

June 25, 2012

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I. Degrees

Ph.D., University of Colorado, Boulder, 1971 (Marketing)
M.B.A., University of Colorado, Boulder, 1968 (Marketing)
B.A., Gustavus Adolphus College, 1965 (Economics)

II. Academic Positions

A. Teaching Positions

Chase Bank/Francis C. Doyle Distinguished Professor, 2005-present.
Area Coordinator, Marketing, Loyola University New Orleans, 2003-2006.
Visiting Senior Lecturer, Lincoln University, Canterbury, New Zealand, Spring 2003.
Stanford H. Rosenthal Endowed Professorship (Awarded 9/99 – 3 year term.)
Area Coordinator, Marketing and Management, Loyola University, 1995-97.
Professor of Marketing, Loyola University New Orleans, 1995-present.
Visiting Professor of Marketing, Loyola University New Orleans, 1994-95.
Professor of Marketing, Bowling Green State University, 1981-1994.
Visiting Professor of Marketing, University of Hawaii, Hilo, 1982-fall semester.
Associate Professor of Marketing, Bowling Green State University, 1974-81.
Assistant Professor of Marketing, Bowling Green State University, 1971-74.

III. Non-Academic Positions

Assistant Manager and Vice President, Sunbreak, Inc., Ellsworth, Wisconsin. Sunbreak, Inc. was a family-owned food processing business, 1965-1967.

Other consulting and work experience in retailing (grocery, apparel, restaurant, hardware, liquor, printing), distribution (grocery, beer, office products, medical supplies, chemical, construction), services (banking, environmental, real estate, land title, education, hospital, athletic, cultural), manufacturing (packaging, food, chemical), and governmental agencies (personnel, customer service, recycling management and entrepreneurship training).

IV. Research Interests

Retail entrepreneurship, computer models for marketing education, music marketing, sports marketing and commercial recovery from disasters.

V. Publications or Equivalencies

A. Refereed Articles, Proceedings and Presentations

Hickman, Thomas M., Lee Mundell, Michael M. Pearson and Karen Arnold, (2012) "An Introduction to Business Exercise for Prioritizing a Manager's Activities: Comparison of Computerized versus Non-computerized Administrations," *Journal of the Academy of Business Education*. Vol. 13, Spring 2012, 60-76.

Pearson, Michael M., and Thomas M. Hickman, "Analyzing the composition of retailers in pre- and post-disaster situations: Migration from and back to the central disaster area." Technology Environment, Business Entrepreneurship and Sustainability, 18th Annual World Forum, International Association of Jesuit Business Schools (IAJBS), IQS School of Management, July 22-25, 2012, Barcelona, Spain. (Paper accepted and to be published in conference proceedings.)

Pearson, Michael M., and Thomas M. Hickman, (2012) "Consumer Reaction to Business Firms' Responses to New Technologies in Communications: Emails of Praise and Complaint," *Advances in Marketing: Proceedings of The Association of Collegiate Marketing Educators* (2012), New Orleans, February 29 – March 2, 2012, 227-229. (Paper presented and extended abstract published in Conference Proceedings.)

Pearson, Michael M., Thomas M. Hickman and Katherine E. Lawrence, (2011) "Retail recovery from natural disasters: New Orleans versus eight other United States," *International Review of Retail, Distribution and Consumer Research*. Vol. 21, No. 5, December 2011, 415-444.

Hickman, Thomas M., Michael M. Pearson and Lee Mundell, (2010) "Assessing the effect of randomization in a spreadsheet-based active learning exercise for the classroom," *Journal for the Advancement of Marketing Education*. Volume 17, winter, 2010, 39-51.

Pearson, Michael M., Thomas M. Hickman and Katherine E. Lawrence, "Retail Recovery from Natural Disaster: New Orleans versus Eight Other U.S. Disaster Areas," European Association of Education and Research in the Distributive Sciences Conference, Parma, Italy, June 2011. (Paper presented and abstract published in conference proceedings.)

Caroline Fisher, Michael M. Pearson, Jerry R. Goolsby, Marina H. Onken, (2010) "Developing measurements of success for performing musical groups", *Journal of Services Marketing*, Vol. 24 Iss: 4, pp.325 – 334.

Pearson, Michael M., Lee Mundell, Thomas M. Hickman and Karen Arnold, "Combining in-basket and survival game pedagogies into an active learning exercise," Marketing Educators' Association Annual Conference, Seattle, April 2010. (Paper presented and abstract published in conference proceedings.)

Pearson, Michael M., Thomas M. Hickman and Katherine E. Lawrence, "Changes in the mix of retail stores after a disaster," Community Development Society (CDS) and International Association for Community Development (IACD) Joint Annual International Conference, New Orleans, July 24-28, 2010. (Paper presented and abstracted for conference proceedings.)

Pearson, Michael M., Thomas M. Hickman and Katherine E. Lawrence, "Analysis of the Retail Recovery of Eight Cities after Major Natural Disasters," European Institute for Retailing and Services Studies 2010 Annual Conference, Istanbul, Turkey, July 2010. (Paper presented and abstracted for conference proceedings.)

Lawrence, Kate, Thomas Hickman and Michael M. Pearson, "Recovery-based consumer behavior theories as drivers for retail recovery and growth after a disaster." Academy of Marketing Science/American Collegiate Retailing Association ninth triennial retailing conference, New Orleans, October 2009. (Paper presented and published in conference proceedings.)

Matherne, Brett, Thomas Hickman and Michael M. Pearson, "Where does location fit within the start-up thought process of retail entrepreneurs?" Academy of Marketing Science/American Collegiate Retailing Association ninth triennial retailing conference, New Orleans, October 2009. (Paper presented and published in conference proceedings.)

Pearson, Michael M., Thomas Hickman and Kate Lawrence, "Retail recovery from disaster: Which stores return first?" Academy of Marketing Science World Marketing Congress, Oslo, Norway, August 2009. (Abstract published in conference proceedings.)

Pearson, Michael M., Kate Lawrence and Tom Hickman, "Hurricane Katrina's Effect on the Retail Sector of New Orleans, Louisiana," Academy of Marketing Science Cultural Perspectives in Marketing Conference, New Orleans, January 14-16, 2008.

Marshall, Kimball P., and Michael M. Pearson, "A Spreadsheet Pricing Model Approach to Teaching Practical Pricing Concepts in the Marketing Classroom." Marketing Education Review, Volume 17, Number 3 (Spring 2007), pp. 87-93.

Pearson, Michael M., Kate Lawrence and Tom Hickman, "The Economic Recovery from Katrina: A Continuing Saga." (Plenary Session) Atlantic Marketing Association, New Orleans, September 26-28, 2007.

Pearson, Michael M., Kate Lawrence and Tom Hickman, "Retail Recovery from a Disaster: A Study of the Pre- and Post-Katrina Mix of Retail Stores in New Orleans, Louisiana," European Institute for Retail and Service Sectors (EIRASS) International Conference, San Francisco, July 2007. (Paper presented and abstract published in conference proceedings.)

Pearson, Michael M., Kate Lawrence and Tom Hickman, "A Study of the Pre- and Post-Katrina Mix of Commercial Establishments in New Orleans, Louisiana." Association of Collegiate Marketing Educators/Federation of Business Disciplines 2007 Annual Meeting, March 13-17, San Diego. (Paper presented and published in conference proceedings.)

Pearson, Michael M., John W. Barnes and Marina H. Onken, "Development of a Computerized In-basket Exercise for the Classroom: Adaptations and Alternative Exercises." Paper presented at Marketing Education Association Conference, San Antonio, Texas, January 12-14, 2007.

Pearson, Michael M., Kate Lawrence and Tom Hickman, "Selecting Foreign Distribution Partners with AHP (Analytical Hierarchy Process)," Marketing Education Review, Volume 17, Number 3 (Spring 2007) pp. 7-13.

