

Michael D. Hartline, Ph.D.

Dean and Charles A. Bruning Professor of Business Administration
College of Business | Florida State University
Tallahassee, FL 32306-1110
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EDUCATION

Ph.D. in Business Administration	May 1993
Fogelman College of Business and Economics, The University of Memphis	
Major: Marketing; Cognate: Communication	
Dissertation: "The Socialization of Customer-Contact Employees in Service Organizations: Effects on Employee Behaviors and Service Quality Outcomes"	
Master of Business Administration	December 1987
Jacksonville State University, Jacksonville, Alabama	
Bachelor of Science in Marketing	May 1986
Jacksonville State University, Jacksonville, Alabama	

ACADEMIC APPOINTMENTS

Florida State University, College of Business	
Dean	2016 – Present
Professor of Marketing	2011 – Present
Charles A. Bruning Professor of Business Administration	2006 – Present
Interim Dean	2015 – 2016
Associate Dean for Strategic Initiatives	2011 – 2015
Chair, Department of Marketing	2006 – 2011
Associate Professor of Marketing	2003 – 2011
Assistant Professor of Marketing	2001 – 2003
Samford University, Brock School of Business (Birmingham, Alabama)	
Associate Professor of Marketing	1999 – 2001
Louisiana State University, E. J. Ourso College of Business	
Assistant Professor of Marketing	1994 – 1999
University of Arkansas at Little Rock, College of Business	
Assistant Professor of Marketing and Advertising	1992 – 1994

RESEARCH AND TEACHING INTERESTS

Research Interests: Customer-Contact Issues in Service Delivery, Service Quality and Productivity, New Service Development, Non-Ownership Consumption

Teaching Interests: Services Marketing, Marketing Strategy, Corporate Reputation Management

ACADEMIC ADMINISTRATIVE EXPERIENCE

Leadership and Development Experience

As dean of the Florida State University College of Business, I lead a talented group of faculty and staff as we operate one of the largest business schools in the nation. The College of Business is comprised of seven academic departments and has a \$30 million budget, a \$60 million endowment, 12 centers and institutes, roughly 128 faculty, 75 support staff, more than 5,700 undergraduate students, 450 on campus and online MBA, MS, and MAcc students, 55 doctoral students, and over 60,000 alumni. We offer programs at the main campus in Tallahassee, a branch campus in Panama City, Florida, and study abroad campuses in London, Valencia (Spain), Florence (Italy), and Panama City (Panama).

Notable leadership and development accomplishments during my time as dean, interim dean, associate dean, and department chair include:

Dean and Interim Dean (July 2015 – Present)

- Closed a \$100 million gift to create the interdisciplinary Jim Moran School of Entrepreneurship at Florida State University. This is the largest gift in the history of the university and one of the largest gifts ever to a Florida university.
- Raised more than \$8 million in additional financial support for the College of Business
- Working with a donor who is interested in making a \$40 million gift to name the College of Business
- Working with a donor who is interested in making the \$15 million lead gift for Legacy Hall, the new building for the College of Business
- Working with donors who are interested in making a \$5 million gift to name and endow the Real Estate Program and a \$5 million gift to name and endow the Real Estate Center
- Initiated a complete revision of the college's strategic plan to create goals and metrics that better align the college with the state's performance funding model and allow the college to think, act and perform like a Top 25 business school
- Increased rankings for many College of Business programs, including: the college itself (#39 among publics), Risk Management and Insurance (#5 among publics), Real Estate (#6 among publics), online graduate business (non-MBA) programs (#4 among all universities), and the online MBA program (#38 among publics, #44 overall)
- Expanded the college's internship and professional development programs, including identifying a funding source to hire a development officer for internships, job placements, and corporate giving
- Completed the Legacy Hall visioning and planning study
- Shifted the college's quarterly newsletter to a monthly newsletter with broader appeal and tighter integration with social media and website efforts
- Developed funding goals and fundraising materials for the college's "Beyond the Building" campaign for academic program support
- Instituted new leadership and funding support for the college's MBA program
- Signed an agreement with the College of Human Sciences to create a joint retail center
- Initiated discussions to create a Financial Planning program and an Entrepreneurship program at the Panama City campus in conjunction with the College of Applied Studies
- Partnered with the FSU Foundation and FSU Alumni Association on joint marketing programs
- Took actions to significantly improve faculty and staff morale in the college, including a new staff structure, new research and teaching awards for faculty, new awards for staff, open and transparent communication from the dean's office, and more frequent social activities for faculty and staff

