

CHIP E. MILLER

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Des Moines, Iowa 50311
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West Des Moines, Iowa 50266
515-822-5096

EDUCATION

Ph.D., marketing	University of Washington	1990
M.A., Chinese studies	University of Kansas	1987
M.B.A.	University of Kansas	1980
B.A., biology	University of Kansas	1976

RESEARCH AND PUBLICATIONS

Refereed Journal Articles

(*Bold titles are ranked journals from Australian Business Deans list with ranking in superscript of A*, A or B*)

Reardon, James, Chip Miller and Denny McCorkle (2022), "The Effect of Student Perceived Benefits and Obstacles to Determine If and Where to Study Abroad", *Journal of International Education in Business*, 15(2), September, 351-372, <https://doi.org/10.1108/JIEB-05-2021-0060>

Miller, Chip and Andrew Bryant (2021), "Evaluation of the Association Between the Flow of Firearms and Mass Shooting Deaths", *Journal of Consumer Affairs*^A, 56(2), Summer, 925-937.
<http://doi.org/10.1111/joca.12409>

Miller, Chip, Andrew Bryant and Andy Norman, (2019), "Hidden Learning: Measuring Student Learning in the Marketing Capstone", *Journal for Advancement in Marketing Education*, 27(1), Spring, 31-41. **JAME 2019 Best Article of the Year Award.**

Louie, Therese and Chip Miller (2018), "Exploring the Effect of Narrators' Accents in Informational Short Films", *Drake Management Review*, 7(1/2), 1-19.

Conner, Suzanne, James Reardon, Chip Miller, Laura Salciuviene and Vilte Auruškevičienė (2017), "The Cultural Antecedents to the Normative, Affective, and Cognitive Effects of Domestic Versus Foreign Purchase Behavior", *Journal of Business Economics and Management*^B. 18(1), 100-115. <http://www.tandfonline.com/toc/tbem20/18/1>

Reardon, James, Donata Vianelli, Chip Miller (2017), "The Effect of Country-of-Origin on Retail Buyers' Propensity to Trial New Products", *International Marketing Review*^A, 34(2), 311-329.

Miller, Chip, Matthew Mitchell, Jeff Kappen and Melanie Banzuela, (2014), "Whither the Professor? Crafting a Viable Business Doctoral Program in a Developing Country", *Journal of International Business Education*^B, Volume 9, 183-200. <http://www.neilsonjournals.com/JIBE/>.

Miller, Chip, Vida Škudienė, and James Reardon (2013), "Managing Customer Loyalty in the Entertainment Industry in a Transitional Economy", *Review of Management Innovation & Creativity*, 6(18), Spring, 114-129.

James Reardon and Chip Miller (2012), "The Effect of Scale Type on Cross-Cultural Construct Measures: An Empirical Example Using Hall's Concept of Context", *International Marketing Review*^A, 29(1), 24-53.

Chip E. Miller, James Reardon, Laura Salciuviene, Vilte Auruškevičienė, Kelvin Lee, and Kenneth E. Miller (2009) "Need for Cognition as a Moderator of Affective and Cognitive Elements in Online Attitude toward the Brand Formation" *Journal of Business & Economics Research*, December, 7(12), 65-72

James Reardon, Janice Payan, Chip Miller and Joe Alexander (2008), "Optimal Class Length in Marketing Undergraduate Classes: An Examination of Preference, Instructor Evaluations, and Student Performance", *Journal of Marketing Education*^B, 30(1), April, 12-20.

James Reardon and Chip Miller (2008), "Smoking Prevention Messages for Adolescents: How Intensity, Valence, and Recipient of Consequences Affect Attitude Toward the Ad and Intent to Smoke," *Journal of Marketing Theory and Practice*^B, 16(1), Winter, 67-77.

Chip Miller, Bram Foubert, James Reardon and Irena Vida (2007), "Teenagers' Response to Self- and Other-Directed Anti-Smoking Messages: A Cross-Cultural Study", *International Journal of Market Research*^B, 49(4), 515-533.

