

VITA (July 1, 2014)

I. Name: D. Cameron Montgomery

Rank: Full Professor of Marketing, Holder of Tim's Distinguished Professorship for Free Enterprise

Tenure/Non Tenure : Yes

Department: Division of Management and Marketing

Year Joined Institution: 1994

Teaching Experience:

Delta State University, Cleveland, MS, 1994-Present, Associate Professor of Marketing

Taught Undergraduate: Sales Management, Advertising, Principles of Marketing, Services Marketing, Marketing Research, Consumer Behavior, Internet marketing, Sports marketing and Statistics.

Taught Graduate: Services Marketing, Statistics for Managers (EMBA program), Marketing Strategy, Sports Marketing.

University of Mississippi, Oxford, MS, 1990-1994. Graduate Instructor.

Taught Undergraduate: Personal Selling and Advertising.

Lambuth University, Jackson, Tenn. 1994
Off-Campus instructor.

Taught Undergraduate: Principles of Marketing.

II. Education Background

University of Mississippi, Oxford, MS, 1989-1994, Ph.D in Business Administration
Major: Marketing
Minors: Management
Psychology

Mississippi State University, Starkville, MS, 1973-1974, M.B.A.

Delta State University, Cleveland, MS, 1970-1972, B.B.A.

Vanderbilt University, Nashville, Tenn 1967-1969

III. Prior Experience Not in Education

Howard, Weil, Labousisse, Friedrichs, New Orleans, La 1975-1988. Branch Sales Manager.

Ben Franklin Savings and Loan, Houston, Texas 1975 Branch Manager

IV. Professional Memberships

Southwestern Marketing Association

American Marketing Association

Southern Marketing Association

Academy of Marketing Science

V. Professional Meetings Attended

Southern Marketing Association National Conference, New Orleans, La. November 1992

Southwestern Marketing Association Conference, New Orleans, La March 1993.

Southwestern Marketing Association Doctoral Consortium, New Orleans, La. 1993

Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, Knoxville, Tennessee, June 1993

American Marketing Association Doctoral Consortium, University of Illinois, Champaign-Urbana, August 1993.

American Marketing Association Annual Conference, Boston, Mass. August 1993.

2nd Annual Academy of Marketing Sciences Minority Conference, Long Beach, Miss, October 1993.

Southern Marketing Association National Conference, Atlanta, Georgia, November 1993.

Southern Marketing Association doctoral consortium, Atlanta, Ga. November 1993.

Southwestern Marketing Association Conference, Dallas Texas, March 1994.

Southern Marketing Association National Conference, New Orleans, La. November 1994.

1995 MidSouth Marketing Educator's Conference, Long Beach, Miss, March 1995

1996 MidSouth Marketing Educator's Conference, Long Beach, Miss, April 1996

1997 American Society of Business and Behavioral Sciences Annual Meeting, Las Vegas Nevada February 1997

1998 American Society of Business and Behavioral Sciences Annual Meeting, Las Vegas Nevada February 1998.

1st Annual Conference of the Society of Business, Industry and Economics, Florence Alabama, 1999.

1999 American Society of Business and Behavioral Sciences Annual Meeting, Las Vegas, Nevada February 1999. Track Chair

2nd Annual Conference of the Society of Business, Industry and Economics, Delta State University, Cleveland, MS Spring 2000.

2000 American Society of Business and Behavioral Sciences Annual Meeting, Las Vegas Nevada, February 2000. Track Chair

2001 Annual meeting of the Society of Business and Behavioral Sciences, Las Vegas Nevada. Track Chair

2001 3rd Annual Conference of the Society of Business and Behavioral Sciences, Natchez Mississippi, April Track Chair

2002 Annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, Nevada. Program Chair

2002 4th annual meeting of the Society of Business, Industry and Economics, Gulf Shores, Alabama.

2003 5th annual meeting of the society of Business Industry and Economics, Fort Walton Beach Florida

2004 6th annual meeting of the society of Business Industry and Economics Branson Missouri.

2005 7th annual meeting of the society of Business Industry and Economics, Hot Springs Arkansas

2006 8th annual meeting of the society of Business Industry and Economics, Natchez Mississippi

2007 9th annual meeting of the society of Business, Industry and Economics Orange Beach, Alabama.

