

Dawn Bendall Valentine
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Education: **Doctor of Philosophy**, University of Alabama at Birmingham, 1998
Major: Health Services Administration / Marketing
Minor: Organizational Behavior

Master of Science, Management, University of Alabama at Huntsville, 1993

Bachelor of Science, Marketing, University of North Alabama, 1990

Academic Experience:

2022 – present: **Associate Professor of Practice, Marketing**
Texas Tech University, Lubbock, Texas

2021 – 2022: **Visiting Faculty, Marketing and Management**
University of Southern Mississippi, Long Beach, Mississippi

2014 – 2021: **Professor, Marketing**
William Carey University, Biloxi, Mississippi

2008 – 2014: **Associate Professor, Marketing**
2005 – 2008: **Assistant Professor, Marketing**
Georgia Southwestern State University, Americus, Georgia

2001 - 2005: **Assistant Professor, Marketing**
University of Montevallo, Montevallo, Alabama

1999 - 2001: **Fellow, Center for Outcomes and Effectiveness Research and Education**
Funded by a Minority Supplement to AHRQ Grant HS09446
University of Alabama at Birmingham, Alabama

1997 - 1999: **Visiting Faculty, Health Care Management**
University of Alabama, Tuscaloosa, Alabama

1994 - 1997: **Research Assistant, Marketing**
University of Alabama at Birmingham, Alabama

1991 - 1993: **Research Assistant, Management, Marketing, MIS**
University of Alabama at Huntsville, Alabama

Refereed Journal Articles:

Valentine, Randall, **Dawn Valentine**, and Jimmie Valentine (2021), "Investigating the Relationship of Schools Reopening to Increases in COVID-19 Infections Using Event Study Methodology: The Case of the Delta Variant," Journal of Public Health, November 5; doi: 10.1093/pubmed/fdab373.

Valentine, Randall, **Dawn Valentine**, and Jimmie Valentine (2020), "Relationship of George Floyd Protests to Increases in COVID-19 Cases Using Event Study Methodology," Journal of Public Health, November 23; 42(4):696-697. doi: 10.1093/pubmed/fdaa127. [Altmetric = 608]

Maldonado, Cecilia, **Dawn Valentine**, and Randall, Valentine (2020), "Does Health Locus of Control and Self Efficacy Impact Attitudes toward Pharmaceutical Advertising in the United States?" Journal of Social and Behavioral Research in Business, 11(1): 44-52.

Maldonado, Cecilia, and **Dawn Valentine** (2014), "A Cross-Cultural Comparison of Television Advertising in the United States," Journal of Marketing Perspectives, volume 1: 57-66.

Valentine, Dawn, and Thomas L. Powers (2013), "Generation Y Values and Lifestyle Market Segments," Journal of Consumer Marketing, 30 (7): 597-606.

Valentine, Dawn, and Thomas L. Powers (2013), "Online Product Search and Purchase Behavior of Generation Y," Atlantic Marketing Journal, 2(1): 76-90.

Maldonado, Cecilia, and **Dawn Valentine** (2012), "Characteristics that Influence the Hedonic Consumption of Foreign Music," Business Journal for Entrepreneurs, issue 1.

Valentine, Randall, and **Dawn Valentine** (2010), "Agency Conflicts and Corporate Bailouts: A Case Against Campaign Contributions," Journal of Business Case Studies, volume 7, issue 2.

Powers, Thomas L., and **Dawn Valentine** (2009), "Response Quality in Consumer Satisfaction Research," Journal of Consumer Marketing, 26(4): 232-240.

Powers, Thomas L., and **Dawn Valentine** (2008), "A Review of the Role of Satisfaction, Quality, and Value on Firm Performance," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 21, 80-98.

Valentine, Dawn, and Randall Valentine (2008), "Identifying Market Opportunities and Marketing Strategies for a New Product: A Case Study," Business Journals for Entrepreneurs, issue 1.

Valentine, Randall, Shaun Murrie, A.J. Kooti, and **Dawn Valentine** (2008), Using the Buffet Model: The K Mart Recovery A Case Study, Journal of Global Education, Volume 1.

Valentine, Randall, **Dawn Valentine**, and John G. Kooti (2007), "Minority Marketing in the Finance Industry," The American Academy of Financial Management, 22, Fall issue, volume 8.