Lynn Muller, Chip Miller and James Reardon (2006), "Does More and Better Information Enhance Student Performance on Marketing Projects?" *Journal of College Teaching & Learning*, 3(10), October, 7-14.

James Reardon, Chip Miller, Bram Foubert, Irena Vida and Liza Rybina (2006), "Antismoking Messages for the International Teenage Segment: The Effectiveness of Message Valence and Intensity across Different Cultures" *Journal of International Marketing*^A, Vol. 14 (3), 115-38.

Delaney Kirk, Brad Meyer, Chip Miller, Tom Root, Jimmy Senteza (2006), "Teaching Evaluations: Does the Switch to an Online Process Make a Difference in How College Students Rate Their Professor", *Journal of the Academy of Business Education*, Fall, 53-68.

Nathan Kling, Denny McCorkle, Chip Miller and James Reardon (2005), "The Impact of Testing Frequency on Student Performance in a Marketing Course", *Journal of Education for Business*, 81(2), November/December, 67-72.

Ray Hubbard, Andrew Norman and Chip Miller (2005), "Examining the Influence of Articles Involving Marketing History, Thought, and Theory: A Journal of Marketing Citation Analysis, 1950s-1990s", *Marketing Theory*^A, 5(3), September, 323-336.

James Reardon, Chip Miller, Irena Vida and Irina Kim (2005), "Ad and Brand Attitude Formation in Transitional Economies" *International Journal of Business Disciplines*, 16(1), Spring/summer, 13-22.

Michael Shearn, Chip Miller and Troy Strader (2005), "From Catalogs to Web: The Evolution of Airgun Products, Inc.", *International Journal of Cases on Electronic Commerce*, 1(2), April-June, 26-43.

James Reardon, Chip Miller and Irena Vida (2005), "The Effects of Ethnocentrism and Economic Development on the Formation of Brand and Ad Attitudes in Transitional Economies", *European Journal of Marketing*^{A*}, 39 (7/8), 737-754.

Chip Miller, James Reardon and Denny McCorkle (2003), "Incentives for Industrial Sales Personnel: An Empirical Examination of Compensation Attributes", 14 (2), Fall, *International Journal of Business Disciplines*, pp. 42-49.

James Reardon, Nathan Kling, Denny McCorkle, and Chip Miller (2002), "The Formation of Regional Trade Blocs: A Theoretical Perspective Using Game Theory", 20 (1), January, *American Business Review*^A, 91-99.

Chip Miller, Jim Reardon & Denny McCorkle (1999), "The Effects of Competition on Retail Structure: An Examination of Intratype, Intertype and Intercategory Competition", *Journal of Marketing*^{A*}, 63 (4), October, 107-120.

Jim Reardon, Chip Miller, Ron Hasty and Blaise Waguespack (1996), "A Comparison of Alternative Theories of Services Marketing", *Journal of Marketing Theory & Practice*^B, Fall, 1-10.

Mark Speece, Yukiko Kawahara and Chip Miller (1996), "The Impact of Offshore Manufacturing on Quality Perceptions", *Asian Academy of Management Journal*, v. 1 (1), January, 15-30.

Chip Miller and Jim Reardon, "The Structure of Markets, Competition and Retailing: Effects of Intratype Competition" (1995-6), *Journal of Marketing Management*^A, v. 5-6, 35-46.

Jim Reardon, Chip Miller and Barbara Coe (1995), “Applied Scale Development: Measurement of Store Image”, *Journal of Applied Business Research*, v. 11 (4), Fall, 85-93.

Chip Miller, Jim Reardon, Sanjay Mehta and Su-wei Hu (1995), “Special Economic Zones of the People’s Republic of China: An Examination of Entry Strategies by Taiwanese Investors”, *International Journal of Management*, Victoria, Australia, v. 12 (2), June, 247-254.

