

## 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 Fogelman College of Business and Economics, The University of Memphis Major: Marketing; Cognate: Communication Dissertation: <i>The Socialization of Customer-Contact Employees in Service Organizations: Effects on Employee Behaviors and Service Quality Outcomes</i>	May 1993
Master of Business Administration Jacksonville State University, Jacksonville, Alabama	December 1987
Bachelor of Science in Marketing (with Honors) Jacksonville State University, Jacksonville, Alabama	May 1986

### ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

Florida State University Interim Vice President for University Advancement Interim President, FSU Foundation Interim Executive Vice President, FSU Foundation	April – October 2022 April – October 2022 April – December 2022
Dean, College of Business Interim Dean, College of Business Associate Dean for Strategic Initiatives, College of Business Chair, Department of Marketing, College of Business	2016 – Present 2015 – 2016 2011 – 2015 2006 – 2011
Professor of Marketing Charles A. Bruning Professor of Business Administration Associate Professor of Marketing Assistant Professor of Marketing	2011 – Present 2006 – Present 2003 – 2011 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, Health and Human Services 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

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 six academic departments and has a \$40 million budget, a \$90 million endowment, 17 academic degrees, 8 research centers and institutes, roughly 120 faculty and 70 staff members, more than 8,100 students, and roughly 92,000 alumni. We offer programs in Tallahassee and Panama City (Florida), and at study abroad campuses in London (England), Valencia (Spain), Florence (Italy), and Panama City (Republic of Panama).

During my time as dean, we have successfully increased the *U.S. News & World Report* rankings of many programs in the College of Business, including Risk Management and Insurance (#3 among all universities); Real Estate (#5 among publics); our MBA specialties in Real Estate (#8 among publics) and Business Analytics (#9 among publics); our online graduate business (non-MBA) programs (#16 among publics); and undergraduate programs in Marketing (#20 among publics) and Accounting (#21 among publics). Notable administrative accomplishments during my 17 years as interim vice president, dean, interim dean, associate dean, and department chair include:

**Strategic Planning**      Initiated a comprehensive review of university advancement in consultation with an outside consultant (GG+A); overhauled Foundation policies with an eye toward efficiency, effectiveness and stronger talent acquisition/management.

Revised the College of Business strategic plan to create goals and metrics that align the college with SUS performance and preeminence funding models and allow the college to think, act and perform like a preeminent business school.

Restructured the college to create a STEM-designated department focused on business analytics, including the creation of a Master of Science in Business Analytics degree, an undergraduate analytics core course, and a business analytics minor.

Invested in technology to support the college's academic programs and engagement activities, including a mobile-first solution for all faculty, staff, and doctoral students.

Created the Assistant Dean for Academic Programs position to promote synergistic planning and outcomes across undergraduate and graduate programs.

Established the college's first Director of Business Development to enhance corporate engagement, executive education, and sponsored research opportunities.

**Advancement**      Closed a \$100 million gift to further fund the college's Jim Moran Institute for Global Entrepreneurship and create the interdisciplinary Jim Moran College of Entrepreneurship. This is the largest gift in FSU's history and one of the largest gifts to a Florida university.

Closed a \$10 million gift to establish the Dr. Persis E. Rockwood School of Marketing; funding supports faculty stipends and research, scholarships, student professional development and discretionary support for future initiatives.

Closed a \$5 million gift to establish the James M. Seneff Honors Program and the James M. Seneff Fund for Preeminence; establishing the college's first honors program.

Completed the planning study for Legacy Hall (the college's new building) and launched a capital campaign to raise private support. With \$44 million in state support and more than \$50 million in private support, the college broke ground on Legacy Hall in October 2022.

Currently in discussions with qualified donors to complete naming gifts for the College of Business, Legacy Hall, the School of Accountancy, the Department of Management, and the MBA program.

Raised more than \$210 million in private donor support for the college to fund new programs, professorships, scholarships, student professional development, and Legacy Hall.

#### Academic Program Development

Developed a healthcare administration track within the MBA program and potentially other business master's programs. This effort is in conjunction with other colleges and our own executive education programs in healthcare leadership.

Developed and launched the James M. Seneff Honors Program for academically talented undergraduate students.

Developed and launched an undergraduate major in Professional Sales which is widely regarded as the best professional sales program in the nation.

Developed and launched a Master of Science in Marketing degree by securing more than \$150,000 in seed funding from numerous senior executives.

Developed and launched the Master of Science in Business Analytics degree, the first at a public university in Florida.