Pearson, Michael M., John W. Barnes and Marina H. Onken, "Development of a Computerized In-Basket Exercise for the Classroom: A Sales Management Example," Journal of Marketing Education, 2006 Volume 28 (December 2006), pp. 227-236.

Pearson, Michael M., and Kimball P. Marshall, "Pricing over Alternative Distribution Channels: A Spreadsheet-based Student Assignment and Classroom Exercise." Journal of Marketing Channels, Volume 13, Issue 4 (2006), pp. 69-84.

Pearson, Michael M., Kate Lawrence, Tom Hickman and Rachel Clement, "A Tale of Disaster: The Effects of Katrina with an Eye on Retailing," Academy of Marketing Science/American Collegiate Retailing Association Seventh Triennial Retailing Conference, Orlando, November 2006. (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M., Caroline M. Fisher, Jerry R. Goolsby and Marina H. Onken, "Using the Malcolm Baldrige Quality Awards Program Criteria to Determine Business Practices that Differentiate Successful and Unsuccessful Bands," MEIEA Journal: Journal of the Music and Entertainment Industry Educators Association, Volume 5, Number 1, 2005, pp.103-117.

Merritt, Nancy, William Redmond and Michael M. Pearson, "Business Support of Government Intervention: Tire Dealers' Responses to Disposal Issues," Journal of Nonprofit and Public Sector Marketing, Volume 13, Numbers 1/2, 2005, pp.151-178.

Pearson, Michael M., and Lee Mundell, "Spreadsheet Modeling of Spatial Problems: A Classroom Exercise," Decision Sciences Journal of Innovative Education, 2003.

Marshall, Kimball P., Michael M. Pearson and Donald Dozier, "A spreadsheet pricing model approach to teaching practical pricing concepts in the marketing classroom." Presented at the 2003 Society for Marketing Advances National Conference in New Orleans and published as a summary brief in the conference proceedings. Winner of Best Paper in Marketing Education Tract Award.

Marshall, Kimball P and Michael M. Pearson, "Pricing strategies over alternative distribution channels: A spreadsheet student assignment and classroom exercise." Presented at the 2003 ACME Conference, (Association of Collegiate Marketing Educators - formerly the Southwestern Marketing Association), Houston, March 4-8, 2003. Winner of the O.C. Ferrel Teaching Contribution Award.

Pearson, Michael M. and John Barnes, "Development of a computerized, random-generated in-basket for the retail classroom." Paper presented at the Academy of Marketing Sciences/American Collegiate Retailing Association Seventh Triennial Retailing Conference in Columbus, Ohio in November, 2003, and published in the conference proceedings, *Retailing 2003: Strategic Planning in Uncertain Times*, Joel Evans (ed.), Hofstra University Press, pp. 215-219.

Pearson, Michael M. and Brenda Joyner, "Location and the Gestation Process of Retail Entrepreneurs." Paper presented at the 2003 EIRASS 10th Anniversary Conference in Portland, Oregon, August 1-10, 2003. Abstract published in conference proceedings.

Pearson, Michael M. and Kimball P. Marshall, "Introducing Pricing as a Strategic Tool: A Spreadsheet 'What-if' Model Approach for Marketing Students." Paper presented at Academy of Marketing Science World Marketing Congress, Perth, Australia, June, 2003. Paper published in AMS WMC Proceedings.

Pearson, Michael M., Nancy Merritt and William Redmond, "Business Support of Government Intervention: Tire Dealers' Responses to Disposal Issues" Atlantic Marketing Association, Savannah, GA., October 3, 2002, (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M., Caroline Fisher, Lee Mundell, and John W. Barnes, "Spreadsheet Model for the Classroom: The Value of Position on the Web Page," Journal of Internet Commerce, 2002.

Fisher, Caroline, Michael M. Pearson and John Barnes, "A Study of Strength of Relationship Between Music Groups and Their External Service Providers: Impacts on Music Group Success," Services Marketing Quarterly, 2002, Volume 24, Number 2.

Pearson, Michael M. and John Barnes, "Retail Site Selection with AHP (Analytic Hierarchy Process): A Classroom Exercise," 2002 European Association for Economic on Commercial Distribution (EAERCD) 7th International Conference on Retailing and Commercial Distribution Teaching and Research Issues, Cheltenham, England, July 2002 (Presented and published in Conference Proceedings).

Pearson, Michael M., John W. Barnes and Scott Fredrickson, "Classroom Exercises for Music Merchandising: Comparing the Reaction of Music Students to Traditional Retailing Students," Journal of the Music and Entertainment Industry Educators Association, (Spring 2002, Vol. 2, No. 1, pp. 28-59).

Pearson, Michael M., Caroline Fisher and Marina Onken, "Management Practices in Successful and Non-successful Musical Groups," EIRASS International Conference, Heidelberg, Germany, August 2002. (Paper presented and abstracted in conference proceedings.)

Pearson, Michael M., and John Barnes, "Selecting Distribution Partners with AHP (Analytic Hierarchy Process): A Classroom Exercise," Academy of Business Administration, Key West, Florida, April 17-22, 2002. (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M., and Lee Mundell, "Using the LOOKUP command to construct spatial models with spreadsheets," Decision Sciences Institute National Conference, San Francisco, November 2001. (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M., "Spreadsheet-based models for the classroom," Society for Marketing Advances National Conference, New Orleans, November, 2001. (Paper presented at conference and published in conference proceedings.)

Fisher, Caroline, Michael M. Pearson, Jim Eiseman, and Ried Wick, "Measuring Success for a Musical Group," Atlantic Marketing Association, Portland, Maine, September, 2001.

Pearson, Michael M., and John W. Barnes, "Computerized-Based Exercises for the Music Merchandising Classroom: Comparing the Reaction of Music Students to Traditional Retailing Students," Atlantic Marketing Association, Portland, Maine, September, 2001.

Pearson, Michael and Lee Mundell, "A Spreadsheet-Based Shopping Center Model for the Classroom," Academy of Marketing Science Tenth Biennial World Conference, Cardiff, Wales, June 27 - July 1, 2001. (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M. and Brenda Joyner, "The Place of Location in the Gestation Stage for Retail Entrepreneurs," Hawaii Conference on Business, Honolulu, Hawaii, June 2001. (Paper presented at conference and abstract published in conference proceedings.)

Pearson, Michael M., and John W. Barnes, "Classroom Exercises for Music Merchandising: Comparing Retail vs. Music Students," MEIEA Conference, New Orleans, April 2001.

Pearson, Michael M., John W. Barnes and Scott Fredrickson, "Classroom Exercises for Music Retailing," ACRA Spring Conference, Birmingham, AL, April 2001.

Pearson, Michael M. and Lee Mundell, "The Evolution of Spreadsheet-Based Shopping Center Layout Models for the Retail Classroom," Winter ACRA/NRF Conference, NYC, January 14, 2001.

Fisher, Caroline, Michael M. Pearson, John Barnes, Jim Eiseman and C. Reid Wick, "Attitudes of Music Groups Toward External Agencies," 2001 Annual Meeting of Southwest Federation of Administrative Disciplines, New Orleans, February 27-March 3, 2001. (Paper presented at conference and published in conference proceedings.)

Pearson, Michael M., and Lee Mundell, "Spreadsheet-Based Spatial Modeling for the Retail Management Classroom: Three Models," The Sixth Triennial AMS/ACRA Retailing Conference, Columbus, OH, November 2000. (Paper presented at conference and published in conference proceedings, Retailing 2000: Launching the New Millennium.)

Pearson, Michael M., Lee Mundell and Caroline Fisher, "Value of Position on the Web Site: Spreadsheet Models for the Classroom," Direct Marketing Educators Conference, New Orleans, October 15, 2000. (Paper presented at conference and published in conference proceedings as extended abstract.)