Chip Miller and Jim Reardon, “Market Pricing for Publicly Owned Goods: A Proposed Model and Methodology” (1995), *Journal of Business and Economic Perspectives*. XXI (1), Spring, 45-52.

Chip Miller and Jim Reardon, “Increasing Montana’s Nonresident Hunting Fees” (1994), *Montana Business Quarterly*, v. 31 (4), Winter, 15-17.

Sing-Young Lee, Mark Speece and Chip Miller (1991), “Country-of-Origin Perceptions among Apparel Retailers in the Northwest United States”, *The Hong Kong Journal of Business Management*, v. IX,17-32.

Chip Miller and Mark Speece (1986) “Evolution of Chinese Economic Development Policy: Prospects for U.S. Involvement”, *Business Forum*, Fall, 26-30.

Refereed Conference Papers

James Reardon, Chip Miller and Mike Martin (2023), “I Remember When...Business Schools Had Standards”, Atlantic Marketing Association, September 28-30, Wilmington, NC.

Denny McCorkle, James Reardon and Chip Miller (2022), “Experiential/Immersive Learning Activities: Student Attitudes and Perceived Outcomes”, Marketing Educators’ Association, April 20-23, Seattle, WA.

James Reardon, Chip Miller, Denny McCorkle, Vilte Auruškevičienė (2020), "Communicating with Millennial and Gen Z Students: Professional and Personal Boundaries", Marketing Educators' Association Conference, Seattle, Washington.

Chip Miller and Brian Vander Naald (2021), "Big Game License Fees—Seeking Price Optimization Equity" Atlantic Marketing Association conference, Sept. 29-Oct. 2, Chattanooga, TN.

Chip E. Miller, J. Royce Fichtner and Andrew Norman (2017), “Veiled Taxes and Their Outcomes: The Case of the Brady Handgun Violence Prevention Act of 1993”, Atlantic Marketing Association conference, September 27-30, Williamsburg, Virginia.

Saule Reardon, Vaida Jonavičiūtė, Sigita Urbonavičius, Chip Miller and James Reardon (2015), “Expressions of the Need for Uniqueness and Conformity in Personal and Professional Contexts”, Intellectbase International Consortium Academic Conference in Las Vegas NV, USA.

James Reardon, Denny McCorkle, Suzanne Conner, Chip Miller, Robert Lupton (2014), “Internationalization of College of Business Programs: Successes and Challenges”, Marketing Educators’ Association, April, San Jose, CA.

McCorkle, Denny, Chip Miller and James Reardon (2013), “Modeling Global Consumer Retail Channel Choice: Bricks or Clicks”, Proceedings of the Intellectbase International Consortium Conference, December, Las Vegas, NV.

Gardner, Lisa, Chip Miller and Andrew Norman (2013), “Using a Locally Developed Objective Exam to Assess Marketing Majors’ Learning”, Proceedings of the 2013 Marketing Educators’ Association Conference, April 18-20, Portland, Oregon.

Miller, Chip, Vida Škudienė, and James Reardon (2012), “Managing Customer Loyalty in the Entertainment Industry in a Transitional Economy”, Proceedings of the Intellectbase International Consortium Conference, December 13-15, Las Vegas, NV.

James Reardon, Chip Miller, Irena Vida, Laura Salciuviene, Vilte Auruškevičienė (2011), “The Effect of Culture on Antecedents to the Foreign and Domestic Purchase Choices: A Global Perspective”, AMA Global Marketing Special Interest Group Conference, January, Cancun, Mexico.

James Reardon, Chip Miller, Vilte Auruškevičienė (2010), “Measurement and Validation of Hall's Construct of Context: Extending the Cross-Cultural Measurement Paradigm”, European International Business Academy 36th Annual Conference, Porto, Portugal.