Associate Dean for Strategic Initiatives (2011 – 2015)

- Part of a development team that raised roughly \$54 million for the College of Business
- Asked for and received the first \$1 million gift to the college's Legacy Hall building campaign
- Chaired the College of Business Building Program Committee, which included serving as liaison to central administration for development of the broader Arena District
- Developed funding goals and fundraising materials for the college's Legacy Hall building campaign
- Frequently traveled with development officers to meet alumni and prospective donors
- Served as director of strategic development for the Dedman School of Hospitality
- Worked with alumni development staff to coordinate activities with the college's Board of Governors, including service on the college's Hall of Fame selection committee
- Worked with marketing and public relations staff to manage branding and marketing communications, including the complete redesign the college's website
- Revamped the College of Business Internship Program, which included hiring directors and working with industry partners to create internship opportunities. In four years, the program grew from less than 100 internships per year to over 500 per year.
- Responsible for the college's executive education activities
- Responsible for the college's information technology infrastructure
- Supervised the college's funded research and contracts/grants activities
- Managed the college's physical plant (Rovetta), including the completion of over \$2.5 million in renovations

Chair, Department of Marketing (2006 – 2011)

As chair of the Department of Marketing, I had the privilege of working with a diverse group of 17 full-time faculty and 12 doctoral students in marketing, supply chain management, sales, consumer behavior, operations management/research, and multinational business. I managed a roughly \$1.6 million budget, including salaries (faculty and doctoral stipends), travel, faculty development, and related auxiliaries. I also managed the department's endowment accounts.

- Through fundraising, we successfully doubled the department's discretionary budget, which included support for faculty and doctoral student development
- Developed and launched a new undergraduate major in Professional Sales
- Established the Professional Sales Advisory Council, which now generates well over \$500,000 per year in renewable support for the Professional Sales program
- Developed and launched a new Master of Science in Marketing program by securing over \$150,000 in seed funding from numerous senior executives
- Obtained a \$250,000 gift to renovate and name the Stephen C. Leonard Sales Laboratory
- Obtained a \$60,000 gift to renovate and name the Marvin Mitchell, Sr. Behavioral Laboratory
- Secured a \$300,000 gift to support the Wachovia Scholars Series, which invites top marketing academics to campus to meet with faculty and doctoral students
- Secured a \$50,000 gift to establish the Douglas Dunlap Scholar Award, which funds summer research support for marketing faculty
- Participated in making the ask on two \$5 million gift proposals
- Developed endowment proposals for the Center for Professional Development, the Center for Financial Education and Research, and the Professional Sales Institute

Across all three of these roles over the past 10 years, I have had extensive experience in a number of key leadership activities, including:

- Participation in all budgetary decisions, including times of significant state budget reductions
- Participation in all aspects of College of Business strategic planning and decision making
- Full support and implementation of shared governance and collective bargaining
- Implementation of formal faculty evaluation processes, including promotion and tenure
- Recruiting, mentoring, retaining, promoting (and terminating) faculty and staff
- Developing College of Business faculty evaluation and merit guidelines, including the college's summer research grant and emerging scholars programs
- Implementation of faculty and staff merit allocations
- Provided for release time to support active research faculty
- Involved in all accreditation matters: AACSB, SACS, and SMALC (State of Florida)
- Involved in developing standards for academic/professional qualification among the faculty

University Relationship Experience

During my leadership experiences, I have had the opportunity to participate in important university-wide activities that have allowed me to develop closer connections within the university community:

