

Roger Dale Abshire

HOME:

714 Elkins Lake
Huntsville, TX 77340

WORK:

Department of Management and Marketing
Sam Houston State University
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EDUCATION

D.B.A. Louisiana Tech University, Marketing, 1990.
M.B.A. University of Arkansas, Marketing emphasis, 1981.
B.S. McNeese State University, General Business, 1977.

ACADEMIC AND ADMINISTRATIVE EXPERIENCE

Professor of Marketing, Sam Houston State University, September 1999 to present.

Chair of the Department of Management, Sam Houston State University, September 1993 to September 2013.

Director of the Center for Business and Economic Development: Editor of the *Journal of Business Strategies*, September 1992 to September 1993.

Associate Professor of Marketing, Sam Houston State University, September 1993 to September 1999.

Assistant Professor of Marketing, Sam Houston State University, August 1989 to September 1993.

Instructor of Business Administration, Louisiana Tech University, August 1986 to May 1989.

Teaching Assistant, Louisiana Tech University, November 1985 to August 1986.

Assistant Professor and Coordinator of Business Administration, University of Southern Mississippi-Natchez, July 1982 to August 1985.

Instructor of Business Administration, University of Central Arkansas, August 1981 to May 1982.

NON-ACADEMIC EXPERIENCE

Co-owner of Mr. Gatti's Pizza Huntsville, Nov. 1994 to July 1995.

United States Army: February 1978 to February 1980: Tank Platoon Leader: July 1978 to February 1979. Mortar Platoon Leader: February 1979 to February 1980 (also performed the duties of the Company Executive Officer during this period).

COURSES TAUGHT

GRADUATE:

Marketing Seminar, Marketing Research, and Marketing Problems

UNDERGRADUATE:

Principles of Marketing, Consumer Behavior, Marketing Channels, Advertising Principles, Operations Management, Marketing Management, and Marketing Research.

JOURNAL ARTICLES

Pass, Michael W. and Roger D. Abshire, (2015) "The Importance of Student Effort and Relationships with Goals Orientations and Psychological Needs," *Academy of Educational Leadership Journal*, 19 (1), 15-30.

Zelbst, P. J., Green, K. W., Sower, V. E., & Abshire, R. D. (2014). Impact of RFID and Information Sharing on JIT, TQM, and Operational Performance. *Management Research News*.

Zelbst, P. J., Green, K. W., Sower, V. E., & Abshire, R. D. (2011). Impact of RFID Technology Utilization on Organizational Agility. *Journal of Computer Information Systems*, 52 (1), 24-33.

Zelbst, P. J., Green, Jr., K. W., Abshire, R. D., & Sower, V. E. (2010). Relationships among Market Orientation, JIT, TQM, and Agility. *Industrial Management & Data Systems*.

"Successful Implementation of Advanced Manufacturing Technology: A Cross Sectional Study." with Victor E. Sower. *International Journal of Computer Applications in Technology*, vol. 16, no. 1, 2003, 12-20.

"A Cross-Cultural Study of the Ethical Orientations of Senior-Level Business Students," with Victor E. Sower and Neil Shankman, *Teaching Business Ethics*, 1:4(1998)379-397.

"Motor Carrier Selection Criteria: Perceptual Differences Between Shippers and Carriers," with Shane R. Premeaux. *Transportation Journal*, 31:1 (Fall 1991) 31-35.

"The Industrial Marketing Implication of Perceptual Differences Between Shippers and Motor Carriers," with Shane R. Premeaux, C. Richard Huston and Sonya Premeaux. *The Journal of Business & Industrial Marketing*. 8:2 (1993)16-23.

REPORTS AND PROCEEDINGS

"Compensation: Capitalizing on Technology to Manage the Largest Controllable Corporate Expense," with Kathleen Utecht. Institute of Behavioral and Applied Management, November 2016.

"The Importance of Student Effort and Relationships with Goals Orientations and Psychological Needs," with Michael W. Pass. Proceedings of the Academy of Educational Leadership, Volume 18, Number 2, San Antonio, 2013.

"Impact of RFID and Information Sharing on JIT, TQM, and Operational Performance," with, P.J. Zelbst, K.W. Green, and V.E. Sower. Southwest Decision Sciences Institute, February, 2012

"Attitudes Toward the Internet: An Exploratory Study with Marketing Implications," with Sanjay S. Mehta and Douglas M. Klein. 1999 Southwestern Marketing Association Conference, Houston TX, March 10-13.

"The Federal Trade Commission's Corrections Action on Deceptive Advertising," with Sara Hart, W. H. Level, and James Zipper. Readings Book of the Academy of Business Administration Global Business Trends Conference, April 1997.

"New Product Development: A Pilot Study," with Paul E. Gentry and Thomas E. Taylor III, 1995 Proceedings of the Decision Sciences Institute, November 1995.

"The Degree of Student Involvement in Selected Marketing Courses," with Ronald L. Earl and Tarina Seymour. Readings Book of the Academy of Business Administration Global Business Trends Conference, December 1994.

"Scenario Approach to Simulating Consumer Expenditures: A Cross-Cultural Analysis," with C. Richard Huston and Penny Simpson. 1992 Proceedings of the Association for Business Simulation and Experiential Learning, March 1992.

"The Relationship Between the Human Elements of JIT and Service Sector Sales Professionals' Customer Orientation and Job Satisfaction," with Victor E. Sower and Sterling Ferrer-Westrop. 1991 Proceedings of the Decision Sciences Institute, November 1991.

PAPERS & PRESENTATIONS

"Writing Assignments and the Principles of Marketing," *Across-the-University Writing Program Newsletter*, Sam Houston State University, Vol.10, May 1994,7-8.(ID,93-94)

"Marketing for Small Businesses," Small Business Development Center, Sam Houston State University, October 27, 1994.

