

William Wesley Hill II, PhD, PCM
Division Head, Business
Professor of Marketing
Mississippi State University Meridian
Division of Business
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EDUCATION

2006	PHD MARKETING University of Alabama Major (Marketing), Minor (Social Psychology)
1994	MASTER OF BUSINESS ADMINISTRATION Mississippi State University Specialization (Marketing)
1987	BACHELOR OF SCIENCE IN CHEMICAL ENGINEERING University of Alabama

EXPERIENCE – 32 YRS TOTAL, 12 YRS ADMINISTRATION

Mississippi State University Business Division Head Interim Professional MBA Director Interim Division Head Instructor/Assistant/Associate/ Full Professor (Marketing)	2013 – Present Summer 2018 2009; 2012 2005 - 2018
University of Alabama Doctoral Student & Research/Teaching Assistant	2001 - 2005
JM Huber Corporation (now KaMin) Regional Sales Manager Technical Sales Representative	1997 - 2001 1996- 1997
James River Corporation (now Georgia-Pacific) Senior Process Engineer	1992 - 1996
Gulf States Corporation (now WestRock) Process Engineer II Process Engineer I	1991 - 1992 1987 - 1991

ACCOMPLISHMENTS, NOTABLE ACTIVIES AND AWARDS

- ◆ Selected by Provost to serve on Taskforce for Enrollment Growth (2019)
- ◆ Achieved record enrollment in Business Division; 200+% growth in last three years (2016-2019)
- ◆ Developed Professional MBA program; growth to 40+ students since summer 2018 (2017-2018).
- ◆ Served as Interim Director, Professional MBA Program in summer (2018).
- ◆ Initiated Online BBA degree partnership with main campus (2018).
- ◆ Selected by Mayor of Demopolis (AL) for Industrial Development Board (2017-2019)
- ◆ Elected Secretary of Industrial Development Board of Demopolis, Alabama (2018-2019)

- ◆ Developed BAT degree in Events & Hospitality Services for Meridian Campus (2016-2017)
- ◆ Represented MSU Meridian in Washington DC on healthcare grant opportunities (2018)
- ◆ Achieved American Marketing Association Digital Marketer (PCM) Certification (2017)
- ◆ Developed competitive research grant for Business Division Meridian Campus (2017)
- ◆ Instituted “blended” teaching format for Division of Business (2017)
- ◆ Instituted “hybrid” teaching format for Division of Business (2016)
- ◆ Selected advisory board for Gifted Education Demopolis City Schools, AL (2016-2018)
- ◆ Awarded \$88,730 Grant (Co-Investigator), U.S. Department of Health & Human Services (2016)
- ◆ Gained visual identity licensing of Division of Business brand, Mississippi State University (2016)
- ◆ Served on Montgomery Institute healthcare taskforce, later named CHIN (2015-2016)
- ◆ Started the “Award Winning” Collegiate DECA chapter for the MSU Business Division (2015)
- ◆ Awarded editorial review board member, Academy of Marketing Studies Journal (2014)
- ◆ Promoted to Division Head of Business, MSU Business Division (2013)
- ◆ Served as Interim Division Head, MSU Business (2009-2010; 2012-2013)
- ◆ Selected for strategic planning committee, MSU Business College (2012-2014)
- ◆ Promoted to Associate Professor, MSU (2012)
- ◆ Notable scholar award for excellence in research, teaching, and service, MSU (2012)
- ◆ StatePride Faculty Award for excellence in research, teaching, and service, MSU, (2010)
- ◆ Awarded Outstanding Service Award, MSU Business Division (2010)
- ◆ Elected President of Kiwanis Club of Demopolis (2009-2010)
- ◆ Awarded Outstanding Teacher Award, MSU Business Division (2008)
- ◆ Received Watson-Little Award, University of Alabama (2007)
- ◆ Selected to Beta Gamma Sigma, National Honor Society for Schools of Business (2004)
- ◆ Awarded Minnie & Sam Pizitz Endowed Fellowship, University of Alabama (2003)
- ◆ Awarded J. L. Bedsole Memorial Endowed Fellowship, University of Alabama (2001-2004)
- ◆ Promoted to Regional Sales Manager, J.M. Huber Corporation (1997)
- ◆ Ranked #2 of 8 Regional Sales Managers with over \$20 million territory (1997-2001)
- ◆ Elected to Executive Committee, Technical Association of Pulp & Paper Industry (1996-1998)
- ◆ Promoted to Process Engineer Level II, Gulf States Paper Corporation (1991)