Chip Miller, James Reardon, Laura Salciuviene, Vilte Auruškevičienė, Kelvin Lee, Ken Miller (2009), “Need for Cognition as a Moderator of Affective and Cognitive Elements in Online Attitude toward the Brand Formation”, Clute Institute Conference for Education and Business, June.

Denny McCorkle, Janice Payan and Chip Miller (2009), “Globalizing Faculty: Suggestions and Experiences,” Marketing Educators’ Association, April.

Chip Miller (2008), “Personal Selling Psychology in the Philippines”, Atlantic Marketing Association, October, 304-308.

Troy Strader, Garry Frank, Phil Houle, Chip Miller (2008), “The Impact of Personality Type on Blog Participation”, Midwest Association for Information Systems, May.

James Reardon, Chip Miller and Janice Payan (2007), "Student Perceptions of Optimal Combination of Class Time Length and Meeting Frequency: Marketing Majors Compared to Other Majors", Marketing Educators’ Association, April, 9.

Chip Miller, James Reardon, Mark Speece, Stella So and To Ngoc Huong (2005), “Attitudes toward Advertising: An Examination of Transformations During Initial Stages of Economic Development”, October, *Proceedings of the Atlantic Marketing Association*, v. XXI, 342-348.

Raymond Hubbard, Andrew Norman and Chip Miller (2005), “A Citation Analysis of Articles Dealing with Marketing History, Thought and Theory, 1970s-1990s: The Full Impact”, 12th Conference on Historical Analysis and Research in Marketing, February, 175-181.

James Reardon, Irena Vida and Chip Miller (2005), “An Examination of Brand and Ad Attitudes Formation in Two Emerging Economies”, in KOSHY, Abraham (ed.), *Proceedings of International Conference on Marketing Paradigms for Emerging Economies*, India, Ahmedabad, January 12-13, Indian Institute for Management, 120-123.

Chip Miller and Lynn Muller (2004), “Professorial Projects as a Pedagogical Tool to Enhance International Marketing Education”, *Proceedings of the Atlantic Marketing Association*, v. XX., 283-287.

Chip Miller, James Reardon and Nathan Kling (2004), “Hemispheric Asymmetries and Cognitive Processing: A Critical Evaluation of the SOP Scale”, 28th Annual Conference of the Marketing Educators’ Association.

Chip Miller, To Ngoc Huong, Mark Speece, Denny McCorkle and Irena Vida (2003), “Attitudes Towards Advertising in Vietnam”, *Proceedings of the Atlantic Marketing Association*, v. XIX, 273-277.

Chip Miller, James Reardon and Denny McCorkle (2002), “Hierarchy of Effects in Information Processing”, *Proceedings of the Atlantic Marketing Association*, v. XVIII, 532-535.

Lynn Muller and Chip Miller (2002), “Content Analysis of Unique Selling Propositions for Mature Adult Vitamin Supplements”, *Proceedings of the Atlantic Marketing Association*, v. XVIII, 446-450 (Best Paper in Consumer Behavior track).

James Reardon, Chip Miller and Saule Amirebayeva (2002), “The Correlation of Information Processing and Personality Styles: An Exploratory Analysis”, European Applied Research Conference, Rothenburg, Germany, June.