Kooti, John G., **Dawn Valentine**, and Randall Valentine (2007), Accreditation and Assessment: A Provocative Approach, College Teaching Methods & Styles Journal, 3(3): 49-53.

Valentine, Dawn, and Rory Powers (2006), “The Development of a Promotion Plan to Improve Public Awareness for a Non-Profit Agency: A Case Study.” Social Marketing Quarterly, 12(4): 51-57.

Valentine, Dawn, and Elizabeth Wilson (2006), “Maintaining Organization Culture through Leadership Succession Planning.” Business Journal for Entrepreneurs, issue 3.

Powers, Thomas L., and **Dawn Valentine** (2006), “How Does Satisfaction with Health Services Affect Survey Response and Completion Rates?” Marketing Health Services, Spring issue: 20-25.

Kooti, John G., Randall Valentine, and **Dawn Valentine** (2005), “Perceptions of a Family-Based Community: Predictors from a Rural Community.” Insights to a Changing World, issue 1.

Valentine, Randall, **Dawn Valentine**, and Brian Kinard (2005), “Retail vs. Etail, a Look at Expedia.com.” Coastal Business Journal, 4(1): 1-4.

Valentine, Randall, **Dawn Valentine**, and Nathan McMinn (2005), “How Groupthink Influenced the Ford/Firestone Fiasco.” Ethics and Critical Thinking Journal, issue 1.

Powers, Thomas L., and **Dawn Bendall** (2004), “Improving Health Outcomes through Patient Empowerment.” Journal of Hospital Marketing and Public Relations, 15(1): 45-59.

Valentine, Randall, **Dawn Bendall**, Brian Kinard, and Brandon Barnes (2004), “E-Pricing: The Transportation Market in the South.” Business Journal for Entrepreneurs, issue 2.

Powers, Thomas L., and **Dawn Bendall** (2004), “The Influence of Time on Changes in Health Status and Patient Satisfaction.” Health Care Management Review, 29(3): 1-9.

Bendall, Dawn, and Thomas L. Powers (2004), “The Impact of Structure and Process Attributes on Satisfaction and Behavioral Intentions.” Journal of Services Marketing, 18(2): 114-121.

Bendall, Dawn, and Thomas L. Powers (2003), “The Influence of Mass Communication and Time on Satisfaction and Loyalty.” Journal of Services Marketing, 17 (6-7): 589-608.

Powers, Thomas L., and **Dawn Bendall** (2003), “The Satisfaction Score.” Marketing Health Services, Fall issue: 28-32.

Thomas L. Powers, and **Dawn Bendall** (2002), “Using Complaint Behavior to Improve Quality Through the Structure and Process of Service Delivery.” Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 15: 13-21.

Bendall, Dawn, and Thomas L. Powers (2002), “The Impact of Gender Differences on Change in Satisfaction Over Time.” Journal of Consumer Marketing, 19(1): 12-21.

Powers, Thomas L., and **Dawn Bendall** (2001), “What Happens to Patient Satisfaction and Behavioral Intentions Over Time?” Services Marketing Quarterly, 23(1): 27-37.

Bendall, Dawn, Thomas L. Powers, and John E. Swan (2001), "Time Does Not Heal All Wounds. Patients Report Lower Satisfaction Levels as Time Goes By." Marketing Health Services, 21(3): 10-14.

Bendall, Dawn, and Thomas L. Powers (2001), "The Role of Complaint Management in the Service Recovery Process." The Joint Commission Journal on Quality Improvement, 27(5): 278-286.

Powers, Thomas L., John E. Swan, Jack A. Taylor, and **Dawn Bendall** (1998), "Sources of Referral Information: An Examination of Physician Segments." Health Care Management Review, 23(2): 56-66.

Bendall, Dawn (1997), "Marketing: A New Role in a New Healthcare System. Implications for Rural Hospitals." Journal of Oncology Management, 6(6): 24-28.

Bendall, Dawn, and Thomas L. Powers (1995), "Cultivating Loyal Patients." Journal of Health Care Marketing, 15(4): 50-52.

Bendall, Dawn, and Patrick Asubonteng (1995), "The Effect of Dental Insurance on the Demand of Dental Services in America." Journal of Management in Medicine, 9(6): 56-68.

