

Nancy D. Albers-Miller, Ph.D.
Professor of Marketing

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Residence

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Education

Ph.D. University of Houston, 1994

Major field: Marketing

Dissertation: "Relating Hofstede's Dimensions of Culture to International Variations in Print Advertisements: Comparison of Appeals"

Minor field: International Business

M.B.A. Texas State University – San Marcos, 1989

B.S. University of Texas at Austin, 1982

Major: Speech Communications

Academic Experience

Professor	Berry College	2008-Present
Associate Professor	Berry College	2003- 2008
Associate Professor	University of North Texas	2001 - 2003
Assistant Professor	University of North Texas	1994 - 2001
Lecturer	University of North Texas	1993 - 1994
Teaching Fellow	University of Houston	1989 - 1993
Research Assistant	University of Houston	1989 - 1991
Assistant to the Director of the Southwest Center for International Business	University of Houston	1990

Teaching

Student Research Mentorship

Co-Author for the 2008 Association of Collegiate Marketing Educators' Conference - Student Track (Berry College)

John Cason – “A Hideous Truth behind a Convenient Lie: The Unfortunate Consequences of Lax Lending Regulations on the Market Prices of Houses”

Lauren Disharoon – “Nightmare on WoM Street: The Affects of Positive Word of Mouth from Unfavorable Sources”

Kaylin Gadoua – “Consumer Behavior Characteristics Associated with the Selection of Running Style: A Comparison of Casual and Competitive Runner Personality Traits”

Chris Harney – “What Price Service?”

Delphine Hartshorn – “HIV/AIDS Prevention Advertising: Implications on Attitudes and Behaviors of HIV/AIDS-Infected Populations”

Drue Hocker – “Epidemic Proportions: An Examination of the Advertising of Food Products to Children”

V. Myles Landers – “Distorted Perception: The Impact of Advertisements on Male Body Image”

Robert Powell – “Obtuse, Misuse and Abuse: The Consumption of Pornography by Adolescent Users”

Co-Author for the 2007 Association of Collegiate Marketing Educators' Conference - Student Track (Berry College)

Katia M Hamer - "Blurring the Lines between Domestic and Import Beer: Consumer Perceptions of Country of Origin and Country of Manufacture on Price and Value"

Megan Hill - "Negative Atmospheric: Missing the Mark and Repelling the Market"

Kristi Huff - "If the Fat Lady Never Sings, Can it Ever be Over? The Impact of a Model's Body Size on the Effectiveness of the Advertisement"

Meredith Lewallen - "Walking a Fine Line: The Effects of Vertical Line Extensions on Brand Equity in the High Fashion Industry"

Georgette N. Nichols - "From Pets to Perceptions: Measuring the Transfer of Associated Personality

Characteristics Attributed to Animals to Perceptions and Attitudes toward the Ad"

Bryan Schildgen - "Forbidden and Tainted Fruit: The Marketing Impact of Mature Ratings on Video Games"

Co-Author for the 2006 Atlantic Marketing Association Conference - Promotion Track (Berry College)

Adam Massey – “The Negative Impacts Associated with the Use of Strong Sexual Images on In-Store Poster Advertisements for Gendered Products”

James Colvin - " When the Wrong Audience Intercepts the Message: On-Target and Off-Target Consumer Responses to Gendered Advertisements"

Sponsor for the 2006 National Conference for Undergraduate Research (Berry College)

John Brazel - "Finding it Hard to Swallow: Consumer Perceptions and the Marketing of Genetically Modified Food Products"

James Colvin - "When Advertisers Miss the Mark: Off-Target Consumer Responses to Sex-Role Values in Advertising"

Marine Eberhardt - "Perceived Value to Employers of MBA Degrees Depending on What Country they are Obtained in"

Daniel Margrave - "Subjugated Students: The Negative Consequences of Loss of Control on Consumer Evaluations of Product and Service"

Co-Author for the 2006 Association of Collegiate Marketing Educators' Conference - Student Track (Berry College)

Elizabeth Brown - "Marketing to Pregnant Women: Consumer Vulnerability and Pricing Practices of Baby-Related Product"

James Colvin - "Surviving Disruptive Change: Consumer Expectations in the Case of the Music Industry"

Tamarin Dowling - "African Consumer Values and Perceptions: An Examination of Consumers in South Africa, Zimbabwe and Zambia"

Jessica Doyle - "Pet Adoption Positioning Strategies: Understanding Consumer Characteristics Associated with the Pet Adoption Decision Process"

Abby Hogan - "Sociolects and Dialects in Advertising: How the Voice of the Spokesperson Influences Consumer Response"

V. Myles Landers - "From Serene to Extreme: Characteristics of Participants in High-Commitment Recreational and High-Risk Sports"

Stefan Linnhoff - "Toward an Understanding of Consumer Perceptions: Product Labeling of Natural, Organic and Enhanced Products"

Daniel Margrave - "Consumer Incarcerated: Perceptions of Product Quality and Service Quality in a Captive Consumption Setting"

Wes Pomeroy - "Academic Institutional Advertising: The Impact of University Brand Equity on Consumer Response to Print Advertisements"

Kerri Taylor - "Promotion of Unhealthy Consumption Choices: A Comprehensive Examination of Children's Food Product Advertising"

Co-Author for the 2005 National Sports Marketing Association Conference (Berry College)

Peter Stuetgen - "Masculinity and Sexuality in Advertising in Sports Publications: A Four Country, Cross-Cultural Examination"

V. Myles Landers - "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives"

Patrick Guillory - "Tarnished Stars: The Stock Price Impact when an Athlete Sponsor is accused of a Scandalous Act"