- Chip Miller, James Reardon and Denny McCorkle (2001), "Incentives for Industrial Sales Personnel: Does Anything Besides Cash Work?", *Proceedings of the Atlantic Marketing Association*, v. XVII, 21-27.
- Jim Reardon, Chip Miller and Nathan Kling (1999), "Cooperation and Regional Trading Blocs: An Examination Using an Expanded Prisoners' Dilemma", *Proceedings of the 28th Annual Meeting of the Western Decision Sciences Institute*, 507-510.
- Mark Speece, Wu Xiao Hong, Chip Miller and Stella So (1998), "Guanxi and Sales Performance: Perceptions of Beijing Sales Reps", Third South China International Business Symposium, November.
- Jim Reardon, Chip Miller and Robert Harris (1998) "Applying the Principles of Business to Universities: An Expanded View of Students as Customers", *Proceedings of the Atlantic Marketing Association*, v. XIV, 114-22.
- Chip Miller and Jim Reardon, "Effects of Pictures and Words as Cognitive Cues on Information Processing in Print Ads: Some Propositions" (1997), *Proceedings of the Atlantic Marketing Association*, v. XIII, 161-167.
- Chip Miller, Jim Reardon, Mark Speece and Birgit Miller (1996), "The Effects of Linguistic Styles on Cognitive Processes: Alphabetic vs Morphemic Processing", *Proceedings of the Atlantic Marketing Association*, v. XII, 364-369.
- Mark Speece, Chip Miller and Stella So (1996), "Sales Force Development in China", *Proceedings of the International Academic Conference on Cross-Cultural Management in China*, v. 2, Hong Kong Baptist University, August, 122-129.
- Chip Miller, Mark Speece and Birgit Miller (1996), "Chinese Information Processing and its Implications for Advertising Design", *Proceedings of the International Management Development Association*, Bermuda, 441-444.
- Jim Reardon and Chip Miller (1996), "Relating Marketing Knowledge to Consumer Needs", *Proceedings of the 25th Annual Meeting of the Western Decision Sciences Institute*, April, 546-550.
- Jim Reardon, Barbara Coe and Chip Miller (1996), "Exploration of Expansion and Associated Timing Strategies for International Market Entry: A Proposed Model and Methodology", *Developments in Marketing Science*, Academy of Marketing Science, v. XIX, 26-30.
- Jim Reardon, Chip Miller and Ron Hasty (1996), "The Effects of Consumer Labor Shifts in Retail Productivity", *Advances in Marketing*, Southwestern Marketing Association, 295-303.
- Chip Miller and Jim Reardon (1995), "Factors Affecting Cognitive Assessment of Attitude toward the Ad", *Proceedings of the Atlantic Marketing Association*, v. XI, 37-42 (Best Paper in Consumer Behavior track)
- Jim Reardon and Chip Miller (1995), "Strategic Differences Between Product and Service Retailers: A New Perspective", *Proceedings of the Atlantic Marketing Association*, v. XI, 293-299.
- Mark Speece, Chip Miller, Sing-Young Lee and Jim Reardon (1994), "A Country-of-Origin survey on Calculators in Korea", *Advances in Marketing*, Southwestern Marketing Association, 212-217.
- Mark Speece, Chip Miller and Yukiko Kawahara, "Distribution in China in the 1990s" (1994), *Proceedings of the Academy of International Business Southwest Regional Meeting*, 1-10.
- Chip Miller and Chuck Hamilton (1991), "The Confidence Crisis in Hong Kong and Its Effects on Capital Movement", *Proceedings of the Fourth International Conference on Comparative Management*, Taiwan, 236-242.
- Mark Speece, Chip Miller and Laura Milner (1990), "Pricing Strategies with Country-of-Origin Information: A Survey on Hand Calculators in the Philippines", *Proceedings of the 6th Meeting of the Academy of International Business, Southeast Asia Region*, 209-214.

Chip Miller and Mark Speece (1990), "A Comparison of Marketing Policy in North and South Korea", *Proceedings of the 12th International Symposium on Asian Studies*, Hong Kong.

Other Publications

Chip Miller, Andrew Bryant, Andy Norman (2019), "Hidden Learning: Measuring Student Learning in the Marketing Capstone", Fall Marketing Management Association Conference, invited paper, Santa Fe, NM.

James Reardon, Chip Miller, Denny McCorkle (2018), "The Effect of Student Perceived Benefits and Obstacles on Determining Geographic Region for Study Abroad", Marketing Educators Association (abstract).

Isaac Wagh and Chip Miller (2011), "In China, Can Sex Appeal for a Low Involvement Product Increase Its Chances of Being Purchased?", *Drake Management Review*, October, 1(1), 45-54.

