## Kevin J. Shanahan, Ph.D.

Department of Marketing, Quantitative Analysis and Business Law

Mississippi State University

Mississippi State, MS

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EDUCATION

#### Doctor of Philosophy 2002

New Mexico State University, Major: Marketing

***Master of International Management 1993***

Thunderbird, The American Graduate School of International Management, Major: Int. Mgmt

### **Bachelor of Arts 1990**

University of Alberta / Heilongjiang University, Major: Mandarin Chinese

ACADEMIC EMPLOYMENT

***Professor of Marketing 2020 – present***

Mississippi State University

***Associate Professor of Marketing with tenure 2012 - 2020***

Mississippi State University

***Assistant Professor of Marketing 2008 – 2012***

Mississippi State University

***Associate Professor of Marketing with tenure 2007 – 2008***

The University of Texas at Tyler

***Marketing Area Coordinator 2003 - 2008***

The University of Texas at Tyler

***Assistant Professor of Marketing******2001 - 2007***

The University of Texas at Tyler

***Sessional Instructor 1999-2000***

Cardean University (Online instruction)

***Marketing Instructor 1998 - 2001***New Mexico State University

TEACHING (Courses Taught) – From Spring 1999 to Fall 2023

#### Undergraduate

#### Consumer Behavior, International Marketing, Personal Selling and Sales Management, Principles of Marketing, Retailing, Marketing Research, Services Marketing, Advertising, Sports Marketing, Business Statistics I, Strategic Marketing Management, Personal Selling

#### Graduate - MBA

Current Trends in Marketing, Sports Marketing, Current Trends in Marketing – Weekend MBA, Technical Business Research – Weekend MBA, International Marketing, Quantitative Analysis, Technical Business Research, Advanced Marketing Principles, Applied Business Research, Strategic Marketing Management

#### Graduate – PhD Seminars

Promotion & Supply Chain, Research Design in Marketing, Promotion & Services

#### Developed and Ran Combined Undergraduate / Graduate Study Abroad Courses

Chinese Business Experience (2003) Ireland Business Experience (2004)

Tourism Marketing in Canada (2005 / 2007) Doing Business in Costa Rica (2006)

Hong Kong Business Experience (2005) French and Dutch Business Methods (2007)

Tourism Marketing in Rome (2008) Tourism Marketing in Argentina (2009)

Tourism Marketing in Greece (2010) Doing Business in Peru (2011)

Tourism Marketing in Ireland (2012) Eco-tourism and Marketing in Brazil (2013)

Green Marketing in Costa Rica (2014) Europreneurship in France/Spain (2015)

Doing Business in Prague and Budapest (2015) Ecotourism/Sustainability in Peru (2016)

Marketing in Amsterdam, Berlin and Krakow (2016) Branding and Retailing in Cuba (2017)

Entrepreneurship and Branding in Hong Kong (2017) Branding in Iceland, Ireland and Scotland (2018)

Country Branding in Costa Rica (2019) Brand France in Paris, Reims, Caen (2019)

Place Branding London and Amsterdam (2020) Country Branding in Costa Rica (2022)

Country Branding France (2022) Country Branding Argentina (2023)

Branding Europe Iceland, Munich, Prague (2023) Brands of Italy (2024)

Brands of Finland, Estonia, Sweden, Denmark (2024)

ASSOCIATION MEMBERSHIPS, RECOGNITION AND GRANTS

***Memberships***American Marketing Association, Society for Marketing Advances, Academy of

Marketing Science, Marketing Educators’ Association, Phi Sigma Iota, Beta Gamma Sigma,

American Academy of Advertising

***Recognition***

2023 Nominated for Best Article of the Year (2023), Journal of Advertising

2020 Distinguished Fellow, Society for Marketing Advances

2019 Reviewer of the Year, Marketing Education Review

2019 Finalist, Distinguished Teaching Award, Society for Marketing Advances

2014 Finalist, Best Article of the Year (2012-2013), Journal of Advertising

2013 Best Article of the Year, Marketing Education Review

2012 Best Paper in Track, Society for Marketing Advances, Orlando, FL

2010 Best Paper, Academy of Business Research, Atlantic City, NJ

2010 Best Paper in Track, Society for Marketing Advances, Atlanta, GA

2008 Best Paper in Track, Society for Marketing Advances, St. Pete Beach, FL

2008 Best Paper in Track, Association of Collegiate Marketing Educators, Houston, TX

2008 Best Paper Award, Applied Business Research Conference, Orlando, FL

2006 Houghton-Mifflin Innovation in Teaching Marketing Competition Award Winner

Texas Monthly’s Guide to Texas Colleges and University’s *Course to Take at UT Tyler* (CB)

Golden Apple Award (CBS Television) for Karaoke Jeopardy Innovation in Teaching

President’s Excellence in Research Award – UT Tyler

InterAd Certificate of Excellence – World Business Department, Thunderbird

Alberta-Heilongjiang Travel Scholarship

***Competitive Research Grants***

2016 Howard Berkman Grant ($2800) PI Robert Moore; with Kevin J. Shanahan, Melissa Moore, and Michael Breazeale

2015 Howard Berkman Grant ($5000) PI Allyn White; with Kevin J. Shanahan, Alex Krallman and William B. Locander

2007 UT Tyler Research Seed Grant ($5300) Cuban Marketing Strategies in an American Advertising Vacuum; PI Kevin J. Shanahan

2006 City University of Hong Kong Competitive Earmarked Research Grant (US $52,000) Continued work on The Development of a Multicultural Virtue Ethics Framework and Scale for Business: PI - Zhilin Yang; CI - Kevin J. Shanahan and Michael R. Hyman.

2005 City University of Hong Kong Strategic Research Grant (US $11,500) A Multi-cultural Virtue Ethics Framework and Scale for Business; PI - Zhilin Yang; CI - Kevin J. Shanahan and Michael R. Hyman.

2005 UT Tyler President’s Summer Faculty-Student Research Grant ($4,000) The Effect of Anomie on Perceived Risk and Empathy as Predictors of Aberrant Behavior

2003 UT Tyler President’s Summer Faculty – Student Research Grant ($2,500) Drivers of student cheating

2002 UT Tyler President’s Summer Faculty – Student Research Grant ($7,500) Six country study testing an international virtue ethics scale

2002 UT Tyler College of Business and Technology Research Grant ($2,500) Three-country study testing online gravity models

2000New Mexico State University($1,500) Exploratory study of virtue ethics

PUBLICATIONS, PROCEEDINGS AND PRESENTATIONS

### **Refereed Journal Articles**

Barnwell, R. Wixel, Kevin J. Shanahan, and Joel Collier (2023), “Nostalgia and Forestalgia: Insights, Evaluation, and Implications for Advertising Appeals and Product Typology,” *Journal of Advertising*, 52 (2); 193-210.