- Serve on the Academic Dean's Council and work closely with the provost on both academic and development activities
- Serve on the Dean's Branding Committee (recommend branding and marketing activities to the president and provost) and the Dean's Development Committee (recommend fundraising programs to the president and the vice president of University Advancement)
- Work with other deans and campus leaders on the Entrepreneurial University initiative to help promote entrepreneurship within other colleges
- Work with the FSU Foundation to coordinate the college's development programs
- Work with the FSU Career Services Office to coordinate internship and job placement efforts
- Past member of the Florida State University Budget Crisis Committee, which advised the president and other university leaders on the best responses to state budget reductions
- Past member of the Florida State University Efficiency and Effectiveness Committee, which advised senior leadership on ways to increase excellence and reduce waste and expenses
- Past member of the Florida State University Faculty Senate
- Past participant in the Institute for Academic Leadership, a consortium of Florida department chairs

PUBLISHED JOURNAL ARTICLES (Refereed)

Melton, Horace L. and Michael D. Hartline (2015), "Customer and Employee Co-Creation of Radical Service Innovations," Journal of Services Marketing, 29 (2), 112-123.

Melton, Horace L. and Michael D. Hartline (2013), "Employee Collaboration, Learning Orientation and New Service Development Performance," Journal of Service Research, 16 (February), 67-81.

Zboja, James J. and Michael D. Hartline (2012), "An Examination of High-Frequency Cross-Selling," Journal of Relationship Marketing, 11 (January-March), 41-55.

- Zboja, James and Michael D. Hartline (2010), "Using Internal Relationship Marketing Activities to Enhance Cross-Selling Performance in Services," Journal of Relationship Marketing, 9 (July), 117-131.
- Melton, Horace L. and Michael D. Hartline (2010), "Customer and Frontline Employee Influence on New Service Development Performance," Journal of Service Research, 13 (November), 411-425.
- Clark, Ronald A., Michael D. Hartline, and Keith C. Jones (2009), "The Effects of Leadership Style on Hotel Employees' Commitment to Service Quality," Cornell Hospitality Quarterly, 50 (May), 209-231.
- Schweper, Charles H., Jr. and Michael D. Hartline (2005), "Managing the Ethical Climate of Customer-Contact Service Employees," Journal of Service Research, 7 (May), 377-397.
- Hartline, Michael D. and Thomas S. DeWitt (2004), "Individual Differences Among Service Employees: The Conundrum of Employee Recruitment, Selection, and Retention," Journal of Relationship Marketing, 3 (2/3), 25-42.
- Hartline, Michael D., Barbara Ross Wooldridge, and Keith C. Jones (2003), "Guest Perceptions of Hotel Quality: Determining Which Employee Groups Count Most," Cornell Hotel and Restaurant Administration Quarterly, 44 (February), 43-52. **Selected by the editorial review board as the Best Article published in the *Cornell Hotel and Restaurant Administration Quarterly* for 2003.**
- Krishnan, Balaji C. and Michael D. Hartline (2001), "Brand Equity: Is it More Important in Services?" Journal of Services Marketing, 15 (April-May), 328-342.
- Hartline, Michael D., James G. Maxham, III, and Daryl O. McKee (2000), "Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer Contact Service Employees," Journal of Marketing, 64 (April), 35-50. **Selected by the American Marketing Association Services Special Interest Group as the Best Article in Services Marketing for 2000 (across all journals).**
- Ferrell, O. C., Michael D. Hartline, and Stephen W. McDaniel (1998), "Codes of Ethics Among Corporate Research Departments, Marketing Research Firms, and Data Subcontractors: An Examination of a Three-Communities Metaphor," Journal of Business Ethics, 17 (April), 503-16.
- Hartline, Michael D. and O. C. Ferrell (1996), "The Management of Customer-Contact Service Employees: An Empirical Investigation," Journal of Marketing, 60 (October), 52-70.
- Hartline, Michael D. and Keith C. Jones (1996), "Employee Performance Cues in a Hotel Service Environment: Influence on Perceived Service Quality, Value, and Word-of-Mouth Intentions," Journal of Business Research, 35 (March), 207-215.
- Schul, Patrick L., Peter S. Davis, and Michael D. Hartline (1995), "Strategic Adaptation to Extended Rivalry: Effects on Organizational Performance," Journal of Business Research, 33 (June), 129-142.
- Hartline, Michael D. and O. C. Ferrell (1993), "Service Quality Implementation: The Effects of Organizational Socialization and Managerial Actions on Customer-Contact Employee Behaviors," Marketing Science Institute Working Paper Series, Report No. 93-122. Cambridge, MA: Marketing Science Institute.

