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Ph.D. Arizona State University (W.P. Carey School of Business), Tempe, AZ (USA),
Business Administration (Marketing Concentration), 2001

M.B.A. Georgia State University, Atlanta, GA (USA), Business Administration, 1983

Bachelors University of Georgia (Henry Grady School of Journalism), Athens, GA (USA), Advertising, 1978

Peer-Reviewed Publications

- Pass, M. W. (2016). "Determinants of Manufacturer Commitment to the Independent Sales Representative," *Academy of Marketing Studies Journal*, 20 (1), 99-110.
- Pass, M. W. & Abshire, R. D. (2015). The Importance of Student Effort and Relationships with Goals Orientations and Psychological Needs. *Academy of Educational Leadership Journal*, 19 (1), 15-30.
- Pass, M. W. (2015). Independent Sales Representatives: The Influence of Information Quality on Manufacturer Trust. *Academy of Marketing Studies Journal*, 19(3), 209-218.
- Pass, M. W. (2015). Sage Hill Inn Above Onion Creek: Focusing On Service Quality. *Journal of the International Academy for Case Studies*, 21(5), 207-213.
- Pass, M. W. (2015). Sage Hill Inn Above Onion Creek: Focusing On Service Quality –TN. *Journal of the International Academy for Case Studies*, 21(5), 207-213. (TN provided by publisher).
- Pass, M. W. (2014). Independent Sales Representatives: Achieving Trust From Manufacturers. *International Journal of Strategic Management*, 14 (1), 123-130.
- Pass, M. W. (2013). Quality of Student Effort: Improving Through Achievement Mastery and Psychological Needs. *Atlantic Marketing Journal*, 2 (3), 43-58.
- Pass, M. W. & Neu, W. (2013). Student Effort: The Influence of Relatedness, Competence and Autonomy. *Academy of Educational Leadership Journal*, 18 (2), 1-12.
- Pass, M. W. (2012). Outsourcing the Sales Function: The Influence of Communication and Customer Orientation. *Academy of Marketing Studies Journal*, 17 (2), 99-111.
- Mehta, S. S. & Mehta, G. (2012). Course Selection: Student Preferences for Instructor Practices. *Academy of Educational Leadership Journal*, 16 (1), 31-38.
- Pass, M. W., Evans, K. R., Lastovicka, J., & Schlacter, J. L. (2012). Manufacturers' Representative-Principal Relationship Management: A Principal Leadership Style and Support Perspective. *Journal of Relationship Marketing*, 11 (3), 125-148.
- Pass, M. W. & Mehta, S. S. (2011). Lake Road Laundromat: Evaluation of Customer Satisfaction - TN. *Annual Advances in Business Cases*, 30, 111, 225.
- Pass, M. W., Mehta, S. S., & Mehta, G. B. (2011). Course Selection: Student Preferences for Instructor Practices. *Academy of Educational Leadership Journal*, 16 (1), 31-38.
- Neu, W., Gonzales, G. G., & Pass, M. W. (2011). The Trusted Advisor in Inter-Firm Interpersonal Relationships. *Journal of Relationship Marketing*, 10 (4), 238-263.
- Mehta, S. (2011). Lake Road Laundromat: Evaluation of Customer Satisfaction. *Annual Advances in Business Cases*.
- Pass, M. W. (2010). Manufacturers' Representatives: Relationships Between Selling Support and Satisfaction. *Academy of Marketing Studies Journal*, 15 (1), 1-9.

- Pass, M. W. & Schlacter, J. L. (2010). Does Meeting Manufacturers' Representatives' Expectations Matter? *Journal of Academy of Business and Economics*, 10 (2), 137-143.
- Neu, W., Gonzalez, G., & Pass, M. W. (2010). Consider the Role of the Trusted Advisor. *Keller Center Research Report*.
- Pass, M. W. & Schlacter, J. L. (2007). Manufacturers' Representatives and Principals: Towards Understanding Differences Between Effective and Ineffective Relationships. *International Journal of Business Strategy*, 7 ((2)), 161-170.
- Pass, M. W. (2006). Western College Students: Banking Preferences and Marketplace Performance. *Journal of Financial Services Marketing*, 11 (1), 49-63.
- Pass, M. W., Bridges, C., & Schlacter, J. L. (2005). Understanding Manufacturers' Representatives: An Analysis of Satisfaction and Dependence Balancing. *Journal of Academy of Business and Economics*, 5 (1), 138-146.
- Pass, M. W., Evans, K. R., & Schlacter, J. L. (2004). Sales Force Involvement in CRM Information Systems: Participation, Support, and Focus. *Journal of Personal Selling & Sales Management*, 24 (3), 229-234.
- Evans, K. R., Schlacter, J. L., Schultz, R. J., Gremler, D. D., Pass, M. W., William G. Wolfe (2002). Salesperson and Sales Manager Perceptions of Salesperson Job Characteristics and Job Outcomes: A Perceptual Congruence Approach. *Journal of Marketing Theory & Practice*, 10 (4), 30-44.