Co-Author for the 2005 Society for Marketing Advances Conference - Health Care Marketing Track (Berry College)

Stefan Linnhoff - "Food as Prevention or Cure: A 47 Country Analysis of Government Regulations of the Labeling of Organic, Enhanced and Genetically-Modified Nutraceuticals"

Sponsor for the 2005 National Conference for Undergraduate Research (Berry College)

Dustan Atkinson - "E-Commerce as a Function of Product Adoption Process"

James Colvin – "Disruptive Technology: A Look into the Music Industry and Online Distribution"

Meredith Godwin - "The Price Gouging of Wedding-Related Products: The "Real" Ball-and-Chain on Wedding Consumers"

Emily Purcell – "The Use of Patriotic Colors in Advertising: A Five-Country Cross-Cultural Examination"

Lacey Weaver - "Expanding the Body of Knowledge of Intergenerational Research: A Comparison of Mother-Specific versus Father-Specific Influences on Consumption Behavior of Offspring"

Jennifer Jones Whitaker – “Across the Great Divide: An Empirical Comparison of Faculty and Student Perceptions of Academic Dishonesty”

Summar Heavin - "The Unique Consumption Experience of Weddings: Indicators of Vendor Trust"

Dissertation and Thesis Committees (University of North Texas)

Amy Butterfield	Psychology	Master Thesis	Committee Member
Banu Goktan	Management	Doctoral Dissertation	Committee Member

Internships at Berry College

Harry McCool (2007)

Abby Hogan (2006 - Ireland)

Rachel Meyer (2005)

Jennifer Jones (2004)

Undergraduate Courses at Berry College:

Principles of Marketing

Marketing Research and Analysis

Qualitative Research Methods

International Marketing

Business Information Management

Advanced Marketing Research

Marketing Strategy

Graduate Courses at Berry College:

Strategic Career Management

Strategic Marketing

International Marketing

Business Research Methods

Undergraduate Independent Study Courses at Berry College:

Advanced Marketing Research

Advanced Research

Applied Marketing Research

Career Marketing

Research in Consumer Behavior

Graduate Independent Study Courses at Berry College:

Marketing a Nonprofit Organization

Advanced Marketing Research

Events Planning

Graduate Courses at University of North Texas:

Multinational Marketing
Emerging Global Markets
E-tailing: Electronic Retailing and Promotion
Marketing Concepts (traditional classroom and fully web delivered)
Marketing Management (fully web delivered)

Graduate Independent Study Courses at University of North Texas:

Global Retailing
Research in Retailing
Multicultural Consumer Behavior
Research in Multicultural Consumer Behavior
Cultural Influence on Creativity and Innovativeness

Undergraduate Courses at University of North Texas:

Marketing Problems (Capstone Course)
Marketing Management
E-tailing: Electronic Retailing and Promotion (traditional classroom and fully web delivered)
Professional Development (traditional classroom and fully web delivered)
Personal Marketing (traditional classroom and fully web delivered)
Global Marketing
Advertising Management
Principles of Global Marketing (University Core Course)
Principles of Marketing

Undergraduate Independent Study Courses at University of North Texas:

Readings in Global Distribution

Graduate Courses at University of Houston:

International Marketing
Dimensions in International Marketing (Spain Study Abroad Program)

Graduate Independent Study Courses at University of Houston:

Spanish Tourism Industry
Marketing in Eastern Europe
International Advertising
Advertising in Israel

Undergraduate Courses at University of Houston:

Advertising and Promotion Management
International Marketing (traditional classroom and Spain Study Abroad Program)

Undergraduate Independent Study Courses at University of Houston:

Marketing in Israel
 Cross-Cultural Marketing
 Issues in International Consumer Behavior
 Cultural Influences on International Marketing
 Strategic Planning for the Amusement Park Industry

Grants and Financial Awards - over \$90,000 in grants and awards received

2006	Faculty Development Grant	Berry College	Research Grant - \$2000
2005	Summer Research Grant	Berry College	Research Grant - \$2500
2004	Summer Grant for Course Development	Berry College	Teaching Grant - \$1000
2004	Faculty Development Grant	Berry College	Research Grant - \$2000
2003	Teaching Infrastructure Grant	University of North Texas	Teaching Grant - \$15,000
2002	Teaching with Technology Grant	University of North Texas	Teaching Grant - \$15,911
2001	Research Opportunities Grant	University of North Texas	Research Grant - \$4000
2001	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant - \$12,865
2000	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant - \$12,568
2000	Developing Scholar Award	University of North Texas	Research Award - \$3000
1999	Faculty Small Grant	University of North Texas	Research Grant - \$750
1999	Junior Faculty Research Grant	University of North Texas	Research Grant - \$3500
1998	Undergraduate Instructional Development Grant	University of North Texas	Teaching Grant - \$14,309
1996	Faculty Research Grant	American Marketing Association	Research Grant - \$1000
1994	Research Initiation Grant	University of North Texas	Research Grant - \$2000
2001-1995	Travel Grants	University of North Texas	Travel Grants - ranging from \$300 to \$1400
1993	Distinguished Dissertation Grant	University of Houston	Research Grant - \$400
1992	Limited-Grant-in-Aid	University of Houston	Research Grant - \$1000
1989	AACSB/GMAC Doctoral	University of Houston	Scholastic Award -