Hancock, Tyler, Frank G. Adams, Michael Breazeale, Jason E. Lueg, and Kevin J. Shanahan (2022), “Beware the Predatory Shopper: Exploring Social Vigilantism and Proactivity in the Exploitation of Online Pricing Mistakes,” *Journal of Consumer Marketing*, 39 (7); 744-755.

Shanahan, Kevin J., and Christopher D. Hopkins, (2019), “Level of Agreement Between Sales Managers and Salespeople on the Need for Internal Virtue Ethics and a Direct Path from Satisfaction with Manager to Turnover Intent,” *Journal of Business Ethics*, 159 (3); 837-848.

Krallman, Alex, Allyn White, Kevin J. Shanahan and William Locander (2017), “In Their Shoes: Co-creating Value from Deaf/Hearing Perspectives,” *Journal of Services Marketing,* 31 (4/5); 313-325.

Hood, Karen, Kevin J. Shanahan, Christopher D. Hopkins, Kristina K. Lindsey (2015), “The Influence of Interactivity on Visit and Purchase Frequency: The Moderating Role of Website Informational Features,” *Journal of Internet Commerce*; 14 (3); 294-315.

Moore, Robert S., Melissa M. Moore, Kevin J. Shanahan, Alisha Horky, Britney Mack (2015), “Creepy Marketing: Three Dimensions of Perceived Excessive Online Privacy Violation,” *The Marketing Management Journal*; 25 (1); 43-54.

Hopkins, Christopher D., Kevin J. Shanahan and Mary Ann Raymond (2014), “The Moderating Role of Religiosity on Nonprofit Advertising,” *Journal of Business Research*; 67 (2); 23-31.

Shanahan, Kevin J., Christopher D. Hopkins, Les Carlson and Mary Ann Raymond (2013), Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation,” *Marketing Education Review*; 23 (2); 163-178.

Shanahan, Kevin J., Christopher D. Hopkins, Les Carlson and Mary Ann Raymond (2012), Depictions of Self-Inflicted Versus Blameless Victims for Nonprofits Employing Print Advertisements,” *Journal of Advertising*; 41 (3); 59-79.

Shanahan, Kevin J., Christopher D. Hopkins and Les Carlson (2010), “The Unintended Consequences of Using Posers in Nonprofit Public Service Announcements and Proposed Self-Regulatory Disclosure Solutions,” *Journal of Public Policy and Marketing*; 29 (2); 219-231.

Shanahan, Kevin J. and Michael R. Hyman (2010), “Motivators and Enablers of SCOURing: A Study of Online Pilfering Intentions in the U.S. and U.K.,” *Journal of Business Research: 63 (*9/10); 1095-1102.

Hermans, Charles M., Diana Haytko, Erika Matulich and Kevin J. Shanahan (2009), “Instant Messenger Friends: Social Relationship Behavior Differences Between Two Countries,” *International Business and Economics Research Journal* 8 (4), 43-48.

Shanahan, Kevin J., Barbara Ross-Wooldridge and Charles M. Hermans (2009), “An Exploratory Study Into Delivery and Payment Choice Restriction,” *Journal of Organizational and End User Computing* 21 (1),75-87.

Shanahan, Kevin J., Christopher D. Hopkins and Les Carlson (2008), “The Efficacy of the Use of Implicature and Actor Portrayal Labels by Non-Profits in Anti-Smoking Print Advertisements,” *Journal of Current Issues and Research in Advertising* 30 (2), 65-78.

Keough, Shawn and Kevin J. Shanahan (2008), “Scenario Planning: Toward a More Complete Model for Practice,” *Advances in Developing Human Res*ources 10 (2): 166-178.

Hyman, Michael R. and Kevin J. Shanahan (2008), “An Enlightened Way To Curb Piracy of Digital and Intellectual Property*,” B-Quest*, http://www.westga.edu/~bquest/2008/comment08.htm.

Shanahan, Kevin J. and Christopher D. Hopkins (2007), “Truths, Half Truths and Deception: An Exploratory Study on Perceived Social Responsibility and Intent to Donate for Nonprofits Using Implicature, Truth and Duplicity in Print Advertising,” *Journal of Advertising* 36 (2); 33-48.

Shanahan, Kevin J. and Michael R. Hyman (2007), “An Exploratory Study of the Desired Hotel Attributes For Americans Vacationing in China and Ireland,” *Journal of Vacation Marketing* 13 (2):107-118.

Shanahan, Kevin J., Charles M. Hermans and Diana L. Haytko (2006), **“**Overcoming Apathy and Classroom Disconnect in Marketing Courses: Employing Karaoke Jeopardy as a Content Retention Tool,” *Marketing Education Review* 16 (spring): 85-90.

Pandey, Vivek K., Kevin J. Shanahan and Scott W. Hansen (2005), “The Relationship Between Shareholder Wealth Effects, Diversity and Publicity as a Marketing Strategy,” *Journal of the Academy of Marketing Science* 33 (4): 423-431.

Shanahan, Kevin J., Charles M. Hermans and Wolfgang Hinck (2003), “The Dark Side of Consumer Behavior: A Comparison of Online Piracy Motivators in the United States, Canada and Australia,” *Journal for International Business and Entrepreneurship Development* 1 (2): 1-11.

Shanahan, Kevin J. (2003), “The Degree of Congruency Between Roadside Billboard Advertisements and Sought Attributes of Motels by U.S. Drive Tourists,” *Journal of Vacation Marketing* 9 (4): 381-395.

Shanahan, Kevin J., Charles M. Hermans and Michael R. Hyman (2003), "Violent Commercials in Television Programs For Children,” *Journal of Current Issues and Research in Advertising* 25 (1): 61-69*.*

Shanahan, Kevin J. and Michael R. Hyman (2003), “The Development of A Virtue Ethics Scale,” *Journal of Business Ethics* 42 (2): 197-208.

Shanahan, Kevin J. and Michael R. Hyman (2001), "Program Length Commercials and Host Selling in the WWF,” *Business and Society Review* 106 (4): 379-393.

Sautter, Elise T., Eric Pratt and Kevin J. Shanahan (2000), "The Marketing Webquest: An Internet Based Experiential Learning Tool,” *Marketing Education Review* 10 (1): 47-56.