PUBLISHED EDITORIALS (Refereed)

Hartline, Michael D. and David Bejou (2004), "Internal Relationship Management: Linking Human Resources to Marketing Performance," Journal of Relationship Marketing, 3 (2/3), 1-4.

Hartline, Michael D. (1999), "Contingent Relationships Among Market Orientation, Customer Relationships, and Superior Firm Performance," Journal of Strategic Marketing, 7 (December), 211-213.

PUBLISHED BOOKS AND MONOGRAPHS

Marketing Strategy, 7th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage/South-Western College Publishing), 2017.

Marketing Strategy, 6th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage/South-Western College Publishing), 2014.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 6th Edition, Michael D. Hartline (Mason, OH: Cengage/South-Western College Publishing), 2014.

Marketing Strategy, 5th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage/South-Western College Publishing), 2011.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 5th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2011.

Marketing Strategy, 4th Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2008.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 4th Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2008.

Marketing Strategy, 3rd Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Thomson Learning/South-Western College Publishing), 2005.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 3rd Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2005.

Internal Relationship Management: Linking Human Resources to Marketing Performance, Michael D. Hartline and David Bejou, editors. (Binghamton, NY: Haworth Press), 2004.

Marketing Strategy, 2nd Edition, O. C. Ferrell, Michael D. Hartline, and George H. Lucas, Jr. (Mason, OH: Thomson Learning/South-Western College Publishing), 2002.

Estratégia de Marketing (Portuguese edition), O. C. Ferrell, Michael D. Hartline, George H. Lucas, Jr., and David J. Luck. (São Paulo, Brazil: Editora Atlas S.A.), 2000.

Marketing Strategy, O. C. Ferrell, Michael D. Hartline, George H. Lucas, Jr., and David J. Luck. (Fort Worth, TX: Dryden Press), 1999.

“Implementation of the Marketing Plan,” Chapter 11 in Strategic Marketing Management: Text and Cases, O. C. Ferrell, George H. Lucas, Jr., and David J. Luck. (Cincinnati, OH: South-Western College Publishing), 1994.

“Cultural Diversity in the Work Force,” Chapter 10 in Business: A Changing World, O. C. Ferrell and Geoffrey Hirt. (Homewood, IL: Austen Press), 1993.

PUBLISHED NATIONAL CONFERENCE PROCEEDINGS (Refereed)

Benedicktus, Ray, Michael K. Brady, Peter Darke, and Michael D. Hartline (2009), “Intersection of Distance and Trust Theories at Retail Locations,” in Marketing Theory and Applications, AMA Winter Educators’ Conference Proceedings, American Marketing Association, Tampa, FL.

Zboja, James J. and Michael D. Hartline (2007), “An Empirical Examination of Proficient Cross-Sellers,” in Advances in Marketing: Concepts, Models and Theories, William J. Kehoe and Linda K. Whitten, eds. Society for Marketing Advances, 230-231.

Hartline, Michael D. (1999), “Rapport, Experiential Learning, and Marketable Skills,” SMA Great Teacher Comment in Advances in Marketing: Theory, Practice, and Education, J.A. Young, R.D. Green, and F.W. Gilbert, eds. Society for Marketing Advances, Terre Haute, IN: 6.

Hartline, Michael D. and Keith C. Jones (1995), “Employee Performance Cues in a Hotel Service Environment: Influence on Perceived Service Quality, Value, and Word-of-Mouth Intentions,” in Proceedings of the Symposium on Patronage Behavior and Retail Strategy, Vol. 4, W.R. Darden, ed., 65-82.