2007 Global Conference on Business and Finance San Jose, Costa Rica (May 22-26)

2008 10th annual meeting of the society of Business, Industry and Economics Sandestin Florida.

2008 Global Conference on Business and Finance, San Jose Costa Rica (May 28-May 31)

2009 11th annual meeting of the society of Business, Industry and Economics April 14-17, 2009.

2010 12th annual meeting of the Society of Business, Industry and Economics April 13-16, Sandestin Florida.

2011 13th annual meeting of the Society of Business Industry and Economics April 12-15, 2011, Sandestin Florida.

2012 14th annual meeting of the Society of Business Industry and Economics April 17-20 2012, Sandestin Florida

2013 15th annual meeting of the Society of Business Industry and Economics Sandestin Florida

2014 16th annual meeting of the Society of Business Industry and Economics April 8 -11 sandestin florida.

VI. Papers presented

Authored and presented a paper to the Southwestern Marketing Association, New Orleans, La, 1992.

Co-Authored and presented a paper to the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Knoxville, Tennessee, June 1993.

Co-Authored and presented a paper to the 2nd Annual Academy of Marketing Sciences Minorities Conference, Long Beach, MS, Oct 1993.

Authored and presented a paper to the Southern Marketing Association, New Orleans, La, November 1994.

Authored and presented a paper to the American Society of Business and Behavioral Sciences, Las Vegas Nevada February 1998, 5th annual meeting.

Co-authored and presented a paper to the American Society of Business and Behavioral Sciences, Las Vegas, Nevada February 1999, 6th annual meeting.

Authored and presented a paper at the First Annual Conference of the Society of Business, Industry and Economics April 1999, Florence Alabama.

Authored and presented a paper at the 7th annual meeting of the society of business and Behavioral sciences, Las Vegas, Nevada, February 2000.

Authored and presented a paper at the 2nd annual meeting of the Society of Business, Industry and Economics, Delta State University, Cleveland, MS spring 2000.

Authored and presented a paper at the 8th annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February 2001.

Authored and presented a paper at the 3rd annual meeting of the Society of Business, Industry and Economics, Natchez, Mississippi April 2001.

Co-Authored and presented a paper at the 9th annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas February 2002.

Authored and presented a paper at the 4th annual meeting of the society of business, industry and economics, Gulf shores, Alabama , Spring 2002.

Authored and presented a paper at the 5th annual meeting of the Society of Business Industry and Economics, Fort Walton, Florida Spring 2003

Co Authored and presented a paper at the 6th annual meeting of the Society of Business Industry and Economics Branson, Missouri Spring 2004.

Co authored and solo authored and presented two papers at the 7th annual meeting of the Society of Business Industry and Economics Hot Springs Arkansas 2005.

Authored and presented a paper at the 8th annual meeting of the Society of Business, Industry and Economics, Natchez Mississippi 2006.

Co Authored and presented a paper at the 9th annual meeting of the Society of Business Industry and Economics, Orange Beach Alabama 2007.

Authored and presented a paper at the Global Conference for Business and Finance, San Jose , Costa Rica, May 2007.

Co Authored and presented two papers at the 10th annual meeting of the Society of Business, Industry and Economics, Sandestin Florida 2008.

Co Authored and presented a paper at the Global Conference for Business and Finance, Sam Jose, Costa Rica, May 2008.

Co Authored and presented two papers at the 11th annual meeting of the Society of Business, Industry and Economics, Sandestin, Florida 2009, April

Presented a paper “Choosing IS: A Positioning Study” co authored with Jennifer Zeigelmeyer and Vicki Webster at the annual meeting of the society of Business Industry and Economics April 2009, Sandestin Florida.

Presented a paper “Textbook Prices” Do Students know more than their Professors?” at the annual meeting of the Society of Business , Industry and Economics April 2010, SanDestin Florida.

Made a Presentation at FORBES April 7th, 2010 on Textbook prices and what professors know.

