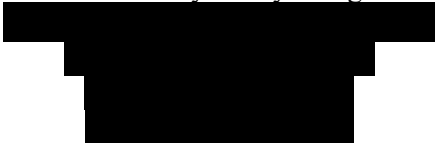


Ronn J. Smith
College of Business
University of Wyoming



EDUCATION

- Ph.D. Washington State University, 2004
Emphasis: Marketing
- M.S. Montana State University – Billings, 2000
Program: Information Processing & Communication
- B.S. Montana State University – Billings, 1999
Major: Business Administration – Marketing

ACADEMIC EXPERIENCE

University of Wyoming – College of Business

- Senior Associate Dean, 2021 – Present
- Associate Professor of Marketing, 2020 – Present
 - Pursuing promotion to Full Professor, 2021-2022 AY
- Interim Associate Dean, 2020 – 2021
- Department of Management & Marketing Chair, 2020 – 2021

University of Arkansas – Walton College of Business

- Department of Marketing Chair and R.A. & Vivian Young Chair in Marketing, 2019 – 2020
- Associate Professor of Marketing (w/ tenure), 2013 – 2020
- Director, Department of Marketing Doctoral Program, 2012 – 2018
- Interim Executive Director, Center for Retailing Excellence, 2016 – 2017
- Coordinator, Markets & Consumers (Introduction to Marketing) Course, 2008 – 2014
- Assistant Professor of Marketing, 2006 – 2013

University of Montana – School of Business Administration

- Assistant Professor of Marketing, 2004 – 2006

SELECTED ADMINISTRATIVE ACCOMPLISHMENTS

I hold a leadership philosophy of enabling those in my department/college to be as successful as possible by doing what I can to remove barriers and friction points. I believe in the development and nurturing of relationships and team building to accomplish objectives. Below are selected accomplishments while in leadership positions at University of Wyoming and University of Arkansas. It should be noted that leadership accomplishments are the result of collected efforts of team members.

University of Wyoming – College of Business

- Senior Associate Dean, 2021 – Present
 - Helped revise college leadership and organizational structure.
 - Planning team for budgeting and deployment of ~\$6M in ARP funding for entrepreneurship, innovation, and makerspace initiatives.
 - Continued successful navigation of budget reductions over the past 18 months.
 - Co-directing \$50K Ellbogen Entrepreneurship Competition, on target to award over \$60,000.
 - Assisted with planning Venture MBA program to launch 2022.
 - Initiated revision of undergraduate curriculum.
 - Developing and nurturing relationships with external stakeholders (e.g., UW Board of Trustees, Wyoming Community College representatives) relevant to college academic programming.
 - Assisted with promotion and tenure case preparation.
 - Assisted with annual faculty review process.
 - Continued AACSB reaccreditation planning, including closely monitoring faculty deployment and qualifications.
- Interim Associate Dean, 2020 – 2021
 - Helped lead successful AACSB reaccreditation through CIR process.
 - Helped guide college through three budget reductions in 18-month timeframe.
 - Assisted with the development of operational guidelines for the interface between academic units and advising (e.g., curriculum changes, catalog updating).
 - Initiated new transfer policy with Wyoming Community Colleges.
 - Supervised creation and implementation of entrepreneurship programming in collaboration with Wyoming Community Colleges.
 - Facilitated the development and deployment of teach-the-teacher entrepreneurship and innovation programming for Wyoming high school educators.
- Department of Management & Marketing Chair, 2020 – 2021
 - Managed department of 14 TT faculty, 8 full-time instructors, 6 doctoral students, and 2 staff.
 - Initiated streamlining of Business Administration online degree program, HR Management F2F and online major, and offering of online Marketing major.
 - Initiated revisioning process of Marketing Doctoral Program.
 - Co-directed \$50K Ellbogen Entrepreneurship Competition, which awarded \$77,000.
 - Worked closely with UW Foundation on fundraising around department initiatives.

University of Arkansas – Walton College of Business

- Department of Marketing Chair, 2019 – 2020
 - Managed department of 13 TT faculty, 3 clinical faculty, 11 full-time and part-time instructors, 9 doctoral students, and 2 staff.
 - Secured one incremental tenure-track faculty line and two incremental full-time instructor positions.
 - Mentored 4 assistant professors in their progress toward promotion and tenure.
 - Facilitated launch of Sales Competition (each semester) in collaboration with 17-company retail advisory board.
 - Facilitated department's Emerging Trends in Retail Conference (October 2019) involving leading retail academics and practitioners.
 - Initiated the development of 1-year M.S. in Marketing program.
 - Assisted with the reorganization of the Category Management course that included collaboration with 12 companies each semester. Students earned CMA Category Analyst and Kantar VR Planogram Certifications.
 - Oversaw development of department's Diversity and Inclusion plan.