Fellowship

\$12,000

Academics Honors and Awards

ACME Marketing Educator of the Year	2008
Best of Track Award, ACME Conference (Research Award)	2008
Phi Kappa Phi	2007
O. C. Ferrell Award (Research Award)	2005
Finalist 2004 Sherwin Williams/SMA Distinguished Teaching Award	2004
Emerald Literati Club 2002 Highly Commended Award (Research Award)	2002
Nominated for the J. H. Shelton Excellence in Teaching (University of North Texas)	2001
Nominated for the Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2001
Best of Conference Award, Association of Collegiate Marketing Educators (Research Award)	2001
Developing Scholars Award, University of North Texas (Research Award)	2000
UNT Representative for Minnie Stevens Piper Professor (Texas Statewide Teaching Excellence)	2000
ANBAR Citation of Excellence (Research Award)	1999
Best of Track Award, AMA Winter Educators' Conference (Research Award)	1999
ANBAR Citation of Excellence (Research Award)	1997
Best of Conference Award, Southwestern Marketing Association (Research Award)	1997
Beta Gamma Sigma	1994
Melcher Teaching Excellence Award, University of Houston	1992
AMA Doctoral Consortium Fellow	1992
Outstanding M.B.A. Graduate, Southwest Texas State University	1989

Research

Refereed Journal Articles

- Albers-Miller, Nancy D. (2007), "Everything I Learned about Teaching I Learned from Bad Examples, (OK, not Everything)," *Journal for Advancement of Marketing Education*, 10 (Summer), 12-16.
- Sharma, Dheeraj, Nancy D. Albers-Miller, and Lou E. Pelton and Robert D. Straughan (2006), "The

Impact of Image Management, Self-Justification, and Escalation of Commitment on Knowledge Development in the Marketing Discipline,” *Journal of Marketing Education*, 28 (2), 161-171.

Albers-Miller, Nancy D., Penelope J. Prenshaw and Robert D. Straughan (2004), “Managing Student Satisfaction with Non-Business Curriculum Alternatives: An Analysis of Student Perceptions with Strategic Implications,” *Journal for Advancement of Marketing Education*, 5 (Winter), 15-26.

Albers-Miller, Nancy D., Robert D. Straughan and Penelope J. Prenshaw (2001), "Exploring Innovative Teaching among Marketing Educators: Perceptions of Innovative Activities and Existing Reward and Support Programs," *Journal of Marketing Education*, 23 (3), 249-259.

Albers-Miller, Nancy D. and Robert D. Straughan (2000), “Financial Services Advertising in Eight Non-English Speaking Countries,” *International Journal of Bank Marketing*, 18 (7), 347-357.

Straughan, Robert D. and Nancy D. Albers-Miller (2000), “Marketing Education Research: Credit for the Advancement of our Own Profession?” *Journal of Marketing Management*, 16 (7), 793-812.

Straughan, Robert D. and Nancy D. Albers-Miller (2000), “An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty,” *International Marketing Review*, 18 (5), 521-541. Awarded the Emerald Literati Club 2002 Highly Commended Award.

Albers-Miller, Nancy D., Thomas D. Sigerstad and Robert D. Straughan (2000), "Internationalization of the Undergraduate Curriculum: Insight from Recruiters," *Journal of Teaching in International Business*. 11 (4), 55-80.

Albers-Miller, Nancy D. and Marla Royne Stafford (1999), “International Services Advertising: An Examination of Variation in Appeal Use for Experiential and Utilitarian Services,” *Journal of Services Marketing*, 13 (4/5), 390-406.

Albers-Miller, Nancy D., Penelope J. Prenshaw and Robert D. Straughan (1999), “Student Perceptions of Study Abroad Programs: A Survey of US Colleges and Universities,” *Marketing Education Review*, 9 (1), 29-36.

Albers-Miller, Nancy D. (1999) “Consumer Misbehavior: Why People Buy Illicit Goods, *Journal of Consumer Marketing*, 16 (3), 273-287. Awarded the ANBAR Citation of Excellence.

Albers-Miller, Nancy D. and Marla Royne Stafford (1999) “An International Analysis of Emotional and Rational Appeals in Services vs. Goods Advertising,” *Journal of Consumer Marketing*, 16(1), 42-57.

Albers-Miller, Nancy D. (1996) “Designing Cross-Cultural Advertising Research: A Closer Look at Paired Comparisons,” *International Marketing Review*, 13 (5), 59-75. Awarded the ANBAR Citation of Excellence.

Albers-Miller, Nancy D. and Betsy D. Gelb (1996) “Business Advertising Appeals as a Mirror of

Cultural Dimensions: A Study of Eleven Countries," *Journal of Advertising*, 25 (4), 57-70.

Kumar, V. and Nancy D. Albers (1996) "Identifying Factors for Successful Exporting by Small Businesses: Implications for Competitive Advantage," *Revista de Estadística* 8 (10), 39-54.

Albers, Nancy D. and Betsy D. Gelb (1991) "Hazardous Exports: An Update and Framework for Policy," *Journal of Public Policy and Marketing*, 10 (Fall), 130-144.

Albers, Nancy D. and V. Kumar (1991) "International Direct Marketing Efforts: Are They Useful to Small Businesses in Establishing Consistent Patterns of Exporting?" *Journal of Direct Marketing*, 5 (Autumn), 29-38.

Gelb, Betsy D., George M. Zinkhan, Mary Jane Saxton and Nancy D. Albers (1990) "Competitive Intelligence: Insights from Executives," *Business Horizons*, 34 (January-February), 43-47.

Refereed Book Chapters

Albers-Miller, Nancy D., Robert D. Straughan and Penelope J. Prenshaw (2007), "Advertising Travel Services to the Business Traveler: A Cross-Cultural Study," *Tourism Management*, eds. Arch G. Woodside and Drew Martin, Chapter 11, 185-196.

