

## Resume

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### ACADEMIC TRAINING

*Doctor of Philosophy in Business Administration*, August 1980, University of Arkansas, Fayetteville, Arkansas. Major in Marketing with minors in Quantitative Analysis and Economics.

*Master of Business Administration*, December, 1975, Stephen F. Austin State University, Nacogdoches, Texas. Concentration in Production Management.

*Bachelor of Science*, May, 1974, Stephen F. Austin State University, Nacogdoches, Texas. Major in Chemistry with minors in Mathematics and Management.

### ACADEMIC EXPERIENCE

June, 2007 to Present: *Dean and Bank One Professor*, College of Business, Louisiana Tech University, Ruston, LA

August, 2004 to June 2007: *Professor of Marketing*, Department of Marketing, College of Business Administration, Oklahoma State University, Stillwater, Oklahoma.

June, 2000 to August 2004: *Dean and Richard W. Poole Professor*, College of Business Administration, Oklahoma State University, Stillwater, Oklahoma.

June, 1996 to June 2000: *Dean*, Foster College of Business Administration, Bradley University, Peoria, Illinois.

August, 1991 to June, 1996: *Associate Dean and Gene Brauns Professor of Marketing*, College of Business Administration, University of Southwestern Louisiana, Lafayette, Louisiana.

August, 1990 to August, 1991: *Gene Brauns Professor of Marketing*, (Professor), College of Business Administration, University of Southwestern Louisiana, Lafayette, Louisiana.

May, 1987 to August, 1990: *Phil B. Hardin Professor of Marketing*, (Associate Professor/Professor) School of Business Administration, University of Mississippi, Oxford, Mississippi.

May, 1985 to May, 1987: *Ben H. Williams Professor of Marketing*, (Associate Professor) Hankamer School of Business, Baylor University, Waco, Texas.

May, 1984 to May, 1985: *Associate Professor of Marketing*, Department of Marketing, Hankamer School of Business, Baylor University, Waco, Texas.

August, 1980 to May, 1984: *Assistant Professor of Marketing*, Department of Marketing, College of Business, University of North Texas, Denton, Texas.

May, 1979 to August, 1980: *Director, Arkansas Household Research Panel and Instructor*, College of Business Administration, University of Arkansas, Fayetteville, Arkansas.

August, 1978 to May, 1979: *Research Associate*, for Dr. William R. Darden, R. A. and Vivian Young Distinguished Professor, Department of Marketing, University of Arkansas, Fayetteville, Arkansas.

August, 1977 to August, 1978: *Instructor*, Department of Economics, University of Arkansas, Fayetteville, Arkansas.

August, 1974 to December, 1975: *Instructor*, Department of Management, Stephen F. Austin State University, Nacogdoches, Texas.

## **NON-ACADEMIC EXPERIENCE**

January, 1981 to May, 1984: *Partner*, Greenberg, Lumpkin and Associates, Denton, Texas. A consulting firm which specialized in consumer marketing research and management consulting. Developed and operated a consumer diary panel which provided, on a subscription basis, market share data for major retailers in Dallas/Forth Worth.

January, 1977 to August, 1977: *Operations Engineer*, Phillips Petroleum Company, Bartlesville, Oklahoma. Duties included capital budgeting, economic and market evaluation of plant expansions and coordination of product, sales, and inventories for key chemicals.

January, 1976 to January, 1977: *Marketing Research and Development*, Phillips Petroleum Company, Bartlesville, Oklahoma. Performed industry and competitive analysis and developed long-range forecasts as input for corporate strategic plans.

January, 1974 to August, 1974: *Chemist*, Texas Farm Products, Nacogdoches, Texas. Performed wet and instrumental analysis of fertilizer production samples. Conducted research and proposed changes in manufacturing process.

## **PROFESSIONAL ACTIVITIES**

Board of Governors, Academy of Marketing Science, 2010 to present.

Board of Directors, Ruston/Lincoln Parish Chamber of Commerce, 2007 to present.

Board of Directors, Stillwater Area United Way, 2001 to 2007. Elected President, January 2003.

Finance Committee, Stillwater Medical Center, 2001 to 2007.

Board of Directors, Digital Communications, Stillwater, OK 2000 to 2004.

Served on the Governor's *Oklahoma Futures Technology Development Committee*, 2001.

Board of Directors, Proctor Hospital, Peoria, Illinois, 1996 to 2000. Elected Secretary, January 1998.

Board of Directors, Illinois Council for Economic Education, 1996 to 2000.

Advisory Board, Retail Patronage Association, 1994 to 2000.

Associate Editor, *Journal of Business Research*, 1987 to 1993.

Advisory Board, *Mature Market Report*, 1987 to 1992.