Proceedings

Full Paper

- Pass, Michael W. (2016). The Role-Play Simulation: Method, Example, and Recommendations. *Allied Academies Spring 2016 International Conference*.
- Pass, M. W. (2013). Student Effort: The Influence of Mastery Goals and Psychological Needs. *Atlantic Marketing Association Conference*.
- Pass, M. W. (2013). The Influence of Psychological Needs and Moderators on Student Effort. *Association of Collegiate Marketing Educators*.
- Pass, M. W. & Abshire (Presenter), R. D. (2013). The Importance of Student Effort and Relationships with Goals Orientations and Psychological Needs. *Allied Academies International Conference*.
- Neu, W., Gonzales, G. G., & Pass, M. W. (2011). The Trusted Advisor: An Emerging Services Role in Personal Selling. *American Marketing Association: Frontiers in Service Conference*, Ohio State University: Frontiers in Service Conference.
- Pass, M. W. (2011). The Inn Above Onion Creek: Ensuring Guest Satisfaction. *North American Case Research Association Annual Meeting*.
- Pass, M. W., Mehta, S. S., & Newbold, J. J. (2010). Lake Road Laundromat: Survey Research Design. *Society for Case Research Case Writers Workshop*.
- Forbus, P., Cooper, S., Phelps, W., Mehta, S. S., & Pass, M. W. (2010). Murski's Icehouse: Analyzing Data from Customers and Non-Customers. *Southwest Case Research Association*.
- Slaughter, M., Harris, M., Marble, L., Mehta, S. S., & Pass, M. W. (2010). Lake Road Laundromat: Primary Research Instrumentation. *Southwest Case Research Association*.
- Neu, W., Gonzalez, G., & Pass, M. W. (2009). Trusted Advisor-Partner Relationships: Reciprocal Trust, Relational Behaviors and Relationship Outcomes. *American Marketing Association Summer Marketing Educators Conference*.
- Pass, M. W., Bridges, C., & Schlacter, J. L. (2005). Understanding Manufacturers' Representatives: An Analysis of Satisfaction and Dependence Balancing. *International Academy of Business and Economics Annual Conference*.
- Pass, M. W. (2004). Improving Instructor Evaluation Programs: Integrating Importance and Expectations Dimensions. *Marketing Educators Association Annual Conference*.

- Brodowsky, G. H., Anderson, B. B., & Pass, M. W. (2004). Not on a School Night: Using Creative Scheduling as a Strategic Advantage in An Increasingly Complex Educational Marketplace. *Marketing Educators Association Annual Conference*.
- Brodowsky, G. H., Pass, M. W., & Anderson, B. B. (2004). Planning Non-Traditional Academic Schedules: How Changing Times Necessitate Changing Times on Campus. *Hawaii International Conference on Business*.
- Pass, M. W. (2004). Improving Instructor Evaluation Programs: Integrating Importance and Expectations Dimensions. *Marketing Educators Association Annual Conference*.

Abstract

- Pass, M. W. (2016). Student Goal Orientations: Analysis of Differences and Relationships with the Quality of Student Effort. *Allied Academies Fall 2016 International Conference*.
- Pass, M. W. (2013). The Influence of Psychological Needs and Moderators on Student Effort. *Association for Collegiate Marketing Educators Conference*.
- Pass, M. W. (2012). Outsourcing the Sales Function: The Influence of Communication and Customer Orientation. *Association for Collegiate Marketing Educators Conference*.
- Pass, M. W. (2012). Student Effort: The Influence of Relatedness, Competence and Autonomy. *Atlantic Marketing Association Conference*.
- Pass, M. W. (2011). Integrating Role-Plays Into a Sales Course: Steps, Materials and Correspondence. *Association of Collegiate Marketing Educators*.
- Lee, R. G. & Pass, M. W. (2010). From Transactional to Relational: A Framework for Structuring Client-Based Projects. *Association of Collegiate Marketing Educators*.