Spann, Mary S., Leah Johnson, Mel Adams, and **Dawn Bendall** (1993), "Trade Show Planning: A Model and Tools for Maximizing Effectiveness." Journal of Small Business Strategy, 4(2): 17-29.

Conference Papers and Proceedings:

Powers, Thomas L., and **Dawn Valentine**, "Market Orientation across Firm Performance Levels; Manager, Salesperson, and Customer Viewpoints," *Association of Marketing Theory and Practice Conference*, Charleston, South Carolina, March 2019. ****Recipient of a Best Paper Award****

Reich, Robert, Randall Valentine, and **Dawn Valentine**, "Online Vs. On Ground: Academic Honesty in Online Classes," *International Organization of Social Sciences and Behavioral Research Conference* New Orleans, March 2018.

Valentine, Dawn, and Cecilia Maldonado, "Marketing Mistakes: A Cross Cultural Comparison," *Academy of Business Research Conference*, San Antonio, Texas, October 2015.

Maldonado, Cecilia, and **Dawn Valentine**, "The Effect of Language in Pop Stars' Social Media," *Academy of Business Research Conference*, San Antonio, Texas, October 2015.

Valentine, Dawn, "Bringing Luxury to the Middle Class: A Look at a Co-Branded Effort between Two Retail Giants," *Society for Marketing Advances Conference*, Hilton Head, South Carolina, November 2013.

Valentine, Randall, and **Dawn Valentine**, "The Virtual Professor," *Administrative Issues Conference*, Oklahoma City, Oklahoma, October 2012.

Valentine, Dawn, and Randall Valentine, "A Theoretical Examination of Causality for Low Customer Satisfaction Ratings with Service Organizations," *Academic and Business Research Institute Conference*, San Antonio, Texas, March 2012.

Maldonado, Cecilia, and **Dawn Valentine**, “Consumer Adoption of Foreign Music, A Theoretical Perspective,” *Proceedings of the Academy of Business Research*, Las Vegas, Nevada, November 2010.

Valentine, Randall, and **Dawn Valentine**, “The Determinants of Economic Damages for Victims of the BP Oil Spill,” *Proceedings of the Academy of Accounting and Financial Studies*, October 2010.

Valentine, Randall, John Kooti, and **Dawn Valentine**, “TARP and the Theory of Circular Inefficiency,” *Proceedings of the Academy of Accounting and Financial Studies*, April 2010.

Maldonado, Cecilia, and **Dawn Valentine**, “Hispanic Cultural Identity: Cross-Media Analysis of Television Ads,” *Proceedings of the Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

Valentine, Dawn, and Thomas L. Powers, “Gender Differences in Online Shopping Behaviors of Generation Y College Students,” *Proceedings of the Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

Valentine, Randall, and **Dawn Valentine**, “Agency Conflicts and Corporate Bailouts: A Case Against Campaign Contributions,” *Proceedings of the International Business and Economics Research Conference*, Las Vegas, Nevada, October 2009. ****Recipient of a Best Paper Award****

Valentine, Randall, and **Dawn Valentine**, “Ethical Reforms and Corporate Bailouts: A Notes on Fannie Mae and Freddie Mac,” *Allied Academies’ Spring International Conference*, New Orleans, Louisiana, April 2009.

Maldonado, Cecilia, and **Dawn Valentine**, “The Use of Virtual Communities to Reduce Employee Turnover: A Theoretical Model,” *Allied Academies’ Fall International Conference*, October 2008.

Wilson, Elizabeth, and **Dawn Valentine**, “How Rural Businesses are Helping Employees Deal with Rising Gas Prices,” *International Academy of Business and Public Administration Disciplines (IABPAD)*, Memphis, Tennessee, October 2008.

Powers, Thomas L., and **Dawn Valentine**, “The Influence of Satisfaction, Quality, And Value On Firm Performance,” *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Las Vegas, Nevada, June 2008.

Valentine, Randall, John G. Kooti, and **Dawn Valentine**, “Accreditation and Assessment: A Collaborative Approach,” *Allied Academies’ Fall International Conference*, Las Vegas, Nevada, October 2006.