Fisher, Caroline M., Michael M. Pearson, John Barnes, Jennifer Krause, Jim Eiseman and C. Reid Wick, "The Business of Music: What Makes Music Groups Successful," Atlantic Marketing, Charleston, S.C., October 12-14, 2000. (Presented at conference and published in conference proceedings.)

Pearson, Michael M., Lee Mundell, Teri K. Henley and Jim Eiseman "Spatial Modeling with Spreadsheets: Development of Four Advertising Layout Exercises for the Classroom," Journal of Advertising Education, June, 2001.

Fisher, Caroline, Michael M. Pearson and John Barnes, "Business Attributes of Successful Music Group," Journal of Hospitality and Leisure Marketing, Volume 8, Number 1, 2001. (Article accepted October 2000.)

Pearson, Michael M., and John Brockhoeft, "The Legal Foundations of a Retail Transaction: Contract Law and the Uniform Commercial Code," Marketing Education Review, Summer 2000, Vol. 10, pp.27-34.

Pearson, Michael M., and Brenda Joyner, "Information Needs of Retail and Service Entrepreneurs: Empirical Findings from Louisiana." the 7th International Conference on Recent Advances in Retailing and Services Science (EIRASS), Sintra, Portugal, July 2000. (Paper presented at conference and abstracted in the conference proceedings.)

Pearson, Michael M., and John Brockhoeft, "The Legal Foundations of a Retail Transaction: Contract Law and the Uniform Commercial Code," Paper presented at the American Collegiate Retailing Winter Conference, January 2000. Paper abstracted in Retailing Education Today, and available in its entirety through ACRA Clearinghouse. (Blind-reviewed academic paper.)

Pearson, Michael M.; Caroline Fisher; William Redmond and Nancy Merritt; "The Roles of Price, Quality and Value-Added in Industrial Distributor Purchase Decisions," Journal of Marketing Channels, Vol.7, No.3, 2000.

Pearson, Michael M., and Guy Gessner, "Transactional Segmentation: A New Approach for Customer Defection Flagging," Marketing Management, Summer 1999, pp. 17-23.

Pearson, Michael M., and Lee Mundell, "Spatial Modeling with Spreadsheets: The Evolution of a Store Layout Model for Classroom Use," Marketing Education Review, Spring 1999, Volume 8, Number 2.

Pearson, Michael M.; Lee Mundell; Terri Henley and Jim Eiseman, "Spatial Modeling with Spreadsheets: Research and Classroom Use for Advertising Research," Academy of Business Disciplines National Conference, Fort Myers, FL, November 11-12, 1999.

Pearson, Michael M., and Brenda Joyner, "Information Needs of Retail Entrepreneurs: Empirical Findings from Louisiana." Paper presented at Rural Retailing Conference, Snowbird, Utah, June 17-19, 1999, and published (in abstract) in conference proceedings.

Mehta, Rajiv; Bert Rosenbloom; Trina Larsen; Mike Pearson, "Leadership Style and Motivation of Channel Members: The Influence of National Culture." Tenth International Conference on Research in the Distributive Trades, Stirling, Scotland, August 1999. (Paper presented at conference and published in conference proceedings, pp234-244.)

Pearson, Michael M.; Caroline Fisher; Rajiv Mehta, "Weekday/Weekend and Days-of-the-Week Shoppers: An Analysis of Demographics, Shopping Behavior and Distance Traveled. Tenth Annual Tenth International Conference on Research in the Distributive Trades, Stirling, Scotland, August 1999. (Paper presented at conference and published in conference proceedings, pp 402-410.

Pearson, Michael M.; Rajiv Mehta and Caroline Fisher, "Incorporating TQM into Retail Management: Developing Measures for Self-Evaluation," American Collegiate Retailing Association Winter Meeting, Tucson, AZ, April 1999.

Pearson, Michael M.; Rajiv Mehta and Caroline Fisher, "Analyzing the Demographic, Shopping and Distance Traveled in Weekday/Weekend and Days-of-the-Week Shoppers," Atlantic Marketing Conference, Savannah, Georgia, October 1998.

Rosenbloom, Bert; Rajiv Mehta; Trina Larsen and Michael M. Pearson; "Leadership Styles, Culture and Cooperation in Global Marketing Channels," Journal of Shopping Center Research, Fall-Winter 1997, 4(2):95-116.

Fisher, Caroline; Claire J. Anderson and Michael M. Pearson; "Consumer Problem Perception: In-home versus In-store Shopping," Southern Marketing Association, November 1997.

Pearson, Michael M.; Caroline Fisher and Rajiv Mehta; "Incorporating Total Quality Management into the Retail Classroom," Academy of Marketing Science/ American Collegiate Retailing Association Triennial Conference, St. Louis, November 1997. Paper presented at conference and published in conference proceedings.

Rosenbloom, Bert; Rajiv Mehta; Trina Larsen and Michael M. Pearson; "Leadership Styles, Culture and Cooperation in Global Marketing Channels," EAERCD/ACRA 9th Research Conference, Leuven, Belgium, July 1997. Paper presented at conference and accepted for publication but abstracted in refereed proceedings. Winner of Stanley Hollander Research Award for Best Paper at Conference.

Mehta, Rajiv; Michael M. Pearson; Caroline Fisher and Donald Chang; "Leadership Styles, Motivation and the Role of Culture in Global Marketing Channels," Academy of Business Administration Annual Conference, Cancun, Mexico, April 1997.

Powell, William; Caroline Fisher, Michael M. Pearson and Rajiv Mehta; "TQM: Measuring Effectiveness," Second Conference in Graduate Education and Graduate Student Research. Paper presented at January 1997 conference and published in refereed conference proceedings, Advances in Hospitality and Tourism Research, Robert Bosselman, John Bowen and Wesley Roehl, Eds.) University of Las Vegas, 1997, Vol. 2, pp. 369-376.

"Virtual Reality in Consumer Education: Bringing the Students into the Supermarket," with S. Aungst, K.J. Kim, A. Maretzki, J. McClure, E. Rajotte, A. Valbuena, T. Virstrate, D. Wilson. Paper published in Interactive Technology in Health Education: Virtual Reality, Distance Education, Electronic Classroom Proceedings. State University of New York at Plattsburgh and High Techsplanations, Inc., June 1996.

"The Role of Marketing Education in Workforce Development," with Margery Steinberg, Kay George, Rob Hall, Kathy Mannes, Michaela Meehan, American Marketing Association Summer Educators' Conference, Washington, D.C., August 1995.

"A Capstone Computer Exercise for Retail Store Layout," with Glenn T. Stoops, Academy of Marketing Science/American Collegiate Retailing Association National Retailing Conference, Richmond, October, 1994.

"Retail Database Marketing," with Glenn T. Stoops, Academy of Marketing Science/American Collegiate Retailing Association National Retailing Conference, Richmond, October, 1994.

"Teaching, Mentoring and Advising: What are Our Moral Obligations Beyond the Classroom?" with Judy Miler, American Collegiate Retailing Association Spring Conference, Atlanta, April 1994.

"Defection Flagging: A Customer Retention Strategy," with Glenn T. Stoops, American Marketing Association International Collegiate Conference, New Orleans, April 1993. Paper published in conference Proceedings.

"Customer Defection Flagging: Application of the Hot Topic in Retail Banking to Traditional Retailers," with Glenn T. Stoops, American Collegiate Retailing Association Spring Conference, Detroit, April, 1993.

"The Survival Game Process: A Future of Retailing Application," with Glenn T. Stoops, Marketing Education Review, American Marketing Association, Fall 1992.