McQuitty, Shaun, Kevin J. Shanahan and Eric Pratt (2000), "Customer Response to Retail Environments,” *Journal of* *Business and Entrepreneurship* 12 (1): 49-66.

***Refereed Articles under review***

Hopkins, Christopher D., Kevin J. Shanahan, and Dora Bock (2023), “The Role of Social Responsibility and Fear as a Moderators of Empathy Appeals and Intent to Seek Medical Assessment for Public Health Service Announcements,” Invited to revise and resubmit at *International Journal of Advertising*; two additional studies completed, final revision of manuscript in process.

***Refereed Articles work in progress***

Barnwell, R. Wixel, and Kevin J. Shanahan (2024), “Nostalgia and Forestalgia: A Comparison of Goods vs Services across Future and Past Temporal Appeals; writing initial draft. Target Journal: *International Journal of Advertising*, special issue on Nostalgia Appeals.

Hopkins, Christopher D., OC Ferrell, Kevin J. Shanahan, and Linda Ferrell (2023), “Ethical Advertising: Overcoming Negative Attitudes Toward Advertising in General and the Intent to Seek Information About the Product,” repositioned from *Journal of the Academy of Marketing Science* submission to Target: *Journal of Business Ethics;* rewriting final draft for submission

Levin, Michael, Robert Barnwell, and Kevin J. Shanahan (2023), “Evidence of Differences in Brand Attitude and Purchase Intent by Nostalgia Form,” Data collected and analysed, second draft complete; Target *Journal of Product and Brand Management*.

Hancock, Tyler, Frank Adams, Michael Breazeale, Jason Lueg, and Kevin J Shanahan (2023), “Autoinoculation of Poster Zero: The Role of the Dark Triad on Dark Mavenism in the Creation of Misleading Information,” revising article per reviewer comments from Journal of Marketing (rejected); submission target *Journal of Business Research*.

Shanahan, Kevin J., Michael Breazeale, Christian Barney, and Adam Farmer (2023), “The I’s Have It: Invitation Level and Attention to Visuals vs Text,” writing first draft, four studies’ data collected and analysed, for submission to the *Journal of Advertising.*

Shanahan, Kevin J., Astrid Keel, and Michael Breazeale (2023), “The Moderating Effect of Humor to Boost Altruism and to Mitigate Fear of Blood Donation,” Three study data collection complete, first draft complete, adding third study (eye tracking and emotional response via facial recognition) for submission to *Journal of Public Policy and Marketing*.

Billiot, Theresa, Robert Barnwell, and Kevin J. Shanahan (2021), “Winning an Addy: Evidence of Teaching Excellence Through External Validation,” Data collected and analysed, first draft near completion; target *Journal of Marketing Education*.

***Non-refereed Publications***

Hyman, Michael R., Kevin J. Shanahan and Charles M. Hermans (2015), “Violent Commercials in Television Programs for Children,” *New Mexico Business Outlook*: 19 (6); 1-4.

Hyman, Michael R. and Kevin J. Shanahan (2006), “A Better Way To Stop Personal Online Pirating (POPing),” *New Mexico Business Outlook*: August.

Hyman, Michael R. and Kevin J. Shanahan (2005), “First Run Superbowl Ads: The Effect of Humor on Brand Recall,” *New Mexico Business Outlook*: February.

Greenslade, Janice and Kevin J. Shanahan (1998), “Blanca Goes To New Mexico,” *San Diego Rabbit News*: Spring.

### **Book Chapters**

Aguirre-Y-Luker, Grant, Michael R. Hyman, and Kevin J. Shanahan (2016), “Measuring Systems of Virtue Development,” in Handbook of Virtue Ethics in Business and Management 1st Edition, Alejo Jose G. Sison, Editor, Amsterdam, Netherlands; Springer, pp. 723-747.

Shanahan, Kevin J., Barbara Ross-Wooldridge and Charles M. Hermans (2011), “Delivery and Payment Options as Antecedents to Enhanced Online Retailing,” in *Organizational and End User Interactions: New Explorations* – Chapter 4, Drs. Steve Clarke and Ashish Dwivedi editors; pages 89-101.

### **Conference Proceedings and Presentations**

Barnwell, R. Wixel, Kenneth Graham, Alisha Horky, Michael Levin, Shannon McCarthy, Mark Pelletier, and Kevin J. Shanahan (2023), “Avengers Assemble: An Analysis of Marketing Through Analogy, Society for Marketing Advances, Fort Worth, TX.

Matthews, Lucy M., Diane R. Edmondson, Mark J. Pelletier, Daniel Butler, and Astrid Keel (2022), “So You Want to Lead a Study Abroad: Insights and Advice,” Society for Marketing Advances, Charlotte, NC.

Barnwell, R. Wixel, Kenneth Graham, Alisha Horky, Michael Levin, Mark Pelletier, and Kevin J. Shanahan (2022), “We’ve Got the Power: An Analysis of Marketing Through Analogy,” Society for Marketing Advances, Charlotte, NC.

Barnwell, R. Wixel, Kevin J. Shanahan, Kenneth Graham, Alisha Horky, Michael Levin, Mark Pelletier, and Bob McDonald (2021), “Disney Villains: An Analysis of Marketing Through Analogy,” Society for Marketing Advances, Orlando, FL.

Barnwell, R. Wixel, Kevin J. Shanahan, Bob McDonald, Kenneth Graham, Mark Pelletier, Alisha Horky, and Michael Levin (2020), “The Habits of Highly Effective Marketers: An Analysis of Marketing Through Analogy,” Society for Marketing Advances, Fort Worth, TX.

Shanahan, Kevin J., Charles R. Taylor, Christine Moorman, Leyland Pitt, Naveen Donthu, Christopher D. Hopkins, Joe Cronin, Scot Burton and Barbara Wooldridge (2020), “Meet the Editors,” Society for Marketing Advances, Fort Worth, TX.

Shanahan, Kevin J., Krisztina Dornyei, Paula Peters, Catherine Coleman, and Jennifer Stevens (2020), “Panel Discussion on the State of Advertising Ethics,” American Marketing Association Winter Educator’s Conference, San Diego, CA.

Shanahan, Kevin J., Victoria Crittenden, and Christopher D. Hopkins (2020), “Meet the Editors,” Association of Marketing Theory and Practice Sandestin, FL.

Shanahan, Kevin J., Charles R. Taylor, Christine Moorman, Leyland Pitt, Naveen Donthu, Christopher D. Hopkins, Joe Cronin, Scot Burton and Barbara Wooldridge (2019), “Meet the Editors,” Society for Marketing Advances, New Orleans, LA.