Valentine, Randall, **Dawn Valentine**, and John G. Kooti, “The Impact of Major Terrorism Events on the U.S. Stock Market,” *Allied Academies’ Fall International Conference*, Las Vegas, Nevada, October 2006. ****Recipient of a Best Paper Award****

Valentine, Dawn and Thomas L. Powers, "Satisfaction Influences on Consumer Survey Response and Completion Rates," *Association of Marketing Theory and Practice Conference*, Hilton Head, South Carolina, March 2006.

Powers, Thomas L., and **Dawn Valentine**, "Antecedents and Outcomes of Satisfaction, Quality, and Value," *American Marketing Association Summer Educator's Conference Proceedings*, pp. 30-31, Chicago, Illinois, August, 2005.

Bendall, Dawn, and Thomas L. Powers. "Influences on Consumer Satisfaction with Interpersonal Skills of Service Providers," *Association of Marketing Theory and Practice Conference*, San Destin, Florida, March 2004.

Thomas L. Powers, and **Dawn Bendall**, "Demographic, Satisfaction, and Behavioral Influences on Repeated Measure Response and Completion Rates," *American Marketing Association Summer Marketing Educators' Conference*, Chicago, Illinois, August 2003.

Thomas L. Powers, and **Dawn Bendall**, "The Role of Empowerment in the Healthcare Delivery Process," From Art to Technology: Opportunities in Marketing Research and Education, *Atlantic Marketing Association*, Savannah, Georgia, October 2002.

Bendall, Dawn, and Thomas L. Powers. "Empowering the Healthcare Consumer," *Association of Collegiate Marketing Educators Conference*, St. Louis, Missouri, March 2002.

Bendall, Dawn, Midge Ray, Jeroan J. Allison, Darlene Graham, Norman W. Weissman, and Catarina I. Kiefe. "The Impact of Achievable Benchmarks of Care (ABCsTM) on Hospital Improvement Processes," *Academy of Health Services Research Annual Conference*, Atlanta, Georgia, June 2001.

Bendall, Dawn and Thomas L. Powers. "A Model of Healthcare Buyer Behavior," *Association of Marketing Theory and Practice Conference*, Jekyll Island, Georgia, March 2001.

Swan, John E., Michael R. Bowers, and **Dawn Bendall**. "Services - The Process of People Doing Things Together: New Perspectives on Service Quality and Satisfaction Using Symbolic Interaction," Proceedings of the *Frontiers in Services Conference*, Nashville, Tennessee, October 1996.

Powers, Thomas L. and **Dawn Bendall**. "The Impact of Service Satisfaction on Customer Retention: Review and Synthesis," Proceedings of the *Association of Marketing Theory and Practice Conference*, Hilton Head, South Carolina, March 1996.

Swan, John E., Michael R. Bowers, and **Dawn Bendall**. "Symbolic Interaction: New Perspectives on Consumer Satisfaction and Service Quality," Proceedings of the *American Marketing Association Winter Marketing Educators' Conference*, Hilton Head, South Carolina, February 1996.

Bendall, Dawn, and Thomas L. Powers. "The Impact of Patient Satisfaction on Positive Health Outcomes: Literature Review and Model Development," Developments in Quality-of-Life Studies in Marketing, *Academy of Marketing Science, Quality-of-Life Conference*, Williamsburg, Virginia, December 1995.

Academic and Professional Presentations:

“Bringing Luxury to the Middle Class: A Look at a Co-Branded Effort between Two Retail Giants,” *Society for Marketing Advances Conference*, Hilton Head, South Carolina, November 2013.

“Hispanic Cultural Identity: Cross-Media Analysis of Television Ads,” Presented at the *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

“Gender Differences in Online Shopping Behaviors of Generation Y College Students,” Presented at the *Society for Marketing Advances Conference*, New Orleans, Louisiana, November 2009.

“Satisfaction Influences on Consumer Survey Response and Completion Rates,” Presented at the *Association of Marketing Theory and Practice Conference*, Hilton Head, South Carolina, March 2006.

“Influences on Consumer Satisfaction with Interpersonal Skills of Service Providers,” Presented at the *Association of Marketing Theory and Practice Conference*, San Destin, Florida, March 2004.