RESEARCH – PUBLISHED PAPERS, GRANTS, AND REPORTS

- ◆ **William Hill** and Yingge Qu. “College Football Performance and athletic department revenues: the power of winning tradition”, Journal of Marketing Development and Competitiveness, 2019, Vol. 13, Issue 2, p. 31-41.
- ◆ Yingge Qu and **William Hill**. “Predictors of Customer’s Subscriptions to movie and sport packages”, Journal of Marketing Development and Competitiveness, 2018, Vol. 12, Issue 4, p. 80-94.
- ◆ **William W. Hill** (Co-Investigator). Rural health network development planning program grant (\$88,730), Health Resources and Services Administration, U.S. Department of Health and Human Services, The Montgomery Institute, 2016.
- ◆ **William W. Hill**. “Understanding the typical vacations of U.S. southern travelers”, Journal of Applied Business Research, July/Aug 2016, Vol. 32 Number 4, p.1169-1178.
- ◆ **William W. Hill**, Sharon Beatty, and Gian Walsh. “A segmentation of adolescent online users and shoppers”, Journal of Service Marketing, 2013, Vol. 27, Issue 5, p. 347-360.
- ◆ **William W. Hill**. “A segmentation of beach rental-by-owner online inquiring customers”, Academy of Marketing Studies Journal, June 2012 Supplement, Vol. 16, p. 1-18.

- ◆ **William W. Hill.** “Economic impact study for the Jimmie Rodgers Festival of events and museum, Jimmie Rodgers Foundation, Meridian, Mississippi, August 2012.
- ◆ **William W. Hill** and Sharon E. Beatty. “A model of adolescents’ online consumer self-efficacy (OCSE)”, *Journal of Business Research*, 2011, Vol. 64, Issue 10, p.1025-1033.
- ◆ **William W. Hill.** “Economic impact study Sucarnochee Revue musical events”, Sucarnochee Revue and Record Company, Meridian, Mississippi, April 2011.
- ◆ **William W. Hill.** “Information sharing with b2b customers: the seller’s "double-edged sword", *Academy of Marketing Studies Journal*, January 2010, Vol. 14, Issue 1, p.27-38.
- ◆ **William W. Hill,** “Jeff Anderson Regional Hospital inpatient data analysis”, *Statistical Analysis Study and Report for Jeff Anderson Regional Hospital*, Meridian, Mississippi, June 2009.
- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and **William W. Hill.** “Adolescent influence in family purchase decisions: an update and cross-national extension”, *Journal of Business Research*, November 2007, Vol. 60, Iss. 11, p.1117-1124.
- ◆ Philip J. Trocchia, Sharon E. Beatty, and **William W. Hill.** "A typology of motor vehicle consumers using motives for leasing versus financing", *Journal of Consumer Behaviour*, Jul/Aug 2006, Vol. 5, Iss. 4, p.304-316.

RESEARCH - CONFERENCE PAPERS AND PRESENTATIONS

- ◆ Yingge Qu and **William Hill.** “Understanding Customer’s TV Subscription Behavior to Movie and Sports Packages”, *Decisions Sciences Institute*, November, 2018.
- ◆ Yingge Qu and **William Hill.** “Modeling Customer’s Interdependent TV Subscription Behavior to Movie and Sports Channels”, *Society of Marketing Advances*, November, 2018.
- ◆ **William Hill.** Pearson Publishing teaching focus group research consultant, American Marketing Association, February, 2017.
- ◆ **William Hill.** “Relating sports performance and associated metrics with marketing and overall business outcomes”, *Society of Marketing Advances*, November, 2016.
- ◆ **William Hill.** “Understanding the typical vacation and relating factors”, *Academy of Marketing Studies*, April, 2015.
- ◆ **William Hill:** Session Chair, Marketing and Financial Accounting, Academy of Business Research Conference, November, 2014.
- ◆ **William Hill.** "The motives and constraints for vacation style selection", Academy of Business Research Conference, November, 2014.
- ◆ **William Hill.** American Marketing Association Conference, Attended “Emerging Markets Symposium”, August, 2013.
- ◆ **William Hill.** “A segmentation of beach rental-by-owner online inquiring customers” *Academy of Marketing Studies*, July, 2011.
- ◆ **William Hill.** “Understanding online beach vacation inquirers for one gulf beach property”, *Academy of Business Research*, March, 2010.