- Initiated the relaunch of the American Marketing Association Student Chapter.
- Increased retail advisory board members integration into marketing courses to enhance experiential learning opportunities.
- Facilitated faculty-led class projects / study abroad opportunities in the Arkansas Delta, Belize, and Vietnam.
- Interim Executive Director, Center for Retailing Excellence, 2016 – 2017
 - Managed center with ~56 board members and ~\$537,000 in annual revenue.
 - Identified shortcomings in organizational structure and college engagement with board members.
 - Created 17-company Retail Advisory Board (with ~\$170,000 in annual revenue) to assist Department of Marketing in pursuing initiatives related to student success, in the B2B sales space, and faculty research.
 - Assisted with development of Innovation Studio (retail lab) programming.
- Director, Department of Marketing Doctoral Program, 2012 – 2018
 - Instructor of record for college-wide first-semester doctoral teaching seminar (2016 – 2019).
 - Placements during my tenure include: West Virginia, Clemson, Villanova, Oregon State, Mississippi, Portland State, Colorado State, Texas State, Tulsa, and North Dakota.
- Coordinator, Markets & Consumers (Intro to Marketing) Course, 2008 – 2014
 - Supervised and mentored team of four instructors (adjunct to full professors) each semester, created and modified course curriculum, coordinated exam content, administrator for student and course issues, compiled and reported AOL information for AACSB reports.

RESEARCH

Journal Publications

Mukherjee, Amaradri, Ronn J. Smith, and Scot Burton (2022), “The Effect of Positive Anticipatory Utility on Product Pre-order Evaluations and Choices,” in-press at *Journal of the Academy of Marketing Science*.

Peinkofer, Simone T., Terry L. Esper, Ronn J. Smith, and Brent D. Williams (2022), “Retail ‘Save the Sale’ Tactics: Consumer Perceptions of In-Store Logistics Service Recovery,” in-press at *Journal of Business Logistics*.

Gielens, Katrijn, Yu Ma, Aidin Namin, Raj Sethuraman, Ronn J. Smith, Robert C. Bachtel, and Suzanne Jervis (2021), “The Future of Private Labels: Towards a Smart Private Label Strategy,” *Journal of Retailing*, 97 (1), 99-115.

Peinkofer, Simone T., Terry L. Esper, Ronn J. Smith, and Brent D. Williams (2019), “Assessing the Impact of Drop-Shipping Fulfillment Operations on the Upstream Supply Chain,” *International Journal of Production Research*, 57 (11), 3598-3621.

Mukherjee, Amaradri, Ronn J. Smith, and Anna M. Turri (2018), “The Smartness Paradox: The Moderating Effect of Brand Quality Reputation on Consumers’ Reactions to RFID-based Smart Fitting Rooms,” *Journal of Business Research*, 92 (11), 290-299.

Das, Gopal, Amaradri Mukherjee, and Ronn J. Smith (2018), “The Perfect Fit: The Moderating Role of Selling Cues on Hedonic and Utilitarian Product Types,” *Journal of Retailing*, 94 (2), 203-216.

Turri, Anna M., Ronn J. Smith, and Steven W. Kopp (2017), “Privacy and RFID Technology: A Review of Regulatory Efforts,” *Journal of Consumer Affairs*, 51 (2), 329-354.