"The Information Revolution and the Microcomputer in the Retail Classroom," with Glenn T. Stoops, AMA Summer Educator's Conference, August, 1992, Chicago.

"Profiling the Heavy Purchasing Credit Car User," with Glenn T. Stoops, ACRA/NRF Winter Conference, New York City, January 1992, (abstracted in ACRA Newsletter and available through ACRA Clearinghouse).

"Recycling Influenced Purchasing Behavior: Preliminary Findings: American Marketing Association Collegiate Conference, New Orleans, April 1992. Paper published in Proceedings, April, 1992.

"Spatial Applications of Lotus 1-2-3 for the Retail Classroom," Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference, Richmond, Virginia, August 1991.

"Using the Survival Game Technique with a Future of Retail Merchandising Exercise," with Glenn T. Stoops, American Marketing Association International Collegiate Conference, New Orleans, 1991. Paper published in Proceedings, April, 1991.

"The Evolution of a Retail Store Layout Model," with Glenn T. Stoops, ACRA Spring Conference, Los Angeles, April, 1991 (abstracted in ACRA Newsletter and available through ACRA Clearinghouse).

"Innovative Instructional Techniques for Principles of Retailing and Merchandising," Atlantic Marketing Association, Savannah, GA, August, 1991.

"DPP: Threat or Opportunity for Modern Retailing," with Glenn T. Stoops, ACRA/NRF Winter Conference, New York City, January, 1991 (available through ACRA Clearinghouse).

"Development of a Customer Service Advisor from an Expert System to a Decision Support System to an Expert Data Base," with Glenn T. Stoops and Stan G. Aungst, AMA Microcomputers in Marketing Conference, New Orleans: Paper published in Proceedings of the 1990 AMA Microcomputers in Marketing Education Conference, Barry Berman, Joel R. Evans and John R. Gifford, editors, American Marketing Association, 1990.

"Development of Four Trade Area models with the Microcomputer," with Glenn T. Stoops, American Marketing Association Microcomputers in Marketing Conference. Paper published in Proceedings, April, 1989.

"The Future of Retail Merchandising: Comparison of Student, Practitioner and Expert Opinions," with Glenn T. Stoops, American Collegiate Retailing Association Annual Conference, Miami, April 1990 (available through ACRA Clearinghouse).

"Direct Product Profit: A Sensitivity Analysis," with Glenn T. Stoops, 1989 Academy of Marketing Science Annual Conference, Orlando, Florida. Paper published in Proceedings, May, 1989.

"Comparison of Packaging Materials using Direct Product Profit (DPP)," Journal of Food Distribution Research, Fall, 1988, with Glenn T. Stoops. 282-286.

Pearson, Michael M. and Glenn T. Stoops, "Spreadsheet Modeling for Retail Feasibility, Store Location Projects," Journal of Education for Business, Fall, 1988, pp. 282-286.

"Shelf Space Allocation: A Field Experiment," with Glenn T. Stoops, The Academy of Marketing Science and The American Collegiate Retailing Association Retailing Conference, Charleston, South Carolina, October, 1988. Paper published in Retailing: Its Present and Future, Robert King (ed.), 1988.

"An Analysis of Demographic, Store and Competitor Factors in Distance Rational Shopping Behavior," with Glenn T. Stoops, The Academy of Marketing Science and the American Collegiate Retailing Association Retailing Conference, Charleston, South Carolina, October, 1988. Paper published in Retailing: Its Present and Future, Robert King (ed.), 1988.

Attacking the Store Location Problem with Lotus 1-2-3," with Glenn T. Stoops, Annual North American Conference, International Business Schools Computer Users Group, Flint, Michigan, July, 1987.

"Store Layout with Lotus 1-2-3: A Classroom Exercise," with Glenn T. Stoops, Annual North American Conference, International Business Schools Computer Users Group, Flint, Michigan, July, 1987.

"A Retail Saturation Model for the Microcomputer," with Glenn T. Stoops, 1987 AMA Microcomputers in Marketing Conference, Honolulu, Hawaii. Paper published in Proceedings of the 1987 AMA Microcomputers in Marketing Workshop, Nicholas E. Synodinos (ed.), University of Hawaii at Manoa, October, 1987, pp. 47-57.

"A Spatial Application of Lotus 1-2-3: A Shelf Space Allocation Teaching Exercise," with Glenn T. Stoops, Third Annual AMA Conference on Microcomputers in Marketing, Pomona, California, 1986. Paper published in Marketing Applications in the Computer Age, Robert S. Schaffer and Vernon R. Stauble, Editors, American Marketing Association, 1986.

"Identifying the Factors Contributing to Customers Driving Directly by a Competitor to Shop at the Host Store," Academy of Marketing Science Conference, Anaheim, California, 1986. Paper published in Academy of Marketing Science Proceedings, 1986, with Glenn T. Stoops and Bob Wu.

"Interactive Microcomputer Exercises for the Classroom," with Glenn T. Stoops, AMA Collegiate Conference, Faculty Advisors' Tract, Chicago, April, 1985.

"Development of a Store Location Model for Classroom Use," American Collegiate Retailing Association, San Francisco, 1985 (available through ACRA Clearinghouse).

"The Merchant-Merchant Cycle," AMA Marketing History Conference, East Lansing, 1988. Paper published in Marketing in the Long Run, Stanley C. Hollander and Tarenez Nevett, editors, American Marketing Association and Michigan State University, 1985. (Also abstracted in Journal of Marketing Education, Fall 1985.)

"Teaching Retailing through Exercises," American Collegiate Retailing Association, Toronto, 1982 (available through ACRA Clearinghouse).

"Ten Distribution Myths," Business Horizons, May-June, 1981.

"The Use of Student Letters of Praise and Complaint as an Introduction to Marketing Class Project," Journal of Marketing Education, April, 1980, with William R. Hoskins and Gregory M. Gazda.

"Consumer Reaction to Scanning," Academy of Marketing Science Conference, Dallas, 1980. Paper published in Academy of Marketing Science Proceedings, 1980, with Robert Venzel.

"An Analysis of Business Firms' Response Rates to Consumer Letters of Praise and Complaint," Midwest Business Administration Association Meetings, Chicago, Illinois, 1980. Paper published in Midwest Business Administration Association Proceedings, 1980, with William R. Hoskins and Gregory M. Gazda.

"Wholesaling in Economic Development: Incorporating the Distribution-Center Concept," Bulletin of Business Research, August, 1979, with James S. West.

"Market Researching an MBA Program," AACSB Bulletin, Spring, 1977, with A. B. Blankenship.

"The Evaluation of a Student Letter Project as an Introduction to Marketing Tool," American Marketing Association Educators' Conference, Hartford, 1977. Paper abstracted in Conference Proceedings: 1977 Educators' Conference, American Marketing Association, with William R. Hoskins and Gregory M. Gazda.

"Guidelines for a Telephone Group Interview," Journal of the Academy of Marketing Science, 1977 (with A. B. Blankenship).

"Business Response to Consumer Letters of Praise and Complaint," Journal of Business Research, February, 1976.

"The Role of Conflict and Cooperation in Channel Performance," American Marketing Association Educators' Conference, Memphis, Tennessee, 1976. Paper published in Marketing: 1776-1976 and Beyond, 1976 Educators' Proceedings, American Marketing Association, with John F. Monoky.

"The Motivation of Social Responsibility," Business Research Bulletin, May, 1975.

"The Marketing Concept and Hospitals: 'Push' and 'Pull' Feedback Mechanisms to Measure Consumer Satisfaction," with James S. West and Gregory M. Gazda, Southwestern Marketing Association, Spring Conference, San Antonio, Texas, 1975.

