

Dennis B. Arnett
John B. Malouf Professor of Marketing

Texas Tech University
Jerry S. Rawls College of Business
Area of Marketing & Supply Chain Management
Lubbock, Texas 79409-2101
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ACADEMIC BACKGROUND

PhD Business Administration (Marketing), Texas Tech University, Lubbock, Texas (1998)
Master of Arts (Education), Alliant International University, San Diego, California (1992)
Bachelor of Arts (Mathematics), Occidental College, Los Angeles, California (1986)

EXPERIENCE

Jerry S. Rawls College of Business, Texas Tech University

2014 – present	Coordinator, Marketing PhD Program
2010 – present	John B. Malouf Professor of Marketing
2019 – 2023	Associate Dean of Academic Affairs and Undergraduate Programs
2016 – 2019	Associate Dean Undergraduate Programs
2018	Interim Area Coordinator (Department Chair) Area of Marketing & Supply Chain Management
2014 – 2016	Area Coordinator (Department Chair) Area of Marketing & Supply Chain Management
2010 – 2014	Coordinator, Marketing PhD Program
2008 – 2010	John B. Malouf Associate Professor of Marketing
2005 – 2008	Associate Professor of Marketing
2001 – 2005	Assistant Professor of Marketing
1998 – 1999	Visiting Assistant Professor

School of Business and Social Sciences, Buskerud and Vestfold University College (Norway)

2006 – 2007	Visiting Professor, Fulbright Scholar
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College of Business, The University of Texas at San Antonio

1999 – 2001	Assistant Professor of Marketing
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Los Angeles Unified School District (Los Angeles, California)

1988 – 1994	Mathematics Teacher (Eagle Rock High School) Head Football/Assistant Track Coach (Eagle Rock High School)
1986 – 1988	Mathematics Teacher (Birmingham High School) Assistant Football Coach/Assistant Track Coach (Birmingham High School)

Appleby and Associates, Inc. (Woodland Hills, California)

1984 – 1994 Financial Consultant

HONORS

Nominated for Jerry S. Rawls Excellence in Undergraduate Teaching Award. 2023

Awarded (with Han Mo Oh) Emerald Literati Outstanding Paper Award by Emerald Publishing, 2017 (for Article published in the *Journal of Korea Trade*)

Awarded the John B. Malouf Professorship in Marketing from the Rawls College of Business, 2008

Awarded (with Shelby D. Hunt and Sreedhar Madhavaram) Emerald Literati Highly Commended Award, 2007 (for article appearing in the *Journal of Business & Industrial Marketing*)

Fulbright Scholar, 2006-2007 at Buskerud and Vestfold University College (Norway)

Awarded summer research grant, J.S. Rawls College of Business, 2005

Fellow, The Texas Universities Market Research Faculty Colloquium, 2003

Finalist (with Shelby D. Hunt) for Kinnear Best Article Award from the *Journal of Public Policy & Marketing*, 2002

REFEREED PUBLICATIONS

Newaz, Tarique, Vallari Chanda, Mayukh Dass, and Dennis B. Arnett (2023), “Using R-A Theory and Optimal Distinctiveness to Understand Strategic Marketing Approaches Used by Platform-Based Organizations: Facebook Vs. Twitter,” *Journal of Business Research*, 167, November (<https://doi.org/10.1016/j.jbusres.2023.114192>).

Moradi, Masoud, Mayukh Dass, Dennis B. Arnett, and Vishag Badrinarayanan (2023), “The Time-Varying Effects of Rhetorical Signals in Crowdfunding Campaigns,” *Journal of the Academy of Marketing Science*, May (<https://doi.org/10.1007/s11747-023-00943-5>).

Arnett, Dennis B., C. Michael Wittmann, and John D. Hansen (2021), “A Process Model of Tacit Knowledge Transfer between Sales and Marketing,” *Industrial Marketing Management*, 93, 259-269.