Presented 2 papers at the 12th annual conference of The Society of Business Industry and Economics April 2011. “an Examination of the IHL textbook policy: It is necessary and are the Guidelines being Met?” and “Justification of the Marketing Prefix: Is Marketing important and Is it Needed?” April 2011

Presented a paper at the 13th annual conference of the Society of Business Industry and Economics April 2012.

Hochradel, R., C. Montgomery, and L. Magee (2012). “College Textbook Prices: Do Students Know More Than Their Professors?” Marketing Management Association Fall Educators’ Conference, Minneapolis, MN, September 19-21, 2012.

Presented a paper at the 14th annual conference of the Society of Business Industry and Economics April 2013 “The Effects of Working While in College on student Satisfaction and Performance”

Presented a paper at the 15th annual conference of the Society of Business , Industry and Economics April 2014 “How you Gonna Keep Em down in the Dorms after they have seen the Bright Lights of Off Campus” Sandestin Florida

Co authored and had paper presented at the 1th annual conference of the Society of Business Industry and Economics April 2015 “The effects of the use social media on student performance, satisfaction and relationships with others” Sandestin Florida.

VII. Publications

Montgomery, D. Cameron and James Barnes. POSTDIS: A Short Rating Scale for the Measurement of Post Purchase Dissonance. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 204-216, December, 1993

Montgomery, D. Cameron. Bounded Rationality: An Explanation for Limited PrePurchase Search. Southwestern Marketing Association Proceedings, 335-342, 1993.

Rallapalli, Kumar C. and D. Cameron Montgomery. Profile of a Catalog Shopper. Western Decision Science Institute Proceedings, 103-105, 1993.

Rallapalli, Kumar, James Barnes and D. Cameron Montgomery. The Effects of Humor in Advertising on Sales and Communications Variables: Past Contributions and Future Directions. The International Academy of Business Disciplines Proceedings, 493-498, 1993.

Rallapalli, Kumar and D. Cameron Montgomery. Marketing Strategies for Asian-Americans: Guidelines Based on Hofstede's Cultural Dimensions. The Second Annual Academy of Marketing Sciences Minorities Conference, 73-77, 1993.

Montgomery, D. Cameron. Towards a Theory of Implied Scarcity. Southern Marketing Association Annual Conference, Southern Marketing Conference Proceedings, 514-519, 1994)

Stone, George, James Barnes, and D. Cameron Montgomery. ECOSCALE: A Scale for the Measurement of Environmental Responsibility. Psychology and Marketing Vol. 12, No. 7 (Fall) pp. 595-612, 1995.

Montgomery, D. Cameron, Jeffrey D. Blodgett and James H. Barnes. A model of financial securities salesperson's job stress. The Journal of Services Marketing, Vol. 10, No. 3, 21-38, 1996.

Montgomery, D.Cameron. The High Stress Securities Salesperson:A Discriminant Profile Analysis. The American Society of Business and Behavioral Sciences Annual Conference, Las Vegas Nevada, February 1997.

D. Cameron Montgomery and George Stone A Conceptual Model of Consumer Walk Out Behavior? Proceedings of the Sixth Annual Meeting of the Society of Business and Behavioral Sciences. Eds. Wali Mondal, Henderson State University, Arkadelphia, Arkansas, February 1999.

D. Cameron Montgomery and Mike Thompson. Consumer Outshopping visited: A closer look at a widespread phenomom? Proceedings of the Academy of Business Disciplines, Fort Myers, Fla. November 1999.

George Stone, Michael Jones and D Cameron Montgomery . A conceptual Model of the antecedent factors contributing to Fan Support at Small College Athletic Events. Proceedings of the Atlantic Marketing Conference. Fall 1999.

D. Cameron Montgomery Are Business Professors Overpaid? The Argument for and Against Salary Equity: A case Study approach? Proceedings of the 7th annual meeting of the American Society of Business and Behavioral Sciences. Eds. Wali Mondal, Henderson state

University, Arkadelphia, Arkansas February 2000.

D Cameron Montgomery. Marketing Practices in the U.S. compared with those in Azerbaijan. .2nd annual conference of the Society of Business, Industry, and Economics, Delta State University, Spring 2000.