Albers-Miller, Nancy D. and V. Myles Landers (2006), "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives: A Comparison of Mountain Climbing, Skydiving and Scuba Diving," *Sport Marketing in the New Millennium: Selected Papers from the Third Annual Conference of the Sport Marketing Association*, Editor Brenda Pitts, 1-19.

Editor Invited Journal Articles

Woodside, Arch G., Marylouise Caldwell and Nancy D. Albers-Miller (2004), "Broadening the Study of Tourism: Introduction to the Special Issue on the Consumer Psychology of Travel/Tourism Behavior," *Journal of Travel and Tourism Marketing*, 17 (1), 1-6.

Full Manuscripts in Refereed Conference Proceedings

Albers-Miller, Nancy D. and Caitlyn A. Miller "Crude, Immoral, Vulgar and Senseless: An Empirical Investigation of the Content of Television Advertising, Best of Track Award, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Massey, Adam and Nancy D. Albers-Miller (2006), "The Negative Impacts Associated with the Use of Strong Sexual Images on In-Store Poster Advertisements for Gendered Products," *Atlantic Marketing Association Conference Proceedings*, 233-240.

Colvin, James and Nancy D. Albers-Miller (2006), "When the Wrong Audience Intercepts the Message: On-Target and Off-Target Consumer Responses to Gendered Advertisements," *Atlantic Marketing Association Conference Proceedings*, 211-217.

- Albers-Miller, Nancy D. and Caitlyn A. Miller (2006), "Advertisements Directed toward Children: The "Ugly" Truth about Adult Role Models," *Association of Marketing Theory and Practice Proceedings*, editor, Joseph Chapman, 15, 2-8.
- Albers-Miller, Nancy D. and John R. Grout (2006), "Simplifying and Streamlining Outcome Assessment: Rules of the Game, the Stakes and Quitting Time," *Association of Marketing Theory and Practice Proceedings*, editor, Joseph Chapman, 15, 119-124.
- Purcell, Emily and Nancy D. Albers-Miller (2006), "The Color of Patriotism: An International Comparison of the Propensity of Advertisers to Use Flag Colors in Subtle Communication of Nationalism," *Association of Marketing Theory and Practice Proceedings*, editor, Joseph Chapman, 15, 25-30.
- Albers-Miller, Nancy D. and Caitlyn A. Miller (2005), "Adult Role Model Portrayal in Advertisement Directed Toward Children: The Grim, The Bad, and the Ugly," 2005 Association of Collegiate Marketing Educator's Conference, Public Policy Track, O. C. Ferrell Award, Manuscript on CD-ROM.
- Atkinson, Dustan and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Internet Diffusion in the United States of America," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1654-1659.
- Colvin, James and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Disruptive Technology: A Look into the Music Retail Industry," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1928-1931.
- Godwin, Meredith Dawn and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Price Gouging of Wedding-Related Products: The "Real" Ball-and-Chain on Wedding Consumers," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1819-1926.
- Heavin, Summar and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Unique Consumption Experience of Weddings: Indicators of Vendor Trust," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1742-1746.
- Purcell, Emily and Nancy D. Albers-Miller (Faculty Mentor) (2005), "The Use of Patriotic Colors in Advertising: A Five Country Cross-Cultural Examination," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 1098-1103.
- Weaver, Lacey and Nancy D. Albers-Miller (Faculty Mentor) (2005), "Expanding the Body of Knowledge of Intergenerational Research: A Comparison of Mother-Specific versus Father-Specific Influences on Consumption Behavior of Offspring," 2005 Proceedings of the National Conference on Undergraduate Research (NCUR), Lexington, Virginia, Manuscript on CD ROM, 87-93.

Albers-Miller, Nancy D. and Caitlyn A. Miller (2004), "Advertising during TV-Y7 Children's Programming: Children's Perceptions of Acceptable Behavior and Role Model Portrayal," 2004 Association of Collegiate Marketing Educators' Conference, Public Policy Track, Manuscript on CD-ROM.

Albers-Miller, Nancy D., Penelope J. Preshaw and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Student Perceptions," Awarded Best of Track, in *1999 AMA Winter Educators' Conference Marketing Theory and Applications*, Vol 10, eds., Anil Menon and Arun Sharma, 65-72.

Albers-Miller, Nancy D. (1997) "Appealing to Values in Advertising Across Cultures: Results from a Distorted Mirror," Awarded Best of Conference Overall, in *1997 Advances in Marketing*, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.

Straughan, Robert D. and Nancy D. Albers-Miller (1997) "Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance," in *1997 Advances in Marketing*, eds. Joyce A. Young, D. L. Varble and Faye W. Gilbert, Southwestern Marketing Association, 115-122.

Albers-Miller, Nancy D. (1995) "International Comparative Research: Issues in Research Design," in *1995 Marketing Advances Theory, Practice and Education*, Southern Marketing Association Conference, eds., Brain P. Engelland and Denise T. Smart, Southern Marketing Association, 99-104.

Abstracts in Refereed Conference Proceedings

Cason, John and Nancy D. Albers-Miller, "A Hideous Truth behind a Convenient Lie: The Unfortunate Consequences of Lax Lending Regulations on the Market Prices of Houses," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Disharoon, Lauren and Nancy D. Albers-Miller, "Nightmare on WoM Street: The Affects of Positive Word of Mouth from Unfavorable Sources," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Gadoua, Kaylin and Nancy D. Albers-Miller, "Consumer Behavior Characteristics Associated with the Selection of Running Style: A Comparison of Casual and Competitive Runner Personality Traits," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Harney, Chris and Nancy D. Albers-Miller, "What Price Service?" *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Hartshorn, Delphine and Nancy D. Albers-Miller, "HIV/AIDS Prevention Advertising: Implications on Attitudes and Behaviors of HIV/AIDS-Infected Populations," *Advances in Marketing*,

Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Hocker, Drue and Nancy D. Albers-Miller, "Epidemic Proportions: An Examination of the Advertising of Food Products to Children," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Landers, V. Myles and Nancy D. Albers-Miller, "Distorted Perception: The Impact of Advertisements on Male Body Image," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Powell, Robert and Nancy D. Albers-Miller, "Obtuse, Misuse and Abuse: The Consumption of Pornography by Adolescent Users," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Vaidotas Lukosius, Houston, TX, forthcoming.