"Hospital Use of Formal and Informal Feedback Mechanisms to Measure Patient Satisfaction," Southern Marketing Association Fall Conference, Atlanta, Georgia, November 1974. Paper published in Southern Marketing Association 1974 Conference Proceedings, Southern Marketing Association, February, 1975, with James S. West and Gregory M. Gazda.

"Consumer Feedback as an Input to Hospital Decision Making," Midwest American Institute of Decision Sciences Conference, Indianapolis, Indiana, April, 1975. Paper published in Midwest American Institute of Decision Sciences 1975 Conference Proceedings, American Institute of Decision Sciences, 1975, with James S. West and Gregory M. Gazda.

"An Empirical Study of the Operational Results Associated with Conflict and Cooperation in Channels of Distribution," Southern Marketing Association Fall Conference, Washington, D.C., 1972. Abstracted in Southern Journal of Business, Spring, 1973.

"Analysis of Business Firms' Response to Consumer-Initiated Feedback," Southern Marketing Association, Spring Conference, Dallas, Texas, March, 1974.

"Toward a Theory of Transactional Efficiency," Purchasing Newsletter, February, 1974.

"The Conflict Performance Assumption," Journal of Purchasing, February, 1973.

"The Personality of Turnover," Journal of Food Distribution Research, September, 1972.

"An Empirical Study of the Operational Results Associated with Conflict and Cooperation in Channels of Distribution," Southern Marketing Association, Fall Conference, Washington, D.C., 1972.

B. Published Cases

"Golden Grain Health Food Store," with Glenn T. Stoops, computer based Lotus 1-2-3 case on shelf space allocation for Marketing Decision Support Systems, Robert F. Dyer and Ernest Forman, 1989.

"Repositioning the Advertising Council, Inc." The American Marketing Association Strategic Case Competition case for 1989-90.

C. Other Publications

"Universal Beliefs About Student Organizations Need Revamping," Marketing Educator, American Marketing Association (editor selected), Fall, 1990.

"What is a Profession?" Marketing News, American Marketing Association (editor selected,) November 21, 1988.

"Global Information Needs of Small Businesses in the New Orleans' Metropolitan Area," with Brenda Joyner, presented at Loyola University College of Business Administration ALIANZA Conference and published in the proceedings, April 4, 1995.

VI. Research Projects and Grants

CIBER Faculty Development Grant for tour of Tokyo, Beijing, Shanghai and Ho Chi Min City, August, 2004. Loyola Faculty Development Committee, 2004. \$2,500.

CIBER Faculty Development Grant for tour of Hong Kong, the Pearl River Delta and Shanghai, January 3-18, 2004. Loyola University Faculty Development Committee, 2004. \$2,500.

Coleman Entrepreneurship Grant – Grant to develop a web-based certificate program in music business for musicians, 2002. \$50,000. (with others)

CIBER Faculty Development Grant for CIBER Faculty Development Program, Understanding the EU," Antwerp, Belgium, May 2002. Loyola University Faculty Development Committee. \$2,500.

United States Department of Education Grant (Joseph Ganitsky, Director). \$83,200. I was added to this grant in the spring semester of 1998 to do the agribusiness section. This included researching an agribusiness firm (DFI Industries of Metairie, LA), writing a case and research notes on this firm, and conducting industry and faculty seminars dealing with competitive practices of small agribusiness firms in the global market. 1998.

Loyola University Faculty Development Grant, "Quality Management Practices among Firms in the Louisiana Music Industry," \$700 to cover costs for mail survey. 1998.

Entergy/New Orleans' City Council Economic Development Grand, with Dr. Ron Schroeder. Research grant to conduct a survey of 1,400 New Orleans small businesses to determine their most pressing information needs. From these surveys, fourteen seminars will be structures and conducted for the small business community. 1996, \$38,000.

United States Department of Education Grant. This grant is designed to provide information to Louisiana small businesses on how to enter and compete in the global marketplace. Two industries (Louisiana hot sauces and energy-related services) have been selected for analysis. The grant provides for student internships with global business firms, the writing of academic cases based upon the industries and seminars for small business firms based upon the “best-practices” of the industries studied. 1996-97. \$87,000.

Loyola University Faculty Development Grant, CIBER Mexico Faculty Development Tour (Monterey, Saltillo, Mexico City, Puebla, April 14-25, 1996) sponsored by Texas A&M University and University of Maryland, 1996, \$1,600.

U.S. Department of Education, ALIANZA Grant, “Building U.S. - Mexico Trade Partnerships.” Small Business/Entrepreneurship co-chair, 1994-1995.

Loyola University Faculty Research Grant, Mail Survey of Entrepreneurs in Greater New Orleans, 1994, with Brenda Joyner, \$1,816.

Bowling Green State University Recycling Study, research grant from university to conduct faculty and student surveys and develop a marketing plan for the university’s recycling program, 1994, \$5,000.

Wood County Solid Waste District Research Grant through BGSU Management Center to conduct a Recycling Study for County, 1993, \$11,500.

The Smith and Oby Company, Cleveland, OH., Research Grant through BGSU Management Center to conduct Consumer Input for Total Quality Management Program, 1993, \$4,000.

Fabco, Inc., Findlay, OH Research Grant through BGSU Management Center to conduct Industry Competitiveness Study, 1992, \$10,500.

BGSU Faculty Development Committee, \$250 speed grant to attend 1991 AMA Environmental Conference in Cincinnati.

American Marketing Association Faculty Research Grant, Recycling Influenced Purchasing Behavior, \$2,500, 1991 (competitive award).

Owens-Illinois Closure Division, research grant for Recycling Influenced Purchasing Behavior, \$2,000, 1991 (research support).

Cooper Tire Company, \$300, research support for tire recycling, 1991.

Owens-Illinois Closure Division to conduct feasibility study for fluid milk industry through Bowling Green State University Management Center, 1991.

Werk-Brau Corporation, \$1,000, research support for dealer survey, 1990.

BGSU Faculty Improvement Leave granted to research the marketing of recyclable products, 1990-91 academic year.

Owens-Illinois research grant through BGSU Management Center to construct Industry Computer Model, 1990, \$10,000.

BGSU Faculty Development Committee, \$250 speed grant to attend 1990 NRMA Merchandising Seminar in New York.

Ohio Title I Grant, Ohio Bureau of Employment Services, 1988-1989, Entrepreneurial Training for Dislocated Workers, \$87,000. (Grant involves many BGSU business faculty but I serve as one of the four major participants or "mentors.")

Ohio Title I Grant, Ohio Bureau of Employment Services, 1985-86, Entrepreneurial Training for Dislocated Workers, \$108,000. (Grant involved many BGSU business faculty but I served as one of the four major participants or "mentors.")

College of Business Administration Summer Research Grant, "Computerizing Four Retail Trade Area Models," with Dr. Glenn T. Stoops, Summer, 1988, \$2,000.

BGSU Faculty Research Committee Basic Grant, "Development of a Retail Saturation Model for NW Ohio: Supply Side," Summer 1987, \$3,000.

Computer Pedagogy Mini-Grant, BGSU, College of Business Administration -- Cleveland Foundation, grant to attend "1986 AMA Microcomputers in Marketing Workshop," Pomona, California, \$500.

BGSU Faculty Development Committee, Speed Grant, grant to attend "1986 AMA Microcomputers in Marketing Workshop," Pomona, California, \$250.

BGSU Faculty Development Committee, Speed Grant, participation in computer teleconference, "Fleet Owners' Computer Conference on Bar Coding," June 2-13, 1986, \$170.

Computer Pedagogy Mini-Grant, BGSU, College of Business Administration -- Cleveland Foundation, Purchase of "SELS -- A Trade Area, Store Location Model," 1985, \$500.

College of Business Administration Summer Research Grant, "Development of Computer Interactive Exercises for Retail Merchandising and Retail Management," with Dr. Glenn T. Stoops, Summer 1985, \$2,000.