Hartline, Michael D. (1994), “Managerial Determinants of Service Quality Implementation: A Test of Normative Principles,” in Marketing Theory and Applications, Volume 5, AMA Winter Educators’ Conference Proceedings, C.W. Park and D.C. Smith, eds., 60-61.

Ingram, Thomas N., Charles H. Schwepker, Jr., and Michael D. Hartline (1992), “Gatekeeper Perceptions: Implications for Improving Sales Ethics and Professionalism,” in Developments in Marketing Science, Proceedings of the Academy of Marketing Science, V. Crittenden, ed., 336-341.

PUBLISHED REGIONAL CONFERENCE PROCEEDINGS (Refereed)

Hartline, Michael D., Charles H. Schwepker, Jr., and Thomas N. Ingram (1992), “Salesperson-Gatekeeper Interactions: Implications for Improving Sales Effectiveness,” Proceedings of the Southern Marketing Association, R.L. King, ed., 328-332.

Hartline, Michael D. (1991), “The Differential Effects of Internal and External Causal Attributions of Opportunistic Behavior in a Channel of Distribution,” in Advances in Marketing, Proceedings of the Southwestern Marketing Association, D. McKee, J. Hair, Jr., and W. Moncrief, eds., 119-125.

Hartline, Michael D. and O. C. Ferrell (1991), “Internal Marketing and Implementation: A Conceptualization and Agenda for Future Research,” in Proceedings of the Southern Marketing Association, R.L. King, ed., 465-469.

Hartline, Michael D. (1988), "Marketing the Higher Education Experience: A Marketing Mix Perspective," in Proceedings of the Southern Marketing Association, J.H. Summey and P.J. Hensel, eds., 234-237.

NATIONAL CONFERENCE PRESENTATIONS

Hartline, Michael D. (2011), "The Marketing Academic Job Market: Insights from the Frontline," AMA Summer Marketing Educators' Conference, San Francisco, CA, Aug. 5-8.

Clark, Ronald and Michael D. Hartline (2004), "The Effects of Managerial Leadership Styles on the Job Responses of Customer-Contact Service Employees," 2004 AMA Frontiers in Services Conference, University of Maryland, Oct. 28-31.

Hartline, Michael D. (2003), "Lessons from the Trenches: A Recruiter's Perspective on the Faculty Recruitment Process," AMA Winter Marketing Educators' Conference, Orlando, FL, Feb. 14-17.

Hartline, Michael D. (2002), "Using Virtual Cases to Teach Marketing Strategy," Society for Marketing Advances National Conference, St. Petersburg Beach, FL, Nov. 13-16.

Hartline, Michael D. and Andrew A. Webster (2000), "Output to Input: A PBL Collaboration," PBL 2000: A Conference on Problem-Based Learning in Undergraduate and Professional Education, Birmingham, AL, Oct. 30.

Hartline, Michael D. (1999), "Rapport, Experiential Learning, and Marketable Skills," Society for Marketing Advances National Conference, Atlanta, GA, Oct. 26-30.

Hartline, Michael D. (1999), "Trends in Undergraduate Marketing Management/Strategy Education," Academy of Marketing Science National Conference, Coral Gables, FL, May 26-29.

Hartline, Michael D. (1997), "Dealing with Assistant Professor Angst," AMA Winter Marketing Educators' Conference, St. Petersburg Beach, FL, Feb. 15-18.

Hartline, Michael D., Daryl O. McKee, and Daniel L. Sherrell (1995), "The Role of Structural Characteristics and Organizational Socialization in the Dissemination of a Customer-Service Orientation Among Customer-Contact Employees," Fourth Annual AMA Frontiers in Services Conference, Vanderbilt University, Nashville, TN, Oct. 5-7.

Hartline, Michael D. (1992), "Socializing Customer-Contact Employees to Improve Service Quality," Marketing Science Institute Conference on Supporting Service Quality, Boston, MA, Oct. 14-16.

OTHER CONFERENCE PRESENTATIONS

Hartline, Michael D. (2004), "The Six Keys to Service Excellence," National Public Records Research Association Conference, Williamsburg, VA, Apr. 22-24.