Established eleven combined undergraduate/graduate pathways to encourage top undergraduate students to pursue graduate degrees in business.

Collaborated with the College of Human Sciences to create a joint retail center.

Collaborated with the College of Social Sciences and Public Policy to create a joint elective course combining real estate and urban/regional planning content, then secured a \$250,000 seed gift to fund the course.

Working toward a joint DNP/MBA degree with the College of Nursing.

Developing a statewide summit focusing on the Business of Healthcare.

#### Faculty and Staff Development

Significantly improved faculty retention and research productivity by 1) instituting a workload model to increase time for faculty to pursue premier research, and 2) expanding the summer research program to increase funding for highly research-active faculty.

Instituted the college's first faculty mentoring program to ensure new faculty have internal (discipline-based) and external faculty mentors.

Instituted the college's first Teaching Enhancement Grant Program for all faculty to promote innovation in the curriculum.

Significantly improved faculty and staff support and morale in the college through an increased focus on community, additional staff positions, research and teaching awards for faculty, service and leadership awards for staff, open and transparent communication from the dean's office, and more frequent social activities.

Established a College of Business Faculty Hall of Fame to recognize the career accomplishments of retired faculty.

Experienced in recruiting, mentoring, leading and retaining faculty and staff, as well as implementing formal faculty and staff evaluation processes.

Experienced in the implementation of shared governance, department and college bylaws, and collective bargaining agreements.

#### Student Success

Developed the James M. Seneff Honors Program, which included establishing a faculty honors committee and appointing the college's honors director.

Developed and launched the college's internship program, which included hiring directors and working with industry partners to create internship opportunities.

Established the college's Professional Development Program and created a professional development course to enhance student preparation for advanced coursework and job placement success. The course is taught in sections of 19 or fewer students.

Hired the college's first Employer Engagement Officer and Student Engagement Officer to enhance professional development and employment opportunities for students.

Integrated the college's student engagement and professional development offices into the Center for Professional Success. Working in partnership with the FSU Career Center, the Center for Professional Success provides a one-stop shop for students looking for professional development, internships, and career opportunities.

Developed strategies to reduce DFW rates in gateway courses to ensure more efficient matriculation and timely degree completion.

Embedded a teaching assistant within the CARE Program (first generation students) to provide academic support to business students in the program.

Launched a course, Disability Inclusion in the Workforce, which is required for students in the human resource curriculum. This course has received national recognition.

Launched the Summit for the Advancement of Women in Business to help students master the skills needed to advance in their professional careers.

#### Strategic Engagement

Greatly expanded the college's alumni engagement initiatives by creating new networking opportunities such as "Meet the Dean" and "Bring a 'Nole" engagement events.

Developed and launched the Seminole 100, a recognition of the 100 fastest growing businesses owned or led by FSU alumni. The college now partners with the FSU Alumni Association which hosts the celebration event.

Expanded business development and executive education activities to increase corporate engagement, sponsored research, and establish new revenue streams.

Restructured the college's Board of Governors to create an executive committee structure that improves strategic planning and increases endowment support for faculty retention.

Established new advisory boards for professional sales, business analytics, and finance. Each board brings significant insight and revenue to the college.

#### University Leadership Experience

Former member of the President's Cabinet in my role as interim vice president for university advancement.

Currently serve on the Academic Dean's Council and work closely with the provost and president on both academic and advancement initiatives.

Former chair (and current member) of the Dean's Advancement Committee, which works closely with university advancement on fundraising and alumni engagement.

Former chair of the search committee for the Dean of the College of Social Sciences and Public Policy.

Former member of the Florida State University Faculty Senate; former participant in the Institute for Academic Leadership, a consortium of Florida department chairs.

Past member of the Dean's Branding Committee, which recommended branding and marketing activities to the president and provost.

Past member of the university's Budget Crisis Committee (advised the president and other university leaders on the best responses to budget reductions) and the university's Efficiency and Effectiveness Committee (advised senior leadership on ways to increase excellence and reduce waste and expenses).

#### Other Leadership Experiences

Lead AACSB accreditation efforts for the college and participate in university accreditation efforts related to SACS.

Worked with marketing staff to manage branding and marketing communications, including the redesign the college's website, a stronger focus on social media, and the creation of an alumni newsletter.

Partnered with the FSU Foundation and the FSU Alumni Association on joint marketing, engagement, and advancement programs.

Served as director of strategic development for the Dedman School of Hospitality when it was housed in the College of Business.