*Journal of Business Research* Editorial Review Board, 1993 to Present.

*Journal of the Academy of Marketing Science* Editorial Review Board, 1989 to 2000.

*Journal of Non-Profit and Public Sector Marketing* Editorial Review Board, 1990 to 2001.

Research Associate, The Mature Market Research Consortium of America, 1991 to 1996.

Academy of Marketing Science:

Past Presidents Council, 1996 to Present.  
Immediate Past President, 1994 to 1996.  
President, 1992 to 1994.  
President-Elect, 1990 to 1992.  
Vice President for Academic Affairs, 1988 to 1990.  
Program Chair for National Conference, 1989.

Southwestern Marketing Association:

Faculty Presenter for Doctoral Colloquium, 1989, 1992, 1993, 1996.  
"Fellows" Selection Committee, 1987-1988.  
Co-Editor of *Proceedings*, 1983-1984.

Southern Marketing Association:

Faculty Presenter for Doctoral Consortium, 1991.

## BOOKS, MONOGRAPHS, BOOK CHAPTERS, AND EDITED VOLUMES

Pelton, Lou, Martha Cooper, David Strutton and James R. Lumpkin, (2004 3ed), *Marketing Channels: Managing Supply Chain Relationships*, Burr Ridge: Irwin/McGraw-Hill.

Pelton, Lou, David Strutton and James R. Lumpkin, (1997; 2002 2ed), *Marketing Channels: A Relationship Management Approach*, Burr Ridge: Irwin/McGraw-Hill.

Lumpkin, James R., Marjorie J. Caballero and Lawrence B. Chonko (1989), *Direct Marketing, Direct Selling, and the Mature Consumer*, Westport: Greenwood Press, Inc.

Lumpkin, James R., Karen Martin Gibler and George P. Moschis (1992), *Retirement Housing and Long-Term Health Care: Attitudes and Perceptions of the Mature Consumer*, Annapolis: NASLI.

Crawford, John C. and James R. Lumpkin (1993), "Environmental Influences on Country-of-Origin Bias," in Nicolas Papadopoulos and Louise A. Heslop, eds., *Product-Country Images: Impact and Role in International Marketing*, New York: The Haworth Press. (Chapter 19, pp. 341-356)

Lumpkin, James R. and John C. Crawford (1984), *Proceedings*, Southwestern Marketing Association.

Crawford, John C. and James R. Lumpkin (1983), *Proceedings*, Southwestern Marketing Association.

## JOURNAL ARTICLES

Lumpkin, James R. (2008), "Grandparents in a Parental or Near-Parental Role: Sources of Stress and Coping Mechanisms," *Journal of Family Issues*. 29(3), 357-372.

Lumpkin, James R. (2007), "Recruiting and Retaining A Diverse Faculty," *Journal of Diversity Management*. 2(1), 37-40.

Festervand, Troy A. and James R. Lumpkin (2006), "International Expansion via Acquisition: The Failed Engagement of Chromalox and Ero," *Journal of Business Case Studies*. 2(1), 33-40.

Festervand, Troy A. and James R. Lumpkin (2005), "The Future of Graduate Education: What Doth Tomorrow Bring?" *Journal of College Teaching and Learning* .2(October), 13-19.