Presentations

International

- Pass, M.W. (2016). *The Role-Play Simulation: Method, Example, and Recommendations*. Allied Academies Spring 2016 International Conference, New Orleans, LA.
- Pass, M.W.(2016). *Student Goal Orientations: Analysis of Differences and Relationships with the Quality of Student Effort*. Allied Academies Fall 2016 International Conference, Las Vegas, NV.
- Pass, M. W. (2015). *Sage Hill Inn Above Onion Creek: Focusing on Service Quality*. Allied Academies Fall 2015 International Conference, New Orleans, Louisiana.
- Pass, M. W. (2014). *Independent Sales Representatives: The Influence of Information Quality on Manufacturer Trust*. Allied Academies International Conference, Las Vegas, Nevada.
- Pass, M. W. (2014). *Independent Sales Representatives: Achieving Trust From Manufacturers*. International Academy of Business and Economics Annual Conference, Orlando, Florida.
- Pass, M. W. & Abshire (Presenter), R. D. (2013). *The Importance of Student Effort and Relationships with Goals Orientations and Psychological Needs*. Allied Academies International Conference, San Antonio, Texas.
- Pass, M. W. & Neu, W. (2012). *Student Effort: The Influence of Relatedness, Competence and Autonomy (Updated with New Information)*. Allied Academies Fall 2012 International Conference, Las Vegas, Nevada.
- Pass, M. W. & Schlacter, J. L. (2010). *Does Meeting Manufacturers' Representatives' Expectations Matter?* International Academy of Business and Economics Annual Conference, Las Vegas, Nevada.
- Pass, M. W. & Schlacter, J. L. (2007). *Manufacturers' Representatives and Principals: Towards Understanding Differences Between Effective and Ineffective Relationships*. International Academy of Business and Economics Annual Conference, Las Vegas, Nevada.
- Pass, M. W., Bridges, C., & Schlacter, J. L. (2005). *Understanding Manufacturers' Representatives: An Analysis of Satisfaction and Dependence Balancing*. International Academy of Business and Economics Annual Conference, Las Vegas, Nevada.

- Brodowsky, G. H., Pass, M. W., & Anderson, B. B. (2004). *Planning Non-Traditional Academic Schedules: How Changing Times Necessitate Changing Times on Campus*. Hawaii International Conference on Business, Honolulu, Hawaii.
- Brodowsky, G. H., Anderson, B. B., & Pass, M. W. (2004). *Not on a School Night: Using Creative Scheduling as a Strategic Advantage in An Increasingly Complex Educational Marketplace*. Marketing Educators' Association Conference, Las Vegas, Nevada.

National

- Pass, M. W. (2014). *Research Summary: Representative – Manufacturer Relationships*. Manufacturers' Representatives Educational Research Foundation CPMR Conference, Austin, Texas.
- Pass, M. W. (2014). *Manufacturer Trust in the Independent Sales Representative: Beneficial Outcomes and Influential Perceptions*. Atlantic Marketing Association Conference, Asheville, North Carolina.
- Pass, M. W. (2013). *Student Effort: The Influence of Mastery Goals and Psychological Needs*. Atlantic Marketing Association Conference, Nashville, Tennessee.
- Pass, M. W. (2013). *The Influence of Psychological Needs and Moderators on Student Effort*. Association of Collegiate Marketing Educators, Albuquerque, New Mexico.
- Pass, M. W. (2012). *Outsourcing the Sales Function: The Influence of Communication and Customer Orientation*. Association for Collegiate Marketing Educators Conference, New Orleans, Louisiana.
- Pass, M. W. (2012). *Outsourcing the Sales Function: The Influence of Communication and Customer Orientation (Updated with New Information)*. Allied Academies Spring 2012 International Conference, New Orleans, Louisiana.
- Pass, M. W. & Neu, W. (2012). *Student Effort: The Influence of Relatedness, Competence and Autonomy*. Atlantic Marketing Association Conference, Williamsburg, Virginia.
- Lee, R. G. & Pass, M. W. (2011). *Integrating Role-Plays Into a Sales Course: Steps, Materials and Correspondence*. Association of Collegiate Marketing Educators, Houston, Texas.
- Neu, W., Gonzalez, G. G., & Pass, M. W. (2011). *The Trusted Advisor: An Emerging Services Role in Personal Selling*. American Marketing Association: Frontiers in Service Conference, Columbus, Ohio.
- Pass, M. W. (2011). *The Inn Above Onion Creek: Ensuring Guest Satisfaction*. North American Case Research Association Annual Meeting, San Antonio, Texas.
- Lee, R. G. & Pass, M. W. (2010). *From Transactional to Relational: A Framework for Structuring Client-Based Projects*. Association of Collegiate Marketing Educators Annual Meeting, Dallas, Texas.
- Pass, M. W., Mehta, S. S., & Newbold, J. J. (2010). *Lake Road Laundromat: Survey Research Design*. Society for Case Research Case Writers Workshop, Hanover, Indiana.
- Pass, M. W. (2010). *Manufacturers' Representatives: Relationships Between Selling Support and Satisfaction*. Allied Academies International Conference, New Orleans, Louisiana.
- Neu, W., Gonzalez, G., & Pass, M. W. (2009). *Trusted Advisor-Partner Relationships: Reciprocal Trust, Relational Behaviors, and Relationship Outcomes*. American Marketing Association Summer Marketing Educators Conference, Chicago, Illinois.
- Pass, M. W. (2004, April). *Improving Instructor Evaluation Programs: Integrating Importance and Expectations Dimensions*. Marketing Educators Association Annual Conference, Las Vegas, Nevada.
- Forbus, P., Cooper, S., Phelps, W., Mehta, S. S., & Pass, M. W. (2010). *Murski's Icehouse: Analyzing Data from Customers and Non-Customers*. Southwest Case Research Association Annual Conference, Dallas, Texas.
- Slaughter, M., Harris, M., Marble, L., Mehta, S. S., & Pass, M. W. (2010). *Lake Road Laundromat: Primary Research Instrumentation*. Southwest Case Research Association Annual Conference, Dallas, Texas.