Shanahan, Kevin J., Michael Breazeale, Jennifer Stevens, Stacie Waites, Winston Kwon (2019), “Branding Study Abroad Faculty and Experiences,” Academy of Marketing Science World Congress, Edinburgh, UK.

Shanahan, Kevin J., and Astrid Keel (2019), “The Moderating Role of Fear on Altruistic Blood Donations,” Academy of Marketing Science, Vancouver, BC, Canada.

Butler, Daniel, Julie Moulard, Kevin J. Shanahan, Astrid Keel, Michael Breazeale, and Dan Padgett (2019), “Developing, Administrating and Delivering World Class Study Abroad Programs,” Academy of Marketing Science, Vancouver, BC, Canada.

Shanahan, Kevin J., Charles R. Taylor, John Ford, Naveen Donthu, Mark Petersen, Karen Flaherty, Scot Burton, and Jeff Tanner (2018), “Meet the Editors,” Society for Marketing Advances, West Palm Beach, FL.

Shanahan, Kevin J., Michael Breazeale, Daniel Butler, Astrid Keel, Blair McElroy, Julie Moulard, and Dan Padgett (2018), “Crafting, Managing, and Delivering Great Study Abroad Courses,” Society for Marketing Advances, West Palm Beach, FL.

Shanahan, Kevin J., Christopher D. Hopkins, and Karen Hopkins (2018), “Ad Claim Beliefs Influence on Conative Outcomes: The Role of Fear and Empathy,” Society for Marketing Advances, West Palm Beach, FL.

Hopkins, Christopher D., Kevin J. Shanahan, Karen Hood-Hopkins, and Robert Wixel Barnwell (2018), “The Affective Impact of Numerical Appeals, Positive/Negative Messaging and Sponsorship Source in Print Advertisements: The Case of STD Prevention,” Academy of Marketing Science, New Orleans, LA.

Hopkins, Christopher D., and Kevin J Shanahan (2018), “Crafting a Manuscript,” 4th Annual AMS Doctoral Consortium, Academy of Marketing Science Conference, New Orleans, LA.

Shanahan, Kevin J., Michael Breazeale, and Astrid Keel (2018), “Brand Cuba: Forbidden Fruit, Sour Grapes, or American Nostalgia,” Academy of Marketing Science World Congress, Porto, Portugal.

White, Allyn, Alexandra Abney, Kevin J. Shanahan, and William B. Locander (2018), “Listening to Deaf Consumers: Reconciling the Dilemmas of Physiological Fixes, Cultural Alienation, and Inadvertent Marketplace Exclusion,” American Marketing Association Public Policy Conference.

Barnwell, Robert Wixel, Kevin J. Shanahan, Michael A. Levin, Paula Dootson, Mark J. Pelletier, Bob McDonald (2017), “The Ten Commandments of Branding,” *Society for Marketing Advances*, Louisville, KY.

Shanahan, Kevin J., John Branch, Jie Fowler, Doreen Sams, Karin Braunsberger (2017), “Panel Discussion on Designing, Recruiting, and Leading Study Abroad Trips,” *Society for Marketing Advances*, Louisville, KY.

Shanahan, Kevin J., Jeff Tanner, Naveen Donthu, Joe Cronin (2017), “Meet the Editors” Society for Marketing Advances, Louisville, KY (presenting Journal of Global Scholars of Marketing Science).

Shanahan, Kevin J., Stacie Waites, and Joel Collier (2017), “Panel Discussion on the Current State of Doctoral Education in Marketing,” Academy of Marketing Science, San Diego, CA.

White, Allyn, Alexandra Krallman, William B. Locander and Kevin J. Shanahan (2017), “Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Society in a Socially Responsible Business Model,” *American Marketing Association Public Policy Conference*, Washington, DC.

Dootson, Paula, Michael A. Levin, Kevin J. Shanahan, Robert Wixel Barnwell, and Mark J. Pelletier (2016), “The Four Horsemen of Consumerism and the Fall of Branding Babylon,” Society for Marketing Advances, Atlanta, GA.

Hopkins, Christopher D., and Kevin J. Shanahan (2016), “Virtue Ethics Belief Congruency in a Sales Force Setting,” Society for Marketing Advances, Atlanta, GA

Hopkins, Christopher D., Kevin J. Shanahan, Karen M. Hood and Allyn White (2016), “Structured Abstract: An Argument for the Use of High Fear Appeals as an Effective Type II Diabetes Health Messaging Strategy,” Academy of Marketing Science, Orlando, FL

Barnwell, R. Wixel, Kevin J. Shanahan, Christopher D. Hopkins and Karen M. Hood (2016), “Structured Abstract: Using Sharp Numbers of Make a Point,” Academy of Marketing Science, Orlando, FL.

Stevens, Jennifer, and Kevin J. Shanahan (2016), “Structured Abstract: Anger, Willingness or Clueless? Understanding Why Women Pay a Pink Tax on the Products They Consume,” Academy of Marketing Science, Orlando, FL.

Krallman, Alexandra, Allyn White and Kevin J. Shanahan (2016), “Structured Abstract: Combining Co-Creation and CSR: An Investigation into Innovative Service Business Models,” Academy of Marketing Science, Orlando, FL.

White, Allyn, Alexandra Krallman, and Kevin J. Shanahan (2015), “Cocreating Value in a Socially Responsible Business Model Context,” Southeast Marketing Symposium, Tallahassee, Florida.

Dootson, Paula, Thamer Baazeem, R. Wixel Barnwell, Michael A. Levin, Larry G. Neale, Mark J. Pelletier and Kevin J. Shanahan (2015), “The Seven Deadly Sins of Consumer Behavior,” Society for Marketing Advances, San Antonio, TX.

Hood, Karen, Kevin J. Shanahan and Christopher D. Hopkins (2015), “The Moderating Role of Informational Features on Website Interactivity,” American Marketing Association Summer Educators’ Conference, Chicago, IL.

Barnwell, R. Wixel, and Kevin J. Shanahan (2015), “The Brand as Verb Phenomenon, Our Genericidal Pastime: Searching for the Truth Behind Googling, Xeroxing, Fedexing and Much More,” Academy of Marketing Science, Denver, CO.

Barnwell, R. Wixel, Kevin J. Shanahan and Theresa Billiot (2015),” Chevys, ADDYs and Fink’s – Oh My! The Creation of Award Winning Advertising Within an Educational Context,” Academy of Marketing Science, Denver, CO.