- Mukherjee, Amaradri, Subhash Jha, and Ronn J. Smith (2017), "Regular Price \$299; Pre-order Price \$199: Price Promotion for a Pre-ordered Product and the Moderating Role of Temporal Orientation," *Journal of Retailing*, 93 (2), 201-211.
- Tangari, Andrea Heintz, Scot W. Burton, and Ronn J. Smith (2015), "Now that's a Bright Idea: The Influence of Consumer Elaboration and Distance Perceptions on Sustainable Choices," *Journal of Retailing*, 91 (3), 410-421.
- Peinkofer, Simone T., Terry L. Esper, Ronn J. Smith, and Brent D. Williams (2015), "Assessing the Impact of Price Promotions on Consumer Response to Online Stockouts," *Journal of Business Logistics*, 36 (3), 260-272.
- Hofer, Adriana Rossiter, Ronn J. Smith, and Paul R. Murphy, Jr. (2014), "Spillover Effects of a Firm's Relationship Marketing Orientation in the Logistics Triad," *International Journal of Logistics Management*, 25 (2), 270-288.
- Swanson, R. David and Ronn J. Smith (2013), "A Path to a Public-Private Partnership: Commercial Logistics Concepts Applied to Disaster Response," *Journal of Business Logistics*, 34 (4), 332-343.
- Smith, Ronn J., David C. Knuff, David E. Sprott, and Eric R. Spangenberg (2013), "The Influence of Negative Marketplace Information on Consumer Attitudes toward a Service Establishment," *Journal of Retailing and Consumer Services*, 20 (3), 358-364.
- Spangenberg, Eric R., David E. Sprott, David C. Knuff, Ronn J. Smith, Carl Obermiller, and Anthony G. Greenwald (2012), "Process Evidence for the Question-Behavior Effect: Influencing Socially Normative Behaviors," *Social Influence*, 7 (3), 211-228.
- Smith, Ronn J., Pierre Chandon, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2012), "How to Help People Change Their Habits: Asking about Their Plans," *Yale Economic Review*, 8 (1), 15-18.
- Tangari, Andrea Heintz and Ronn J. Smith (2012), "How the Temporal Framing of Energy Savings Influences Consumer Product Evaluations and Choice," *Psychology & Marketing*, 29 (4), 198-208.
- Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, 38 (3), 420-430.
- Fries, Jennifer L., Anna M. Turri, Daniel C. Bello, and Ronn J. Smith (2010), "Factors that Influence the Implementation of RFID Programs," *Journal of Business and Industrial Marketing*, 25 (8), 590-595.
- Smith, Ronn J. and Cuneyst Eroglu (2009), "Assessing Consumer Attitudes toward Off-Site Customer Service Contact Methods," *International Journal of Logistics Management*, 20 (2), 261-277.
- Sprott, David E., Ronn J. Smith, Eric R. Spangenberg, and Timothy S. Freson (2004), "Specificity of Prediction Requests: Evidence for the Differential Effects of Self-Prophecy on Commitment to a Health Assessment," *Journal of Applied Social Psychology*, 34 (6), 1176-1190.

Spangenberg, Eric R., David E. Sprott, Bianca Grohmann, and Ronn J. Smith (2003), “Mass-Communicated Prediction Requests: Practical Application and a Cognitive Dissonance Explanation for Self-Prophecy,” *Journal of Marketing*, 67 (3), 47-62.

Ellinger, Alexander E., Daniel F. Lynch, James M. Andzulis, and Ronn J. Smith (2003), “B-to-B E-Commerce: A Content Analytical Assessment of Motor Carrier Websites,” *Journal of Business Logistics*, 24 (1), 199-220.

Journal Articles – Under Review

Mukherjee, Atmadeep, Pramod Iyer, Amaradri Mukherjee, and Ronn J. Smith (2022), “The Retailer’s Puzzle: Consumer Ratings and Influencer Opinions,” under 3rd review at *Journal of Consumer Marketing*.

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2022), “The Effect of Loan Application Formats on Consumer Loan Decisions,” revision requested at *Journal of Consumer Research*.

Peinkofer, Simone T., Terry L. Esper, and Ronn J. Smith (2022), “Investigating Consumer Response to Multiple Stockouts in an Omni-Channel Retail Environment,” reject and resubmit at *Production and Operations Management*.

Peinkofer, Simone T., Terry L. Esper, Thomas Russell Crook, Ronn J. Smith, and Brent D. Williams (2022), “Operational Ambidexterity and Performance: A Nuanced Perspective,” reject and resubmit at *Journal of Operations Management*.

Conference Presentations & Proceedings

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2021), “The Effects of Loan Application Formats on Consumer Loan Decisions,” *2021 Association for Consumer Research Conference*, Seattle, WA (Virtual).

Lopez-Rodriguez, Sofia and Ronn J. Smith (2021), “CSR Messages: Is it the Motives or the Means that Matter the Most to Consumers?” *2021 ISMS Marketing Science Conference*, Rochester, NY (Virtual).

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2021) “The Effect of Loan Application Formats on Consumer Loan Decision-Making,” *2021 Southeast Marketing Symposium*, University of Mississippi (Virtual).

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2020) “The Effect of Loan Application Formats on Consumer Loan Decisions,” *2020 Society for Marketing Advances Annual Conference*, Virtual.