Academic and Non-Academic Experience

Experience: Academic

Professor (Full & Tenured), Sam Houston State University (2012 - Present), Huntsville, Texas.
Associate Professor of Marketing, Sam Houston State University (2008 - 2011), Huntsville, Texas.
Associate Professor of Marketing, California State University, San Marcos (2006 - 2008), San Marcos, California. Biggs Harley-Davidson Senior Experience Professorship
Assistant Professor of Marketing, California State University, San Marcos (2000 - 2006), San Marcos, California. Biggs Harley-Davidson Senior Experience Professorship (Beginning 2004)
Graduate Teaching Associate, Graduate Teaching Assistant, Marketing Specialist, Arizona State University, W.P. Carey School of Business (1995 - 2000), Tempe, Arizona.
Completed research and teaching activities while earning doctorate. As Marketing Specialist, worked to develop the Executive Education Program.

Experience: Non-Academic

Director of Marketing, Morrison Restaurants, Inc. (1990 - 1994), Mobile, Alabama.
Owner, Medical Marketing Resources (1989 - 1990), Atlanta, Georgia.
Area Marketing Manager, Burger King Corporation (1986 - 1989), Atlanta, Georgia.
Director of Food Service Sales and Marketing, National Account Manager, Marketing Manager, Edwards Baking Company (1984 - 1986), Atlanta, Georgia.
Senior Marketing Planner (Manager of Advertising and Promotion), Metropolitan Atlanta Rapid Transit Authority (1979 - 1984), Atlanta, Georgia.

Honors and Awards

- 2014: Best Research Publication in Journal Award, International Academy of Business and Economics. Pass, Michael, (2014), "Independent Sales Representatives: Achieving Trust From Manufacturers," *International Journal of Strategic Management*, 14(1), 121-130.
- 2013: ATLANTIC MARKETING JOURNAL: BEST PAPER FINALIST AWARD, Atlantic Marketing Association. Reviewers chose three of the 68 papers submitted to the special issue to receive a best paper award. My paper received one of three Finalist Awards: "Quality of Student Effort: Improving Through Achievement Mastery and Psychological Needs"
- 2012: Distinguished Research Award, Academy of Educational Leadership, Allied Academies Fall 2012 International Conference. Awarded for research reported in the manuscript "Student Effort: The Influence of Relatedness, Competence and Autonomy" by Michael W. Pass and Wayne Neu.
- 2009: Best Paper Award from American Marketing Association, American Marketing Association. Best Paper Award, Neu, Wayne, Gabriel Gonzalez and Michael W. Pass (2009), 'Trusted Advisor-Partner Relationships: Reciprocal Trust, Relational Behaviors and Relationship Outcomes,' American Marketing Association, Summer Marketing Educators' Conference, Chicago, IL, August 2009. SIGS: Channels of Distribution, Supply Chain Management, Business-to-Business Marketing and Interorganizational Issues.