Hopkins, Christopher D., Kevin J. Shanahan, Karen Hood and Allyn White (2015), “Fear Versus Scare Appeals as Moderators in Effective Health Messaging,” Academy of Marketing Science, Denver, CO*.*

Shanahan, Kevin J., Christopher D. Hopkins, and R. Wixel Barnwell (2014), “Using Sharp Numbers to Make a Point: The Affective Impact of Numerical Appeals in the Service of STD Prevention Among Young Adults,” Society for Marketing Advances, New Orleans, LA.

Billiot, Theresa, Kevin J. Shanahan and R. Wixel Barnwell (2014), “How To Win an Addy: Employing Fink’s Taxonomy of Significant Learning in Advertising Pedagogy,” Society for Marketing Advances, New Orleans, LA.

Shanahan, Kevin J., Christopher D. Hopkins, Robert Wixel Barnwell, Mary Anne Raymond (2013), “Employing Numerical Appeals to Generate Affective Response in Nonprofit Advertising,” Society for Marketing Advances, Hilton Head, SC.

Moore, Robert S., Melissa L. Moore, Kevin J. Shanahan, Alisha Blakeney Horky, Britney Mackey (2013), “Creepy Marketing: Has Marketing Technology Gone Too Far?” Society for Marketing Advances, Hilton Head, SC.

Shanahan, Kevin J., Christopher D. Hopkins, Brian T. Engelland, and Shawn Keough (2013), “Satisfaction, Commitment and Turnover Intent: The Role of Virtue Ethics Congruence,” American Marketing Association Summer Educators’ Conference, Boston, MA.

Shanahan, Kevin J., Christopher D. Hopkins, Les Carlson and Mary Ann Raymond (2012), “A Test of a Multifaceted Cheating Scale,” Society for Marketing Advances, Orlando, FL.

Shanahan, Kevin J., Colleen Carter Harris and Janice Greenslade (2011), “An Investigation into Predictive Analytic Models in Healthcare” Academy of Business Research Conference, Atlantic City, NJ.

Shanahan, Kevin J., Christopher D. Hopkins and Les Carlson (2010), “The Effect of Negative Emotions and Attitude Formation on Donations for Nonprofits Employing Public Service Announcements in Print Ads,” Association of Collegiate Marketing Educators, Dallas, TX

Hopkins, Christopher D., Kevin J. Shanahan, and Thomas L. Baker (2009), “Interactivity and the Moderating Effects of Website Informational Features,” Society for Marketing Advances, New Orleans, LA

Shanahan, Kevin J., Christopher D. Hopkins and Les Carlson (2008), “Antecedents to Intent to Donate for Nonprofits Employing Print Advertisements,” Society for Marketing Advances, St. Pete Beach, FL: Best Paper in Track

Shanahan, Kevin J., and Barbara Ross-Wooldridge (2008), “Service Delivery Failure and Attribution In Self-Service Environments,” Association of Collegiate Marketing Educators, Houston, TX: Best Paper in Track.

Hermans, Charles M., Diana Haytko, Erika Matulich and Kevin J. Shanahan (2008), “Social Relationship Behavior Differences Between Two Countries,” Applied Business Research, Orlando, FL: Best Paper.

Shanahan, Kevin J. (2007), “The Development of a Situational Anomie Scale to Measure Online Consumer Piracy,” Society for Marketing Advances, San Antonio, TX.

Shanahan, Kevin J., Tammy W. Cowart and Mark Washburn (2007), “The Development and Testing of a Multi-Faceted Cheating Behavior Scale,” *Marketing Educator’s Associatio*n: San Antonio, TX.

Shanahan, Kevin J. and Tammy W. Cowart (2007), “The Development of a Chance/Hazard Scale to Measure Aberrant Online Consumers’ Perceived Risk of Apprehension and Punishment,” Spring Marketing Management Association: Chicago, IL.

Shanahan, Kevin J. (2006), “Overcoming Apathy and Classroom Disconnect in Marketing Courses: Employing Karaoke Jeopardy as a Content Retention and Test Preparation Tool,” *SMA Innovative Teacher Comment*, Society for Marketing Advances, Nashville, TN.

Shanahan, Kevin J., Linda Ferrell, Leyland Pitt, Robert Peterson, Timothy Aurand, Debbie Thorne McAllister, (2006), “Leading the Way: A Discussion with the Authors from the First Special Issue of the MER on Teaching Innovations,” Society for Marketing Advances, Nashville, TN.

Colloquium Panel Member at Scenario Planning in Organizations: Practice, Theory and Research, UT Tyler, October 26, 2006.

Hermans, Charles M., Diana L. Haytko and Kevin J. Shanahan (2006), “Initiating Social Relationships via Instant Messenger: A comparison of Canadians and Americans,” Federation of Business Disciplines Conference, Oklahoma City, OK.

Hermans, Charles M., Kevin J. Shanahan and Diana L. Haytko (2005), “Word of Mouse: Cross National Opinion Leadership on the Web,” *Academy of Marketing Science Conference*, Orlando, FL.

Shanahan, Kevin J. (2005), “Pilfering Grades: An Exploratory Study Into Classroom Cheating Using Shoplifting Theory,” *Academy of Marketing Science Conference*, Orlando, FL.

Hansen, Scott W. and Kevin J. Shanahan (2004), “Industrial Buyers’ Perceptions of Past Complaint Effectiveness and Correlation to Future Complaint Intentions,” *Society for Marketing Advances Conference*: Sanibel Island, FL.

Shanahan, Kevin J. (2004), “Modeling Aberrant Consumer Behavior: A Structural Equation Approach,” *Academy of Marketing Science Conference Proceedings*, Vancouver, BC.

Shanahan, Kevin J. and Charles M. Hermans (2003), “Explaining Aberrant Online Consumer Behavior Through Technology Readiness and Piracy Motivators,” *Society for Marketing Advances* *Conference Proceedings*: New Orleans, LA.

Hermans, Charles M. and Kevin J. Shanahan (2003), “Testing the Commitment-Trust Theory of Relationship Marketing in Situations of High and Low Coercive Power,” *AMA Summer Educators’ Conference Proceedings*: Chicago, IL.

Hanna, Joe, Elise “Pookie” Sautter, Kevin J. Shanahan, and Kent Byus (2003), “Using Collaborative Learning in a Multi-Class, Multi-Disciplinary Setting,” special discussion session at *Marketing Educators’ Association Conference,* Phoenix, AZ.