Albers-Miller, Nancy D. (2007), "Surviving the Service War and Learning to Live Again Afterward: Ten Important Lessons from a War Torn Veteran," Association of Marketing Theory and Practice Proceedings, editor, Joseph Chapman, Panama City Florida, on CD-Rom.

Albers-Miller, Nancy D. and Caitlyn A Miller (2007), " And Now for a Word from Sponsors . . . @#&*!!!!," Association of Marketing Theory and Practice Proceedings, editor, Joseph Chapman, Panama City Florida, on CD-Rom.

Hamer, Katia M and Nancy D. Albers-Miller (2007), "Blurring the Lines between Domestic and Import Beer: Consumer Perceptions of Country of Origin and Country of Manufacture on Price and Value," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 115-116.

Hill, Megan and Nancy D. Albers-Miller (2007), "Negative Atmospheric: Missing the Mark and Repelling the Market," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 56-57.

Huff, Kristi and Nancy D. Albers-Miller (2007), "If the Fat Lady Never Sings, Can it Ever be Over? The Impact of a Model's Body Size on the Effectiveness of the Advertisement," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 159-160.

Lewallen, Meredith and Nancy D. Albers-Miller (2007), "Walking a Fine Line: The Effects of Vertical Line Extensions on Brand Equity in the High Fashion Industry," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 54-55.

Nichols, Georgette N. and Nancy D. Albers-Miller (2007), "From Pets to Perceptions: Measuring the Transfer of Associated Personality Characteristics Attributed to Animals to Perceptions and

Attitudes toward the Ad," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 52-53.

Schildgen, Bryan and Nancy D. Albers-Miller (2007), "Forbidden and Tainted Fruit: The Marketing Impact of Mature Ratings on Video Games," *Advances in Marketing*, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators; ed. Phil Rutsohn, San Diego, CA, 161-162.

Albers-Miller, Nancy D. and John R. Grout (2006), "What's Wrong with this Picture? Preventing "Mission-Drift" in the Assessment of Learning Outcomes," Abstract in *Advances in Marketing: Linking Organizations and Customers, The Proceedings of the Annual Meeting of the Society for Marketing Advances Conference*, eds. William J. Kehoe and Linda K. Whitten, (November), available on CD-Rom.

Albers-Miller, Nancy D. (2006), "Deadly Intersections: Beyond Teaching, Research and Service," Abstract in *Advances in Marketing: Linking Organizations and Customers, The Proceedings of the Annual Meeting of the Society for Marketing Advances Conference*, eds. William J. Kehoe and Linda K. Whitten, (November), available on CD-Rom.

Brazel, John (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Finding it Hard to Swallow: Consumer Perceptions and the Marketing of Genetically Modified Food Products," Abstract in the *CD of Abstracts National Conference on Undergraduate Research 2006*, 148, on CD-Rom.

Colvin, James (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "When Advertisers Miss the Mark: Off-Target Consumer Responses to Sex-Role Values in Advertising," Abstract in the *CD of Abstracts National Conference on Undergraduate Research 2006*, 151, on CD-Rom.

Eberhardt, Marine (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Perceived Value to Employers of MBA Degrees Depending on What Country they are Obtained in," Abstract in the *CD of Abstracts National Conference on Undergraduate Research 2006*, 147, on CD-Rom.

Margrave, Daniel (Nancy D. Albers-Miller, Faculty Sponsor) (2006), "Subjugated Students: The Negative Consequences of Loss of Control on Consumer Evaluations of Product and Service," Abstract in the *CD of Abstracts National Conference on Undergraduate Research 2006*, 151, on CD-Rom.

Albers-Miller, Nancy D. and John R. Grout (2006), "Winning the Outcome Assessment Game: An Application of Failure Modes and Effect Analysis to the Assessment of Institutional and Program Learning Objectives," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 96-97.

Brown, Elizabeth and Nancy D. Albers Miller (2006), "Marketing to Pregnant Women: Consumer Vulnerability and Pricing Practices of Baby-Related Product," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 29-30.