Hartline, Michael D. (1994), "Launching Your Career," Southwestern Marketing Association Doctoral Student Colloquium, Southwestern Marketing Association Conference, Dallas, TX, Mar. 3.

Hartline, Michael D. (1993), "Retailing Trends of the 1990s," Annual Meeting of the Arkansas State Parks System, DeGray Lake Resort State Park, Hot Springs, AR, Nov. 30.

Hartline, Michael D. (1993), "Teaching Ethics in Marketing and Management," Symposium on Implementing Corporate Ethics, University of Memphis, Memphis, TN, Oct. 8.

GRANTS AND SPONSORED RESEARCH

\$150,000 Development Grant, Center for Corporate and Government Affairs – 2006-2008. This grant supported work associated with developing courses, speaker series, and outreach programs involved in launching the Master of Science in Marketing program.

\$100,000 Research Grant (with Dr. Dennis Cradit), Pfizer Foundation, New York, NY – 2003-2005. This research focused on developing a methodology to assess Congressional attitudes and perceptions of business. The grant was used to develop an online survey methodology that included database management, server integration, and strict anonymity procedures.

\$6,667 Research Grant, First Year Assistant Professor Program, Council on Research and Creativity, Florida State University – 2002. This research focused on the ethical climate of service firms. The resulting manuscript was published in the Journal of Service Research.

\$11,000 Research Grant, Marketing Science Institute, Honorable Mention in the Marketing Science Institute's Research Proposal Competition on Managing Market-Driven Quality – 1991-1992. This research focused on several topics in the management of customer-contact service employees.

PROGRAM DEVELOPMENT

- Co-Chair, Mary Kay Doctoral Dissertation Competition, Academy of Marketing Science, 2015.
- Vice President of Development, Academy of Marketing Science, 2012-2014.
- Program Co-Chair (with Michael Brady), American Marketing Association Winter Educators' Conference, New Orleans, LA, February 19-22, 2010.
- Track Chair, Services Marketing Track, Society for Marketing Advances Conference, St. Petersburg, FL, November 2-6, 2004.
- Guest Editor (with David Bejou), special issue on "Internal Relationship Management: Linking HRM to Marketing Performance," Journal of Relationship Marketing, 2003-2004.
- Book Editor, Journal of Relationship Marketing, 2000-2002.
- Chair, Web Oversight Committee, Academy of Marketing Science, 2000.
- Vice-President of Publicity and Public Relations, Academy of Marketing Science, 1999-2000.
- Guest Editor, special issue on "Market Orientation and Superior Firm Performance," Journal of Strategic Marketing, 7 (December) 1999.
- Track Chair (with O. C. Ferrell), Marketing Management and Strategy Track, Academy of Marketing Science Conference, Coral Gables, FL, May 26-29, 1999.
- Program Co-Chair (with Debbie Thorne), American Marketing Association Winter Educators' Conference, St. Petersburg, FL, February 15-18, 1997.
- Editor (with Debbie Thorne), Marketing Theory and Applications, Vol. 8, Proceedings of the 1997 American Marketing Association Winter Educators' Conference, St. Petersburg Beach, FL.

EDITORIAL REVIEW BOARDS

Full Membership

- Journal of Relationship Marketing, 2000-present
- Journal of Research in Interactive Marketing, 2006-2012

- Journal of Business Research, Business and Marketing Research, 1997-2012

Ad Hoc Membership

- Journal of Service Research
- Journal of the Academy of Marketing Science
- Journal of Retailing
- Journal of Retailing and Consumer Services
- Service Industries Journal

SERVICE ACTIVITIES

Board Memberships

- Academic Advisory Council, Direct Selling Education Foundation, 2015-present
- Advisory Board, Knight Creative Communities Institute, Tallahassee, FL, 2015-present