Shanahan, Kevin J. and Barbara Ross-Wooldridge (2002), “Hierarchical or Free Flow: Online Store Layout as a Situational Variable,” presented at *Retail Strategy and Consumer Decision Research Seminar* (SMA Conference), St. Pete Beach, FL.

Hermans, Charles M., Kevin J. Shanahan and Barbara Ross-Wooldridge (2002), “Online Choice Restriction and Friction: Reversing the Expected Positive Association Between Trusted Brands and An Unknown Product,” *Society for Marketing Advances* *Conference Proceedings*, St. Pete Beach, FL.

Shanahan, Kevin J. (2002), “The Emerging China,” presentation to Tyler Area Kiwanis Club, Alpha Chapter, May 16, 2002.

Hermans, Charles M. and Kevin J. Shanahan (2002), “The Renaissance of Levitt: Advertising Preferences for Mexican and American Online Consumers,” *Academy of Marketing Science Conference Proceedings*, Sanibel Island, FL.

Shanahan, Kevin J. and Charles M. Hermans (2002), "The Identifying Traits of the Honest Criminal: The Dark Side of Online Consumer Behavior in the US, Canada and Australia," *Federation of Business Disciplines Conference Proceedings*, St. Louis, MO.

Matulich, Erika, Diana L. Haytko and Kevin J. Shanahan (for Elise Sautter) (2002), “Putting Your Courses Online: A Workshop Evaluating Three Options,” presented at *AMA Winter Educators’ Conference*, Austin, TX.

Hermans, Charles M. and Kevin J. Shanahan (2002), "Internet Buying Behavior:  Personal Attitude and Normative Influence Differences Between Web Enthusiasts in the United States and Mexico," *AMA Winter Educators’ Conference Proceedings*, Austin,TX

Shanahan, Kevin J. and Eric Pratt (2001),  "The Daddy's Little Girl Method of Child Influence in the Family Consumption Process,” *Mountain Plains Management Conference Proceedings*: Pocatello, ID.

Mott-Stenerson, Beth, Kevin J. Shanahan and Charles M. Hermans (2001), "College Football and the Sport Fan Motivation Scale: A Validation Study,” *AMA Summer Educators’ Conference Proceedings*, Washington, DC.

Shanahan, Kevin J. and Michael R. Hyman (2001), "Unintended Consequences of the U.S. Television Rating System,” *Academy of Marketing Science* *Conference Proceedings*: San Diego, CA.

Shanahan, Kevin J., and Charles M. Hermans (2001), "Self-Serving Bias, Service Delivery Failure And Technology Readiness In Self-Service Environments,” *Western Decision Sciences Institute Conference Proceedings*: Vancouver, BC.

Shanahan, Kevin J. and Charles M. Hermans (2001), "Advertising To Children And The Advertiser's Quandary: Ratings Or Impact?,” *Southwest Federation of Administrative Disciplines Conference Proceedings*, New Orleans, LA.

Stratemeyer, Andreas, Kevin J. Shanahan, Robin Peterson and Vaidotas Lukosius (2001), "Identifying the Distinguishing Characteristics of Brand Recall Using Virgin Ads,” *Southwest Federation of Administrative Disciplines Conference Proceedings*, New Orleans, LA.

Shanahan, Kevin J. and Michael R. Hyman (2000), "A Virtue Ethics Scale,” *Society for Marketing Advances* *Conference Proceedings*, Orlando, FL.

Shanahan, Kevin J. (2000), "An Application of the Theory of Constraints to E-tailers Operating in Chaotic Systems,” presented at *Atlantic Marketing Association Conference*, Charleston, SC.

Shanahan, Kevin J., Eric Pratt and Kevin Boberg (2000), "Supply Chains, Payola and the Internet,” *Mountain Plains Management Conference Proceedings*: Cedar City, UT.

Shanahan, Kevin J. and Charles M. Hermans (2000), "Addressing Oversights in the Regulation of Children's Television,” *Academy of Marketing Science Conference Proceedings*: Montreal, PQ.

Hermans, Charles M., Kevin J. Shanahan, Vaidotas Lukosius and Gerald M. Hampton (2000), "Elements of Importance in the Education Experience: A Cross National Study of Dutch and American Students,” *Western Marketing Educators’ Association Conference Proceedings*, Lake Tahoe, NV.

Shanahan, Kevin J. (2000), "Designing an Independent Retail Store,” *AMA Winter Educators’ Conference Proceedings*, San Antonio, TX.

Curran, Catherine, Michael R. Hyman, and Kevin J. Shanahan (1999), "Shaping Harmonious Marketing Departments," *Western Marketing Educators’ Association Conference Proceedings*, Palm Springs, CA.

Shanahan, Kevin J. and Charles M. Hermans (1999), “Comparing Violence in Television Programs and Advertising Working Paper,” presented to NMSU Marketing Symposium, January 22, 1999.

Shanahan, Kevin J. and Charles M. Hermans (1999), “Profiling Student Satisfaction,” presented to AACSB Strategy Committee, NMSU, January 10, 1999.

**MARKETING ACADEMY SERVICE**

***Associate Editor (2017 – present)***

Journal of Global Scholars of Marketing Science

***Special Issue Editor***

Journal of Macromarketing – Special Issue on the Futurology and Macromarketing

***Doctoral Consortium Co-Chair***

Society for Marketing Advances 2021

Society for Marketing Advances 2020

Society for Marketing Advances 2019

Society for Marketing Advances 2018

Society for Marketing Advances 2017

***Mary Kay Dissertation Proposal Competition Co-Chair***

Academy of Marketing Science 2018

***Doctoral Consortium Presenter: How to Craft a Manuscript***

*Academy of Marketing Science 2018*

***Workshop – Online Education***

Shanahan, Kevin J., Varsha Jain, and Karen Hood-Hopkins (2020), “Workshop on Online Teaching: Doctoral, MBA, and Undergraduate Course Development/Teaching,” Academy of Marketing Science, Miami, FL.