- Colvin, James and Nancy D. Albers Miller (2006), "Surviving Disruptive Change: Consumer Expectations in the Case of the Music Industry," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 218-219.
- Dowling, Tamarin and Nancy D. Albers Miller (2006), "African Consumer Values and Perceptions: An Examination of Consumers in South Africa, Zimbabwe and Zambia," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 25-26.
- Doyle, Jessica and Nancy D. Albers Miller (2006), "Pet Adoption Positioning Strategies: Understanding Consumer Characteristics Associated with the Pet Adoption Decision Process," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 27-28.
- Hogan, Abby and Nancy D. Albers Miller (2006), "Sociolects and Dialects in Advertising: How the Voice of the Spokesperson Influences Consumer Response," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 216-217.
- Landers, V. Myles and Nancy D. Albers Miller (2006), "From Serene to Extreme: Characteristics of Participants in High-Commitment Recreational and High-Risk Sports," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 157-158.
- Linnhoff, Stefan and Nancy D. Albers Miller (2006), "Toward an Understanding of Consumer Perceptions: Product Labeling of Natural, Organic and Enhanced Products," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 31-32.
- Margrave, Daniel and Nancy D. Albers Miller (2006), "Consumer Incarcerated: Perceptions of Product Quality and Service Quality in a Captive Consumption Setting," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 153-154.
- Pomeroy, Wes and Nancy D. Albers Miller (2006), "Academic Institutional Advertising: The Impact of University Brand Equity on Consumer Response to Print Advertisements," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 214-215.
- Taylor, Kerri and Nancy D. Albers Miller (2006), "Promotion of Unhealthy Consumption Choices: A Comprehensive Examination of Children's Food Product Advertising," Abstract in *Advances in Marketing: The Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators' Conference*, ed. Phil Rutsohn, (February/March), 159-160.
- Albers-Miller, Nancy D. and Peter Stuetgen (2005) "Masculinity and Sexuality in Advertising in Sports Publications: A Four Country, Cross-Cultural Examination," Abstract in *Third National*

Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 95.

Landers, V. Myles and Nancy D. Albers-Miller (2005) "Consumer Behavior Characteristics Associated with the Selection of Extreme Sports Alternatives," Abstract in Third National Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 93.

Guillory, Patrick and Nancy D. Albers-Miller (2005) "Tarnished Stars: The Stock Price Impact when an Athlete Sponsor is accused of a Scandalous Act," Abstract in Third National Annual Sports Marketing Association Conference Program and Proceedings, Tempe AZ, 58.

Albers-Miller, Nancy D. and Stefan Linnhoff (2005), "Food as Prevention or Cure: A 47 Country Analysis of Government Regulations of the Labeling of Organic, Enhanced and Genetically-Modified Nutraceuticals," Abstract in Society for Marketing Advances 2005 Proceedings, eds. William J. Kehoe and Linda K. Whitten, 172-173.

Whitaker, Jennifer (Nancy D. Albers-Miller, Faculty Sponsor) (2005), "Across the Great Divide: An Empirical Comparison of Faculty and Student Perceptions of Academic Dishonesty," Abstract in the CD of Abstracts National Conference on Undergraduate Research 2005, on CD-Rom.

Albers-Miller, Nancy D. (2004), "Everything I Learned about Teaching I Learned from Bad Examples. Ok, Not Everything," *Advances in Marketing: Concepts, Issues and Trends*, Proceedings of the Annual Meeting of the Society for Marketing Advances, eds. William J. Kehoe and Linda K. Whitten, Sherwin Williams Distinguished Teaching Competition Statement, 2.

Albers-Miller, Nancy D., and Penelope J. Prenshaw (2003), "Reflections on Educator's Workshops and Training Programs," Academy of Business Education Conference, September, Abstract on CD-Rom.

Straughan, Robert D., Nancy D. Albers-Miller and Penelope J. Prenshaw (2002), "Students' Perceptions of Teaching Innovation: Dimensions and Attitudes," Academy of Business Education Conference, September, Abstract on CD-ROM.

Albers-Miller, Nancy D. and Stephanie R. Griffin (2002), "Consumption of Internet Services: Do You Know Where Your Children Are?" 2002 Association of Collegiate Marketing Educator's Conference, Service Marketing Track, Abstract on CD-ROM.

Albers-Miller, Nancy D., Robert D. Straughan and Penelope J. Prenshaw (2001), "Consumer Response to Product Warning Labels: A Five Country Cross-Cultural Examination," The Tenth Biennial World Marketing Congress, Ethics and Social Responsibility Track, June, Abstract on CD-Rom.

Albers-Miller, Nancy D., Penelope J. Prenshaw and Robert D. Straughan (2001), "Travel Services Advertising: An Examination of Travel Motivations Across Eleven Countries," The Tenth Biennial World Marketing Congress, Services Marketing Track, June, Abstract on CD-Rom.

Prenshaw, Penelope J., Robert D. Straughan and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content

Analysis across Fourteen Universities,” 2001 Association of Collegiate Marketing Educator’s Conference, Awarded Best of Conference Overall. Education Track, March, Abstract on CD-Rom.

Straughan, Robert D. and Nancy D. Albers-Miller (2001), “Domestic Retail Loyalty: A Closer Look at Cultural Effects,” 2001 Association of Collegiate Marketing Educator’s Association Conference, Special Sessions and Workshop Track, March, Abstract on CD-Rom.

Straughan, Robert D. and Nancy D. Albers-Miller (2000), “The Semantic Structure of Time-Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk” Abstract in *Developments in Marketing Science*, Vol 23, eds., Harlan E. Spotts and H. Lee Meadows, Academy of Marketing Science Conference, 66.

Albers-Miller, Nancy D., Robert D. Straughan and Penelope J. Preshaw (2000), “Widespread Cheating and Satisfaction with University Choice: An Analysis of Student Perceptions” in *2000 Advances in Marketing*, Southwestern Marketing Association, 7.

Albers-Miller, Nancy D., Penelope J. Preshaw and Robert D. Straughan (2000), “Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis with Implications for Managing Student Satisfaction,” Academy of Business Education Conference, September, Abstract on CD-ROM.

Albers-Miller, Nancy D., Robert D. Straughan and Penelope J. Preshaw (1999), “A Choice Model of International Internships: A Profile of Students across Seven Universities” Summary Brief in *1999 Advances in Marketing: Theory, Practice and Education*, eds., Joyce A. Young, Robert D. Green and Faye W. Gilbert, Society for Marketing Advances, 139-140.