Mukherjee, Atmadeep, Pramod Iyer, Amaradri Mukherjee, and Ronn J. Smith (2020), “The Interplay of Influencer Opinions and Consumer Star-Ratings: A Source Credibility Perspective,” *2020 American Marketing Association Summer Marketing Educators’ Conference*, San Francisco, CA (Virtual).

Johnson, Alicia, Daniel Villanova, Ronn J. Smith (2020), “The Effects of Loan Application Fields on Judgmental Anchoring and Consumer Loan Decisions,” *2020 American Marketing Association Winter Marketing Educators’ Conference*, San Diego, CA.

- Peinkofer, Simone T., Terry L. Esper, and Ronn J. Smith (2018), "Investigating Consumer Response to Multiple Stockouts in an Omni-Channel Retail Environment," *2018 Logistics Research Workshop at The Ohio State University*, Columbus, OH.
- Mukherjee, Atmadeep, Amaradri Mukherjee, and Ronn J. Smith (2018), "I Like to Choose: Effects of Customized Sales Offer and Internal Reference Price on Purchase Evaluations," *2018 American Marketing Association Winter Marketing Educators' Conference*, New Orleans, LA.
- Mukherjee, Atmadeep, Ronn J. Smith, and Amaradri Mukherjee (2017), "Too Much to Digest: How Product Attribute Information and Choice Influence Shopping Intention," *2017 Society for Marketing Advances Annual Conference*, Louisville, KY.
- Golmohammadi, Alireza and Ronn J. Smith (2016), "The Differential Impacts of Expectations versus Experience of Power on Consumer Moral Decision Making and Behavior," *2016 Society for Marketing Advances Annual Conference*, Atlanta, GA.
- Peinkofer, Simone T., Terry L. Esper, Ronn J. Smith, and Brent D. Williams (2016), "Leveraging Omni-Channel Fulfillment Operations for Stockout Recovery," *2016 Academy of Marketing Science World Marketing Congress*, Paris, France.
- Golmohammadi, Alireza and Ronn J. Smith (2016), "The Differential Impacts of Expectation versus Experience of Power on Moral Decision Making and Behavior," *2016 Marketing and Public Policy Conference*, San Luis Obispo, CA.
- Peinkofer, Simone T., Terry L. Esper, Brent D. Williams, and Ronn J. Smith (2016), "The Impact of Operational Fulfillment Ambidexterity on Retail Firm Performance," *2016 Production and Operations Management Society Annual Conference*, Orlando, FL.
- Golmohammadi, Alireza and Ronn J. Smith (2016), "Differential Impacts of Expectation versus Experience of Power on Moral Judgment," *2016 Society for Personality and Social Psychology Annual Convention*, San Diego, CA.
- Mukherjee, Amaradri and Ronn J. Smith (2015), "A Man is Known by the Company He Keeps: Spillover Effects of Corporate Social Responsibility among Brands," *2015 Society for Marketing Advances Annual Conference*, San Antonio, TX.
- Peinkofer, Simone T., Terry L. Esper, Ronn J. Smith, and Brent D. Williams (2015), "Assessing the Impact of Omni-Channel Fulfillment Operations on Firm Performance," *2015 Annual Meeting of the Decision Sciences Institute*, Seattle, WA.
- Mukherjee, Amaradri, Subhash Jha, and Ronn J. Smith (2015), "Effects of Discount Size and Temporal Orientation on Price Perceptions of a Pre-Ordered Product," *2015 American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL.
- Mukherjee, Amaradri and Ronn J. Smith (2015), "The Influence of Consumer's Temporal Orientation on Corporate Social Responsibility Perceptions," *2015 Marketing and Public Policy Conference*, Washington, D.C.
- Mukherjee, Amaradri, Subhash Jha, and Ronn J. Smith (2015), "Time Marches On: Effects of Temporal Orientation, Time of Release and Discount Sizes on Purchase Intentions," *2015 American Marketing Association Winter Marketing Educators' Conference*, San Antonio, TX.