BGSU Faculty Improvement Leave, leave granted to develop a computer model for store location and trade area research, Spring, 1983.

HEW, Ohio Board of Regents Title I Grant, 1976-78, Improving Job Delivery Service to Northwest Ohio, \$50,000. (Grant involved six BGSU faculty.)

HEW, Ohio Board of Regents Title I Grant, 1974-76, Business Training for Economic Development, \$40,000. (Grant involved six BGSU faculty.)

VII. Teaching Experiences or Academic Service

A. Teaching Experiences

1. Undergraduate Courses

Introduction to Marketing	40 years
Marketing Problems	4 years
Marketing Planning	3 years
Personal Selling	6 years
Retail Management	38 years
Retail Merchandising	17 years
Promotion Management	4 years
Sales Management	3 years

Professional Selling	2 years
Distribution	2 years
Marketing Research	3 years
Advanced Marketing Strategy	5 years
Advertising and Promotion	4 years
Consumer Behavior	1 year
Introduction to Business	1 year
Global Marketing Institutions (in Belgium)	2 years
Sports Marketing and Management	8 years
Music Merchandising	1 year
Music Entrepreneurship	1 year
Supply Chain Management (in New Zealand)	1 year

2. Graduate Courses

New Product Development and Management	4 years
Distribution	9 years
Current Problems in Marketing	4 years
Marketing Management	4 years
Marketing Strategy	12 years
Marketing Strategy (Dana Corp.)	2 years
Marketing Strategy (Executive MBA)	3 years
Marketing Institutions	1 year
Global Marketing Institutions (in Belgium)	2 years
Global Retailing (in New Zealand)	1 year
Global Retailing and Distribution	2 year
Special Events Marketing	3 years

C. Dissertation, Thesis and GBA 691 Advising and Committees

1. Dissertations

- Thrash, Jon - "Development of Physical Climate Scale, Education, 1982
- Clover, William - "Cognitive Feedback/Selection Interview, Psychology, 1979
- Welsh, John - "Sources of Halo Error," Psychology, 1976

2. Thesis

- Dziad, Stephanie - "Fashion Innovation," Applied Human Ecology, 1993
- Culp, Lisa - "Perceptions of Apparel Quality," Applied Human Ecology, 1993

3. GBA 691 Research Papers: MBA students at Bowling Green were required to complete a capstone research paper in an area of specialization. I consider these projects, to be at the level of a Master's thesis but requiring approval of just one committeeperson (the advisor). I served as advisor for 47 GBA 691 projects at BGSU.

MBA Student

Topic/Year

Yesso, Drew	Computerized Retail Store Layout	1994
Schur, David	Employees' Influence on Household Recycling	1994

Chiricosta, Richard A.	Strategic Elimination of Vinyl Records	1993
Beuhler, Carolyn	Distance/Day of Week Shopping Behavior	1992
Corns, Ron	Specialty Gas Industry Plan	1992
Neis, Johnathan	Industrial Corrugated Recycling Study	1992
Ziegler, Patricia D.	Environmental Remediation Positioning Study	1992
Rush, Karen E.	Direct Marketing vs. Field Sales Force	1992
Puthoff, Kent	Consumer Use of Environmental Packaging Info	1992
Lane, John	Industrial Recycling Behavior Study	1991
Sander, Scott	Geodemographic Information Systems	1991
Nonnamaker, William	Scrap Tire Disposal Dealer Study	1991
Ingersoll, Glenn	Automotive Drivetrain Long Range Plan	1990
Tebbe, Mark	Store Location Customer Density Study	1990
Bruns, Christina	Competitive Intelligence in Data Automation	1989
Flanagan, Terrence	Hockey School Market Analysis	1988
Jayco, Paul	Store Location Model	1986
Worton, Scott	Small Business Mission Statements	1986
Rose, Wayne	Log Home Industry Segmentation	1986
Aungst, Stan	Consumer Letters of Complaint	1984
DeWallace, Robert	Distribution Planning for Small Businesses	1984
Noss, Joseph	Reliability of Opinion in Forecasting	1983
Ness, Deborah	Theory X, Y and Z in Shopping	1983
Tiger, Jacques	Bargaining Power in Customer Services	1983
Salsberry, Todd	Retail Audits in Small Firms	1982
Emery, Timothy	Long Range Planning for Restaurants	1982
Marxen, Russel	Plant Location Models	1982
Sauvestre, Christine	French Entry into U.S. Wine Market	1981
Lee, Jeff	Retail Store Location Model	1981
Copa, Frank	Concert Series Segmentation Study	1981
Ulrich, Peter	Life Cycle & Franchising in Germany	1980
Werkman, Janet	Shoplifting in Hardware Stores	1979
Billman, Scott	Perceptions of Life Insurance	1979
Venzel, Robert	Consumer Reaction to UPC Scanning	1978
Richardson, Thomas	Demographics in the Legal Profession	1978
May, David	Private vs. Generic Branding	1978
Iacobucci, Charles	Supermarket Patronage Study	1977
Lee, Albert	Solar Energy Equipment Distribution	1977
Edds, Robert	Formula Tire Marketing Strategy	1977
Garman, Fred	Measuring Distribution Efficiency	1976
Cramer, Michael	Hospital Marketing	1975
Ruport, Mark	Entertainment in Shopping	1975
Ambrose, Mark	Analytical Marketing in Health Care	1976
Greeley, Michael	Recycling Center Feasibility Study	1974
Thompson, J. Howard	Marketing Average Cost Curves	1974
Bieri, James	Entertainment Buying Motives	1974
Joyce, Martin	Bank Marketing Study	1973

V. Curriculum Development

A. Courses

MKT 893, Global Retailing and Distribution

MUBZ 400, Music Business Entrepreneurship

MKT 893, Special Events Marketing
MKT 735, New Product Development and Management
MKT 493, Sports Marketing and Management
MBZ 300, Music Merchandising
MKT 893, Marketing Institutions
GBA 641, Distribution Strategy and Structure
MKT 436, Retail Merchandising (restructured and computerized exercises)
GBA 640, Marketing Strategy (restructured and computerized)

MKT 494 Global Marketing Institutions (Undergraduate course designed and taught for Loyola University's summer foreign study program at the Catholic University at Louvain-la-Neuve in Belgium. Took students on retail tours of London, Paris, Amsterdam, Brugge, Luxemborg City, Brussels, Leuven, Maastrique.

MKT 894 Global Marketing Institutions (Graduate course designed and taught for Loyola University's summer foreign study program at the Catholic University at Louvain-la-Neuve in Belgium.)

VII. Academic Advising

Advisor for 31 undergraduate students - both upper and lower division.

VIII. Professional Development

ACRA Faculty Development Tour (retailers and suppliers) of Northern Italy, July 2011.

Loyola University New Orleans, sabbatical, 2010-11 academic year. Researche the economic recovery from natural disasters.

Loyola University New Orleans, sabbatical, 2001-2 academic year. Lincoln University, New Zealand. Researched information sources and decision timing of retail entrepreneurs

CIBER Faculty Development Business Tour (Japan, China, Vietnam), Sponsored by University of Hawaii. August 2004

CIBER Pearl River Delta Faculty Development Tour, Sponsored by University of Colorado – Denver, January 2004.

CIBER Faculty Development Tour of EU, Antwerp, 2002.

Funded faculty travel to international conferences conferences in Italy (2011), Turkey (2010), Norway (2009), Iceland (2008), Australia (2003), Germany (2002), England (2007, 2002), Leuven, Belgium (1997), Cancun, Mexico (1996), Stirling, Scotland (1999), Sintra, Portugal (2000), Barcelona, Spain (2000), Cardiff, Wales (2001).

University of Kentucky Sports Marketing Academy, Lexington, Kentucky, May 2000.