Arnett, Dennis B., Mayukh Dass, and Kshitij Bhoomik (2021) “Re-examining Market Structures: Resource-Advantage Theory and the Market Offering Ecosystem Perspective,” *Journal of Global Scholars of Marketing Science*, January, 189-199 (<https://doi.org/10.1080/21639159.2020.1785917>).

Wang, Xinchun, Mayukh Dass, Dennis B. Arnett, and Xiaoyu Yu (2020), “Understanding Firms’ Relative Strategic Emphases: An Entrepreneurial Orientation Explanation,” *Industrial Marketing Management*, 84, 151-164.

Chang, Ye, Xinchun Wang, and Dennis B. Arnett (2018), “Enhancing Firm Performance: The Role of Brand Orientation in Business-to-Business Marketing,” *Industrial Marketing Management*, 72, 17-25.

- Arnett, Dennis B., Izabela L. Sandvik, and Kåre Sandvik (2018), "Two Paths to Organizational Effectiveness – Product Advantage and Life-Cycle Flexibility," *Journal of Business Research*, 84, 285-292.
- Oh, Han-Mo, Dennis B. Arnett, and Sang Bong An (2016), "Export Expansion through Indirect Learning: Evidence from Korean Exporters," *Journal of Korea Trade*, 20 (4), 1-14. (Article awarded 2017 Outstanding Paper by Emerald Publishing)
- Wang, Xinchun, Dennis B. Arnett, and Limin Hou (2015), "Using External Knowledge to Improve Organizational Innovativeness: Understanding the Knowledge Levering Process," *Journal of Business & Industrial Marketing*, 31 (2), 164-173.
- Arnett, Dennis B. and C. Michael Wittmann (2014), "Improving Marketing Success: The Role of Tacit Knowledge Exchange between Sales and Marketing," *Journal of Business Research*, 67 (3), 324-331.
- Badrinarayanan, Vishag and Dennis B. Arnett (2012), "Effective Virtual New Product Development Teams: An Integrated Framework," *IEEE Engineering Management Review*, 40 (4), 80-90. (Reprint of article that appeared in *Journal of Business & Industrial Marketing*)
- Arnett, Dennis B. and Sreedhar Madhavaram (2012), "Multinational Enterprise Competition: Grounding the Eclectic Paradigm of Foreign Production in Resource-Advantage Theory," *Journal of Business & Industrial Marketing*, 27(7), 572-581.
- Sandvik, Izabela L., Dennis B. Arnett, and Kåre Sandvik (2011), "The Effects of New Product Development Proficiency on Product Advantage and Business Performance: Evidence from the Norwegian Hotel Industry," *Journal of Travel Research*, 50 (6), 641-653.
- Arnett, Dennis B., Debra A. Laverie, and James B. Wilcox (2010), "A Longitudinal Examination of the Effects of Retailer-Manufacturer Brand Alliances: The Role of Perceived Fit," *Journal of Marketing Management*, 26 (1-2), 5-27.
- Wittmann, C. Michael, Shelby D. Hunt, and Dennis B. Arnett (2009), "Explaining Alliance Success: Competences, Resources, Relational Factors, and Resource-Advantage Theory," *Industrial Marketing Management*, 38 (7), 743-756.
- Badrinarayanan, Vishag and Dennis B. Arnett (2008), "Effective Virtual New Product Development Teams: An Integrated Framework," *Journal of Business & Industrial Marketing*, 23 (4), 242-248.
- Jarman-Hill, Gina L., Dennis B. Arnett, and Eileen Baugh (2008), "Breastfeeding Intentions among Low-income Pregnant and Lactating Women," *American Journal of Health Behavior*, 32 (2), 125-136.
- Hunt, Shelby D. and Dennis B. Arnett (2006), "Does Marketing Success Lead to Market Success?" *Journal of Business Research*, 59 (7), 820-828.
- Jarman-Hill, Gina L., Eileen Baugh, and Dennis B. Arnett (2006), "Examining Intentions to Use CoQ10 among Breast Cancer Patients," *American Journal of Health Behavior*, 30 (3), 313-321.