- Mukherjee, Amaradri, Anna Turri, and Ronn J. Smith (2014), "Branding a Brand: The Impact of Novel Technology on Brand Perceptions," *2014 Society for Marketing Advances Annual Conference*, New Orleans, LA.
- Mukherjee, Amaradri and Ronn J. Smith (2014), "Looking for a Better Future: The Impact of Consumer's Temporal Orientation on Corporate Social Responsibility Perceptions," *2014 American Marketing Association Summer Marketing Educators' Conference*, San Francisco, CA.
- Cook, Laurel A. and Ronn J. Smith (2014), "Improving Online Credibility through Collaborative Product Development," *2014 Marketing and Public Policy Conference*, Boston, MA.
- Cook, Laurel A. and Ronn J. Smith (2013), "Regaining Online Credibility: Product Collaboration and C2C Communications," *2013 Society for Marketing Advances Annual Conference*, Hilton Head, SC. (Awarded best paper in Consumer Behavior Track.)
- Cook, Laurel A. and Ronn J. Smith (2013), "Are You One of Us? Regaining Online Credibility through Collaborative Product Development," *2013 Association for Consumer Research Conference*, Chicago, IL.
- Cook, Laurel A. and Ronn J. Smith (2013), "The Role of Consumer Collaboration in Online Communication," *2013 American Marketing Association Summer Marketing Educators' Conference*, Boston, MA.
- Cook, Laurel A., Ronn J. Smith, and Yao Henry Jin (2013), "CSR Dimensional Inequality: The Impact of Corporate Social Responsibility Performance," *2013 American Marketing Association Winter Marketing Educators' Conference*, Las Vegas, NV.
- Cook, Laurel A., Ronn J. Smith, and Yao Henry Jin (2012), "Willing to Pay for a Better Brand: Consumer Responses to CSR Performance Scores," *2012 American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL.
- Jin, Yao Henry, Ronn J. Smith, and Laurel A. Cook (2012), "A Race to the Bottom? Consumer Responses to Human Rights Performance," *2012 Marketing and Public Policy Conference*, Atlanta, GA.
- Tangari, Andrea Heintz and Ronn J. Smith (2012), "The How and Why of Consumption: Mindsets and a Consumer's Elaboration," *2012 Society for Consumer Psychology Conference*, Las Vegas, NV.
- Swanson, David and Ronn J. Smith (2011), "Logistics Framework for Private Response in Disaster Recovery," *2011 Society for Marketing Advances Annual Conference*, Memphis, TN.
- Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott (2011), "The Interplay of Behavior Prediction and Personal Norms," *2011 16th European Association of Social Psychology General Meeting*, Stockholm, Sweden.
- Jin, Yao Henry and Ronn J. Smith (2011), "Corporate Social Responsibility's Influence on Firm Brand Equity and Performance," *2011 Marketing and Public Policy Conference*, Washington D.C.

- Swanson, David and Ronn J. Smith (2011), "Commercial Logistics Concepts Applied to Disaster Recovery: An Institutional Response Framework," *2011 Marketing and Public Policy Conference*, Washington D.C.
- Tangari, Andrea Heintz and Ronn J. Smith (2011), "Shopping versus Ad Evaluation: The Different Moderating Effects of Psychological Distance Frames Promoting Energy Efficient Products," *2011 Marketing and Public Policy Conference*, Washington D.C.
- Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *2011 La Londe Conference in Marketing Communications and Consumer Behavior – The 38th Annual International Research Conference in Marketing*, La Londe les Maures, France.
- Smith, Ronn J. and Andrea Heintz Tangari (2010), "Promoting Sustainable Consumption: The Influence of Mindsets and Consumer Temporal Orientation," *2010 Marketing and Public Policy Conference*, Denver, CO.
- Turri, Anna, Ronn J. Smith, and Steven W. Kopp (2010), "Item-level RFID: Consumer Privacy Issues and Alternative Remedies," *2010 Marketing and Public Policy Conference*, Denver, CO.
- Heintz Tangari, Andrea and Ronn J. Smith (2008), "The Effect of Temporal Framing on Product Choice," *2008 Association for Consumer Research Conference*, San Francisco, CA.
- Heintz Tangari, Andrea and Ronn J. Smith (2008), "Temporal Framing's Impact on Product Choice," *2008 Robert Mittelstaedt Symposium*, University of Nebraska-Lincoln.
- Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott (2007), "When Does the Past Repeat Itself? The Role of Self-Prediction and Norms," *2007 Association for Consumer Research Conference*, Memphis, TN.
- Perkins, Andrew W., Ronn J. Smith, David E. Sprott, Eric R. Spangenberg, and David C. Knuff (2007), "Understanding the Self-Prophecy Phenomenon," *2007 European Association for Consumer Research Conference*, Bocconi University, Milan, Italy.
- Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott (2007), "Does Asking Questions About Future Behavior Strengthen or Weaken Habits? The Role of Normative Beliefs," *2007 American Marketing Association Advanced Research Techniques Forum*, Santa Fe, NM.
- Perkins, Andrew W., David E. Sprott, Eric R. Spangenberg, Ronn J. Smith, and David C. Knuff (2006), "Examining the Question-Behavior Effect Using the Implicit Association Test," *Association for Consumer Research Conference*, Orlando, FL.
- Smith, Ronn J. (2003), "Influencing Implicit Attitudes within a Cognitive Dissonance Framework," *2003 Robert Mittelstaedt Symposium*, University of Nebraska-Lincoln.
- Smith, Ronn J., David E. Sprott, Eric R. Spangenberg, and Timothy S. Freson (2002), "Changing Health-Related Behaviors with Self-Prophecy: Review and New Evidence for the Effect of Self-Predictions on Normative Behavior," *Association for Consumer Research Conference*, Atlanta, GA.