D. Cameron Montgomery. Marketing Practices in the U.S. compared with those in Azerbaijan: An Examination of the Similarities and Differences?. Proceedings of the 8th Annual Meeting of the Society of Business and Behavioral Sciences. Eds. Wali Mondal , Henderson State University, Arkadelphia, Arkansas February 2001.

D. Cameron Montgomery and Jerry Robinson. Assessment of Loan Needs of Minority Small Businesses in the Mississippi Delta. 3rd Annual conference of the Society of Business, Industry and Economics, Alcorn State University, Natchez, MS February 2001

D. Cameron Montgomery and Charles Wagoner. The Treatment of Human Capital in Divorce Litigation? Proceedings of the 9th annual meeting of the society of Business and Behavioral Sciences. Eds. Wali Mondal, University of the Redlands, California, Feb 2002

D. Cameron Montgomery. A Content Analysis of Blues Music During the Depression Era: What it tells up about Consumer Behavior. 4th Annual Conference of the Society of Business, Industry and Economics. University of North Alabama, Gulf Shores, Alabama April 2002.

D. Cameron Montgomery. Gender Differences and Shopping Behavior: Or Why Women Love to Shop and Why Men Hate It.” 5th Annual Conference of the Society of Business, Industry and Economics. Univ of North Alabama, Ft Walton Beach Florida, April 2003 accepted for publication.

D. Cameron Montgomery and Jerry Kandies. An Analysis of Student’s Attitudes Toward Online Courses. 6th Annual Conference of the Society of Business, Industry and Economics. SOBIE , Branson, Missouri, Big Cedar Lodge April 2004.

Dr Frank Gaskill and D Cameron Montgomery. The Golden Carrot : Online Recognition and Award Systems. 11th annual meeting of the Society of Business and Behavioral Sciences. Las Vegas Nevada Accepted for publication November 2004.

D. Cameron Montgomery Factors that Contribute to Fan Attendance at a NCAA Division II athletic program. 7th annual conference of the Society of Business, Industry and Economics (SOBIE). Hot Springs Arkansas, 2005.

D. Cameron Montgomery and Jerry Kandies Does Distance Matter: A Comparison of Intermodal differences in Instructional Methodologies. 7th annual meeting of the Society of Business, Industry and Economics , Hot Springs Arkansas 2005.

D. Cameron Montgomery “ How to Position a College of Business: An Empirical Study”

The 8th annual conference of the Society of Business, Industry and Economics, Natchez Mississippi April 20-22.

D. Cameron Montgomery , Garret Ross and Jerry Kandies “What Students Want in Their Online Course: Build it and They Will Come” **The 9th Annual Conference of the Society of Business, Industry and Economics** , Orange Beach, Alabama April 15 – April 18. Accepted for presentation and publication in the proceedings 2007.

D. Cameron Montgomery “ A Ten Year Analysis of Enrollment Gains at Mississippi Public Colleges and Universities: What Factors Have Contributed to Gains in Enrollment ? “ **the 2007 Costa Rica Global Conference on Business and Finance** May 23- May 26, San Jose Costa Rica. Accepted for presentation and publication in the proceedings.

D. Cameron Montgomery “Factors that Contribute to Fan Attendance at a NCAA Division II Athletic Program” **Journal of Industry, Business and Economics**, Volume 10, Spring 2008, pp. 13-46.

D. Cameron Montgomery, Garrett Ross and Jerry Kandies “ How Students Cheat on Online Tests (and How Professors can keep them from doing so) Conference Proceedings for the 10th annual conference of the Society for Business, Industry and Economics, 2008.

Jennifer, Zeigelmeyer, Vicki Webster and Cameron Montgomery “Choosing IS (a Positioning Study: At least we are not Economics” conference proceedings of the 10th annual conference for the Society of Business, Industry and Economics, 2008.

Kenneth E. Clow, Karen E James, Sarah Stanley and D Cameron Montgomery “ Developing a Scale to Measure the Virtual Components of Advertisements” **The International Journal of Business, Marketing and Decision Sciences**, Vol. 1, Number 1, Summer 2008, pp. 36-50.