- Paswan, Audhesh K., Rajiv P. Dant, and James R. Lumpkin (1998), "An Empirical Investigation of the Linkages Among Relationalism, Environmental Uncertainty, and Bureaucratization," *Journal of Business Research*, 43 (November), 125-140.
- Gibler, Karen Martin, James R. Lumpkin, and George P. Moschis (1998), "Making the Decision to Move to Retirement Housing," *Journal of Consumer Marketing*, 15(1), 44-54.
- Dant, Rajiv, James R. Lumpkin, and Mohammed Raawas (1998), "Sources of Generalized Versus Issue – Specific Dis/Satisfaction in Service Channels of Distribution: A Review and Comparative Investigation," *Journal of Business Research*, 42 (May), 7-23.
- Gibler, Karen Martin, James R. Lumpkin, and George P. Moschis (1998), "Retirement Housing and Long-Term Health Care: Attitudes of the Elderly," *Senior Housing*, 4, 109-130.
- Gibler, Karen Martin, James R. Lumpkin and George P. Moschis (1997), "Mature Consumer Awareness and Attitudes Toward Retirement Housing and Long-Term Care Alternatives," *The Journal of Consumer Affairs*, 31 (Summer), 113-138.
- Strutton, David, J. Brooke Hamilton, III and James R. Lumpkin (1997), "An Essay on When to Fully Disclose in Sales Relationships: Applying Two Practical Guidelines for Addressing Truth-Telling Problems in Business," *Journal of Business Ethics*, 16, 545-560.
- Lumpkin, James R, True, Sheb and Charles S. Madden (1996), "U.S. Consumers" Willingness to Buy Foreign-Made Products: Country-of-Origin Attitude Changes from 1982 to 1990," *International Research in the Business Disciplines*, 2, 101-108.
- Strutton, David, Lou E. Pelton, John F. Tanner, Jr. and James R. Lumpkin (1996), "Shall We Gather in the Garden: The Effect of Ingratiation Behaviors on Buyer Trust in Salespeople," *Industrial Marketing Management*, 25 (March), 151-163.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1995), "Psychological Climate in Franchising System Channels and Franchisor-Franchisee Solidarity," *Journal of Business Research*, 34 (October), 81-91.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1995), "Sex Differences in Ingratiation Behavior: An Investigation of Influence Tactics in the Salesperson-Customer Dyad," *Journal of Business Research*, 34 (September), 35-45.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1995), "Personality Characteristics and Salespeople's Choice of Coping Strategies," *Journal of the Academy of Marketing Science*, 23(Spring), 132-140.
- Lumpkin, James R., Karen Gibler and George Moschis (1994), "Perceptions and Preferences of the Aged," *Australian Health and Aged Care Journal*, 6(October), 66-68.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1994), "Profiling the Generic-Prone Consumer: Implications for the Promotion of Generic and Branded OTC Medications," *Journal of Pharmaceutical Marketing and Management*, 8 (2), 3-25.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1994), "Internal and External Country of Origin Stereotypes in the Global Marketplace: Effects and Implications for the Domestic Production of Automobiles," *Journal of Global Marketing* 7(3), 61-77.
- Strutton, David and James R. Lumpkin (1994), "Problem- and Emotion-Focused Coping Dimensions and Sales Presentation Effectiveness," *Journal of the Academy of Marketing Science*, 22 (Winter), 28-37.

- Strutton, David, James R. Lumpkin and Scott J. Vitell (1994), "An Applied Investigation of Rogers and Shoemaker's Perceived Innovation Attribute Typology When Marketing to Elderly Consumers," *Journal of Applied Business Research*, 10 (Winter), 118-131.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1993), "Promoting Generic Products in the Health Care Marketplace: Who Are the Generic Prone and How to Reach Them?" *Journal of Promotion Management*, 2 (1), 105-111.
- Strutton, David and James R. Lumpkin (1993), "The Influence of Determinant Product Attributes on the Elderly's Information Search for Health Care Innovations," *Journal of Marketing Theory and Practice*, 2 (Fall), 122-139.
- Strutton, H. David, Lou Pelton and James R. Lumpkin (1993), "The Relationship Between Psychological Climate and Salesperson-Sales Manager Trust in Sales Organizations," *Journal of Personal Selling and Sales Management*, 13 (Fall), 1-14.
- Strutton, David, Lou E. Pelton and James R. Lumpkin (1993), "The Influence of Psychological Climate on Conflict Resolution in Franchise Relationships," *Journal of The Academy of Marketing Science*, 21 (Summer), 207-215.
- Strutton, David and James R. Lumpkin (1993), "Stereotypes of Black In-Group Attractiveness in Advertising: On Possible Psychological Effects," *Psychological Reports*, 73, 507-511.
- Strutton, H. David and James R. Lumpkin (1993), "The Relationship Between Optimism and Coping Styles of Salespeople," *Journal of Personal Selling and Sales Management*, 13 (Spring), 71-82.
- Strutton, H. David and James R. Lumpkin (1993), "Elderly Consumers' Characterization of Medication Information Sources," *Journal of Current Issues and Research in Advertising*, 15 (Spring), 101-111.
- Strutton, H. David, Lou Pelton and James R. Lumpkin (1992), "The Effect of Consumer Perceptions on Generic OTC Usage Among the Elderly," *Health Marketing Quarterly*, 10 (1/2), 169-184.
- Strutton, H. David and James R. Lumpkin (1992), "The Influence of Over-the-Counter Product Use on Information Source Behavior Among the Elderly," *Journal of Pharmaceutical Marketing and Management*, 6 (4), 3-20.
- Strutton, H. David, James R. Lumpkin and Scott J. Vitell (1992), "The Elderly's Perceptions of the Risk of Generic Over-the-Counter Medication," *Journal of Research in Pharmaceutical Economics*, 4 (3), 25-39.
- Lumpkin, James R., Charles Madden, Sheb L. True, and Daniel Rajaratnam (1992), "Willingness to Buy From Eastern Bloc Countries: U. S. Consumers Before and After Political Changes in Eastern Europe," *Journal of Euromarketing*, 1 (4), 63-78.
- Jennings, Daniel F. and James R. Lumpkin (1992), "Insights Between Environmental Scanning Activities and Porter's Generic Strategies: An Empirical Analysis," *Journal of Management*, 18(December), 791-803.
- Lee, Seonsu and James R. Lumpkin (1992), "Differences In Attitudes Toward TV Advertising: VCR Usage As A Moderator," *International Journal of Advertising*, 11(4), 333-342.
- Strutton, H. David and James R. Lumpkin (1992), "Relationship Between Optimism and Coping Strategies in the Work Environment," *Psychological Reports*, 71, 1179-1186.
- Strutton, H. David and James R. Lumpkin (1992), "Information Sources Used by Elderly Health Care Product Adopters," *Journal of Advertising Research*, 32(July/August), 20-30.
- Gilbert, Faye W., James R. Lumpkin and Rajiv P. Dant (1992), "Adaptation and Customer Expectations of Health Care Options," *Journal of Health Care Marketing*, 12(September), 46-55.
- Lumpkin, James R. and John J. Burnett (1992), "Identifying Determinants of Store Type Choice of the Mature Consumer," *Journal of Applied Business Research*, 8 (Winter), 89-102.