Smith, Ronn J., David E. Sprott, Eric R. Spangenberg, and Bianca Grohmann (2002), “Self-Prophecy and Social Marketing: The Effect of Advertised Self-Predictions on Normative Behavior,” *Marketing and Public Policy Conference*, Atlanta, GA.

Smith, Ronn J., Daniel F. Lynch, and Alexander E. Ellinger (2002), “Transportation Industry Websites Revisited: Has the Industry Changed?” *Society for Marketing Advances Annual Conference*, St. Petersburg, FL.

Ellinger, Alexander E., Daniel F. Lynch, James M. Andzulis, and Ronn J. Smith (2001), “An Evaluation of Website Informational Content and Interactivity in the Transportation Industry,” *Society for Marketing Advances Annual Conference*, New Orleans, LA. (Awarded best paper in Business-to-Business Marketing Track.)

Lynch, Daniel F., Ronn J. Smith, and Scott B. Keller (2000), “The Role of External Supply Chain Relationships on Strategy & Firm Performance,” *Society for Marketing Advances Annual Conference*, Orlando, FL.

Lynch, Daniel F., Scott B. Keller, John Ozment, Ronn J. Smith (2000), “Enhancing Classroom Effectiveness: Identifying the Marketing Mix Elements of a Logistics Education,” *Society for Marketing Advances Annual Conference*, Orlando, FL.

TEACHING

University of Wyoming

- Doctoral Committees – Committee Member
 - Amanda Garrison
 - Honorable Mention – ACR/Sheth Dissertation proposal submission for Public Purpose Research, 2021

University of Arkansas¹

- Marketing Theory Doctoral Seminar: F08, F10, F12, F14, F16, F18
 - Evaluation = 4.97/5.00
- Doctoral Seminar in Business Administration Teaching: F16, F17, F18, F19
 - Evaluation = 4.96/5.00
- Marketing & Society Doctoral Seminar: F15, F17, F19
 - Evaluation = 5.00/5.00
- Introduction to Marketing (formerly Markets & Consumers): F06 – S18
 - Evaluation = 4.56/5.00

¹ Evaluation: “Overall, I would rate this instructor as:” (1=Very Poor; 2=Poor; 3=Fair; 4=Good; 5=Excellent).

- Doctoral Committees
 - Committee Chair or Co-Chair
 - Atmadeep Mukherjee, PhD expected 2022
 - Alicia Johnson, PhD expected 2022
 - Winner - *SMA* Doctoral Dissertation Proposal Award, 2020
 - Runner-up - SMS Bearden Research Award, 2020
 - Bank of America / Hames H. Penick Research Award, \$5000 (Co-PIs: Villanova and Smith), 2019

- Amaradri Mukherjee, PhD 2017
 - Placement: Portland State University
 - Runner-up - *SMS* Bearden Research Award, 2016
- Laurel A. Cook, PhD 2014
 - Placement: West Virginia University
 - Winner - *SMA* Doctoral Dissertation Proposal Award, 2013
 - Runner-up - *SMS* Bearden Research Award, 2013
- Anna Turri, PhD 2011
 - Placement: Texas State University - San Marcos
 - Winner - 2010 *AMA MPPC* Derby Memorial Award
- Committee Member
 - Jingbo Zhang, PhD 2020
 - Alireza Golmohammadi, Marketing, PhD 2018
 - Christopher Berry, Marketing, PhD 2017
 - Shannon McCarthy, Marketing, PhD 2016
 - Cassandra Davis, Marketing, PhD 2016
 - Simone Peinkofer, Supply Chain Management, PhD 2016
 - Alex Rose, Marketing, PhD 2014
 - Bryan I. Hammer, Information Systems, PhD 2013
 - Christopher Newman, Marketing, PhD 2012
 - Andrea Heintz Tangari, Marketing, PhD 2010
- Walton College Honor's Program Undergraduate Thesis Advisor
 - 14 students: 2010 - 2018

University of Montana²

- Marketing Research: F04, S05, F05, S06
 - Evaluation Mean = 4.2/5.0
- Marketing Management: S05, Sum05, S06
 - Evaluation Mean = 4.9/5.0
- Marketing & Public Policy: F05
 - Evaluation Mean = 4.5/5.0

² Evaluation: "The instructor's effectiveness in teaching the subject matter was?" (0=Very Poor; 1=Poor; 2=Fair; 3=Good; 4=Very Good; 5=Excellent).