George Stone, Cameron Montgomery and Japhet Nkonge “Do Consumer’s Attitudes Translate into Actions: A Five Nation Cross Cultural Analysis: The 2008 Society for Marketing advances National Conference Proceedings.

D. Cameron Montgomery “Whats Wrong with a 21-Hour Required Marketing Major with No Choice of Electives? In One Word...Everything! Proceedings of the 11th annual conference of the Society of Business, Industry and Economics, spring 2009.

D. Cameron Montgomery and Jerry Kandies “ Student Success in Online Sections versus In-Class Sections of a Management Information System Course” proceedings of the 11th annual conference of the society of Business, Industry and Economics, Spring 2009.

Frank Gaskill and D. Cameron Montgomery “Performance Impact of Pre-Business Location Planning on Small Business Retail Success” **The Business Journal for Entrepreneurs**,

March 15, 2009 issue.

D. Cameron Montgomery and George Stone “Revisiting Consumer Environmental Responsibility: A Five Nation Cross Cultural Analysis and Comparison of Consumer Ecological Opinions and Behaviors” **The International Journal of Management and Marketing Research**, Volume 2, Number 1, November 2009, pages 35-58.

D. Cameron Montgomery “What’s wrong with a Twenty One Hour Marketing Major with No Choice of Electives? In one word....Everything!” annual proceedings of the Society of Business Industry and Economics 2010.

D. Cameron Montgomery and Jerry Kandies “ Student Success in Online Sections vs In Class Sections of a Management Information Systems Course” 11th annual proceedings of the Society of Business Industry and Economics.

D. Cameron Montgomery “Textbook Prices: Do Students know more than their Professors Do?” 12th annual proceedings of the Society of Business Industry and Economics.

Annual Assessment Report of the Delta State Textbook Committee submitted to IHL board Oct 14, 2011.

Annual Assessment Report of the Delta State Textbook Committee submitted to Dr. Beverly Moon, Institutional Research Fall 2012

“An Examination of the IHL Textbook Policy: It is Necessary and are the Guidelines Being Met” SOBIE proceedings Spring 2012

“A Justification of the Marketing Prefix: Is Marketing Important and is it Needed?” SOBIE Proceedings Spring 2012

“The Effects of Working While in College on Student Satisfaction and Performance”. Submitted to SOBIE proceedings Spring 2013.

VIII. Other Research Activity

Montgomery, D. Cameron and Scott Vitell. Determinants of Job Satisfaction: An Examination of Exploration and Maintenance Career Stages, 1990. working paper

Montgomery, D. Cameron, James Barnes, and David Terpstra. An Examination of the Moderating Effects of Job Experience and Type A behavior pattern on Job Stress in Salespeople, 1996. working paper

Montgomery, D. Cameron, James Barnes. The Development and Validation of Two Types

of Role Overload Scales: Quantitative and Qualitative, 1996. working paper

Montgomery, D. Cameron and James Barnes. The Development of an Alternate Measure of Burnout, 1992. working paper

Montgomery, D. Cameron, David Terpstra and Kumar Rallapalli. A Conceptual Model of Sales Burnout: A Discussion of Antecedents and Outcomes, 1994. working paper

Montgomery, D. Cameron and Scott Vitell. Services Marketing and Word of Mouth Behavior: Effective Strategies. Working paper

Montgomery, D. Cameron and George Stone “ An Examination of the Hierarchical Effect of Negative Political Advertising on High and Low Knowledge Voter Intentions: A Preliminary Investigation. Under review (since May 15, 2009) at the Journal of Political Marketing.

IX. Consulting

Worked with Mike Thompson on a project for the Delta Council to determine what factors are important in auto afterparts manufacturers in deciding to relocate to the Miss Delta Spring and Summer 1997

Did a study to determine why shoppers in Greenville, MS engage in outshopping for the Greenville Chamber of Commerce 1998-1999.

Did a study with Jerry Robinson for the Delta Foundation to determine what were the needs Of minority small businesses in the Mississippi Delta. Spring 2000

Did a study with Jerry Robinson for the Delta Foundation to determine the gap financing Needs of manufacturers in the Miss Delta, Spring 2000.

Did a study for the Delta State Athletic department to determine reasons for lack of Attendance at DSU athletic events. Spring 2000.