- ◆ **William Hill.** “The beach rental-by-owner world: a dog-gone interesting experience”, Academy of Marketing Studies, April, 2010.
- ◆ **William Hill.** “Online adolescent shoppers: products of interest and influence”, Decision Sciences Institute Conference, November, 2009.
- ◆ **William Hill.** “Information sharing in b2b: a seller’s double-edged sword”, Academy of Marketing Studies, July, 2009. (Honorable Mention Paper Award Winner)
- ◆ **William Hill.** “A Segmentation of adolescent internet users and shoppers”, Allied Academies Conference, Academy of Marketing Studies, April, 2009.
- ◆ Seungjae Shin, **William Hill**, James Lawson, and Jack E. Tucci. “Municipal wireless: pricing strategy review”, Decisions Science Institute Conference, November 2007.
- ◆ Sijun Wang, Betsy Holloway, Sharon Beatty, and **William W. Hill.** “Adolescent influence in family purchase decisions: a reinquiry and extension”, American Marketing Association, August 2005.
- ◆ George Deitz, **William W. Hill**, and Dallas Branch. “Beyond awareness: consumer response to sport sponsorship”, Association Marketing Theory and Practice, March 2003.

RESEARCH – PUBLICATIONS IN PROGRESS

- ◆ **William Hill** & Yingge Qu. “Activity vs relaxation: comparison and paradox of vacationer motives” (Target Submission: May 2019).
- ◆ Joseph Faello & **William Hill.** “Writing grading assessment comparison between business professors and writing coaches” (Target Submission: October 2019).

RESEARCH - ACADEMIC REVIEW BOARDS AND REVIEWER POSITIONS

- ◆ Editorial review board member for Academy of Marketing Studies Journal (2015-2018)
- ◆ Editorial review board member for Global Journal of Management and Marketing (2017-2019)
- ◆ Reviewer for Journal of Travel & Tourism Marketing (2017)
- ◆ Reviewer for Journal of Services Marketing (2015-2017)
- ◆ Reviewer for Society of Marketing Advances Conference (2017)
- ◆ Reviewer for Journal of International Consumer Marketing (2016)
- ◆ Reviewer for European Journal of Marketing (2016-2017)
- ◆ Reviewer for Journal of the Academy of Marketing Studies (2009-2017)
- ◆ Reviewer for Journal of Interactive Marketing (2009, 2012)
- ◆ Reviewer for Society of Marketing Advances Conference (2012)
- ◆ Textbook Review for McGraw-Hill (2009)

TEACHING EXPERIENCE – UG & MBA (TRADITIONAL, ONLINE & SATURDAY FORMATS)

- ◆ Mississippi State University, Meridian Campus (14 years)

Undergraduate Marketing Courses (14 years):

- o Marketing research

- o Internet marketing
- o Social Media Marketing
- o Marketing management
- o Personal selling
- o Retailing
- o Advertising
- o International marketing
- o Resort-Convention Marketing
- o Marketing Internship Course
- o Business Policy (management)
- o Introduction to MIS (management information systems)
- o Healthcare Administration Internship (healthcare administration)

MBA Courses (12 years):

- o Quantitative analysis business research (traditional, online, & Saturday formats)
- o Strategic marketing management (traditional, online, & Saturday formats)
- o Sales management (traditional, online, Saturday formats)
- o Marketing management
- o Internet marketing
- o Statistics for business

Graduate Advising Projects:

- o Musical Band and fan mobile application MBA consulting project (2012)
- o Architecture market MBA consulting project (2012)
- o New South equipment mats MBA consulting project (2011)
- o Sqwincher Energy Drink MBA consulting project (2009)

- ◆ University of Alabama (4 years): Marketing Doctoral Student and Teaching Assistant

Undergraduate Courses:

- o Retailing
- o Consumer behavior
- o Personal selling
- o Principles of marketing

SERVICE

- ◆ Professional Memberships
 - o Member of American Marketing Association (2003-2006; 2011-2019)
 - o Member of Society of Marketing Advances (2015-2019)
 - o Member of Academy of Business Research (2010-2011, 2014-2015)
 - o Member of Academy of Marketing Studies (2009-2015)
 - o Member of Public Relations Association of Mississippi in Meridian (2009-2010)
 - o Technical Association Pulp and Paper Industry (1987-2001)
 - Executive committee member (1996-1998)
 - Technical program chairperson (1993, 1998)
 - Presented trade conference papers (1988, 1989, 1992)
 - o American Society of Chemical Engineers (1986-1987)
- ◆ Professional and Administrative Training
 - o AMA Professional Certified Marketer (PCM) Digital Marketing (2017)
 - o Learning Conversion Rate Optimization Certificate (2017)
 - o Online Marketing Foundations Certificate (2017)