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- Meinert, David B., Troy A. Festervand, and James R. Lumpkin (1991), "Psychology of Computer Use: Locus of Control, Information-System Dialogues, and End-Users' Satisfaction," *Psychological Reports*, 69, 747-752.
- Vitell, Scott J., James R. Lumpkin, and Mohammed Y. A. Rawwas (1991), "Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Consumers," *Journal of Business Ethics*, 10 (May), 365-375.
- Lumpkin, James R. and R. Keith Tudor (1991), "The Effect of the CPM Designation on Job Satisfaction Factors," *Journal of Purchasing and Materials Management*, 27 (Summer), 32-37.
- Lumpkin, James R., Sheila J. Lowrey, H. David Strutton, and Christina Lim Kouzi (1991), "Catalysts for OTC Drug Communication Strategies: Perceptions of Information Source Characteristics By The Elderly," *Health Marketing Quarterly*, 8 (3/4), 155-179.
- Thompson, Alicia, James R. Lumpkin and Robert E. Hite (1991), "Retail Store Services: A Comparison of Perceived Consumer Needs and Store Service Provision," *American Business Review*, 9 (June), 37-44.
- Festervand, Troy A. and James R. Lumpkin (1990), "Positioning Retirement Housing Developments Via Perceptual Mapping," *Journal of Real Estate Development*, 7 (Summer), 78-82.
- Hodge, Thomas G., Michael H. Brown and James R. Lumpkin (1990), "The Use of Marketing Plans and Advertising Among Accounting Firms: Is the Profession A Viable Candidate for Marketing?," *Journal of Professional Services Marketing*, 6(1), 43-52.
- Lumpkin, James R. and R. Keith Tudor (1990), "Walk-In Clinics Versus Private Practitioners: Determinant Attributes of Health Care Provider Choice Among the Elderly," *Health Marketing Quarterly*, 8 (1/2), 119-133.
- Lumpkin, James R., H. David Strutton, Christina Lim, and Sheila J. Lowrey (1990), "A Shopping Orientation Based Prescription for the Treatment of OTC Medication Misuse Among the Elderly," *Health Marketing Quarterly*, 8 (1/2), 95-118.
- Hodge, Thomas G., Michael H. Brown and James R. Lumpkin (1990), "CPA's Attitudes Toward Advertising and Its Professionalism," *Akron Business and Economic Review*, 21 (Fall), 20-28.
- Lumpkin, James R. and Keith Tudor (1990), "Effect of Pay Differential on Job Satisfaction: A Study of the Gender Gap," *Journal of Purchasing and Materials Management*, 26 (Summer), 25-29.
- Chonko, Lawrence B., Marjorie Caballero and James R. Lumpkin (1990), "Do Retail Salespeople Use Selling Skills?," *Review of Business and Economic Research*, 25 (Spring), 36-46.
- Festervand, Troy A. and James R. Lumpkin (1990), "Building An Effective Competitive Intelligence System for Health Care Service Providers," *Health Marketing Quarterly*, 7 (1), 51-63.
- Dant, Rajiv P., James R. Lumpkin and Robert P. Bush (1990), "Private Physicians or Walk-In Clinics: Do the Patients Differ?" *Journal of Health Care Marketing*, 10 (June), 23-35. Reprinted in *Multivariate Data Analysis*, 3 ed, (1992), New York: Macmillan Publishing Company, 138-152.
- Lumpkin, James R. and Mark G. Dunn (1990), "Perceived Risk as a Factor in Store Choice: An Examination of Inherent Versus Handled Risk," *The Journal of Applied Business Research*, 6 (Spring), 104-118.
- Lumpkin, James R. (1990), "Stability of the Isolation/Disengagement Relationship Across Age Groups," *Psychological Reports*, 66, 176-178.