- Hunt, Shelby D., Dennis B. Arnett, and Sreedhar Madhavaram (2006), "For Dynamic Relationship Marketing Theory: A Reply to Rese," *Journal of Business & Industrial Marketing*, 21 (2), 92-93.
- Hunt, Shelby D., Dennis B. Arnett, and Sreedhar Madhavaram (2006), "The Explanatory Foundations of Relationship Marketing Theory," *Journal of Business & Industrial Marketing*, 21 (2), 72-87. (Article was awarded the Emerald Literati Highly Commended Award)
- Arnett, Dennis B. and Vishag Badrinarayanan (2005), "Enhancing Customer-Needs Driven CRM Strategies: Core Selling Teams, Knowledge Management Competence, and Relationship Marketing Competence," *Journal of Personal Selling and Sales Management*, 25 (4), 329-343.
- Arnett, Dennis B., Barry A. Macy, and James B. Wilcox (2005), "The Role of Core Selling Teams in Supplier-Buyer Relationships," *Journal of Personal Selling and Sales Management*, 25 (1), 27-42.
- Madison, Thomas F. and Dennis B. Arnett (2005), "Managing Student-Accounting Faculty Relationships: Building for the Future," *Journal of the Academy of Business Education*, 6 (Spring), 11-25.
- Hunt, Shelby D. and Dennis B. Arnett (2004), "A Response to Cadeaux and Dowling: Market Segmentation Strategy and Resource-Advantage Theory," *Australasian Marketing Journal*, 12 (1), 32-36.
- Hunt, Shelby D. and Dennis B. Arnett (2004), "Market Segmentation Strategy, Competitive Advantage, and Firm Performance: Grounding Market Segmentation Strategy in Resource-Advantage Theory," *Australasian Marketing Journal*, 12 (1), 7-25.
- Arnett, Dennis B., C. Michael Wittmann, and Bennie J. Wilson III (2003), "Encouraging Future Helping Behaviors: The Role of Student-Faculty Relationships in Higher Education Marketing," *Journal of Marketing for Higher Education*, 13(1/2), 127-157.
- Arnett, Dennis B., Debra Laverie, and Amanda Meiers (2003), "Developing Parsimonious Retailer Equity Indexes Using Partial Least Squares Analysis: A Method and Applications," *Journal of Retailing*, 79(3), 161-170.
- Hunt, Shelby D. and Dennis B. Arnett (2003), "Resource-Advantage Theory and Embeddedness: Explaining R-A Theory's Explanatory Success," *Journal of Marketing Theory and Practice*, 11(1), 1-17.
- Arnett, Dennis B., Steve D. German, and Shelby D. Hunt (2003), "The Identity Salience Model of Relationship Marketing Success: The Case of Nonprofit Marketing," *Journal of Marketing*, 67(2), 89-105.
- Arnett, Dennis B., Debra A. Laverie, and Charlie McLane (2002), "Using Job Satisfaction and Pride as Internal Marketing Tools," *Cornell Hotel and Restaurant Administration Quarterly*, 43(2), 87-96.
- Arnett, Dennis B. and Shelby D. Hunt (2002), "Competitive Irrationality: The Influence of Moral Philosophy," *Business Ethics Quarterly*, 12(3), 279-303.

Hunt, Shelby D. and Dennis B. Arnett (2001), "Competition as an Evolutionary Process and Antitrust Policy," *Journal of Public Policy & Marketing*, 20(1), 15-26. (Article was one of five finalists for the Kinnear Best Article Award from the *Journal of Public Policy & Marketing*, 2002)

Arnett, Dennis, Anil Menon, and James B. Wilcox (2000), "Using Competitive Intelligence: Antecedents and Consequences," *Competitive Intelligence Review*, 11(3), 16-27.

Arnett, Dennis B. and Debra Laverie (2000), "Fan Characteristics and Sporting Event Attendance: Examining Variance in Attendance," *International Journal of Sports Marketing & Sponsorship*, 2(3), 57-75.