- o Transfer Student Education Conference (2016)
 - o AACSB applied assessment seminar (2012)
 - o AACSB maintenance of accreditation seminar (2012)
 - o MSU safeguard plagiarism software training (2015)
 - o MSU attendance tracking workshop (2015)
 - o MSU legal issues conference (2015)
 - o MSU advisory workshop for community college transfers (2015)
 - o Provost's roundtable workshop on distance education (2015)
 - o Search committee workshop by MSU human resources (2015)
 - o Academic administrators training program (2012, 2013)
 - o Attended MSU business leadership summit (2009)
- ◆ Department, Campus, and Institutional
- o Developed Professional MBA for MSU Meridian Campus (2017-2018)
 - o Created BAT Concentration in Events & Hospitality Services in conjunction with Division of Arts & Sciences for Meridian Campus (2016-2017)
 - o Instituted "blended" teaching format to Division of Business (2016-2017)
 - o Served on search committee to hire the physician's assistant director for new physician's assistant program on MSU Meridian campus (2017)
 - o Formulated community college partnership 2+2 business degree agreements (2016-2017)
 - o Served on search committee to hire MSU Meridian campus advising coordinator (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for East Central Community College (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for East Mississippi Community College (2016)
 - o Served on search committee to hire MSU Meridian campus advising counselor for Meridian Community College (2016)
 - o Recruiting resource for business division with four area community colleges (2012-2019)
 - o Division of Business representative to campus advisory board luncheon (2013-2016)
 - o Division of Business representative to EMBDC luncheon (2015)
 - o Marketing and recruiting brainstorming session with MSU public relations (2015)
 - o Recruiting to PTK honor students at East Mississippi Community College (2015)
 - o Served on search committee to hire campus business manager (2015)
 - o Recruiting on behalf of Division of Business at Jones County Community College (2015)
 - o Reviewer of I.E. Reports for Mississippi State University campus for SACSCOC accreditation (2015-2016)
 - o Business Division representative to naming of the building to Deen Building (2015)
 - o Recruiting orientation training with MSU student recruiting (2015)
 - o Administrator for promotion & tenure to full professor for faculty member (2014-2016)
 - o Administrator for the accounting search committee hire (2012-2014)
 - o Administrator for the marketing search committee hire (2013-2014)
 - o Served on the College of Business communications advisory board (2013-2014)
 - o Served duties of Associate Dean on Business (2012-2013, 2009-2010)
 - o Served as chair of promotion and tenure committee (2012-2013)
 - o Served as co-chair of committee to revise the Meridian Division of Business promotion and tenure document (2012-2014, 2009-2010)
 - o Served as Beta Gamma Sigma coordinator for MSU Meridian campus (2008-2016)
 - o Nominated as Meridian Division of Business representative for Graduate School Dean search committee (2012)

- o Served as Meridian business faculty representative for College of Business strategic planning committee (2012-2014)
- o Served as member of College of Business curriculum committee (2008-2013)
- o Serving as SACSCOC (accreditation) faculty coordinator (2010-2019)
- o Serving as AACSB (accreditation) faculty coordinator (2008-2019)
- o Serving on committee to improve the campus website (2012-2017)
- o Served as strategic taskforce representative for Meridian Division of Business (2012)
- o Served as campus relations representative Meridian Division of Business (2012)
- o Served as chair of Newberry building project committee (2011-2012)
- o Elected and served on (university-wide) committee to hire the dean of business for Mississippi State University main campus (2011).
- o Served on committee to hire the Associate Dean of Business of Meridian Campus (2011)
- o Served as researcher for Dean to develop survey to improve enrollment (2011)
- o Promoted and assisted in GMAT workshop at the Meridian Campus (2011-2014)
- o Served on search committee to hire psychology professor for Arts and Sciences (2010)
- o Served as committee chair to hire healthcare administration professor (2008-2009)
- o Served on search committee to hire technology management professor (2008)
- o Served on search committee to hire finance professor (2008)
- o Served on search committee to hire new history professor for MSU-Meridian Campus (2007)
- o Served as resource for office of technology commercialization developmental projects (2007)
- o Served as ORED strategic planning process meeting resource (2007)
- o Served as marketing consultant for the marketing for the MSU Riley Center Book (2006)
- o Served as participate in student government fundraiser (2008)
- o Served as MSU-Meridian recruitment representative at Meridian Community College (2005)