D. Cameron Montgomery “ A Strategic Marketing Plan for the College of Business” spring 2006 for Dr. Billy Moore

D. Cameron Montgomery “ How to Position a College of Business: An Empirical Study” Spring 2006 for Dr. Billy Moore, Dean, College of Business.

D. Cameron Montgomery “ Attitudes toward the Bolonga Performing Arts Center” for David Dallas and BPAC, February 2009.

X. Professional Growth Activities

Authored and presented a paper to the Southwestern Marketing Association, New Orleans, La,

1992.

Co-Authored and presented a paper to the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Knoxville, Tennessee, June 1993.

Co-Authored and presented a paper to the 2nd Annual Academy of Marketing Sciences Minorities Conference, Long Beach, MS, Oct 1993.

Attended the 1993 Southwestern Marketing Association Doctoral consortium

Attended the 1993 American Marketing Association Doctoral Consortium

Attended the 1993 Southern Marketing Association Doctoral Consortium

Served as a reviewer at the Southern Marketing Conference November 1994.

Served as a reviewer for the Journal of Marketing Theory and Practice, Fall 1994.

Panelist in two sessions at the 1995 Mid South Marketing Educators Conference, Long beach, Miss.

Served as Track Chair for the Buyer Behavior Track of The Academy of Business Administration 1996 National Conference to be held in Miami, Fla April 9-14.

Panelist in One session at the 1996 Mid South Marketing Educators Conference, Long beach, Miss.

Served as Session Chair at the 1998 American Society of Business and Behavioral Sciences Annual Conference in the Sales Management Track.

Served as Track Chair for the Personal Selling Track of the 1998 American Society of Business and Behavioral Sciences 5th Annual Conference.

Served as Track Chair in Marketing at the 1999 American Society of Business and Behavioral sciences 6th annual conference.

Served as Track Chair in Marketing at the 2000 American Society of Business and Behavioral sciences 7th annual conference.

Served as Track Chair in Marketing at the 2001 American Society of Business and Behavioral sciences 8th annual conference.

Served as Program Chair for the 2002 American Society of Business and Behavioral Sciences 9th annual conference.

Served as reviewer for the Journal of Business Disciplines 2002-2009

Served as reviewer for Journal of Business Industry and Economics Fall 2003

Served as a discussant at SOBIE Spring 2004

Served as session chair at SOBIE spring 2005-2009

Served as session chair at SOBIE spring 2002-2014.

Served as reviewer for ABD journal 2013-2014

XI. Seminars Attended, Training Programs, etc. Conducted for Business and Industry

gave several commodity and securities seminars while I was affiliated with Howard, Weil, Labousisse and Friedrichs

attended "how to put your course on-line" Nov 1997 at Delta State University

attended " how to integrate the internet into your course preparation" given by Stephanie Edell Fall 1997

attended seminar given by Jerry Kandies at Delta State on how to integrate the internet into your courses. Jan 1998

attended the winter faculty institute Jan 2- Jan 6 2006 at Delta State University. This purpose of the seminar was to teach faculty members how to put their courses online.

Attended a work shop Fall 2008 on identity theft at Baioni Hall.

Attended a workshop and presentation by Ed Johnson, about economic development in the Miss Delta Baoni Center . 2010.

Attended a required 3 day workshop May 2011 on SAP.

Attended learning outcomes workshop March 1, 2012 (required). 2-4 pm.

Attended presentation on "Blackboard Learn" learning management system Friday Feb 22, 2012 1pm (Baoni Center)

Attended SACS accreditation workshop February 2014.

XII. Professional Presentations

Authored and presented a paper to the Southwestern Marketing Association, New Orleans, La, 1992.

Co-Authored and presented a paper to the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Knoxville, Tennessee, June 1993.

Co-Authored and presented a paper to the 2nd Annual Academy of Marketing Sciences Minorities Conference, Long Beach, MS, Oct 1993.

Authored and presented a paper to the Southern Marketing Association, New Orleans, La, 1994.

Authored and presented a paper at the 5th annual conference of the American Society of Business, Las Vegas, Nevada 1997.

