

Robert Paul Jones, Ph.D.

Associate Professor and Chairperson, Hospitality and Retail Management Department

ADDRESS

Texas Tech University
Department of Hospitality and Retail Management
College of Human Sciences
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Lubbock, TX 79415
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Robert.p.jones@ttu.edu

EDUCATION

Doctor of Philosophy in Retailing Management
University of Tennessee, Knoxville, Tennessee
Major Concentration: Retailing
Minor Concentration: Marketing/Consumer Behavior
Support Areas: Statistics and Marketing
Dissertation Chairs: Ann Fairhurst, Ph.D., Daniel Flint, Ph.D.
May, 2012

Master of Retailing and Consumer Sciences
University of Tennessee, Knoxville, Tennessee
Concentration: Marketing
August, 1984

Bachelor of Science Retailing Management – Honors College
Michigan State University, East Lansing, Michigan
Major: Retailing Management
Minor: Economics
January, 1982

TEACHING EXPERIENCE

Texas Tech University, Lubbock, TX (2018 – present)

Associate Professor and Chairperson, Department of Hospitality and Retail Management

University of Texas at Tyler, TX (2012 – 2018)

Associate Professor of Marketing – 2017 to present

Assistant Professor of Marketing – 2013 to 2017

Associate member of the graduate faculty – 2012 to present

Director for the Center for Retail Enterprises – 2015 to present

Associate Director for the Center for Retail Enterprises – 2012 to 2015

Undergraduate Courses:

MARK 3311 – Principles of Marketing, MARK 3325 – Retail in the 21st Century, MARK 3350 - Consumer Behavior, MARK 4325 - Retail Operations, MARK 4440 – Retail Analytics, MARK 4360 - International Marketing, MARK 4370 – International Retail

Graduate Courses:

MANA 5360 - International Business, MARK 5375 – Consumers and Health Care, MARK 5360 – Advanced Services Marketing

University of Tennessee, Knoxville, TN (2009 - 2012)

Graduate Instructor

RCS 210 - Introduction to Retailing

RCS 421 - International Retailing

University of Tennessee, Knoxville, TN (1982 - 1984)

Graduate Instructor

RCS 320 Elements and Principles of Design

RCS 510 Economics of Textiles and Clothing

INDUSTRY EXPERIENCE

Vice President of Merchandise, Jewelry Television, *Knoxville, Tennessee* 2006 – 2009

- Responsible for vertical integration
 - Merchandising, vendor management, show planning, sales and fulfillment.
- Focused on direct international vendor sourcing
- Maximized internal design and sourcing in India and Bangkok
- Developed new private label brands and product categories.
- Complete P&L responsibility.

Vice President of Merchandise Planning, Shop at Home (A Division Scripps Interactive),
Nashville, Tennessee 2004 – 2006

- Developed the merchandise planning division
 - Systems design, management process, hiring and staff development.
- Lead as project manager for successful implementation of the division
- Responsible for planning, allocation and replenishment

Senior Vice President of Merchandise, Wynn Inc., *Alcoa, Tennessee* 1999 – 2004

- Responsible for merchandising, product development,

marketing, and sales

- Implemented a multi-channel marketing strategy

OTHER BUSINESS EXPERIENCE

Product Development, Dollywood Theme Park (A Division of Herschend Family Entertainment) *Pigeon Forge, Tennessee* 1994 – 1999

- Develop product specific to the theme and water parks and utilizing Dolly Parton's image, music, and lyrics

Merchandise Manager Menswear, Watson's Department Store, *Knoxville, Tennessee* 1989 – 1994

- Responsible for menswear merchandising

Merchandise Manager Smallwares, Sibley's Department Store (A Division of May Co.), *Rochester, New York* 1987 – 1989

- Responsible for merchandising greeting cards, stationary, foods, notions

Buyer Men's Dress Furnishings, Miller's Department Store (A Division of Brooks Brothers.) *Knoxville, Tennessee* 1983 – 1987