Chip E. Miller (2010), "Pricing in the Digital Age," in *Digital Product Management, Technology and Practice: Interdisciplinary Perspectives*, Troy J. Strader (Ed.), Hershey, PA: IGI Publishing, pp. 53-72.

ACADEMIC EMPLOYMENT

Full Professor	Drake University	2006-present
Associate Dean of Academic Affairs	Drake University College of Business	2011-2014
Associate Professor	Drake University	2001-2006
Associate Professor	Pacific Lutheran University	1995-2001
Assistant Professor	Pacific Lutheran University	1991-1994
Assistant Professor	University of Montana	1990-1991

AWARDS & RECOGNITION

Grants

Fulbright Scholar for University of San Carlos, Cebu, Philippines	2007-2008
Faculty development grant, College of Business	2006-2007
Faculty development grant, College of Business	2005-2006
Faculty development grant, Drake University	2004-2005
Summer research grants, Drake University College of Business	2002 & 2003
Faculty/student research grant, Drake University	2002-2003
PLU School of Business grant for research	1999
Scholar's Incentive Grant, University of Northern Colorado	1999
Boeing Faculty Fellowship	1997
ELCA faculty development grant, technology management	1997
PLU School of Business grants for research and course development	1996 & 1997
AAL course development grant for service learning	1996
PLU value chain course development grant	1995
CIBER case development grant, University of Washington	1994
Funded to attend Pacific Asia Management Institute, University of Hawaii	1990

Scholarship & Teaching

Harry I.Wolk Outstanding Faculty Scholar Award	2017
Thomas F. Sheehan Distinguished Professor of Marketing	2014 to present
David B. Lawrence Undergraduate Teacher of the Year Award	2011
Harry I.Wolk Outstanding Faculty Scholar Award	2011
Harry I.Wolk Outstanding Faculty Scholar Award	2005
Honorable mention, YPPA advertising competition	2000
Honorable mention, YPPA advertising competition	1998
Honorable mention, MasterCard advertising competition	1998
2 nd place, international business case competition, University of Washington	1998
1 st Interstate Bank award for teaching excellence, PLU	1998
Honorable mention, MasterCard advertising competition	1996
Best Paper in Consumer Behavior, Atlantic Marketing Association	1995

ACADEMIC SERVICE

College & University

Marketing department chair	2022-present
Faculty Senate Executive Committee	2016-2020
Marketing department chair	2015-2021
Levitt Distinguished Professorship selection committee	2016
Windsor Science Professor selection	2016
Marketing faculty search committee chair	2015-2016
Promotion & Tenure Committee	2008-11, 2014-16, 2018-22
Information systems faculty search committee	2014
Marketing faculty search committee chair	2013
Levitt Award selection committee	
Associate Dean of Academic Affairs, CBPA	2011-2014
National Alumni Scholarship reviewer, Drake	2011 & 2012
Chair of CBPA Undergraduate Curriculum Committee	2010-2011
Annual Review Committee, CBPA	2009 & 2010
Search chair, marketing faculty search	2008-2009
Committee of Full Professors, CBPA	2007-present
International Business faculty search committee	2006
Delta Rx entrepreneurship competition judge	2006, 2012 & 2013
CBPA Undergraduate Curriculum Committee, Drake University	2001-2005