Adams, Charles R., Linda C. Hoover, Dennis B. Arnett, and Leslie D. Thompson (2000), "Social Acceptability's Role in an Expanded Rational Expectations Model of Intention to Consume an Innovative Meat Product in a Restaurant Setting," *Journal of Hospitality & Tourism Research*, 24(2), 252-262.

Laverie, Debra and Dennis B. Arnett (2000), "Factors Affecting Fan Attendance: The Influence of Satisfaction and Identity Salience," *Journal of Leisure Research*, 32(2), 225-246.

BOOKS

Arnett, Dennis B. (ed.) (2011), *Volume 10: Resource-Advantage Theory: The Research Tradition Period* (Legends in Marketing Series: Contributions of Shelby D. Hunt), Thousand Oaks, CA: Sage Publications, Inc.

BOOK CHAPTERS

Newaz, Md. Tarique, Dennis B. Arnett, and Mayukh Dass (2019), "The 4As of Marketing Framework and Social Network Platforms," in *Handbook of Marketing Advances in the Era of Disruptions – Essays in Honor of Jagdish N. Sheth*, A. Parvatiyar and R. Sisodia, eds., New Delhi, India: Sage Publications, Chapter 22.

Hunt, Shelby D. and Dennis B. Arnett (2006), "Toward A General Theory of Marketing: Resource-Advantage Theory as an Extension of Alderson's Theory of Market Processes," in *A 21st Century Guide to Aldersonian Marketing Thought*, B. Wooliscroft, R.D. Tamlia, and S.J. Shapiro, eds., Boston, MA: Kluwer Academic Publishers, 453-472.

Hunt, Shelby D. and Dennis B. Arnett (1999), "Philosophical-Methodological Foundations," in *The Elgar Companion to Consumer Research and Economic Psychology*, Peter Earl and Simon Kemp, eds., Cheltenham, UK; MA, USA: Edward Elgar Publishing, 437-445.

REFEREED PROCEEDINGS AND PRESENTATIONS

Xinchun Wang, Dass, Mayukh, and Dennis B. Arnett (2018), "Understanding Firms' Choices of Strategic Emphasis: An Entrepreneurial Orientation Explanation," in *2018 AMA Winter Academic Conference*, New Orleans, Louisiana.

