Distance Learning) organization, has established an ongoing system of tracking 1) Faculty satisfaction with the SHSU Distance Learning Program and 2) Student satisfaction with the SHSU Distance Learning Program (i.e., online classes).

Sammy Awards Judge (2011, 2012, 2013, and 2014)

Distinguished Lecturer Committee (2011, 2012, 2013, 2014)

- Chairman, 2013

University Committee on Core Curriculum (2012, 2013)

University Committee on Assessment of Core Curriculum (2013)

University Curriculum Infusion Committee (2013)

American Democracy Project (2004, 2005, 2006, 2007, 2008, 2009, 2012)

Co-chairman, ADP (2007)

Secretary (2006)

Chairman, Celebrating Democracy Week (2007)

Founder/Chairman, Burning Issues Film Series (2007, 2008)

Faculty Senate (2006, 2007, 2008, 2009)

Alternate Member, Faculty Grievance Committee (2002-2004)

SHSU Vice President, Texas Association of College Teachers (TACT)
(2002)

Internal Marketing Consulting Within the University:

SHSU University Hotel (2003, 2004)

SHSU Campus Police (2003, 2004)

SHSU Athletic Department (2003, 2004, 2005, 2006)

SHSU Bearkat OneCard (2004, 2005)

SHSU Student Services (2004, 2005, 2006)

SHSU Alumni Relations (2006, 2007)

SHSU Newton Gresham Library (2006, 2007)

SHSU Outdoor Rec Department (2008)

Excellence in Teaching Committee, Chairman (2005, 2006)
Committee Member (2007, 2008)

College of Business Administration

Entrepreneurship Center (2016, 2017)

Co-Host, Houston Shrimp Tank Podcast

Campus 2 Career Committee (2016, 2017)

COBA Effectiveness in Communications Committee (2016, 2017)

Ethics and Social Responsibility Speaker Events (2011, 2012, 2013)

Assurance of Learning Committee (2004, 2005)

Graduate School Advisory Committee (2005, 2006)

Department: Management and Marketing Department

Established Marketing Internship Positions at Houston Methodist Hospital
(The Woodlands, Texas)

Leader, Course Assessment MKTG 4390 (2013, 2015, 2016)

Leader for Course Planning and Assessment, MKTG 3310 Principles of
Marketing (2011, 2012, 2013, 2014)

Leader Course Assessment, MKTG 4340 (2014, 2015, 2016)

Marketing Curriculum Program Review Leader for Marketing (2012)

Metrics and Alignment Committee (Chair) (2011)

Faculty Advisor, American Advertising Federation Club (2001, 2002,
2003)

Faculty Advisor, American Marketing Association (2003, 2004, 2005)

Member, Committee on Promoting Departmental Culture (2006, 2007,
2008)

Member, Committee on Developing Master's and Certificate Programs
(2006, 2007, 2008)

SERVICE OUTSIDE THE UNIVERSITY

Lee College Huntsville Center Advisory Council

Review and make recommendations for Lee College education programs
for the Texas Prison System (2017)

Bridges to Life Program; Volunteer Supervisor
Texas Department of Criminal Justice

Eastham Prison; Lovelady, Texas
Estelle Unit: Huntsville, Texas
Ferguson Unit: Midway, Texas

(2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)

In 2017, served as Volunteer Supervisor in pioneering a new, offender-led Bridges to Life program at the Ferguson Unit in Madisonville, Texas. I served as the sole representative of BTL at the Ferguson Unit.

2 programs per year: 14 – Week program with 10 – 12 incarcerated offenders to help them understand the adverse effect of their actions on society. Aim of program is to reduce recidivism.

In 2016, role was enhanced from individual Facilitator to Program Leader for Eastham Unit and Estelle Unit (2017). In this capacity, supervised groups of 6 – 7 volunteer facilitators over a 14-week program.

The Woodlands Art Council

Volunteer Worker

Committee Chairman: Woodlands Waterway Arts Festival
(2015, 2016, 2017, 2018)

Lead committee charged with conducting surveys of festival attendees and presenting artists.