◆ Civic and Personal

- o Media
 - Instituted/Designed Billboards (I-59/20, Hwy 45, Hwy 19, ECCC, Meridian Airport, Hwy 80 in west Alabama) for MSU Business Division (2017-2019).
 - Social Media Marketing for Business Division (2016-2019)
 - Designed and Participated in “Maroon Minute” recordings for radio in Meridian to promote the MSU Division of Business (2017).
 - Appeared on WOKK, WJXM, WJDQ, and WALT radio stations in Meridian, Mississippi promoting the New Bachelor’s in Accountancy Degree (2017).
 - Appeared on “Live at 5” on WTOK (ABC) television promoting the MSU-Meridian MBA program and GMAT workshop (2014).
 - Appeared on WTOK (ABC) television news at downtown campus promoting the MSU-Meridian MBA program and GMAT workshop (2014).
 - Spoke on Good Morning Meridian on WTOK (ABC) to Meridian television market on behalf of the Division of Business about the value of getting an MBA (2013).
 - Spoke on video interview describing the new Downtown Business Campus for the Mississippi State Alumni Association (2012).
 - Spoke to Meridian television market (FOX 30) on behalf of the Division of Business at the MSU Meridian campus about the upcoming GMAT test training session offered (August 2011).
 - Participated as quoted faculty for news release prepared for the GMAT workshop offered at MSU Meridian (August, 2011).

- Appeared on the WTOK (WTOK News) to discuss the community business seminars offered by MSU Meridian (May 2007).
 - Spoke on radio on behalf of MSU Meridian. The 15-minute segment offered the value of a Marketing degree from MSU Meridian (January 2006).
- o Speaking Functions
- Speaker for Division of Business at community college luncheon (2014-2016)
 - Speaker for the MSU Meridian Campus advisor board dinner (2014-2016)
 - Introduction speaker for Meridian Campus transfer workshops (2015)
 - Speaker at Butler, AL Mayor's Breakfast about the opportunities for students in the MSU-Meridian Division of Business (November 2013)
 - Speaker for the Demopolis, Alabama Chamber of Commerce breakfast about the opportunities for students in the MSU-Meridian Division of Business (2013)
 - Speaker for reception at Coleman Arts Building in York, Alabama about educational opportunities for students in the MSU-Meridian Division of Business (2013)
- o Presentations
- Digital Marketing Workshop Presentation Speaker, EMBDC (2018)
 - Speaker to Civitan Club of Meridian, Mississippi on "MSU Division of Business" (2016)
 - Developed and presented excel training EMCED workshop for local K-12 administrators (2010)
 - Speaker to MCC on the "Career opportunities in marketing" (2009)
 - Speaker for Public Relations Association of Meridian (PRAM) on "Teens in the online world." (2009)
 - University experts" Speaker (2007-2011)
 - Speaker to Kiwanis Club of Demopolis, Alabama on "Distance learning" (2008)
 - Speaker to Rotary Club of Demopolis, Alabama on "State of e-commerce" (2007)
- o Memberships and Activities
- Selected by Provost to serve on Taskforce for Enrollment Growth (2019)
 - Selected as Board Member for Industrial Development Board (IDB) of Demopolis, AL (2017-2018); Elected Secretary of IDB (2018)
 - Selected Board Member Gifted Program for Demopolis City Schools (2016-2018)
 - Mathematics youth competition coach for Perennial Math (2016-2018)
 - Committee member for economic impact assessing Meridian city/Lauderdale county local government consolidation (2016)
 - Committee member on Montgomery Institute healthcare taskforce (2015-2016)
 - Consultant to Lauderdale County Tourism Bureau (2015-2016)
 - Consultant to east Mississippi medical community (2008-2018)
 - Performed economic impact analysis and ongoing assessment for The Jimmie Rodgers Foundation, festival of events, and museum (2012-2016)
 - Performed economic impact analysis for The Sucarnochee Revue at Temple Theatre and the University of West Alabama (2011)
 - Communications coordinator of Kiwanis Club (2010-2012)
 - President of Kiwanis Club of Demopolis (2009-2010)
 - Member of Kiwanis Club of Demopolis (1995-1996; 2007-2012)
 - Board Member of the Meridian Symphony Orchestra (2009-2010)
 - Member of "Friends and Family" for public library of Demopolis (2001-2012)
 - Member of Historical Foundation of Demopolis (2003-2012)
 - Tennis coach for local schools of Demopolis (2001-2009)
 - USTA junior tennis event coordinator of Demopolis (2005-2009)
 - Youth basketball coach (2001-2009, 2015-2016)
 - Youth softball coach (2012-2018)
 - Theater participate: "To Kill a Mockingbird", Canebrake Players (2019)

- Sunday school teacher – 1st Methodist Church of Demopolis (2001-2019)
- Sunday school superintendent – 1st Methodist Church of Demopolis (2014-2016)
- Historian & Archives – 1st Methodist Church of Demopolis (2016-2018)
- District Statistician – United Methodist Church (2017-2018)
- U. S. Senate intern in Washington, DC (1986)