- Moradi, Masoud, Dass, Mayukh, Arnett, and Dennis B. (2018), "The Effects of Review Extremity and Rhetorical Devices on Online Review Helpfulness," in *2018 AMA Winter Marketing Educators' Conference*, New Orleans, Louisiana.
- Moradi, Masoud, Mayukh Dass, and Dennis B. Arnett (2017), "An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsourcing Funding Formation," in *2017 Summer AMA Conference*, San Francisco, California.
- Moradi, Masoud, Mayukh Dass, and Dennis B. Arnett (2017), "An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsourcing Funding Formation," in *39th Annual ISMS Marketing Science Conference*, Los Angeles, California.
- Dalton, C., A.K. Genasci, G. Jarman Hill, and D. Arnett (2017), "Impact of an Educational Campaign on College Students' Food Waste Intentions and Behaviors," in *Texas Academy of Nutrition and Dietetics Annual Conference and Exhibition*, Georgetown, Texas.
- Dass, Mayukh, Masoud Moradi, and Dennis B. Arnett (2017), "An Investigation of the Dynamic Effects of Benefit-Focused Language, Linguistic Style Match, and Brand Compatibility on Crowdsourcing Funding Formation," in *AMA 2017 Winter Marketing Educators' Conference*, Orlando, Florida.
- Wang, Xinchun, Mayukh, Dass, and Dennis B. Arnett (2016), "The Effects of Past Financial Performance on Firms Short-term and Long-term Marketing Strategies," in *AMA 2016 Winter Marketing Educators' Conference*, Las Vegas, Nevada.
- Wang, Xinchun, Mayukh Dass, and Dennis B. Arnett (2015), "Understanding Firms' Strategic Change," in *AMA 2015 Winter Marketing Educators' Conference*, San Antonio, Texas.
- Wang, Xinchun, Dennis B. Arnett and Limin Hou (2014) "Sense-Making, Knowledge Transfer and Absorptive Capacity: Promoting a Knowledge Exchange Model" in *2014 Summer Marketing Educators' Conference*, San Francisco, California.
- Topaloglu, Omer, Mayukh Dass, Piyush Kumar, and Dennis Arnett (2011), "Impact of Corporate Announcements on the Evolution of Online Word-of-Mouth," in *2011 INFORMS Marketing Science Conference*, Rice University, Houston, Texas.
- Sandvik, Izabela, Dennis B. Arnett, and Kåre Sandvik (2009), "The Effects of Cross-Functional Cooperative Intensity on Product Advantage," 2009 Johan Arndt Conference, Bergen, Norway.
- Arnett, Dennis B. and Kåre Sandvik (2009), "Business Success Factors in the Norwegian Geomatics Industry," 2009 GeoForum Annual Meeting, Oslo, Norway.
- Arnett, Dennis B., James B. Wilcox, and Roy D. Howell (2009), "Measuring Brand Equity: Issues for Marketing Academicians and Practitioners," *2009 Thought Leaders International Conference on Brand Management Proceedings*, C. Veloutsou (ed.), Athens, Greece (abstract).
- Arnett, Dennis B. and Sreedhar Madhavaram (2009), "The Eclectic Paradigm of Foreign Production: Grounding Multinational Enterprise Competition in Resource-Advantage Theory," 2009 CBIM Academic Workshop, Atlanta, GA (abstract).

- Arnett, Dennis B., James B. Wilcox, and Debra A. Laverie (2008), "An Experimental Study of Cross-Level Brand Alliances," *2008 Thought Leaders International Conference on Brand Management Proceedings*, K. Duffy (ed.), Birmingham, UK (abstract).
- Badrinarayanan, Vishag and Dennis B. Arnett (2006), "Virtual New Product Development Teams: An Integrated Framework of Interface Effectiveness," *2006 Academy of Marketing Science Proceedings*, Greg W. Marshall and Judy A. Sigauw (eds.), San Antonio, Texas (abstract).
- Macy, Barry A., Dennis B. Arnett, James B. Wilcox, and G. Farias (2003), "P & L Teams and Supplier-Buyer Relationships," *2003 Academy of Management Proceedings* (abstract).
- Arnett, Dennis B. and Debra A. Laverie (2003), "A Longitudinal Examination of Retailer-Manufacturer Brand Alliances: Effects on Brand Equity, Shopping Intention, and Buying Intention," presented at the Texas Universities Market Research Faculty Colloquium, Texas A&M University.
- Hunt, Shelby D. and Dennis B. Arnett (2003), "Competition, Antitrust Policy, and Austrian Economics," presented at the Austrian Scholars Conference 9, Auburn University.
- Fish, Mark, C. Michael Wittmann, and Dennis B. Arnett (2001), "Salesperson Performance: The Effect of Salesperson-Identity Salience, Commitment to Supervisor, and Job Satisfaction," *2001 Society for Marketing Advances Conference Proceedings*, Tracy A. Suter (ed.), pp. 229-230 (executive summary).
- Arnett, Dennis B. and Debra Laverie (1999), "An Examination of the Theoretical Foundations for Marketing and Public Policy Research," *1999 AMA Summer Educator's Conference Proceedings*, Chicago, IL: American Marketing Association, (abstract).
- Arnett, Dennis B. and Phani T. Adidam (1997), "Antecedents of Desire for Relational Flexibility and Intention to Commit: A Conceptual Integration," in *AMA Winter Educator's Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline (eds.), Chicago, IL: American Marketing Association, pp. 46-7 (abstract).
- Arnett, Dennis B. (1996), "A Five-Factor Model of Coupon Proneness," in *Advances in Marketing Conference Proceedings*, David Strutton, Lou E. Pelton, and Shannon Shipp (eds.), Southwestern Marketing Association, pp. 1-8.