Professional Service

- Proposal Reviewer, Social Sciences and Humanities Research Council of Canada, 2013-14
- Conference Reviewer, Academy of Marketing Science, 2008
- Conference Reviewer, American Marketing Association, 2003-04
- Judge, Best Dissertation Competition, Society for Marketing Advances, 2001, 2004, 2005
- Judge, Great Teacher in Marketing Competition, Society for Marketing Advances, 2000
- Conference Reviewer, Session Chair, or Discussant, Southern Marketing Association/Society for Marketing Advances, 1992-97; 2000
- Conference Reviewer, Academy of Marketing Science, 1992; 1996-97
- Conference Reviewer, Session Chair, or Discussant, Southwestern Marketing Association, 1991-97

University Service

Florida State University – August 2001 to Present

- Executive Committee, College of Business, 2006-present
- Chair, College of Business Building Program Committee, 2012-15
- FSU Efficiency and Effectiveness Committee, 2013-15
- FSU Budget Crisis Committee, 2010-12
- Director, Master of Science in Marketing program, 2010-11
- Director of External Affairs, College of Business, 2008-11
- Chair, Faculty Recruiting Committee, Department of Marketing, 2003-11
- Faculty Senate, College of Business Representative, 2005-07
- Ethics Roundtable, College of Business, 2006-07
- Graduate Appeals Committee, College of Business, 2004-07
- Ph.D. Policy Committee, Department of Marketing, 2003-2006
- Faculty Recruiting Committee, Department of Marketing, 2002-03
- Master's Program Policy Committee, College of Business, 2002-04
- Graduation Representative, College of Business, 2001-02, 2007, 2015

Samford University – June 1999 to August 2001

- Member, Dean Search Committee, 2001
- Chair, E-Business Task Force, School of Business, 2000-01
- Athletic Integrity Committee, University, 2000-01

- Faculty Advisor, Sigma Nu Fraternity, 2000-01
- Undergraduate Process Committee, School of Business, 1999-2001
- University Curriculum Committee, University, 2000
- Assessment Committee, School of Business, 1999-2000
- Working Committee, Master of Arts in Healthcare Ethics and Law, 1999-2000

Louisiana State University – August 1994 to May 1999

- Faculty Advisor, *Mu Kappa Tau* Marketing Honor Society, 1997-99
- Faculty Mentor, SGA Faculty Mentor Program, 1997-99
- Undergraduate Curriculum Revision Task Force, College of Business, 1997-98

University of Arkansas at Little Rock, Little Rock, Arkansas – July 1992 to August 1994

- Faculty Advisor, Student Government Association, 1993-94
- Strategic Planning Committee, College of Business, 1993-94
- Faculty Excellence Awards Committee, College of Business, 1993-94
- Student Honors and Awards Committee, College of Business, 1993-94
- Undergraduate Curriculum Committee, College of Business, 1992-94
- Departmental Recorder, Department of Marketing and Advertising, 1992-94

Community Service

- Rookie League Girl's Softball Coach (Tallahassee), 2006-07
- Parent Volunteer, Hawks Rise Elementary School (Tallahassee), 2001-07
- District Advisory Council Representative, Leon County Schools (Tallahassee), 2004-05
- Kindergarten Sunday School Teacher, St. Paul's United Methodist Church (Tallahassee), 2004-05
- Administrative Board, First United Methodist Church (Baton Rouge), 1998-99
- Board of Advisors, Wesley Retirement Community, Inc. (Baton Rouge), 1997-99

DISSERTATION AND THESIS COMMITTEES

Chaired Ph.D. Dissertations (Marketing)

- Melissa Clark, Florida State University – 2015
- Stephanie Lawson, Florida State University – 2011
- Horace Melton, Florida State University – 2007
- Jim Zboja, Florida State University – 2005
- Thomas S. DeWitt, Florida State University – 2004

Membership on Ph.D. Committees (Marketing)

- Alexis Allen, Florida State University
- Todd Bacile, Florida State University
- Christine Ye, Florida State University
- Stacey Robinson, Florida State University
- Kelly Cowart, Florida State University
- Ray Benedicktus, Florida State University
- Esther Swilley, Florida State University
- David Horowitz, Florida State University
- Ronald A. Clark, Florida State University
- Balaji Krishnan, Louisiana State University
- Robert McMurrian, Louisiana State University