Albers-Miller, Nancy D. (1998), “Winning the War on Undergraduate Curriculum Internationalization: Perceptions of Employers Regarding the Internationalization Process,” Summary Brief in *1998 Marketing Advances Theory, Practice and Education*, eds., J. Duncan Herrington and Ronald D. Taylor, Society for Marketing Advances, Radford, Virginia, 148-149.

Presentations at Professional Meetings

“Creating Innovative Products: But Can We Teach Creativity?” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2008, Houston, Texas.

“International Marketing Research,” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2008, Houston, Texas.

“Methods for Assessment and Assurance of Learning,” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2008, Houston, Texas.

“International Marketing Research,” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2007, San Diego.

“Students in Research,” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2007, San Diego.

“How to Get Creative: Innovation Ideas and Processes,” Research Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2007, San Diego.

“Student Research: Increasing Quantity and Quality of Output,” Teaching Enhancement Workshop at Academy of Business Education Conference, 2006, San Antonio.

“Beyond Being a Respondent: Involving Students in Conducting High-Quality Social Science Research,” Academy of Marketing Science Annual Conference, 2004, Vancouver.

“On-Line Learning Survival Guide: For Experts, Novices and Innocent By-Standers,” Teaching Enhancement Workshop at Association of Collegiate Marketing Educators’ Conference, 2003, Houston.

“What you NEED to know about Assessment, but are Afraid to Ask,” Assessment Program, Association of Collegiate Marketing Educators’ Conference, 2001, New Orleans.

“Development of Internet Assisted Courses: Motivating Students to Utilize Electronic Resources” Teaching Enhancement Workshop at Society for Marketing Advances Conference, 1999, Atlanta, GA.

“Internationalization of the Marketing Curriculum: Avoiding the Potholes on the Road to Global Education,” AMA Winter Educator’s Conference, 1999, St. Petersburg, FL.

“Student Organization Sponsorship: Reports from the Field,” AMA Winter Educator’s Conference, 1999, St. Petersburg, FL.

“The Realities of Student Organization Sponsorships: How to Survive and Succeed,” Society for Marketing Advances Conference, November, 1998, New Orleans, LA.

“The Transition from Doctoral Student to Assistant Professor,” Southwestern Marketing Association Conference, March, 1998, Dallas, TX.

“Surviving the Dissertation Process,” Southwestern Marketing Association Conference, March, 1998, Dallas, TX.

“The History and Future of Advertising Research: An International Perspective” presented at 1997 AMA Winter Marketing Educator’s Conference, St. Petersburg, Florida.

Professional Activities

Editorial

Editorial Review Board, *Marketing Education Review*, 2006- present

Special Issue Co-Editor, *Journal of Travel and Tourism Management*, 2001 - 2002

Assistant to the Editor, *Journal of Advertising*, 1990 - 1992

Assistant to the Book Review Editor, *Journal of Marketing*, 1991 - 1992

Office

President, Academy of Business Education, 2005-2006
President Elect, Academy of Business Education, 2003-2004
President, Association of Collegiate Marketing Educators, 2003 - 2004
Board of Directors, Academy of Business Education, 2001 - 2003
President Elect, Association of Collegiate Marketing Educators, 2002 - 2003
Vice President of Membership, Association of Collegiate Marketing Educators, 2001 - 2002

Track and Session Chair

Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2007-2008
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2006-2007
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2005-2006
Special Program Chair, Research Enhancement Workshops, Association of Collegiate Marketing Educators, 2004-2005
Track Chair, Strategy Track, Society for Marketing Advances, 2004
Program Chair, Association of Collegiate Marketing Educators, 2002 - 2003
Track Chair, Academy of Marketing Science World Marketing Congress, Perth, Australia, Integrated Marketing Communications, 2003
Track Chair, Association of Collegiate Marketing Educators, Education Track, 2002
Track Chair, Advertising and Promotion Track, Society for Marketing Advances, 2001
Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track, 2001
Special Programs Co-Chair, Southwestern Marketing Association, Marketing Chair's Meeting, 1999
Track Chair, Southwestern Marketing Association, Special Sessions and Workshops Track 1997

Special Session Chair, ABE, 2006
Session Chair, PP and M, 2005
Session Chair, SMA 1999
Special Session Chair, SMA, 1999, 1998
Special Session Chair, AMA Winter Educator's Conference, 1999
Special Session Chair, Southwestern Marketing Association, 1997

Reviewing

Ad Hoc Reviewer for *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *Journal of World Business*, *Journal of Advertising*, *Journal of Services Marketing*, *Journal of the Academy of Business Education*, *Journal of Marketing Education*, Atlantic Marketing Association Conference, Public Policy and Marketing Conference, American Marketing Association, Academy of Marketing Science, Society of Marketing Advances, Association of Collegiate Marketing Educators, Academy of Business Education.

Ad Hoc Reviewing for Sage Publishing, Prentice-Hall Publishing, Irwin Publishing, West Publishing