- Minert, David B., James R. Lumpkin and Robert V. Reich (1989), "Public Opinions Towards State Lotteries: A Comparison of Non-Player and Player Views," *Journal of Social Behavior and Personality*, 4 (No. 5), 481-490.
- Lumpkin, James R., H. David Strutton, Christina Lim, and Sheila J. Lowrey (1989), "The Affect of Self-Reliance and Information Needs on Over-the-Counter Medication Use Among the Elderly," *The Journal of Pharmaceutical Marketing and Management*, 4 (1), 25-45.
- Caballero, Marjorie J., James R. Lumpkin and Charles S. Madden (1989), "Using Physical Attractiveness As An Advertising Tool: An Empirical Test of the Attraction Phenomenon," *Journal of Advertising Research*, 29 (August), 16-22.
- Jennings, Daniel F. and James R. Lumpkin (1989), "Functionally Modeling Corporate Entrepreneurship: An Empirical Integrative Analysis," *Journal of Management*, 15 (3), 485-502. Selected as a finalist for the "1990 Corporate Entrepreneurship Article of the Year" award by the United States Association for Small Business and Entrepreneurship.
- Lumpkin, James R. and Charles S. Madden (1989), "Profiling the U.S. Consumer Market for Apparel Made in Selected Latin American Countries," *Journal of International Consumer Marketing*, 1 (3), 65-86.
- Lumpkin, James R. and James B. Hunt (1989), "Mobility as an Influence on Retail Patronage Behavior of the Elderly: Testing Conventional Wisdom," *Journal of The Academy of Marketing Science*, 17 (Winter), 1-12.
- Jennings, Daniel F. and James R. Lumpkin (1989), "Insights Into the Relationship Between Strategic Momentum and Environmental Scanning: An Empirical Analysis," *Akron Business and Economic Review*, 20 (Spring), 84-93.
- Tosh, Dennis S., Troy A. Festervand and James R. Lumpkin (1989), "Industrial Site Location Decision Making: A Study of Role Perceptions," *Economic Development Review*, 7 (Winter), 63-66.
- Tosh, Dennis S., Troy A. Festervand and James R. Lumpkin (1988), "Industrial Site Selection Criteria: Are Economic Developers, Manufacturers and Industrial Real Estate Brokers Operating on the Same Wave Length?," *Economic Development Review*, 6 (Fall), 62-67.
- Lumpkin, James R. (1988), "Establishing the Validity of An Abbreviated Locus of Control Scale: Is A Brief Levenson's Scale Any Better?" *Psychological Reports*, 63, 519-523.
- Festervand, Troy A., James R. Lumpkin and Dennis S. Tosh (1988), "Quality of Life in the Industrial Site Location Decision," *Journal of Real Estate Development*, 4 (Summer), 19-27.
- Lumpkin, James R. and R. Duane Ireland (1988), "Screening Practices of new Business Incubators: The Evaluation of Critical Success Factors," *American Journal of Small Business*, 12 (Spring), 59-81.
- Lumpkin, James R. and Robert E. Hite (1988), "A Comparison of Retailers' Offerings and Elderly Consumers' Needs: Do Retailers Understand the Elderly?," *Journal of Business Research*, 16 (June), 313-326.
- Lumpkin, James R. and Troy A. Festervand (1987), "Purchase Information Sources of the Elderly," *Journal of Advertising Research*, 27 (December/ January), 31-43.
- Lumpkin, James R. and Brian Johnson (1987), "An Empirical Test of the Relationship Between Isolation and Disengagement of Elderly Persons," *Psychological Reports*, 60, 823-830.
- Hawes, Jon M. and James R. Lumpkin (1986), "Perceived Risk and Selection of a Retail Patronage Mode," *Journal of the Academy of Marketing Science*, 14 (Winter), 37-42.
- Lumpkin, James R. (1986), "The Relationship Between Locus of Control and Age: New Evidence," *Journal of Social Behavior and Personality*, 1 (No. 2), 245-252.
- Lumpkin, James R., Jon M. Hawes and William R. Darden (1986), "Shopping Patterns of the Rural Consumer," *Journal of Business Research*, 14 (February), 63-82.