- Responsible for merchandising dress shirts, neckwear, under garments and accessories

PUBLICATIONS in REFEREED JOURNALS

Byun, K-A, **Jones, R.P.**, Wooldridge, B.R., (2018) It is not always about brand: Design-driven consumers and their self-expression, *Journal of Retailing and Consumer Services*, Volume 43, 2018, Pages 296-303

Gopalakrishna, V., **Jones, R.P.**, Camp, K.M., (2018) Levels of EMR Adoption in U.S. Hospitals: An Empirical Examination of Absorptive Capacity, Institutional Pressures, Top Management Beliefs, and Participation. *Information Systems Frontiers* Published Online: March 9, 2018

Jones, R.P., and Runyan, R.C. (2016) Conceptualizing a Path-to-Purchase Framework and Exploring Its Role in Shopper Segmentation. *International Journal of Retail and Distribution Management*, Volume 44, Issue 8, Pages 776-798 **Lead Article**

Gopalakrishna, V., **Jones, R.P.**, Wooldridge, B. (2016) Influence of institutional forces on managerial beliefs and data analytics adoption among healthcare organizations. *Journal of Managerial Issues*, Volume 28, Issue 3/4, Pages 191-209

Jones, R.P., Camp, K.M., and Fairhurst, A., (2015) Temporal and Financial Risk Assessments: How Time and Money Constrain Shopper Behavior and Influence Purchase Solutions; *Journal of Retailing and Consumer Services*, Volume 27, November 2015, Pages 154-163

Swimberghe, K., **Jones, R.P.**, Datar, M. (2014) Deviant Behavior in Retail, When Sales Associates "Go Bad"! Examining the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance; *Journal of Retailing and Consumer Services*. Volume 21, Issue 4, July 2014, Pages 424-431

Jones, R.P., Lyu, J., Runyan, R.C., Fairhurst, A., Kim, Y.K., Jolly, L., (2014) Cross cultural consensus: development of the universal leadership model, *International Journal of Retail & Distribution Management*, Volume 42, Issue 4, Pages 240 – 266

Jones, R.P., & Runyan, R.C., (2013) Brand experience and brand implications in a multi-channel setting. *The International Review of Retail, Distribution and Consumer Research*, 23(3), 265-290.

Jones, R.P., & Runyan, R.C., Kim, Y-K., (2012) Moving single-brand retail shoppers from in-store to on-line: Is brand experience still important? Accepted for publication in; *Journal of Shopper Research*, Formerly, *Journal of Marketing at Retail*, 1(2), 17-30.

Jones, R.P., & Kim, Y-K., (2011) Single-Brand Retailers: Building Brand Loyalty in the Off-Line Environment. *Journal of Retailing and Consumer Services*, 18(4), 333-340.

JOURNAL PUBLICATIONS SUBMITTED FOR REVIEW:

Jones, R.P., (2018) Passion and Procrastination: Negative Associate Behavior in the U.S. and China. *Journal of Retailing and Consumer Services*

Jones, R.P., Camp, K., and Runyan, R.C., (2018) Exploring the impact of shopper ethnicity through the path-to-purchase framework. *Journal of Retail Consumer Services* (Revise and Resubmit)

James, K., **Jones, R.P.**, Camp, K.M. (2018) Retail experience and Personal values. Is there a link? *Journal of Business Research* (Revise and Resubmit)

REFEREED PROCEEDINGS, ABSTRACT PUBLISHED

Jones, R.P., Fairhurst, A., & Flint, D., (2013) Shoppers: Defining and Identifying Differences from Consumers. *American Collegiate Retailing Association, Nashville, TN March 20*

Jones, R.P., Runyan, R., & Flint, D., (2012) Shopper Marketing: Moving beyond CPG. *American Collegiate Retailing Association/American Marketing Association, Seattle, WA, April 18*

Jones, R.P., Runyan, R.C., (2012) Brand Experience and Brand Implication for Multi-Channel Retailer's. *American Collegiate Retailing Association/American Marketing Association, Seattle, WA, April 18*