***VP of Electronic Communication***

Society for Marketing Advances (2014 – 2015)

***Editor***

Society for Marketing Advances Proceedings (2012 – 2014)

***Associate Editor***

Marketing Education Review (2009 – 2012)

***Special Issue Editor***

Marketing Education Review – Special Issue on Teaching Innovations in Marketing

***Editorial Review Board***

Journal of Advertising

Journal of Advertising Research

Journal of Business Research

Marketing Education Review

Journal of Marketing Theory and Practice

***Membership Committee***

American Academy of Advertising

***Judge***

Journal of Advertising Best Paper Award 2023

Journal of Advertising Best Paper Award 2022

Journal of Advertising Best Paper Award 2021

Journal of Advertising Best Paper Award 2020

Journal of Advertising Best Paper Award 2019

Journal of Advertising Best Paper Award 2018

Journal of Advertising Best Paper Award 2017

Journal of Advertising Best Paper Award 2016

Society for Marketing Advances Dissertation Proposal Competition 2017

Society for Marketing Advances, Best Conference Paper 2017

Society for Marketing Advances, Darden Award for Best Paper in Research Methods 2016

***Ad Hoc Reviewer***

# Journals

Journal of Marketing

Journal of the Academy of Marketing Science

Journal of Business Ethics

Industrial Marketing Management

Journal of Business to Business Marketing

Journal of Business and Industrial Marketing

Journal of Business and Entrepreneurship

Journal of Business Strategies (Special Issue on E-Commerce and E-Marketing)

Asia-Pacific Journal of Marketing and Logistics

International Journal of Internet Marketing and Advertising

Journal for the Advancement of Marketing Education

#### Track Chair

2021 Academy of Marketing Science (consumer behavior track), New York, NY

2020 Academy of Marketing Science (pedagogy track), Coral Gables, FL

2018 Society for Marketing Advances (Special Panel; Study Abroad), West Palm Beach, FL

2017 Academy of Marketing Science (pedagogy track), San Diego, CA

2016 Society for Marketing Advances (research track), Atlanta, GA

2015 Society for Marketing Advances (research track), San Antonio, TX

2015 Academy of Marketing Science (research track), Denver, CO

2014 Society for Marketing Advances (research track), New Orleans, LA

2013 Society for Marketing Advances (research track), Hilton Head, SC

2012 Society for Marketing Advances (research track), Orlando, FL

2010 Society for Marketing Advances (advertising track), Atlanta, GA

2009 Society for Marketing Advances (research track), New Orleans, LA

#### Session Chair

2020 American Marketing Association (panel on advertising ethics), San Diego, Ca

2019 Academy of Marketing Science (consumer behavior), Vancouver, BC

2018 Academy of Marketing Science World Congress (advertising), Porto, Portugal

2017 Academy of Marketing Science (pedagogy), San Diego, CA

2016 Academy of Marketing Science (advertising), Orlando, FL

2015 Society for Marketing Advances (digital technology), San Antonio, TX

2015 Academy of Marketing Science (research methods), Denver, CO

2014 Society for Marketing Advances (sales track), New Orleans, LA

2013 AMA Summer Educators’ (sales track), Boston, MA

2012 Society for Marketing Advances (marketing education), Orlando, FL

2009 Society for Marketing Advances (research), New Orleans, LA

2004 Academy of Marketing Science (services marketing), Vancouver, BC

2000 Society for Marketing Advances (consumer behavior), Orlando, FL.

2000 AMA Winter Educator's (retailing), San Antonio, TX.

#### Textbook Reviewer

Shank, *Sports Marketing: A Contingency Approach*, 4th edition.

Perreault / McCarthy, *Essentials of Marketing*, 9th edition.

Zikmund / D’Amico, *Essentials of Marketing*, 4th edition.