OTHER PUBLICATIONS

- Arnett, Dennis B. and Kåre Sandvik (2009), "Geomatikkbedriftene Har Potensial for Mer Innovasjon!" (translation: The Geomatic Industry has Potential for More Innovation!), *Posisjon*, NR 1, 24.

PH.D. THESES SUPERVISED

Chairman

- Omer Topaloglu, 2013 (Eastern Illinois University), *The Role of Conceptual Combination in Brand Extensions* (co-chaired with Mayukh Dass).
- Han Mo Oh, 2012, (Handong Global University), *Export Partnerships: Key Factors Affecting Positional Advantage*.

Michael Levin, 2008 (Otterbein University), *Strategic Orientation, Organizational Structure, and the Management of Market Knowledge* (co-chaired with James B. Wilcox).

Committee Member

Li, Yuewu, 2023 (Nova Southeastern University), *Two Essays on the Role of Marketing in New Venture Investments*

Reshadi, Mehrnoosh, 2022 (Cal State Fullerton), *Artificial Intelligence-Based Marketing: Two Essays on AI Products and Promotions*

Kshitij Bhounik, 2020 (Leeds University Business School), *Essays on the Effects of Fake News in Marketing*

Md. Tarique Newaz, 2019 (University of Wisconsin – Green Bay), *Two Essays on Digital Marketing Strategies of Social Network Platforms*

Masoud Moradi, 2017 (Texas State University), *Crowdsourcing Formation: An Investigation of the Effects of Rhetoric Devices and Dynamic Characteristics*

Kiran Pedada, 2017 (Indian School of Business), *Essays on International Marketing Joint Venture Dissolutions in an Emerging Market*

Xinchun Wang, 2014 (University of North Dakota), *The Effects of Financial Performance, Board Knowledge and Firm Resources on Firms' Marketing Strategy*

Ahmad, Dalal, 2014 (Kuwait University), *Market Basket Evolution: A Network Perspective*.

Vishag Badrinarayanan, 2006 (Texas State University), *Relationship Building at the Retail Store Level: An Examination of the Influence of Vendor Initiatives on Brand Advocacy among Retail Sales Associates*.

Gun Indrakoses 2005 (University of Thai Chamber of Commerce), *The Influence of Exporters on Its Foreign Distributors' Marketing Program Creativity: A Study of Thai Importing Distributors*

Sreedhar Madhavaram 2005 (Cleveland State University), *The Customization of Complex Market Offerings in Marketing Research Firms: The Role of Customization and Internal Social Capital*

Curt Moore, 2004 (West Virginia University), *Interpreneurship: The Role of Social Capital*.

Gina Lynn (Jarman) Hill, 2003 (Texas Christian University), *Breast Cancer Patients' use of Coenzyme Q10*.

Caroline Derozier, 2002 (Fordham University), 2002, *Marketing Creativity in New Product Development: The Role of Market Orientation, Technology Orientation, Learning Orientation, and Interfunctional Coordination*.

C. Michael Wittmann, 2001 (University of Alabama at Birmingham), *Business Alliance Success: The Influence of Alliance Competence, Idiosyncratic Resources, Relational Factors, and Competitive Advantage*

MASTER'S THESES SUPERVISED

Alexander Helgar, 2015, *Persuasion in the Emerging Field of 3-D Technology*

GRANTS

2013 – One of the investigators in the REISEPOL (~\$100,000) tourism study sponsored by the Norwegian Research Counsel. It investigates the key drivers of the Norwegian tourism sector.

2006 – Received Fulbright Grant (~\$30,000) to examine the mechanisms within Norwegian high-tech firms that enable them to share tacit knowledge.

2005 – Received a \$14,000 summer research grant from the Jerry S. Rawls College of Business.