Washington State University³

- Consumer Behavior: F01*, S02*
- Consumer Behavior & E-commerce: S03*, F03, S04*
 - Evaluation Mean = 3.3/4.0
- Marketing & Public Policy: Sum03
 - Evaluation Mean = 3.6/4.0
- Principles of Marketing: Sum02*, F02*

³ Evaluation: "The instructor's general, overall teaching effectiveness was?" (0=Poor; 1=Below Average; 2=Average; 3=Above Average; 4=Excellent).

* Indicates asynchronous online distance degree course for which I was completely responsible. Prior to 2004, WSU distance degree program did not have standardized course evaluations.

RELEVANT EXPERIENCE

Teaching & Research Assistantships

- Graduate Research Assistant, 2000-2004. Dept. of Marketing, Carson College of Business, WSU.
- Graduate Teaching & Research Assistant, 1999-2000. College of Business, MSU-Billings.

Focus Group Administration

- College of Engineering & Architecture, WSU, 2001-2004. Moderating, analysis, and reporting of 16 focus groups annually regarding accreditation requirements for academic programs.
- College of Engineering & Architecture, WSU, 2003. Moderating, analysis, and reporting of 4 focus groups assessing the Teniwe Learning Community program.

Industry

- Co-owner & Manager, All Season Sport & Cycle, Columbia Falls, MT, 1992-1997.

AWARDS

- Fellow of the University of Arkansas Teaching Academy (Elected), 2013.
- Walton College Outstanding All-Around (research, teaching, service) Faculty Member, 2012.
- Walton College Dean's Research Excellence Fund Award, \$10000, January 2012.
- Walton College Sutton Research Fund Grant, \$6000, May 2009.
- New Faculty Commendation for Teaching Commitment - Cordes Teaching & Faculty Support Center and Teaching Academy, UA, AY2006-2007, AY2007-2008.
- Faculty Professional Enhancement Grant, \$1500 award to develop *Marketing & Public Policy* course for business curriculum, UM, 2005.
- Carson College of Business Outstanding Graduate Student Research Award, WSU, 2002-2003.
- University of Nebraska's Robert Mittelstaedt Doctoral Symposium Fellow, WSU, 2003.
- R. Dean Tousley Memorial Scholarship Recipient, WSU, 2002-2003.
- Graduate & Professional Student Association Conference Grant, \$1000, WSU, 2002.
- Graduate School Student Travel Grant, \$1000, WSU, Spring 2002.
- McNair Project Scholarship Recipient (merit-based, minority), WSU, 2000-2001.
- College of Business Outstanding Graduate Student Award, MSU, 2000.
- Sigma Beta Delta International Honor Society in Business, Management, and Administration, MSU-Billings, 2000.
- Student-Athlete Leadership Award, MSU-Billings, 2000.
- Dr. Robert McRae Graduate Fellowship Recipient, MSU-Billings, 1999-2000.
- Alpha Delta Sigma Honorary Society, MSU-Billings, 1999.

SERVICE

Professional Service

- Invited Research Presentation, University of the Balearic Islands, Spain, October 2021.
- Editorial Review Board, *Journal of Public Policy & Marketing*, 2020-Present.
- Editorial Review Board, *Journal of Business Research*, 2016-Present.
- Reviewer, *Journal of the Academy of Marketing Science*, 2018-Present.
- Reviewer, *Journal of Retailing and Consumer Services*, 2018-Present.
- Invited Research Presentation, University of Wyoming, August 2019.
- Reviewer, *Council of Supply Chain Management Professionals Conference*, 2018.