PROFESSIONAL ACTIVITIES

Book Reviews

Professional Selling (Hunt, Deitz, Hansen)	2021
Marketing management (Marshall & Johnson)	2016
Marketing management (Nordhielm & Dapena)	2014
Marketing management (Nordhielm & Dapena)	2012
Marketing management (Best, 5 th ed.)	2010
Principles of marketing (Kotler & Armstrong, 13 th ed.)	2009
Global marketing management (Kotabe & Helsen 5 th ed.)	2009
Global marketing text, Sage (Karahan)	2008
Marketing management text, Southwestern (Iacobucci)	2008
Sales management text, Prentice-Hall	2008
Sales management text, Prentice-Hall	2007
Sales management text, Prentice-Hall	2006
marketing management text, John Wiley & Sons, (Sheth)	2005
marketing management text, John Wiley & Sons, (Capon & Hulbert)	2004
marketing management text, McGraw-Hill/Irwin (Peter/Donnelly)	2003
marketing management text, McGraw-Hill/Irwin (Czinkota/Kotabe)	2003
marketing plan text, John Wiley & Sons	1997
international business text, John Wiley & Sons	1997
sales management text, John Wiley & Sons	1997
sales management text, John Wiley & Sons	1996
marketing principles text, West Publishing	1994
advertising text supplements, Prentice-Hall	1994
sales promotion text, Prentice-Hall	1993
marketing research text, Prentice-Hall	1992
marketing principles text, Prentice-Hall	1992
personal selling text, Allyn & Bacon	1991
marketing research text, John Wiley & Sons	1991

Journal & Conference Reviewer

<i>Journal of Macromarketing</i> , framing in ads for women firearms owners	2023
<i>Journal of International Marketing</i> , international cross-branding	2022
<i>Marketing Letters</i> , retail buyer behavior	2022
<i>Journal of International Education in Business</i> , study abroad program outcomes	2022
<i>Journal of Consumer Behaviour</i> , cross-cultural marketing & satisfaction	2021
<i>Marketing Letters</i> , retail buyer behavior	2021
<i>Journal for Advances in Marketing Education</i>	2020
<i>Journal of International Marketing</i> , cross-cultural marketing and satisfaction	2019
<i>Journal of International Marketing</i> , social media in sales & economic development	2019
<i>Journal of Business Research</i> , special edition reviewer, Japanese retailing	2018
EIBA conference paper reviewer (IB simulations in teaching)	2016
<i>International Marketing Review</i> , ad hoc reviewer (country of origin)	2015
EIBA conference paper reviewer (university-industry collaboration)	2015
Editorial board, <i>Drake Management Review</i>	2012-present
EIBA conference papers (country of origin and global branding)	2012
<i>Journal of International Marketing</i>	2010 and 2012
American Marketing Association Summer Educator's Conference	2008
Atlantic Marketing Association Conference	2006
American Marketing Association Summer Educator's Conference	2006
Atlantic Marketing Association Conference	2005
Conference on Historical Analysis and Research in Marketing (CHARM)	2005
Western Decision Sciences Institute	2003
<i>Journal of Asia Pacific Marketing</i>	2003
<i>Asia-Pacific Journal of Marketing and Logistics</i>	2002
Atlantic Marketing Association, international marketing	2002
Academy of Consumer Research, Asia-Pacific Conference	2002
<i>Journal of Marketing</i>	2001
<i>Thunderbird International Business Review, Special Issue</i>	2001
Academy of Marketing Science, sales	1999
Marketing Management Association, sales	1999
Western Decision Sciences Institute	1999
Western Decision Sciences Institute, international marketing	1998
Southwestern Marketing Association, professional selling	1998
Atlantic Marketing Association, retailing	1998
Southern Marketing Association, marketing	1997
Atlantic Marketing Association, contemporary issues	1997
American Marketing Association International Collegiate conference	1997
Academy of Marketing Science, international marketing	1995
Atlantic Marketing Association, consumer behavior & international marketing	1995
<i>American Asian Review</i> , special issue reviewer	1992

Other

Interviewee on NPR	2018
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NON-ACADEMIC EMPLOYMENT

<i>Coca-Cola and Atlantic Bottling Company</i>	2005-2022
<ul style="list-style-type: none">• Co-advisor, annual research project for marketing club as consultants for Coca-Cola.• Projects involve primary & secondary research on new products & IMC campaign ideas	
<i>Earle Rock Studios</i>	2018 to present
<ul style="list-style-type: none">• Provided marketing consulting to the artist regarding pricing, distribution and channel development.	