- Festervand, Troy A. and James R. Lumpkin (1985), "Response of Elderly Consumers to their Portrayal by Advertisers," *Current Issues and Research in Advertising 1985*, Ann Arbor: University of Michigan, 203-225.
- Lumpkin, James R., John C. Crawford and Gap Kim (1985), "Perceived Risk as a Factor in Buying Foreign Apparel Products: Implications for Marketing Strategy," *International Journal of Advertising*, 4, 157-171.
- Lumpkin, James R., Barnett A. Greenberg and Jac Goldstucker (1985), "Marketplace Needs of the Elderly: Determinant Attributes and Store Choice," *Journal of Retailing*, 61 (Summer), 75-105.
- Lumpkin, James R. (1985), "Validity of a Brief Locus of Control Scale for Survey Research," *Psychological Reports*, 57, 655-659.
- Lumpkin, James R. (1985), "Shopping Orientation Segmentation of the Elderly," *Journal of the Academy of Marketing Science*, 13 (Spring), 271-289.
- Festervand, Troy A., James R. Lumpkin and William Lundstrom (1985), "Consumers' Perceptions of Imports: An Update and Extension," *Akron Business and Economic Review*, 16 (Spring), 31-36.
- Lumpkin, James R. (1985), "Health Versus Activity in Elderly Persons' Locus of Control," *Perceptual and Motor Skills*, 60, 288.
- Lumpkin, James R. and Jon M. Hawes (1985), "Retailing Without Stores: An Examination of Catalog Shoppers," *Journal of Business Research*, 13 (April), 139-151.
- Lumpkin, James R. and C. William McConkey (1984), "Identifying Determinants of Store Choice of Fashion Shoppers," *Akron Business and Economic Review*, 15 (Winter), 30-35.
- Lumpkin, James R. (1984), "The Effect of Retirement vs. Age on the Shopping Orientations of Elderly Consumers," *The Gerontologist*, 24 (No. 6), 622-627.
- Hawes, Jon M. and James R. Lumpkin (1984), "Understanding the Outshopper," *Journal of the Academy of Marketing Science*, 12 (Fall), 203-220.
- Darden, William R. and James R. Lumpkin (1984), "Psychographic and Demographic Profile of Convenience Food Store Users: Why People Convenience Shop," *Review of Business and Economic Research*, 19 (Spring) 68-80.
- Crawford, John C. and James R. Lumpkin (1983), "The Choice of Selling as a Career," *Industrial Marketing Management*, 12 (October), 257-261. Reprinted in *Career Development Guide*, (1984), Fountain Valley: Career Research Systems, Inc., 4-7.
- Lumpkin, James R. and Barnett A. Greenberg (1982), "Apparel-Shopping Patterns of the Elderly Consumer," *Journal of Retailing*, 58 (Winter), 68-89.
- Lumpkin, James R. and William R. Darden (1982), "Relating Television Preference Viewing to Shopping Orientations, Life Styles and Demographics: The Examination of Perceptual and Preference Dimensions of Television Programming," *Journal of Advertising*, 11 (December), 56-67.
- Lumpkin, James R. and Jean Kaplan (1982), "A Call to Market College Placement," *Journal of College Placement*, (Summer), 16-19.

## REFEREED PAPERS

- Ho, Foo Nin and James R. Lumpkin (2007), "Retail Salespeople's Ethical Behavior: Perceptions of Store Managers and Retail Salespeople," European Institute of Retailing and Services Studies (EIRASS) conference.