University Service Activities

Berry College College-Level Service

Planning Council, 2008-2008 (Member-Faculty Assembly Appointment)
Council on Student Scholarship Committee, 2007 - 2008 (Chair-Elect - Elected)
Market Research Work Group, 2007 - present (Member - Appointed)
SACS Reaffirmation QEP Steering Committee, 2006-2007 (Member - Appointed)
SACS Reaffirmation QEP Accountability and Budgeting Subcommittee, 2007 (Convener - Appointed)
Presidential Inaugural Committee, 2006-2007 (Member - Appointed)
Faculty Representative to the Presidential Transition Committee, 2006-2007 (Member - Appointed)
Faculty Assembly, Vice Chair, 2006-2007 (Officer - Elected)
Faculty Assembly Executive Committee, 2006-2007 (Officer - Elected)
Council on Student Scholarship Committee, 2006 - 2007 (Chair - Elected)
Faculty Development Committee, 2003 – 2007 (Member - Elected)
Graduate Council, 2004 – 2007 (Member - Elected by Faculty Assembly)
Parent College (2 sessions), Summer 2005 (Presenter - Appointed)
Book Leader for Sophomore Experience, 2005-2006 (Discussion Leader - Appointed)
Ad Hoc Faculty Assembly Work Load Equity Committee, 2005-2006 (Member - Appointed)
Council on Student Scholarship Committee, 2005 - 2006 (Chair Elect - Elected)
Council on Student Scholarship, 2003 – 2004 (Member - Elected)
Latin American and Caribbean Studies Advisory Committee, 2003-2004 (Member - Appointed)

Berry College School-Level Service

Development Committee, 2007 (Chair – Elected)
Undergraduate Policy Committee, 2007 (Member - Appointed)
CSOB Executive Committee, 2007 (Member as Chair of the Development Committee)
Marketing Search Committee, 2007 (Member - Appointed)
Visiting Marketing Search Committee, 2007 (Member - Appointed)
Dean's Search Committee, 2006 - 2007 (Member - Elected)
Beta Gamma Sigma (Honor Society), 2006-present (Faculty Sponsor - Appointed)
Marketing Search Committee, 2006 - 2007 (Member - Appointed)
Executive Round Table, 2005-2007 (Faculty Advisor - Elected by Student Officers)
Graduate Curriculum Action Committee, 2005 – 2007 (Member - Appointed)
Visiting Marketing Search Committee, 2006 (Member - Appointed)
Economics Search Committee, 2005 – 2006 (Member- Appointed)
Accounting Search Committee, 2005 – 2005 (Member- Appointed)
Finance Search Committee, 2004-2005 (Member- Appointed)
Accounting Search Committee, 2004 (Member- Appointed)
Visiting Marketing Search Committee, 2004 (Member- Appointed)
Curriculum Action Committee, 2003 – 2005 (Member- Appointed)

University of North Texas University-Level Service

University Curriculum Assessment Committee, 2000 - 2003 (Member - Appointed by the Vice Provost and Associate Vice President for Academic Affairs)
University Cross-Cultural/Global Core Component Group, 2000 - 2003 (Leader - Appointed by the Vice Provost and Associate Vice President for Academic Affairs)

Committee on the Status of Women, 2002 - 2003 (Appointed and confirmed by the Faculty Senate)

University Forum on Teaching, Learning and Assessment, 2000 - 2003 (Board Member - Elected by the Board Members and approved by Vice Provost and Associate Vice President for Academic Affairs)

University of North Texas College-Level Service (College of Business Administration)

International Programs Committee, 1996 - 2003 (Elected by Department of Marketing and Logistics Faculty)

Beta Gamma Sigma Executive Committee, 1996 - 2003 (Chair - Appointed by the Dean of the College of Business)

Sponsor of Beta Gamma Sigma Student Organization, 1996 - 2003 (Sponsor - Appointed by the Dean of the College of Business)

Beta Gamma Sigma Executive Committee, 1993-1996, (Member - Appointed by the Chair of the Department of Marketing and Logistics)

University of North Texas Departmental-Level Service (Department of Marketing and Logistics)

Operations Committee, 2000 - 2001, 2002 - 2003 (Member - Elected by Department of Marketing and Logistics Faculty)

Curriculum Committee, 1994 - 1996; 1998 - 1999, 2001 - 2003 (Member - Elected by Department of Marketing and Logistics Faculty)

Sponsor of Student Chapter of AMA, 1995 - 2003 (Appointed by the Chair of the Department of Marketing and Logistics)

Office of Equity and Diversity Representative, 2002 - 2003 (Elected by Department of Marketing and Logistics Faculty)

Personnel Affairs Committee, 1998 - 2002 (Member - Elected by Department of Marketing and Logistics Faculty)

American's with Disabilities Act Representative (Appointed by the Chair of the Department of Marketing and Logistics)

Senior Logistics Faculty Search Committee, 2000 - 2002 (Member - Elected by Department of Marketing and Logistics Faculty)

Executive Committee, 1999 - 2000 (Member - Elected by Department of Marketing and Logistics Faculty)

Faculty Search Committee, 1998 - 1999 (Member - Elected by Department of Marketing and Logistics Faculty)

Ad Hoc Grade Appeals Committee, 1994 - 1995 (Member - Appointed by the Chair of the Department of Marketing and Logistics)

Ad Hoc Journal Evaluation Committee, 1994 - 1997 (Member - Appointed by the Chair of the Department of Marketing and Logistics)

Industry Experience

Branch Manager, Newark Electronics, Los Angeles, California; Sunnyvale, California and Houston, Texas, 1986-1988. Newark Electronics is an industrial stocking distributor of electronic and electrical components.

Vice President, Allied American International, Houston, Texas, 1983-1986. Allied American

International was an industrial distributor of a wide range of products for export, serving international and foreign companies and governments.

Store Manager, Hickory Farms of Ohio, Houston, Texas, 1982-1983. Hickory Farms is retailer of groceries.

Department Supervisor, Astroworld, Houston, Texas, 1976-1983. Astroworld was an amusement facility.

Professional Organizations

Academy of Business Education
Academy of International Business
Academy of Marketing Science
American Academy of Advertising
American Marketing Association
Association for Marketing Theory and Practice
Association of Collegiate Marketing Educators
Atlantic Marketing Association
Society for Marketing Advances
Sports Marketing Association