- Order of Shaolin Ch'an* 2008-2016
- Designated Vice President of Marketing 2014
 - Completed draft of a new book on the tiger style for the Order
 - Responsible for website development and maintenance
- Board member for non-profit group dedicated to the preservation of Shaolin Buddhism and associated martial arts. 2004-2008
- Contributor to publication of the order, *The Shaolin Grandmasters' Text*
- Warman Management, LLC* 2012-2015
Marketing Consultant
- Developed marketing plan for state-owned, contractor operated shooting range
- My Diabetes Home, Dr. Anuj Bhargava* 2010
Marketing Research Consultant
- Developed materials and conducted focus groups for diabetes care website project.
- Bone, McAllester, Norton* 2010
Expert Witness
- Prepared defense materials for a lawsuit involving sales management issues of territory design and compensation in a B2B setting.
- Central Iowa Dance* 2004-2005
Marketing consultant
- Conducted research on customer satisfaction & service offerings. Aided with grant writing.
- Airgun Express* 2003-2005
Marketing Consultant
- Developed sales training materials for telephone staff.
 - Assisted with pricing strategies & product combinations for product line.
 - Wrote technical copy for website.
- Trade Show Productions* 2003
Marketing Consultant
- Designed & executed gun show surveys to improve marketing performance.
 - Conducted preliminary analysis of promotion efforts.
- Virtuoso Artists Management Group* 2002-2004
Marketing advisor
- Consultant to professional performing artist group.
- Virtual Museum of Natural History* 1999-2004
Member, Board of Directors
- Non-profit board dedicated to natural history research and its dissemination.
 - Aided with study of sharks, marketing the museum and other tasks.
- Boeing Commercial Airplane Group* 1997
Faculty Fellow
- Identified over \$700,000 in import duties for potential reimbursement from Customs.
 - Worked in Payment Services to improve duty drawback on imported parts.

<i>Insights: Service Excellence Associates</i>	1996-1999
<i>President</i>	
<ul style="list-style-type: none"> • Marketing consultant for Boeing credit union, PR Pharmaceuticals, Ride Snowboards and others. • Conducted focus groups, service evaluations, product manager training and market research. 	
<i>EastGate International</i>	1992-1993
<i>Sales Director</i>	
<ul style="list-style-type: none"> • Conducted sales training for Hong Kong and PRC reps. • Researched glassware & epoxy markets for Hong Kong manufacturer. • Investigated sales of used medical equipment to China. 	
<i>Washington Retailers' Association</i>	1993
<i>Marketing consultant</i>	
<ul style="list-style-type: none"> • Marketing research project for the WRA. Created & conducted survey, made recommendations based on results. 	
<i>Wells Manufacturing</i>	1993
<i>Sales Consultant</i>	
<ul style="list-style-type: none"> • Sales training for industrial reps in Hong Kong and Shenzhen, PRC 	
<i>Washington Trust Bank</i>	1991
<i>Sales Trainer</i>	
<ul style="list-style-type: none"> • Conducted sales seminar for loan officers. 	
<i>Port of Seattle</i>	1989
<i>Marketing Intern</i>	
<ul style="list-style-type: none"> • Assisted in marketing research activities to determine focus of port business, volumes of key goods and major trading nations. 	
<i>ZymoGenetics</i>	1985
<i>Marketing Analyst</i>	
<ul style="list-style-type: none"> • Research in biotechnology markets including current state of knowledge, potential applications, market estimation and competitive advantage. 	
<i>Hercules, Inc.</i>	1984
<i>Quality Control Technician</i>	
<ul style="list-style-type: none"> • Worked to maintain quality assurance of artillery propellant. 	
<i>Merck, Sharp & Dohme</i>	1980-1981
<i>Associate Professional Representative</i>	
<ul style="list-style-type: none"> • Responsible for detailing infectious disease and cardiovascular drugs to 128 physicians. 	