Jones, R.P., & Runyan, R.C., (2012) Moving single-brand retail shoppers from in-store to on-line: Is brand experience still important? *Point of Purchase Advertising International Global Shop, Las Vegas, NV, February, 28*

Jones, R.P., (2011) Jewelry Consumers and Mis-directional Word of Mouth. *American Collegiate Retailing Association, Boston, MA, March 3.*

Jones, R.P., Runyan, R.C., (2011) Single-Brand Retailers in the On-line Environment. *American Collegiate Retailing Association, Boston, MA, March 3.*

Jones, R.P., Iyu, J., Fairhurst, A., Kim, Y., Runyan, R.C., and Jolly, L., (2010) A Problem Based Approach to Expatriate Success. *American Collegiate Retailing Association, Orlando, FL, June 23.*

CASES IN PRINT

Jones, R.P., Levy, M., "Merchandise Strategy", in Michael Levy and Barton Weitz (eds.), *Retailing Management*, 8th Edition, New York, NY: McGraw-Hill (2011)

BOOK CHAPTERS

Jones, R.P., (2013) Consumer Behavior at Retail, in Robert Liljenwall and Barb Daugherty (eds.), *Marketing at Retail: Understanding, Influencing, and Winning Today's Shopper*, 4th Edition, Alexandria, VA: POPAI

OTHER PUBLICATIONS

Jones, R.P., Jay Green., (2012) *Design is How It Works - How the Smartest Companies Turn Products Into Icons*, *Journal of Product and Brand Management*

Jones, R.P., (2011) Susan Rice Lincoln., *Mastering Web 2.0*, Journal of Consumer Marketing, 28 (2), 160-161

Jones, R.P., (2010) Kevin Maney, *Trade Off: Why Some Things Catch On and Others Don't*, Journal of Product and Brand Management , 19 (6), 463 - 464

WORKING PAPERS

Camp, K. M., **Jones, R.P.**, and Escanlar, R., Person-Vocation Fit and Person Supervisor Fit and the Role of Organization Commitment and Change on Employee Intention to Leave: A Cross-Cultural Investigation. *Data gathered and analysis complete, projected submission date May 2017, Targeted International Journal of Retail & Distribution Management*

Jones, R.P., and Runyan, R. C., Testing the Shopper Value Framework. *Data gathered and analysis complete, projected submission date Spring 2017, Targeted Journal Psychology and Marketing*

Jones, R.P., and Flint, D., Values of Shoppers. *Data gathered and analysis complete, projected submission date Fall 2017, Targeted Journal of Marketing*

Jones, R.P., and Camp, K. M., Values of Shoppers Salient Dimensions in Decision Making. *Data gathering, projected submission date Summer 2017, Targeted Journal of Consumer Research*

Jones, R.P., Astakhova, M., and Johnson, G., Personal Brand: Measuring the impact during face to face job interviews. *Data gathering, projected submission date Spring 2017, Targeted Journal of Business Research*

Astakhova, M., **Jones, R.P.**, Internal Branding: Improving Job Satisfaction. *Data gathered and analysis complete, projected submission date Summer 2017, Targeted Journal of Business and Industrial Research*

PRESENTATIONS

Gopalakrishna Remani, V., and **Jones, R.P.** (2017). Impact of top management sustainability practices beliefs and the mediating effects of sustainability management and level of adoption on firm performance. In *2017 Southwest Decision Sciences Institute*.

Gopalakrishna Remani, V., and **Jones, R.P.** (2017, Spring). *Impact of top management sustainability practices beliefs and the mediating effects of sustainability management and level of adoption on firm performance. 2017 Southwest Decision Sciences Institute.* Little Rock, AK: Southwest Decision Sciences Institute.

Gopalakrishna Remani, V., **Jones, R.P.**, and Wooldridge, B.R. (2014). Role of healthcare analytics in creating a sustainable competitive advantage: A knowledge based view of the firm. In *2014 SWDSI Conference.* Dallas: Proceeding of SWDSI 2014 Conference.