International Radio and Television Society's Faculty Development Seminar, New York City, February 2000.

Faculty Internship, The Rouse Company, Riverwalk Shopping Center, New Orleans, Fall 1998.

Rural Retailing Symposium, Snowbird, Utah, 1999.

University of Arizona Retail Symposium, Tucson, 1999.

American Collegiate Retailing Association Faculty Development Tour of European Retail Institutions (London, Paris, Brugge), August 1997.

International Council of Shopping Centers, National Trade Show, Las Vegas, 1997.

Direct Marketing Educators' Conference and annual Direct Marketing Association Conference, 1 day educators' conference and 3 day trade conference with seminars sponsored by DMA, October 1996.

Mexico Faculty Development Tour (Monterey, Saltillo, Mexico City, Puebla), Sponsored by Texas A&M University and University of Maryland, May 1996.

American Collegiate Retailing Association Conferences (retail tours and presentations by local retailers) in Boston (1976), San Francisco (1985), Toronto (1987), Detroit (1989), Miami (1990), Los Angeles (1991), Las Vegas (1997), Tucson (1999).

Constructing Effective Faculty Portfolios, 2 day seminar presented by Dr. Jack Gifford, Miami University, and sponsored by American Collegiate Retailing Association, New Orleans, April 1996.

Creating a Course Syllabus and Course Objectives, 1 day seminar presented by Dr. Harvey Brightman, Georgia State University, sponsored by College of Business, Loyola University, April 1996.

Computer seminars on Pine, Kermit, Internet, World-Wide Web, presented by Loyola University Library, 1995, 1996.

Stress Management with Yoga, 3-day seminar sponsored by Con-Tech Corporation, New Orleans, 1995.

Making Dynamic Computer-Aided Presentations, 1 day seminar presented by In-Focus Corporation, New Orleans, 1995.

National Retail Federation Merchandising Seminars, New York City, 1992,1993,1994,1995,1996,1998,2000.

BGSU Geography Annual Seminar on Geodemographic Computer Application, 1992.

Toledo Metro Area Council of Governments, Census Seminar, 1992.

BGSU Artificial Intelligence Seminar on Neural Networks, 1991.

American Marketing Association, Environmental Conference, Cincinnati, 1991.

American Marketing Association Faculty Consortium (teaching), Flagstaff, AZ, 1990.

Northwest Ohio AMA Seminar on Customer Service, Toledo, 1990.

AMA Microcomputers in Marketing Conference, New Orleans, April, 1990.

American Collegiate Retailing Association Meetings, Miami, 1990.

AMA Theory Conference, Phoenix, 1990.

National Retail Merchants Association Merchandising Seminars, New York, 1991, 1990, 1984.

American Marketing Association Microcomputers in Marketing Conference, New Orleans, 1989.

Higbee's Retail Seminar, Cleveland, 1987.

Implementing Strategic Planning Seminar (Rike's Symposium) Dayton, 1985.

On Site Seminar (a demographic, census-based, on-line search tool for store location research), sponsored by Urban Decision Systems and Scientific Time Sharing Company, Birmingham, Michigan, 1983.

AMA Faculty Consortium (Retailing), American Marketing Association, 1981, Madison, Wisconsin.

Store Location and Trade Area Analysis Seminar, Food Marketing Institute, 1981, Chicago.

Behavioral Modeling Seminar, Quaker Oats and Food Marketing Institute, 1979, Philadelphia.

Housewares Merchandising Seminar, National Housewares Association, 1978, Chicago.

Food Marketing Institute, Merchandising Seminars and National Trade Show, 1977-1980, 1983.

Armstrong Cork Company's Faculty Marketing Seminar and Distributor's Conference, 1976, Hershey, PA.

U. S. Department of Labor, Wage-Price Guidelines Briefing, 1976, Washington, D. C.

Psychological Profiling in Retail Training, Supermarket Institute, 1975, Orlando, Florida.

IX. Service

A. College Service

Area Scheduler, Marketing, 2011- present

Rank and Tenure Committee, 2010 – present.

Area Coordinator, Marketing, 2003-2005.

College Curriculum Committee, 2003-2005.

MBA Strategic Planning Committee, 1995-1997, 2000-2001, 2003-present.

Entrepreneurs and the Internet Seminar. Coordinator for week-long seminar for entrepreneurs, internet related businesses and students on the use of internet in small entrepreneur businesses.

Conference was co-sponsored by Loyola University AMA, New Orleans AMA, Loyola University Ad Club, Loyola University PRSSA, and Bell South. February 2000.

M.B.A. Committee, 1997-2002.

Ethics and Entrepreneurship Seminar. Presented the results of our 1995 entrepreneurship survey (Conducted with Dr. Brenda Joyner and sponsored by a grant from the Loyola Faculty Research Grant Committee.) to members of the New Orleans' business community. The findings of this study were presented through City Business. Individual summaries of the results were sent to all participants. Seminar was conducted on Loyola's campus April 23, 1996.

College of Business Administration Strategic Planning Committee, 1995-97, 2003-present.

College of Business Administration Curriculum Committee, 1995-1996, 1999-present.

College of Business Administration Rank and Tenure Committee, 1995-1996, 1999-2002, 2008-2010 (Vice-chair, 2000-2001.)

Co-Advisor, Collegiate Chapter of American Marketing Association, Loyola University, 1994-present.

Advisor, AMA Strategic Case Competition (1994-95, 2003-2004))

Co-Advisor, AMA Case Competition (1996,97, 2000, 2001, 2002)

Advisor, Loyola University MBA Association (1995-97).

Other Loyola University College of Business Administration committee service: Intellectual Contribution Sub-Committee, Computer Advisory Committee for Classroom Use, Recruitment and Retention Committee, ALIANZA Planning Committee, Chair of Marketing Recruiting Committee, Executive Education Committee).

Advisor, Marketing Club (Collegiate Chapter of American Marketing Association, 1979-1994). (BGSU)

Chair of College of Business Executive Committee and Vice Chair of College of Business Faculty (1976-77; 1985-86) (elected) (BGSU).

Other Department committee service: Long Range Planning Committee, Business-to-Business Planning Committee, Scholarship Committee, Recruiting Committees plus others. (BGSU)

Other College committee service as: Tenure Screening and Revision Committee, Council of Chairs, College Executive Committee, Curriculum Committee, Elections Committee, MBA Committee, Computer Policy Committee, Library Committee plus others. (BGSU)

With A. B. Blankenship designed and conducted a marketing research study to determine the appeals of taking an MBA degree at Bowling Green. Project was funded through College of Business.

B. University Service

University Athletic Advisory Committee, 2007-present.

Standing Committee for Common Curriculum, 2011-present.
First year seminar sub committee – 2011-present.
Natural sciences sub committee – 2011-present.

University Center for Teaching, Learning, Scholarship Planning Committee, 2008-2010.

University QEP Committee, 2007-2009.

University Computer Technology Committee, 1997- 2002.

University Senate, 1995-1998, 2006-2008.

Faculty Development and Leaves Committee, 1996-present. (Chair, 1997-99)

Music/Business Program Advisory Council, 1995-2002).

Other University Committee service (BGSU): University Scholarship Committee, Long-Range Planning Committee, Bookstore Advisory Committee, Ice Arena Advisory Committee, Computer Advisory Committee, Committee to Revise By-Laws, Placement Committee, Placement Screening Committee

University Graduate Council (BGSU), 1993-94.

BGSU Graduate Student Orientation Program, "Innovative Research Topics," 1990, 1991.

University Preview Days, speaking to prospective students and their parents about BGSU.

Faculty Club and Golf Clubhouse Survey (1984-85). This involved working with the BGSU Athletic Director and Athletic Department in doing a feasibility study for a new Golf Course Clubhouse and Faculty Club. This service included more than twenty meetings and constructing and tabulating a survey of University faculty and staff.