Managed the college's funded research and contracts/grants activities, the college's IT infrastructure, and the college's physical plant, including the completion of more than \$2.5 million in renovations to the Rovetta Building (current home of the college).

## PUBLISHED JOURNAL ARTICLES (Refereed)

- Lawson, Stephanie J., Mark R. Gleim, and Michael D. Hartline (2021), "Decisions, Decisions: Variations in Decision-Making for Access-Based Consumption," Journal of Marketing Theory and Practice, 29 (3), DOI: 10.1080/10696679.2020.1855990
- 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.
- Schwepker, 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, 8<sup>th</sup> Edition, O. C. Ferrell, Michael D. Hartline and Bryan Hochstein (Mason, OH: Cengage), 2022.

Marketing Strategy, 7<sup>th</sup> Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2017.

Marketing Strategy, 6<sup>th</sup> Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2014.

Instructors' Manual, Test Bank, and Teaching Ancillaries for Marketing Strategy, 6<sup>th</sup> Edition, Michael D. Hartline (Mason, OH: Cengage), 2014.

Marketing Strategy, 5<sup>th</sup> Edition, O. C. Ferrell and Michael D. Hartline (Mason, OH: Cengage), 2011.

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

Marketing Strategy, 4<sup>th</sup> 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, 4<sup>th</sup> Edition, Michael D. Hartline (Mason, OH: Thomson Learning / South-Western College Publishing), 2008.

Marketing Strategy, 3<sup>rd</sup> 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, 3<sup>rd</sup> 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, 2<sup>nd</sup> 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)**

Melton, Horace L. and Michael D. Hartline (2019), “Frontline Employee Team Consensus, Commitment to Service Quality, and Customer Experience,” in Marketing Theory and Applications, AMA Summer Educators’ Conference Proceedings, American Marketing Association, Chicago, IL.

Lawson, Stephanie J., Mark R. Gleim, Carolyn Findley Musgrave, and Michael D. Hartline (2017), “Access or Ownership: Does Acquisition Mode Impact the Decision Making Process?” in Advances in Marketing, Society for Marketing Advances, Louisville, KY.

Lawson, Stephanie J., Mark R. Gleim, and Michael D. Hartline (2016), “Variations in Decision-Making for Non-Ownership and Ownership Acquisition Choices,” in Marketing Theory and Applications, AMA Summer Educators’ Conference Proceedings, American Marketing Association, Atlanta, GA (Services Marketing and Retailing Best Paper Award).

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, 2000-2015
- 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

- Advisory Board, Knight Creative Communities Institute, Tallahassee, FL, 2015-Present
- Academic Advisory Council, Direct Selling Education Foundation, 2015-2017

### 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

- Information Security and Privacy Governance Council, 2021-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

#### 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

- Executive Leadership Team, Big Bend Heart Walk (Tallahassee), 2021
- Girls' Rookie League 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 Marketing Ph.D. Dissertations (all at Florida State University)

Melissa Clark, 2015

Stephanie Lawson, 2011

Horace Melton, 2007

Jim Zboja, 2005

Thomas S. DeWitt, 2004

#### Membership on Marketing Ph.D. Committees

##### Florida State University

Alexis Allen

Todd Bacile

Christine Ye

Stacey Robinson

Kelly Cowart

Ray Benedictus

Esther Swilley

David Horowitz

Ronald A. Clark

##### Louisiana State University

Balaji Krishnan

Robert McMurrian

James Maxham

Barbara Ross-Wooldridge

John Michael Weber

#### Membership on Non-Marketing Ph.D. Committees (all at Florida State University)

David Frady, Communication  
Neleen Leslie, Communication  
Jennifer Sexton, Management  
Laci Rogers, Management  
Kim Field, Education  
Beom Jun Bae, Communication

Jia Lu, Communication  
Sean Lux, Management  
Youngwon Lee, Communication  
Moon-Ki Hong, Communication  
Diana Sindicich, Human Sciences

#### Master of Science in Marketing Thesis Committees (all at Louisiana State University)

Tonya Armour, Chair  
Anne Burrell-Smith, Chair  
Elisa Sylvester

Stacy Landreth  
Adriana Murillo

### HONORS AND AWARDS

#### Research

- 2016 Best Paper Award, Services Marketing and Retailing Track, AMA Summer Educators' Conference
- 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

- Beta Alpha Psi Outstanding Dean Award, 2023
- 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

- *Academic Leadership Academy*, Center for the Study of Higher Education, Penn State University, June 2017
- *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.