Gopalakrishna Remani, V., Wooldridge, B.R., and **Jones, R.P.** (2015, March). *Influence of institutional forces on Managerial Beliefs and Data Analytics Adoption among Healthcare Organizations. 2015 SWDSI Conference at Houston.*

Jones, R.P., Fairhurst, A., & Flint, D., (2013) Shoppers: Defining and Identifying Differences from Consumers. American Collegiate Retailing Association, Nashville, TN March 20

Jones, R. P., Runyan, R., (2011) Shopper Value Investigations from a CPG Perspective. Invited Workshop Moderator, Category Management Association, 2011 National Category Management Conference, *Atlanta, GA*, October 11.

Jones, R. P., (2011) Challenges in the Road Ahead: New Approaches for Old Problems. Invited Presenter and Moderator, National Association of College Stores, *University of Tennessee*, April 11.

Jones, R.P., (2011) Jewelry Consumers and Mis-directional Word of Mouth. *American Collegiate Retailing Association*, Boston, MA, March 3.

Jones, R.P., (2011) Single-Brand Retailers in the On-line Environment. *American Collegiate Retailing Association*, Boston, MA, March 3.

Jones, R. P., (2010) Marketing Your College Store II. Invited Presenter, Tennessee Association of College Stores, *Nashville, Tennessee*, September 29.

Jones, R.P., (2010) A Problem Based Approach to Expatriate Success. *American Collegiate Retailing Association*, Orlando, FL, June 23.

Jones, R. P., (2010) Universal Leadership and Relationship to Expatriate Success. Southeastern Consortium of Retailing, *University of Georgia*, April 16

Jones, R. P., (2009) Marketing Your College Store. Invited Presenter, Tennessee Association of College Stores, *University of Tennessee*, September 30.

HONORS AND AWARDS

Pirtle Professorship in Free Enterprise - \$5000.00	2015-2016
Pirtle Professorship in Free Enterprise- \$5000.00	2014-2015
Pirtle Professorship in Free Enterprise- \$5000.00	2013-2014
Certificate in Applied Statistics	2011
Ida A. Anders Scholarship - \$3,000.00	2010 – 2011

GRANTS AND AWARDS

- Texas Retailers Education Foundation Continuing Education Grant 2018 - \$20,000.00
- Brookshire Grocery Company Center Partner Grant 2018 - \$10,000.00
- Texas Retailers Education Foundation Equipment Grant 2017 - \$25,000.00
- Star Award Finalist for IMM360 – Texas Higher Education Coordinating Board
- JDA Co. Planning Software License Support, Awarded 2016-\$1,247,000.00
- Neilson Co. Retail Industry Database Support, Awarded 2016 (dollar amount withheld)
- Texas Retailers Education Foundation Grant, Awarded 2016-\$20,000.00
- Learning Evolution Category Management Module Support, Awarded 2016-\$35,000.00
- Texas Retailers Education Foundation Equipment Grant, Awarded 2015-\$5,7000.00
- Brookshire Grocery Company Services Grant, Awarded 2015-\$10,000.00
- Texas Retailers Education Foundation Grant, Awarded 2015-\$20,000.00
- Learning Evolution Category Management Module Support, Awarded 2015-\$35,000.00
- Texas Retailers Education Foundation Grant, Awarded 2014-\$20,000.00
- Brookshire Grocery Company Research Grant, Awarded 2013-\$8,500.00
- Texas Retailers Education Foundation Grant, Awarded 2013-\$20,000.00
- Texas Retailers Education Foundation Grant, Awarded 2012-\$5,000.00
- Brookshire Grocery Company Research Grant, Awarded 2012-\$8,500.00
- Department of Retailing, Hotel and Tourism Management Research Grant, Awarded 2012 - \$3,000.00
- Bellomy Research Grant, Awarded 2012 \$10,000.00
- CIBER scholarship Awarded 2010 - \$3,000.00