"Marketing Basics," a workshop presented for Region IV Educational Services, Huntsville Texas.

"The First United Methodist Church – Huntsville, Texas," with G. Kohers and P. Smith, Southwest Case Research Association, Houston, Texas, March 5, 2003.

"The Carpet Store," with Henry S. Maddux and Kevin Berry, Southwest Case Research Association, New Orleans, LA, March , 2001.

"Eagles' Wings Training Center," with Henry S. Maddux, Claudia Davis, Kim Goodman, and Ron Earl, Southwest Case Research Association, St Louis, Missouri, March, 2002.

WORKING PAPERS and RESEARCH IN PROGRESS

"The Degree of Student Involvement in Selected Marketing Courses," with Ronald Earl and Tarina Seymour, Center for Business and Economic Development: Sam Houston State University, May 1993, No. 93-07 Mk.

"The Human Elements of JIT and Service Sector Sales Professionals' Customer Orientation and Job Satisfaction," with Victor E. Sower, Center for Business and Economic Development: Sam Houston State University, December 1993, No. 93-11Mg.

"Effects of Advanced Manufacturing Technology Implementation on Product Value: A Cross Sectional Survey," with Victor E. Sower, Center for Business and Economic Development: Sam Houston State University, January 1995, No. 95-01Mg.

"New Product Development: A Pilot Study," with Paul E. Gentry and Thomas E. Taylor III, Center for Business and Economic Development: Sam Houston State University, June 1996, No. 96-01M.

"A Cross-Cultural Study of the Ethical Orientations of Potential Retail Managers," with Victor E. Sower, Center for Business and Economic Development: Sam Houston State University, February 1995, No. 95-14M.

FUNDED RESEARCH AND GRANTS:

"A Cross-Cultural Study of the Ethical Orientations of potential Retail Managers," with Victor E. Sower, Faculty Research Council, Sam Houston State University, December 1993, \$7,500.

"The Human Elements of JIT and Service Sector Sales Professionals' Customer Orientation and Job Satisfaction," with Victor E. Sower, Faculty Research Council, Sam Houston State University, December 1992, \$7,050.

"Technology Implementation: A Survey of a Cross Section of Texas Industries," with Victor E. Sower, Faculty Research Council, Sam Houston State University, December 1991, \$7,500.

"A Cross Sectional Analysis of the Implementation of Process Technologies in Texas Industries," with Victor E. Sower, College of Business Research Fund, Sam Houston State University, December 1991, \$1,490.

"A Profile of Huntsville Tourists," with Ronald Earl, William Kilbourne and Nelson Thornton, Huntsville-Walker County Chamber of Commerce, December 1991, \$8,310.

"The Researcher's Sample in Consumer Research: Replication and Extension," College of Business Research Fund, Sam Houston State University, December 1992, \$500.

EDITORIAL POSITIONS:

Editor of the *Journal of Business Strategies*, September 1992 to September 1993.

EDITORIAL BOARD/REVIEW ACTIVITIES:

Member of the Editorial Review Board for the *Journal of Business Strategies*, 1989 to 1999.

Decision Science Institute of America-Management Track: Reviewed three articles and discussant at annual meeting, March 1991.

Decision Science Institute of America-Marketing Track: Reviewed two articles and discussant at annual meeting, March 1991.

Academy of Management-Southwest Division: Reviewed three articles and discussant at annual meeting in March 1991.

Decision Science Institute of America-Management Track: Reviewed three articles and will be a session chair at the annual meeting, March 1992.

Decision Science Institute of America-Marketing Track: Reviewed two articles for annual meeting, March 1992.

Southwestern Marketing Association: Reviewed one article for the annual meeting, March 1992.

Decision Science Institute of America-Marketing Track: Reviewed two articles for annual meeting, March 1999.

MEMBERSHIPS:

Association of Collegiate Marketing Educators

HONORS:

Sam Houston State University, Faculty Senate Award for *Academic Leadership* by a Department Chair. September 2005

Alpha Mu Alpha, National Marketing Honorary

Beta Gamma Sigma, The Honor Society for Collegiate Schools of Business

Distinguished Military Graduate - 1977.

UNIVERSITY COMMUNITY SERVICE:

COMMITTEE SERVICE:

University:

- Calendar Committee
- Women's Advisory Committee- Secretary
- Who's Who Selection Committee
- Across-the-University Writing Program Committee
- Standing Tenure Committee
- Recruiting and Retention
- Curriculum Committee- for at least a decade

College:

- Academic Appeals Panel
- AACSB-Admissions of Students Committee
- Center for Business and Economic Research Steering Committee
- Hospitality Committee
- Homecoming Committee
- Strategic Planning Committee
- Graduate Advisory Committee
- Curriculum Committee

- International Committee
 - Public Relations Committee
- Department:
- Curriculum Committee

ORGANIZATIONS

- Sponsor of the Professional Management and Marketing Club, 4 years.
- Faculty advisor for Sigma Tau Epsilon.
- Faculty advisor for Alpha Omega Fraternity.
- Chair of the Wesley Foundation Board, 3 years; member for 5 years.
- Faculty Advisor for SHSU Ducks Unlimited

PUBLIC COMMUNITY SERVICE:

Member of the Board of Directors for the Walker County Federal Credit Union.

First United Methodist Church: Chair of Church Council, Member of the Work Area on Education Committee, Youth Counselor, Sunday School Teacher, Weekday Ministries Board Member and Chair, Staff Parish Relations Committee Member and Chair.

United Way of Walker County- Treasurer