Authored and presented a paper to the American Society of Business and Behavioral Sciences, Las Vegas Nevada February 1998, 5th annual meeting.

Co-authored and presented a paper to the American Society of Business and Behavioral Sciences, Las Vegas, Nevada February 1999, 6th annual meeting.

Authored and presented a paper at the First Annual Conference of the Society of Business, Industry and Economics April 1999, Florence Alabama.

Authored and presented a paper at the 7th annual meeting of the society of business and Behavioral sciences, Las Vegas, Nevada, February 2000.

Authored and presented a paper at the 2nd annual meeting of the Society of Business, Industry and Economics, Delta State University, Cleveland, MS spring 2000.

Authored and presented a paper at the 8th annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February 2001.

Authored and presented a paper at the 3rd annual meeting of the Society of Business, Industry and Economics, Natchez, Mississippi April 2001.

Co-Authored and presented a paper at the 9th annual meeting of the American Society of Business and Behavioral Sciences, Las Vegas February 2002.

Authored and presented a paper at the 4th annual meeting of the society of business, industry and economics, Gulf shores, Alabama , Spring 2002.

Authored and presented a paper at the 5th annual meeting of the Society of Business Industry and Economics, Fort Walton, Florida Spring 2003

Co Authored and presented a paper at the 6th annual meeting of the Society of Business Industry and Economics Branson, Missouri Spring 2004.

Co authored and presented two papers at the 7th annual meeting of the society of Business

Industry and economics , Hot springs Arkansas 2005.

Co Authored and presented a paper at the 9th annual meeting of the Society of Business Industry and Economics, Orange Beach Alabama 2007.

Authored and presented a paper at the Global Conference for Business and Finance, San Jose , Costa Rica, May 2007- May 2008.

Co authored and presented two papers at the 10th and 11th annual meetings of the Society of Business, Industry and Economics, Sandestin Florida, 2008-2009.

Presented papers at 12th Annual meeting of SOBIE April 2010.

Presented a paper at the 13th Annual Meeting of SOBIE April 2011.

Presented a paper at the 14th annual meeting of SOBIE april 2012.

Presented a paper at the 15th annual meeting of SOBIE april 2013

Presented a paper at the 16 annual meeting of SOBIE april 2014.

Had paper presented by Eckward McKnight at SOBIE April 2015.

XIII. Institutional Services Performed

Department of Languages and Literature. Evaluated essays required of all students to meet the writing proficiency requirement, 1996, 2011, 2012-15.

Department of Languages and Literature. Evaluate essays required of all students to meet the writing proficiency requirement, 1994, 2011, 2012-15

Graduate faculty committee. Helped to design description of courses offered in MBA program in new catalog, 1994.

Served on the Credentials Committee at Delta State University 1995-1998

Served as an advisor in the School of Business for the department of management and marketing

Graduate Tutor, University of Mississippi, for Athletic Department, 1993.

Served on OAD 423 (Business Technical Writing) Curriculum Committee to help design a business technical writing course

Served on the School of Business Scholarship Committee and helped to select students to receive scholarships within the school of business 1995, 1996, 1997

Served as a member of Delta State University Faculty Senate
1997-1998

Served as chairman of the DSU Senate Finance Committee 1997-1998.

Served as member of committee (six chosen from school of business) to evaluate simulation game to be used with Stats 601

Served as member of committee to write proposal for new degree program in Services Management (approved by IHL)

Recruited at Hinds Junior College, Holmes Junior College and Drew High school for Delta State school of Business

Served as Chairman of the Senate Finance Committee for 1998.

Elected and served on the graduate council for Delta State for 1998.

Served on the Delta State University research committee 2002-2012.

Served as coordinator of FORBS (Forum on Research in the Business school) 2000-2002

Served on the tenure and promotions committee at Delta State Spring- Fall 2002.

Served on the attendance committee Fall 2002-Fall 2015

Served on the screening committee as chairman to select finalists for the new business school dean Fall 2002.

Served as the chairman of the graduate school admissions committee Fall 2003- Spring 2004 – Fall 2004

Served as the chairman of the university tenure and promotions committee Fall 2003- Spring 2004 – Fall 2004

Served on the university research committee Fall 2003- Summer 2014

Served on the university attendance committee Fall 2003- fall 2015.