- Reviewer, *Journal of Retailing*, 2015-2017.
- *AMA Marketing & Public Policy Conference* Program Committee, 2011, 2015-2017.
- Invited Research Presentation, University of Wyoming, September 2015.
- Reviewer, *Psychology & Health*, 2013.
- Reviewer, *European Journal of Marketing*, 2013.
- Reviewer, *International Journal of Logistics Management*, 2011-2013.
- *AMA Summer Marketing Educators' Conference*, 2012.
 - Co-Chair: Ethical, Legal, Social and Public Policy Issues Track.
- Reviewer, *Journal of Behavioral Medicine*, 2012.
- Reviewer, *Journal of Business Ethics*, 2011-2012.
- Invited Research Presentation, Montana State University, October 2011.
- Reviewer, *Journal of Consumer Affairs*, 2011.
- Reviewer, *AMA Marketing and Public Policy Conference*, 2010, 2011, 2015-2017.
- Reviewer, *AMA Summer Educators Conference*, 2007, 2012.
- Reviewer, *Society for Marketing Advances Annual Conference*, 2000, 2012.
- Reviewer, *Time-Sharing Experiments for the Social Sciences*, 2011.
- Reviewer, *Association for Consumer Research Conference*, 2011.
- Reviewer, *Society for Consumer Psychology Conference*, 2010.
- Reviewer, *Journal of Public Policy and Marketing*, 2007.

University Service

University of Wyoming

- COB Annual Faculty Awards Committee, Spring 2022.
- COB Student Success Center Advising Manager Search Committee, Spring 2022.
- COB Annual Staff Awards Committee, Spring 2021, Spring 2022.
- Wyoming Association of Career & Technical Educators (WACTE) Annual Conference Presentation, Summer 2021.
- President's Blue Sky Leadership Team, Spring 2021.
- Department of Management & Marketing, Department Chair Search Chair, Spring 2021.
- COB Distinguished Alumni Selection Committee, Spring 2021.
- Dept. of Accounting & Finance Tenure & Promotion Committee, Spring 2021.

University of Arkansas

- WCOB Endowed Chair Review Committee, Spring 2020.
- WCOB Strategic Plan – Retail & Supply Chain Committee, Spring 2020.
- WCOB Representative – All University Academic Integrity Board, 2014-2020.
- Pi Beta Phi Academic Advisor, 2014-2020.
- Dept. of Marketing PhD Program Director, 2012-2018.
- Dept. of Marketing Peer Review Committee, 2017-2018.
- UA Baum Teaching Award Committee, 2017.
- WCOB Assurance of Learning Task Force, 2016-2017.
- Dept. of Marketing Faculty Search Committee Chair, 2016-2017.
- Center for Retailing Excellence Interim Executive Director, 2016-2017.
- WCOB Analytics Task Force, 2015-2017.
- Dept. of Marketing Faculty Search Committee, 2010, 2013-2016.
- WCOB Outstanding Honors Thesis Committee, 2013-2016.
- WCOB Undergraduate Honors Theses Second Reader, 2008-2010, 2013-2016.
- WCOB Associate Deans Search Committee, 2016.

- Center for Retailing Excellence Director Search Committee, 2016.
- Center for Retailing Excellence Faculty Advisor, 2015-2016.
- WCOB Retail Innovations Lab (McMillon Innovations Studio) Steering Committee, 2014-2016.
- UA University Housing - Yocum Hall Adopt-a-Prof, 2013-2015.
- WCOB Markets & Consumers Course Coordinator, 2008-2014.
- UA Institutional Review Board Member (Provost Appointment), 2011-2013.
- Dept. of Marketing Peer Review Committee, 2011-2012.
- Dept. of Marketing Graduate Programs Committee, 2010-2012.
- Dept. of Marketing Diversity Committee, 2010-2011.
- WCOB Business Behavioral Research Lab Advisory Board, 2011.
- WCOB Undergraduate Programs & Assessment Committee, 2007-2010.
- Invited Presentation to the Information Technology Research Institute Board Members, "Consumer Perceptions of RFID Application in a Retail Context," 4-Aug-2009.
- Dept. of Marketing & Logistics Personnel Document Committee, Spring 2009.
- Dept. of Marketing & Logistics Undergrad. Curriculum Review Committee, Fall 2007.
- Invited Presentation to the Supply Chain Management Research Center Board Members, "The Question-Behavior Effect," 5-Oct-2006.

University of Montana

- External Relations Committee – School of Business Administration, 2005-2006.
- Marketing Faculty Search Committee – School of Business Administration, 2004, 2005.

Washington State University

- Coordinator, Consumer Behavior Lab & Subject Pool, Dept. of Marketing, 2003-2004.

Professional Affiliations

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Marketing Advances (SMA)
- The PhD Project
- Marketing Ethnic Faculty Association (MEFA)

REFERENCES

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