# *Conference Reviewer*

# 2023 Society for Marketing Advances (Advertising)

# 2019 Academy of Marketing Science World Congress

2019 Academy of Marketing Science (Non Profit and Health Care)

# 2018 Academy of Marketing Science World Congress

# 2018 American Marketing Association Public Policy Conference

# 2017 Academy of Marketing Science (Public Policy)

2017 Academy of Marketing Science (Pedagogy)

# 2016 Society for Marketing Advances (Advertising)

# 2015 Academy of Marketing Science

# 2010 Society for Marketing Advances (Research)

# 2008 ACME (advertising)

# 2007 AMA Winter Educator’s Conference (social marketing)

2005 Academy of Marketing Science Conference (marketing education)

2004 Western Decision Sciences Conference

2004 Academy of Marketing Science Conference

2003 AMA Summer Educators’ (consumer behavior)

2002 AMA Summer Educators’ (consumer behavior and sports marketing).

2002 Association of Collegiate Marketing Educators (international marketing).

2001 Atlantic Marketing Association (retailing and international marketing).

2001 Southwestern Marketing Association (international)

2000 Atlantic Marketing Association (retail).

2000 AMA Winter Educators’ (retailing).

#### UNIVERSITY SERVICE

2022/23 Member, Scholarship Committee

2022/23 Member, Journal Committee

2022/23 Member, PhD, Dissertation Committee, Jutong Wen

2021/22 Member, Scholarship Committee

2021/22 Member, Journal Committee

2021/22 Member, PhD, Dissertation Committee, Jutong Wen

2021/22 Member, PhD, Dissertation Committee, Brett Kazandjian

2020/21 Member, Scholarship Committee

2020/21 Member, Journal Committee

2020/21 Member, PhD, Dissertation Committee, Jutong Wen

2020/21 Member, PhD, Dissertation Committee, Brett Kazandjian

2020/21 Member, PhD, Dissertation Committee, Christian Barney

2019/20 Chair, PhD Program Committee, Jutong Wen

2019/20 Member, PhD, Dissertation Committee, Christian Barney

2019/20 Member, PhD Dissertation Committee, Tyler Hancock

2019/20 Member, PhD Program Committee, Brett Kazandjian

2019/20 Chair, Scholarship Committee

2019/20 Member, Journal Committee

2018/19 Chair, PhD Program Committee, Jutong Wen

2018/19 Member, PhD Dissertation Committee, Christian Barney

2018/19 Member, PhD Dissertation Committee, Tyler Hancock

2018/19 Member, PhD Program Committee, Brett Kazandjian

2018/19 Member, Scholarship Committee

2018/19 Member, Master’s Advisory Committee

2017/18 Chair, PhD Dissertation Committee, Robert Barnwell

2017/18 Member, PhD Dissertation Committee, Toni Rochell-Ford

2017/18 Member, PhD Dissertation Committee, Stacie Fulcher-Waites

2017/18 Member, PhD Dissertation Committee, Jennifer Stevens

2017/18 Member, PhD Program Committee, Christian Barney

2017/18 Member, PhD Program Committee, Brett Kazandjian

2017/18 Member, Scholarship Committee

2017/18 Member, Master’s Advisory Committee

2016/17 Faculty Advisor, Beta Gamma Sigma MSU Chapter

2016/17 Chair, PhD Dissertation Committee, Robert Barnwell

2016/17 Member, PhD Dissertation Committee, Toni Rochell-Ford

2016/17 Member, PhD Dissertation Committee, Stacie Fulcher Waites

2016/17 Member, PhD Dissertation Committee, Jennifer Stevens

2016/17 Member, PhD Dissertation Committee, Alex Krallman

2016/17 Member, PhD Program Committee, Christian Barney

2016/17 Member, Master’s Advisory Committee

2016/17 Member, Community Engagement Committee

2016/17 Chair, Scholarship Committee

2015/16 Faculty Advisor, Beta Gamma Sigma MSU Chapter

2015/16 Member, Master’s Advisory Committee

2015/16 Member, Community Engagement Committee

2015/16 Chair, Scholarship Committee

2015/16 Chair, PhD Dissertation Committee, Robert Barnwell

2015/16 Member, PhD Dissertation Committee, Toni Rochell-Ford

2015/16 Member, PhD Dissertation Committee, Alex Krallman

2015/16 Member, PhD Program Committee, Jennifer Stevens

2015/16 Member, PhD Program Committee, Stacie Fulcher Waites

2014/15 Member, Master’s Advisory Committee

2014/15 Faculty Advisor, Beta Gamma Sigma MSU Chapter

2014/15 Faculty Advisor, AMA Collegiate Chapter

2014/15 Member, PhD Program Committee, Alex Krallman

2014/15 Member, PhD Program Committee, Jennifer Stevens

2014/15 Member, PhD Program Committee, Stacie Fulcher Waites

2014/15 Chair, Scholarship Committee

2014/15 Member, Search Committee BQA Faculty

2014/15 Chair, PhD Dissertation Committee, Robert Barnwell

2014/15 Member, PhD Dissertation Committee, Mark Pelletier

2014/15 Member, PhD Dissertation Committee, Kelly Wilder

2014/15 Member, PhD Dissertation Committee, Toni Rochell-Ford

2013/14 Faculty Advisor, Beta Gamma Sigma MSU Chapter

2013/14 Faculty Advisor, AMA Collegiate Chapter

2013/14 Chair, PhD Dissertation Committee, Robert Barnwell

2013/14 Member, PhD Dissertation Committee, Ken Graham

2013/14 Member, PhD Dissertation Committee, Mark Pelletier

2013/14 Member, PhD Dissertation Committee, Kelly Wilder

2012/13 Chair, PhD Program Committee, Robert Barnwell

2012/13 Member, PhD Program Committee, Ken Graham

2012/13 Member, PhD Program Committee, Mark Pelletier

2012/13 Member, Dissertation Committee, Kelly Wilder

2012/13 Member, MSU Assurance of Learning Committee

2011/12 Member, MSU Assurance of Learning Committee

2011/12 Member, PhD Dissertation Committee, Kelly Wilder

2011/12 Member, PhD Program Committee, Ken Graham

2011/12 Member, PhD Program Committee, Mark Pelletier

2011/12 Chair, PhD Program Committee, Robert Barnwell

2011/12 Member, International Business Program Committee

2010/11 Member, MSU Assurance of Learning Committee

2010/11 Member, Dissertation Committee, Kelly Wilder

2009/10 Member, MSU Faculty Awards Committee

2009/10 Treasurer, Beta Gamma Sigma, MSU Chapter

2009/10 Leader, Learning Journal Travel Study to Nissan Plant and CAVS Center

2009/10 Faculty Participant, Learning Journal Travel Study to Weavex Plant

2008/09 Judge, MSU Strategy and Policy Capstone Project Presentations

2007/08 President, Beta Gamma Sigma, UT Tyler Chapter

2007/08 Chair, UT Tyler COBT Mission and Marketing Committee

2007/08 Judge, UT Tyler Strategy and Policy Capstone Project Presentations

2007/08 Member, UT Tyler COBT Assurance of Learning Committee

2007/08 Member, UT Tyler Graduate Policy Committee

2007/08 Member, UT Tyler Faculty Awards Committee

2007/08 UT Tyler Marketing Discipline Leader (Marketing)

2007/08 Member, UT Tyler People Development (Faculty) Committee

2007/08 Member, University of Texas MBA Online Faculty Affairs Committee

2006/07 Member, UT Tyler Faculty Awards Committee

2006/07 Chair, UT Tyler COBT Mission and Marketing Committee

2006/07 Member, UT Tyler COBT People Development (Faculty) Committee

2006/07 Member, UT Tyler COBT Assurance of Learning (Assessment) Committee

2006/07 Member, UT Tyler COBT Assurance of Learning (Curriculum) Committee

2006/07 Member, UT Tyler Graduate Policy Committee

2005/06 UT Tyler HOP Revision Committee Member – Senior Senators

2005/06 UT Tyler Senior Senator, Faculty Senate

2005/06 UT Tyler Vice-Chair, Academic Councils Committee

2005/06 Member, UT Tyler International Studies and Intercultural Affairs Committee

2005/06 Member, UT Tyler Library Council

2005/06 Chair, UT Tyler COBT Mission and Marketing Committee

2005/06 Vice Chair, UT Tyler COBT Assurance of Learning Committee

2005/06 Member, COBT Curriculum Committee

2004/05 UT Tyler Junior Senator, Faculty Senate

2004/05 Chair, UT Tyler COBT Mission and Marketing Committee

2003/04 Chair, UT Tyler COBT Mission and Marketing Committee

2003/04 Vice Chair, UT Tyler COBT Assurances in Learning Committee

2003/04 Chair, UT Tyler Human Subjects Investigation Committee

2003/04 UT Tyler Alternate Senator for the College of Business and Technology

2002/03 Vice-Chair, UT Tyler Human Subjects Investigation Committee

2002/03 UT Tyler COBT Intellectual Contributions Committee

2002/03 University of Texas MBA Online Faculty Affairs Committee

CERTIFICATIONS

Google Ads Display Certification

Academy of Marketing Science Text Analytics Certification

2023-2024 Annual Information Security Training for Faculty and Staff

MSU FY 22 Annual Training

NON-ACADEMIC EMPLOYMENT

Mailbox Plus Inc. - Vice President, Marketing 1994 - 1998

Citizen’s Choice Corporation Ltd. - International Sales Manager 1993/94

G.E. Computer Services – Marketing Analyst 1993

Marriott Corporation – Key Accounts Coordinator 1993

The Coleman Company – Advertising Creative Director (consulting) 1992

Government of Alberta, Office of the Commissioner General for International Trade and

Tourism, Economic Development - Research Officer / Government Liaison 1986–1990