- Festervand, Troy A. and James R. Lumpkin (2004), "International Expansion Via Acquisition: The Failed Engagement of Chromalox and Ero," *Advances in Marketing*, William J. Kehoe and Linda K. Whitten, eds., Society of Marketing Advances, 67-70.
- Shotick, Joyce A., and James R. Lumpkin (2001), "Computer Proficiency: Are Students Ready for College?" in *Proceedings*, International Business Education and Technology Conference, 134-139.
- Shotick, Joyce A., Vince Showers, James R. Lumpkin (2000), "Impact of Household Characteristics on Insurance Portfolios," *Developments in Marketing Science*, Harland E. Spotts and H. Lee Meadow, eds., Academy of Marketing Science, Vol. 23, 209-213.
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- Lumpkin, James R. and Sheb True (1995), "Country-of-Origin Perceptions in the North American Trading Area: Implications for U.S. and Latin/South American Business," in *Proceedings*, Sammy G. Amin and Nejdet Delener, eds., Academy of Business Administration, 568-575.
- Tudor, R. Keith, Sheb L. True, Robert D. Winsor, James R. Lumpkin (1995), "An Assessment of Consumer Knowledge Concerning the Country-of-Origin of Hybrid Products," in *Proceedings*, Brian T. Engelland and Denise T. Smart, eds., Southern Marketing Association, 349-353.
- Strutton, David, James R. Lumpkin and Lou E. Pelton (1995), "Political Economy Perspective on How Consumer Costs Can Be Reduced for Pharmaceuticals," in *Proceedings*, Sammy G. Amin, ed., Academy of Business Administration, 869-878.
- Vitell, Scott J., James R. Lumpkin and Mohammed Y.A. Rawwas (1994), "An Investigation of the Ethical Belief of Elderly Consumers," in *Proceedings*, Daniel L. Sherrell, Daryl O. McKee, and Robert P. Bush, eds., Southwestern Marketing Association, 203-211.
- Paswan, Audhesh K., Rajiv P. Dant and James R. Lumpkin (1994), "Interrelationships Between Environmental Uncertainty and Relationalism," in *Proceedings*, C. Whan Park and Daniel C. Smith, eds., AMA Winter Educators' Conference, 279-280.
- Lumpkin, James R., Charles Madden and Sheb L. True (1993), "U.S. Consumers' Perceptions of Products from Selected Latin/South American Countries: An Assessment of Attitude Changes from 1982 to 1990," in *Proceedings*, Fourth International Conference on Marketing and Development, 10-16.
- Pelton, Lou E., David Strutton and James R. Lumpkin (1993), "An Interactionist Paradigm for Assessing Student Outcomes in Marketing Curriculum," in *Proceedings*, Michael Levy and Dhruv Grewal, eds., Academy of Marketing Science, 501-507.
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- Meinert, David B., Troy A. Festervand and James R. Lumpkin (1992), "Computerized Questionnaires: Pros and Cons," in *Proceedings*, Robert L. King, ed., Southern Marketing Association, 201-206.
- Festervand Troy A., David B. Meinert and James R. Lumpkin (1992), "State Lotteries: A Review and Retrospective Comment," in *Proceedings*, Lance A. Masters, ed., Western Decision Science Institute, 515-517.
- Meinert, David B., Troy A. Festervand and James R. Lumpkin (1991), "The Effect of Locus of Control and DSS Dialogue Modes on End-User Satisfaction," in *Proceedings*, Steven C. Ross and Terrell G. Williams, eds., Western Decision Science Institute, 414-416.

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- Festervand, Troy A., James R. Lumpkin and Gerald U. Skelly (1985), "Attitudes of the Elderly Toward Their Portrayal in Advertisements," in *Proceedings*, Naresh K. Malhotra, ed., Academy of Marketing Science, 303-307.
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- Lumpkin, James R., Gap Kim and John C. Crawford (1984), "Perceived Risk in Apparel Due to Country of Origin: A Study of Inherent vs. Handled Risk," in *Proceedings*, James R. Lumpkin and John C. Crawford, eds., Southwestern Marketing Association, 119-122.
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## **OTHER PUBLICATIONS**

- Lumpkin, James R. (1993), "Mature Market: Choosing a Retirement/Long-Term Care Facility," *Marketing to Women*, 6 (No. 5), 7-9.
- Lumpkin, James R. (1992), "Direct Marketing: Do Seniors Like It?", *Selling to Seniors*, (August), 1-3.
- Lumpkin, James R. (1992), "Gray Marketing Implications for the 21st Century," *Mature Market Report*, 6 (August), 3.
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- Lumpkin, James R. and Charles S. Madden (1986), "Topical Study Centers: Three Way Partnerships for Faculty, Firms, and Students," *Marketing Educator*, 5 (Spring), 4.
- Darden, William R. and James R. Lumpkin (1984), "XYZ Incorporated: Convenience Stores," in *Cases in Retail Strategy*, Michael J. Etzel and Arch G. Woodside eds., New York: MacMillan Publishing Company, 127-137.