Served on the university committee to develop a new honors program Fall 2003.

Served on the College of Business Research Committee Fall 2004.

Served as chairman of the Graduate Programs Committee 2004-2007. As chairman of the

MBA graduate programs committee guidelines were passed to ensure that the quality of MBA students was acceptable. All students who did not pass the GMAT were required to have a 3.0 GPA. In addition all students were required to take and pass the GMAT with an acceptable score within one semester of entering the MBA program. The committee was also responsible for evaluating the proposed CI-MBA program.

Served on the departmental tenure and promotions committee 2006-2014 . Served as the chairman of the departmental committee. Reviewed the tenure requirements for Dr Paul Starkey, Dr Larry Magee and Dr. Garret Ross and made recommendations to Dr Cooper Johnson

Attended the Winter Faculty Technology institute January 3-6. 2006 This institute prepares faculty in an effort to help them develop online courses. Since attending the institute, I have developed five online courses: consumer behavior which will be offered in the intersession during May 2006, internet marketing which will be offered during the August intersession., sports marketing which will now be available to be taught online, services marketing which is now available to be taught online, and sales management which may be possibly taught online this summer.

Served on the departmental marketing curriculum committee 2004-2014 with Rene Foster and Elise Jenkins and evaluated new course offerings and the possibility of reducing the marketing core.

Served on the University attendance and appeals committee. 2004-2015 This committee decides whether or not a student should be readmitted to a class if they have exceeded the maximum number of cuts. Served as secretary of this committee 2009-2012

Served on the University Research committee 2004-2014. This committee decides whether or not funds should be granted to faculty members when more than two hundred and fifty dollars is requested.

Served as chairman and served on the University tenure and promotions committee 2004-2005. This committee reviews procedures and determines whether proper procedures have been followed in university promotion and tenure decisions.

Served on the college of business scholarship committee. 2004-2014 This committee votes on recipients of various scholarships offered within the college of business.

Served as Session Chair at the 2005-2015 meetings of Society of Business Industry and Economics .

Served on the college of Business scholarship committee. 2006-2014. This committee votes on the recipients of various scholarships offered within the college of business.

Did a short pilot study for David Dallas and the BPAC to find out why attendance was not good at the BPAC. 101 patrons were interviewed by phone. The response rate was

78% and one findings was that many attendees were older and could not drive at night. The average age of attendees was 60 and 63% of the sample wanted to see more Broadway musicals and plays.

Worked on a study for Dr. Billy Moore. This study was a demand forecast for all business courses and business majors at the GHEC and Coahoma Attendance center. Worked jointly with Dr. Karahan, Dr Hochradel and Dr. Matthews. Fall 2010- Spring 2011.

Served as chairman of the University Textbook Committee. This committee was responsible for making sure that DSU adheres to IHL textbook policy and university textbook policy . Committee duties include drafting a report that must be sent to the IHL board May 2011. Report includes results of student and faculty surveys to assess the success of university textbook policy in lowering prices. 2010-2012.

Served a member of the Institutional Review Board at DSU. The board is responsible for meeting and approving research projects involving human subjects at DSU . 2010-2012

Designed a survey instrument to measure the success of the international business symposium Spring 2010.

Served as the chairman of the University Grievance Committee May 2014. This committee hears appeals from faculty members who have filed a grievance with the university.

XIV. Recognition and Honors

Outstanding Young Men of America 1982

10M Top Sales Club, Howard, Weil Labouisse Friedrichs 1980-1987

Mu Kappa Tau National Marketing Honorary Society 1991

Alpha Mu Alpha National Marketing Honor Society 1992

Chosen as doctoral fellow and selected to attend the 1993

American Marketing Association Doctoral Consortium

Selected to attend the Southern Marketing Association

Doctoral Consortium 1993

Outstanding research award International Conference on Business and Finance 2008.

XV. Professional Related Community Activities

Greenville Rotary Club, 1976-1983, 2011-2012

United Way Campaign (Greenville)

Member 1st Presbyterian Church, Cleveland Miss

Greenville MS Elks club 2006-2012