- James Maxham, Louisiana State University
- Barbara Ross-Wooldridge, Louisiana State University
- John Michael Weber, Louisiana State University

Membership on Ph.D. Committees (Non-Marketing)

- David Frady, College of Communication, Florida State University
- Neleen Leslie, College of Communication, Florida State University
- Jennifer Sexton, College of Business (Management), Florida State University
- Laci Rogers, College of Business (Management), Florida State University
- Kim Field, College of Education, Florida State University
- Beom Jun Bae, College of Communication, Florida State University
- Jia Lu, College of Communication, Florida State University
- Sean Lux, College of Business (Management), Florida State University
- Youngwon Lee, College of Communication, Florida State University
- Moon-Ki Hong, College of Communication, Florida State University
- Diana Sindicich, College of Human Sciences, Florida State University

MS in Marketing Theses

- Tonya Armour (Chair), Louisiana State University
- Anne Burrell-Smith (Chair), Louisiana State University
- Elisa Sylvester (Member), Louisiana State University
- Stacy Landreth (Member), Louisiana State University
- Adriana Murillo (Member), Louisiana State University

HONORS AND AWARDS

Research

- Best Article of 2003, *Cornell Hotel and Restaurant Administration Quarterly*
- First Year Assistant Professor Program, FSU Council on Research and Creativity, 2002
- Summer Research Grant, School of Business, Samford University, 2000 and 2001
- AMA Best Article in Services Marketing Award, American Marketing Association Services Special Interest Group, 2000
- Summer Research Fellowship, Louisiana State University, 1995, 1996, and 1997
- Outstanding Empirical Research Award, Fogelman College of Business, University of Memphis (joint award with co-author O. C. Ferrell, University of Memphis), 1997
- Summer Research Grant, Council on Research, Louisiana State University, 1996
- Summer Research Fellowship, College of Business Administration, University of Arkansas at Little Rock, 1992, 1993, and 1994
- \$11,000 Research Grant, Marketing Science Institute, Honorable Mention the Marketing Science Institute's Research Proposal Competition on Managing Market-Driven Quality, 1991-92
- Graduate Student Research Award, The University of Memphis, Fall 1988, Spring and Fall 1991

Teaching

- Nominated for Outstanding Undergraduate Teaching Award, Florida State University, 2009
- Nominated for Outstanding Graduate Teaching Award, Florida State University, 2006 - 2008
- Teaching Competition Finalist, Society for Marketing Advances, 1999
- Award for Teaching Excellence, Louisiana State University, 1997
- MBA Teaching Award, College of Business, University of Arkansas at Little Rock, 1992-93

Academic

- American Marketing Association Doctoral Consortium Fellow, University of Memphis, 1991
- Honors Graduate in Marketing, Jacksonville State University, May 1986
- Coca-Cola Marketing Scholarship, Jacksonville State University, April 1986
- Honor Society Memberships – *Alpha Mu Alpha, Beta Gamma Sigma, Omicron Delta Kappa, and Phi Kappa Phi*

PROFESSIONAL DEVELOPMENT

- *Campus Diversity and Inclusiveness Roundtable*, Ernst & Young Foundation, January 2016, New York, NY
- *Development for Deans and Academic Leaders*, Council for Advancement and Support of Education (CASE), February 2013, Bonita Springs, FL
- *Lessons for Aspiring Deans Seminar*, AACSB, April 2009, Orlando, FL
- *Major Gift Solicitation: Making the Ask*, Council for Advancement and Support of Education (CASE), October 2007, Cambridge, MA
- *Faculty Internship in Corporate Affairs*, Pfizer, Inc., New York, Summer 2004 and 2005. Worked in Manhattan as a faculty intern; conducted a customer service audit of Pfizer's third-party service providers in corporate philanthropy; developed questionnaires to assess the opinions of healthcare providers and legislators about specific programs and philanthropy in general; and offered recommendations on improving customer service within Pfizer's philanthropy programs.