The Woodlands Pavilion: Pavilion Partners

Volunteer Worker

(2012, 2013, 2014, 2015, 2016)

Assist with various fundraising activities to benefit the youth in the community: High School Scholarship Program, Hats Off to Reading, Fine Arts Education Day, and Annual Children's Festival

Junior Achievement

Volunteer teaching and advertising course at the Woodlands High School
(2003, 2004, and 2005, 2006)

Saint Anthony of Padua Catholic Church

Instructor, Faith Formation

The Woodlands, Texas
(2003, 2004, 2005, 2006)

The Woodlands High School Boys Soccer Booster Club
President, (2006, 2007)
The Woodlands High School
The Woodlands, Texas 77381

CONTINUING EDUCATION

Fifth Annual Texas Correctional Education Conference (2017)

Lee College and TDCJ Rehabilitation Programs Division
June 23, 2017; Huntsville, Texas 77340

Houston Interactive Marketing Association

Internet Strategies Conference (2014, 2013)
Presentation: Marketers are the New Scientists (2015)

Marketo:

Marketing Automation (2014)
Email Marketing (2014)
Social Media (2014)
Event Marketing (2014)

Google Analytics (2013)

Adobe Dreamweaver (2013)

Writing Across the Curriculum Weekend Retreat (2005, 2007)

Blackboard Workshops (2006, 2007)

Refworks software, Turnitin software

eCollege Distance Learning Software and Methods (2010, 2011, 2012, 2013)

PROFESSIONAL ORGANIZATIONS

Houston Interactive Marketing Association (2013, 2014, 2015, 2016)

Member, Board of Directors (2014, 2015)

Co-chairman, HIMA Career Fair Committee (2013, 2014, 2015)

Representative to the National IMA Alliance (2014, 2015)

Association of Collegiate Marketing Educators

- 2013/2014: Track Chair, B to B, New Product Commercialization & New Product Development (Annual Conference)
- 2012/2013: Track Chair, Strategic Marketing (Annual Conference)

American Marketing Association (not currently)

Marketing Management Association (not currently)

Society for Marketing Advancement (not currently)

Mid-South Association for Business Disciplines (not currently)

Society for Competitive Intelligence Professionals (not currently)

CONSULTING

McGraw-Hill Publishing; Burr Ridge, IL (2011, 2012, 2013, 2014, 2015, 2016)

Digital Faculty Consultant; As a leader in utilizing McGraw-Hill's online learning technology, assist by reviewing new products prior to launch, participating in ideation sessions, working with faculty from other institutions on learning to use McGraw-Hill products, and lead webinar's in use of online learning technology.

WORK EXPERIENCE

CompuBank, N.A., Houston, TX

Senior Vice President, Strategic Planning (October, 1999 – November, 2000)

CompuBank is the first Internet-only bank to receive a national charter from the OCC. Responsibilities included strategic planning, company-wide metrics, market research, competitive intelligence and online marketing programs. Left job in November of 2000 to spend more time with family.

Compaq Computer Corporation, Houston, TX

Director, Worldwide Market Intelligence Group (1993 – 1999)

Managed a group of 20 professionals, budget of \$20M per year.

Responsibilities included market research, competitive intelligence, strategic planning, market sizing and forecasting, corporate strategy, worldwide pricing. Regular reporting to CEO and senior management. Left job to assume position at CompuBank, N.A.

Anheuser-Busch Companies, St. Louis, MO

Director, Market Research (1982 – 1993)

Managed group of 16 professionals, annual budget of \$8M. Left job to assume position with Compaq Computer. Responsible for all research activities for Anheuser Busch Beer Company as well as its Eagle Snacks and Busch Entertainment subsidiaries.

The Seven Up Company, St. Louis, MO

Senior Manager, Market Research (1981-1982)

Managed all product testing, copy testing, and strategic segmentation studies.

Burke Marketing Research, Cincinnati Ohio

Senior Research Analyst (1980 – 1981)

Performed statistical analysis and report development for a wide range of clients and research projects.