## PAPERS PRESENTED

- Lumpkin, James R. (2000) "Mission-Centered Education and the Importance of Strategic Planning," presented at the Academy of Marketing Science conference.
- Festervand, Troy A., James R. Lumpkin and Gerald U. Skelly (1995), "Strategic Intelligence Systems and the Salesforce," presented at the Academy of Marketing Science Conference.
- Gibler, Karen M., James R. Lumpkin and George S. Moschis (1993), "Retirement Housing and Long-Term Health Care Attitudes of the Elderly," presented at the American Real Estate Society Conference.
- Paswan, Audi, Rajiv Dant and James R. Lumpkin (1993), "Interrelationship Between Structural and Relational Dimensions," Presented at the Academy of Marketing Science Conference.
- Lumpkin, James R. (1993), "Retirement Housing and Long-Term Health Care: Expectations and Preferences of Mature Consumers," Presented at the National Association of Senior Living Industries (NASLI) Annual Conference.
- Lumpkin, James R., Charles Madden, Sheb L. True and Daniel Rajaratnam (1992), "Willingness to Buy From Eastern Bloc Countries: U. S. Consumers Before and After Glasnost," Presented at the Association for Consumer Research Conference.
- Bagby, D. Ray, R. Duane Ireland and James R. Lumpkin (1989), "Strategic Management of Incubators: Myth or Reality?," presented at the Babson Conference.
- Ireland, Duane R., D. Ray Bagby and James R. Lumpkin (1988), "Incubators: What We Know, What We Need To Know and A Conceptual Framework," presented at the United States Association of Small Business Entrepreneurs Annual Conference.
- Lumpkin, James R. (1988), "Direct Marketing to the Mature Consumer," presented at the Mature Market Institute's Annual Conference.
- Festervand, Troy A. and James R. Lumpkin (1987), "Effects of Role Portrayal and Advertising to Senior Adults," presented at the National Association for Senior Living Industries Annual Conference.
- Lumpkin, James R. and Charles S. Madden (1987), "Profiling the U.S. Consumer Market for Apparel Made in Selected Latin American Countries," presented at the Business Association of Latin American Studies annual conference.
- Lumpkin, James R. (1986), "A Quest for Excellence: Marketing to the Mature Adult," presented at the Hebert H. Reynolds Summer School for Retired Persons.

Lumpkin, James R. (1986), "Gifts for Tomorrow: The Impact of Research on the Elderly Consumer," presented at the American Association of Retired Persons (AARP) leadership conference.

Festervand, Troy A. and James R. Lumpkin (1984), "A Normative Model of Sales Force Feedback as an Element of a Marketing Information Systems," presented at the American Marketing Association's Information Systems Workshop.

Carlson, S. Michael, Shirley Jo Miller and James R. Lumpkin (1979), "The Arkansas Household Panel as a Sociological Resource," presented at the Arkansas Sociological Association Conference.

## RESEARCH GRANTS

\$50,000 grant from the AARP ANDRUS foundation for January 1, 1990 to December 31, 1990. The research investigated the decision process of the elderly with respect to long-term health care and retirement housing. A national sample of 3300 was utilized.

\$3,000 grant from the University of Mississippi for Summer, 1989. The research focused on coping behavior for stress among salespeople.

\$3,000 grant from the Direct Selling Education Foundation for Summer, 1988. The research investigated the attitudes of the elderly toward direct selling as a purchasing mode.

\$50,000 grant from the AARP ANDRUS Foundation for July 1, 1986 to June 30, 1987 with Lawrence Chonko and Marjorie Caballero. The research investigated attitudes of the elderly toward and satisfactions with direct marketing. A national sample of over 2500 respondents was generated by the research.

\$1,500 University Research Grant and Summer Research Sabbatical for Summer, 1985 from Baylor University.

A \$30,000 grant from the AARP ANDRUS Foundation for July 1, 1982 to June 30, 1983 with Barnett A. Greenberg. The research investigated the retail shopping behavior, perceptions, and attitudes of the elderly. A national sample of 3000 respondents was utilized for the study.

A \$9,400 grant from North Texas State University for September 1, 1981 to August 31, 1983 to study the perceived risk in apparel shopping and the effectiveness of various risk-reduction techniques. The study also investigated the effect on the country of manufacture on perceived risk. A national sample of 1460 respondents was generated by this research.

A \$9,700 grant from North Texas State University of September 1, 1980 to August 31, 1981 to study the patronage behavior of apparel shoppers. The research generated a data base of 2850 consumers nationwide.

## AWARDS AND HONORS

Beta Gamma Sigma	- honor society in Business
Alpha Iota Delta	- honor society in Decision Science
Omicron Delta Epsilon	- honor society in Economics
Sigma Iota Epsilon	- honor society in Management

Named "Outstanding Marketing Reviewer for 1997" for *Journal of Business Research*.

Named "Outstanding Reviewer for 1990" for *Journal of the Academy of Marketing Science*.

Named "Distinguished Fellow" of the Academy of Marketing Science, April, 1992.

*Journal of Management* article "Functionally Modeling Corporate Entrepreneurship: An Empirical Integrative Analysis" was selected as a finalist for the "1990 Corporate Entrepreneurship Article of the Year" award by the United States Association For Small Business and Entrepreneurship.

Received the Best Paper Award in the Marketing Management track of the 1987 Academy of Marketing Science Conference for the paper "Perceived Risk in Buying Apparel from Selected Retail Patronage Modes."

Represented University of Arkansas at 1979 AMA Doctoral Consortium.

1988 edition of *Who's Who in America*.

1980 edition of *Outstanding Young Men of America*.

1975 edition of *Who's Who Among Students in American Universities and Colleges*.