2002 – Received a \$16,000 grant from CUE, Inc. to examine the factors that affect positive employee behavior and identify important factors that can be used in internal marketing efforts.

2001 – Received a \$3,000 grant from the Jerry S. Rawls College of Business to conduct a time-series research project examining the factors that affect fan behavior.

2000 – Received a \$5,000 summer research grant from the UTSA business school to research the link between the type of information used in making a decision and rational decision-making.

1999 – Received a \$3,000 grant from the Society for Competitive Intelligence Professionals (SCIP) to research the effect of competitive intelligence on rational decision-making in organizations.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science

SERVICE

Track Chair (Relationship Marketing), 2015 Academy of Marketing Science World Marketing Conference, Bari, Italy

Editor, *Legends in Marketing Series – Shelby D. Hunt, Volume 10, Resource Advantage Theory: The Research Tradition Period*, Thousand Oaks, CA: The Sheth Foundation and Sage Publications, 2010.

Track Chair (Marketing Strategy and Marketing Management), 2006 Summer Marketing Educators' Conference, Chicago, IL.

Ad hoc Reviewer for:

Journal of Marketing

Journal of the Academy of Marketing Science

Journal of Business Research

Journal of International Marketing
Journal of Personal Selling & Sales Management
Journal of Marketing Theory and Practice

TEACHING

PhD Courses

Marketing Strategy Seminar
Research Methods Seminar I - Measurement
Research Methods Seminar II – Theory Testing

STEM MBA Courses

Marketing Strategies and Concepts

Professional MBA Courses

Marketing Strategy
Statistical Concepts for Business and Management

MBA Courses

Marketing Administration
Marketing Strategies and Concepts
Services Marketing
Statistical Concepts for Business and Management

MS Marketing Research and Analytics Courses

Advanced Statistics for Marketing Research and Analysis

Undergraduate Courses

Business to Business Marketing
Consumer Behavior
Foundations of Marketing
Integrated Marketing Communications
International Marketing
Inter-Organizational Relationships and Negotiation
Introduction to Marketing
Marketing Channels
Marketing Research and Analysis
Marketing Strategy
Retailing
Sales and Sales Management
Sales Management

DEPARTMENT/COLLEGE SERVICE ACTIVITIES

MSMRA Review Committee, 2024 – present
Chair, MSCM Area Executive Committee, 2023 – present
Research Advisory Committee, 2022 – present
PMBA Admissions Committee, 2022 – present
PhD Admissions Committee, TTU 2003 – present
Chair, Rawls College Merit Committee, TTU 2011 – 2013
Coordinator, Marketing PhD Program, TTU 2010 – 2014, 2024 – present
Area Coordinator (Department Chair), Rawls College of Business, TTU 2014 – 2015, 2018

Faculty Advisor – Hispanic Business Student Association, TTU 2001 – 2003
Rawls College Merit Committee, TTU 2006 – 2010
Undergraduate Programs Committee, TTU 2004 – 2006
MBA Committee, TTU 2001 – 2003
Academic Policy and Curriculum Committee, UTSA 1999 – 2001
College of Business Restructuring Committee, UTSA 2000 – 2001
Curriculum and Program Review Committee, UTSA 1999 – 2001
Faculty Advisor – American Marketing Association Student Chapter, UTSA 2000 – 2001
Recruitment Committee, UTSA 2000 – 2001
Research Advisory Board, UTSA 2000 – 2001

UNIVERSITY SERVICE ACTIVITIES

UCC Faculty Development Leave Committee 2023 – 2026
Campus Climate Committee, 2023 – 2024
Faculty Senator (elected by Rawls College Faculty), TTU 2013 – 2017, 2023 – present
Rawls College of Business Dean Search Committee – Fall 2016
Tenure Review Panel (Chair) – Spring 2016
Applied Research Study for President – Evaluation of TTU Procurement Services, TTU – 2010
Student Media Committee, TTU 2004 – 2006