University Faculty Senate (Elected senator 1980-83).

Project Director, General Motors-Chevrolet Intercollegiate Marketing Competition, 1979-80.

Advanced Management Program, Bowling Green State University. Management Center. Coordinated and presented three full-day seminars on Marketing. In addition, presented closing seminar on Marketing for the spouses of the participants.

BGSU Placement - Retailing Seminar. Designed and conducted for the objectives of building a better relationship with retail recruiters and building up the number of retail recruiters recruiting on campus.

Conducted seminars for employees of BGSU Placement and the BGSU Department of Intercollegiate Athletics introducing the marketing concept and showing how marketing can be used in their university divisions.

With Gil A. Frisbie designed and conducted a marketing research study to determine the behavior of students and non-students in attending BGSU's football games. Research identified target markets, showed the behavior of these segments, and made

recommendations to increase attendance. Project was funded through the Office of the Vice President of Public Services and the Department of Intercollegiate Athletics.

With James S. West conducted a "land use" study and a marketing plan for the University to divest itself of a large parcel of land in Cleveland, Ohio. Project was funded through the Office of Vice President of Public Services and the Office of Alumni Development.

Advisor, Beta Theta Pi Fraternity, 1974-80, serving as faculty, financial, and chapter advisor.

C. Professional Service

Membership in Professional Organizations

American Marketing Association (national offices)

Chair, Teaching and Learning Special Interest Group, 2004-2007.

Advisory Board for Retailing & Retail Management, AMA Special Interest Group, 1993-1996.

Editorial Board and Task Force for defining, assembling and testing body of knowledge for marketing, 1992-1994

Environmental Task Force, 1990-91

Chair, Collegiate Case Competition, 1989-90

Vice President for Collegiate Activities, 1988-89

Vice President-Elect for Collegiate Activities, 1987-88

Member, Collegiate Activities Council, 1985-90

Member, Student Activities Council, 1981-84

National Chair for AMA Marketing Week, 1987-88

Judge for national student chapter awards, 1982-84, 1986-88, 1995-96.

Session chair for national conference, 1981-89

Journal of Marketing, Editorial Board, Marketing Abstracts (1983-84)

New Orleans' American Marketing Association, Vice President of Collegiate Relations, 1998-2004.

Toledo Sales and Marketing Executives

American Collegiate Retailing Association:

Planned and executed ACRA Spring Conference in New Orleans, April 17-21, 1996. (This academic conference brought together more than 20 New Orleans businesspeople and more than 80 academics from around the world.)

Planned and executed (with Dr. Jack Gifford) ACRA's First Faculty Workshop, "Microcomputers in Retailing"(4 days, Miami University, August, 1992)

Long-Range Plan Committee, 1991-present

Executive Committee, 1990-present

Newsletter Editor, 1990-94

Vice President 1992-1994

President, 1994-96

Academy of Marketing Science

Co-chair for 2009 10th Triennial AMS/ACRA Retailing Conference, New Orleans, September 30-October 3, 2009. 104 attendees.

American Institute of Decision Sciences

X. Awards and Honorary Societies

Chase/Francis C. Doyle Distinguished Professor of Marketing (2003-present.)

Outstanding Research Award, Loyola College of Business, 2001.

Stanford H. Rosenthal Endowed Professorship (Awarded 9/99 – 3 year term.)

Outstanding Teacher Award, Loyola University College of Business, 1999.

Stanley Hollander Research Award for Best Paper at EAERCD/ACRA 9th Research Conference, Leuven, Belgium, July 1997.

Emeritus Professor, Bowling Green State University.

Co-advisor, Loyola University New Orleans AMA case team. American Marketing Association Strategic Case Competition, National Champion, 2003, 1997; Runner-up, 2001, 2000, 1998; Third place, 2008, 2007).

Co-Advisor, Loyola University New Orleans AMA collegiate chapter, AMA Top Southern Regional Chapter, 1998.

Co-advisor, Bowling Green State University AMA Collegiate Chapter, AMA National Chapter of the year, 1984; Top Midwest Regional Chapter, 1982, 1985, 1985, 1988, 1990, 1991, 1992.

Beta Gamma Sigma

Omicron Delta Kappa

Sigma Iota Delta

Delta Sigma Pi

XI. Corporate and Professional Directorships

Board of Directors, American Collegiate Retailing Association, 1990-present.

Board of Directors, American Marketing Association, Chicago, 1987-1989.

Board of Directors, Sunbreak Food Products, Ellsworth, Wisconsin, 1965-1967.

Board of Directors, Centre Super Markets, Inc., Toledo, Ohio, 1974-1984.

Advisory Board, Cresset Chemical Company, Weston, Ohio, 1985-1994.

Advisory Board, Port Lawrence Title and Trust, Toledo, Ohio, 1978-1981.

Board of Directors, New Orleans American Marketing Association, 1997-present.

XII. Consulting, Seminar, Research & Work Experience

Owens-Illinois Closure, Inc., Toledo, OH

The Advertising Council, New York, NY

Fifth-Third Bank, Cincinnati, OH

First of America Bancorp, Kalamazoo, MI

Centre Super Markets, Inc., Toledo, OH

Beerco Distributing, Fostoria, OH

Mr. Wiggs Department Stores, Beachwood, OH
Franklin Office Supplies, Toledo, OH
Citizen Publishing Company, LaGrange, IL
Port Lawrence Title & Trust, Toledo, OH
Ohio Bureau of Employment Services
Ohio Economic Opportunity Development Administration
BGSU, College of Business, MBA Study
BGSU, Athletic Department, Football study
BGSU Foundation, Cleveland Stadium study
Fallen Timbers Development Co., Maumee, OH
White Oaks Ace Hardware, Bowling Green, OH
Ohio Hazardous Materials (OHM), Findlay, OH
Werk-Brau, Inc., Findlay, OH
Ferguson Corporation, Richmond, VA
Anderson Professional Printing, Toledo, OH
Sunbreak Food Processing, Ellsworth, WI
Armour & Company, South St. Paul, MN
Fairway Foods, Inc., St. Paul, MN
Hancock Nelson Mercantile Co., St. Paul, MN
Crazy Farmer Liquors, Arvada, CO
Owens-Illinois Glass Container Div., Toledo, OH
USDA, St. Paul, MN
University of Minnesota, Minneapolis, MN
University of Hawaii, Hilo, HI
American Marketing Association, Chicago, IL
King Soopers, Inc., Denver, CO
Marathon Special Products, Bowling Green, OH
Michigan College Placement Association
Suburban Newspaper Research Council
BGSU Management Center, Inc.
Hawaii Young Farmers Association
National CSS, Wilton, CT
Bureau of Business Research, Colorado University
Pioneer Press Newspapers, Wilmette, IL
Economist Newspapers, Chicago, IL
Mirror Newspapers
The Townsend Newspapers, Kansas City, MO
Openlander & Connelly, Toledo, OH
BGSU Placement Office
BGSU Kobacher Hall Festival Series
Cooper Tire, Findlay, OH
BGopoly (Game manufacturing), Bowling Green, OH
BGSU Trivia (Game Manufacturing)
Bowling Green Recycling Center
Barkan and Robon, Toledo, OH
Integrated Marketing Systems, Toledo, OH and Buffalo, NY
Wood County Solid Waste District
Invacare, Elyria, OH
Fabco, Findlay, OH
The Smith and Oby Company, (Mechanical Contractors), Cleveland, OH
Bowling Green State University Recycling Program.
Baumer Foods, New Orleans, LA.

Diversified Foods, Inc., Metairie, LA.
All Cajun Foods, Breau Bridge, LA.
The Sazerac Company, New Orleans, LA.