“Empowering the Healthcare Consumer,” Presented at the *Association of Collegiate Marketing Educators Conference*, St. Louis, Missouri, March 2002.

“The Impact of Achievable Benchmarks of Care (ABCs™) on Hospital Improvement Processes,” Presented at the ABC Analytic Unit Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, June 2001.

“Quality Improvement Work Group Update,” Presented at the ABC Advisory Committee Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, August 2000.

“Achievable Benchmarks of Care (ABCs™) Minority Supplement Progress Report,” Presented at the ABC Advisory Committee Meeting, Center for Outcomes and Effectiveness Research and Education (COERE), University of Alabama at Birmingham, August 2000; August 1999.

“Achieving Patient Satisfaction and Retention,” Seminar presented at Northwest Medical Center, Russellville, Alabama, April 1997.

“Marketing Strategies for Recruiting New Students,” Presented at the Department of Health Administration Doctoral Program Retreat, University of Alabama at Birmingham, December 1996.

Honors and Awards:

Best Paper Award, Association of Marketing Theory and Practice Conference, 2019

Most Valuable Professor, Georgia Southwestern Athletic Department, 2007-2012

Best Paper Award, International Business and Economics Research Fall Conference, 2009

Best Paper Award, Allied Academies' Fall International Conference, 2006

Chi Omega Favorite Professor, University of Montevallo Chapter, 2003-2004

Postdoctoral Fellowship, Funded by the Agency for Healthcare Research and Quality (AHRQ), Center for Outcomes Effectiveness Research and Education (COERE), University of Alabama at Birmingham, 1999-2001

National Honor Society of Phi Kappa Phi, 1998

Charles U. Letourneau Student Research Paper of the Year, 1997
Awarded by the Marriott Corporation Health Care Services and the American Academy of Medical Administrators

Doctoral Consortium Fellow, Academy of Management, Health Care Administration Division, 1997

Doctoral Fellowship, University of Alabama at Birmingham, 1996-1998

Postbaccalaureate Fellowship, Funded by the U.S. Office of Indian Education, 1991-1993

Academic Service:

Reviewer, *Academy Marketing Science Conference*, 2021

Fellow, *Direct Selling Educational Foundation*, 2021-present

University of Southern Mississippi:
Member, Scorecard Committee (2021-2022)

William Carey University:
Member, Institutional Review Board (2014-2021)
Academic Advisor, College of Business, Marketing Concentration (2014-2021)

Georgia Southwestern State University:
Member, Management Faculty Search Committee (2011)
Member, College of Business Dean Search Committee (2010-2011)
Member, IT Committee (2011-2014)
Member, Athletics Committee (2010-2014)
Member, Online Studies Committee (2010-2011)
Chair, Marketing Committee (2008-2014)
Member, Undergraduate Curriculum Committee (2008-2014)
Member, Institutional Review Board (2008-2010)
Member, University and Alumni Relations Committee (2007-2008)
Member, College of Business Marketing Faculty Search Committee (2006-2007)
Member, College of Business Accounting Faculty Search Committee (2006-2007)
Advisor, Kappa Delta Sorority (2005-2011)
Member, Student Affairs Committee (2005-2007)

Advisor, Student Government Association (2005-2006)
Academic Advisor, College of Business Marketing Majors (2005-2014)

Session Chair, *Academy of Business Research Conference*, 2011-2017

Session Chair, *Association of Marketing Theory and Practice Conference*, 2006

Editorial Review Board, *Academy of Business Journal*, 2005-present

Reviewer, *Academy of Business Conference*, 2004

Reviewer, *Association of Marketing Theory and Practice Conference*, 2003-2007

Birmingham Chapter of the American Marketing Association, Judge for the Forbes McKay Marketing Firm of the Year Award, 2002, 2003

Editorial Review Board, *Business Quest*, 2001-2004

University of Montevallo:

Member, General Education Committee (2002-2005)

Member, Council of Department Chairs (2002-2005)

Member, College of Business Dean Search Committee (2002-2003)

Member, College of Business Curriculum Committee (2001 - 2005)

Faculty Advisor, Phi Chi Theta Business Fraternity (2001 – 2004)

Member, University Planning Committee (2001 – 2002)

Member, Environmental Scanning Subcommittee (2001 – 2002)