PROFESSIONAL/ ACADEMIC MEMBERSHIPS

- American Marketing Association
- American Collegiate Retailing Association – Vice President
- National Retail Federation
- Category Management Association- Higher Education Advisory Council
- Texas Food and Fuel Association – Chair of the Higher Education Advisory Board
- National Association of Convenience Stores

- Shopper Marketing Forum
- SHOP! (Formerly, Point of Purchase Advertising International)

UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE

Professional Service

- President of the American Collegiate Retailing Association (2018-present)
- Vice President of the American Collegiate Retailing Association (2016-2018)
- Secretary of the American Collegiate Retailing Association (2014-2016)
- Higher Educational Advisory Council of the Category Management Association (2011 – present)
- Higher Education Member Texas Retail Education Foundation (2012- present)
- Chair-Higher Education Advisory Board for Texas Food and Fuel Association (2016-present)
- Goodwill of East Texas Business Advisory Council (2014-2017)

The University of Texas at Tyler

- Consultant for the Brand and Branding Initiative (2015-2017)
- Member of the Strategic Planning Committee (2014-2017)
- Member of the Provost Leadership Seminar (2015)

College of Business and Technology

- Director of the Center for Retail Enterprises (2015 – present) *The University of Texas at Tyler*
- Marketing representative, College Tenure and Promotion Committee 2017-present
- Certificate Based Education Program Development 2015-2016
- College Student Awards Committee 2015- present
- College Graduate Curriculum Committee 2015 - present
- Candidate Search Committee Department of Marketing and Management 2013
- Associate Director of the Center for Retail Enterprises (2012 – 2015) *The University of Texas at Tyler*

Graduate Programs

- Ph.D. Committee Methodologist: Marvin Bontrager, 2016-2017
- Ph.D. Committee Methodologist: Abbie Lambert, 2015-2016
- Ph.D. Committee Methodologist: Rosemary Cooper, 2014-2015
- Ph.D. Committee Methodologist: Gayle Wooten, 2013-2014

Department of Retailing, Hospitality, and Tourism Management,
University of Tennessee

- University Graduate Student Senate Representative for Department of Retail, Hospitality, and Tourism Management (2010-2011), *University of Tennessee, Knoxville*
- BIE Grant process facilitator – International Retail Management
- Auction facilitator Spring Departmental Fundraiser (2010-2011)
- Board Member Northshore Village Homeowners Association (2009 – 2011)
- Donor Gift Book Creation for Appalachian Spring Departmental Fundraiser (2009 – 2010)
- Retail and Consumer Science course review and recommendations (2010)

PROFESSIONAL DEVELOPMENT

- Campus Course Management System (Blackboard) On-line Workshop (CMS 110), *University of Tennessee, Knoxville, September 2009*
- Collaborative Institutional Training Initiative (CITI) Human Subject Research Competency *University of Tennessee, Knoxville, February 2010*
- Best Practices in Teaching Program, Graduate School, *University of Tennessee, Knoxville, November 2011*
- Center for International Business Education and Research Development Workshops; *Marketing and Teaching University of Memphis June 2010 & 2011*
- How Can You Tell the Light Goes On? Assessment Development Workshop; *University of Tennessee, Knoxville 2011*

SAMPLE OF CONSULTING EXPERIENCE

- Re-branding initiative for East Texas Catholic Schools, Diocese of Tyler, Tyler TX 2017 – Present
- Re-branding initiative for The University of Texas at Tyler, Tyler, TX 2015 – 2017
- Brand image for East Texas Medical Center, Tyler, TX 2015
- Brand image Greenberg Smoked Turkey, Tyler, TX 2014 – 2015
- Brand Development Rocky Top, University of Tennessee, Knoxville, Knoxville, TN 2009
- Product and brand development, Jewelry Television, Knoxville, TN 2005 - 2007
- Brand Development and process improvement Gordon Ball PLLC, Knoxville, TN 2004