

Douglas A. Amyx, Ph.D.
Associate Professor of Marketing
Burton R. Risinger Endowed Professor
Associate Dean of Graduate Studies & Research Programs
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EDUCATION

- 1995 **Ph.D. Business Administration**
Oklahoma State University, Stillwater, OK
Major: Marketing
Minor: Social-Psychology
- 1990 **Master of Business Administration**
University of Texas at Arlington, Arlington, TX
Major: Marketing
- 1986 **Bachelor of Business Administration**
The University of Oklahoma, Norman, OK
Major: Marketing
- 1985 **Associate in Technology**
Cameron University, Lawton, OK
Major: Architecture and Design Drafting

ACADEMIC EXPERIENCE

- Fall 2017-present **Associate Dean of Graduate Studies and Research Programs**
Associate Professor of Marketing
Burton R. Risinger Endowed Professor
Louisiana Tech University, Ruston, LA
- Fall 2016-2017 **Interim Associate Dean of Graduate Studies and Research Programs**
Associate Professor of Marketing
Burton R. Risinger Endowed Professor
Louisiana Tech University, Ruston, LA
- 2011-present **Associate Professor of Marketing**
Burton R. Risinger Endowed Professor
Department of Marketing and Analysis
Louisiana Tech University, Ruston, LA

- 2007-2011 **Associate Dean of Graduate Studies and Research Programs**
Associate Professor of Marketing
Burton R. Risinger Endowed Professor
Louisiana Tech University, Ruston, LA
- 2006-2007 **Associate Professor of Marketing-Tenured**
College of Business
Department of Marketing and Analysis
Louisiana Tech University, Ruston, LA
- 2000-2006 **Assistant Professor of Marketing**
College of Business
Department of Marketing and Analysis
Louisiana Tech University, Ruston, LA
- 1997-2000 **Visiting Assistant Professor of Marketing**
School of Management
Texas Woman's University, Denton, TX
- 1995-1997 **Assistant Professor of Marketing**
Department of Management and Marketing
Tarleton State University, Stephenville, TX
- 1992-1994 **Graduate Instructor**
Department of Marketing
Oklahoma State University, Stillwater, OK
- 1990-1992 **Full-Time Instructor**
Department of Marketing and Management
East Texas State University, Commerce, TX
- 1989-1990 **Graduate Research Assistant**
Department of Management
University of Texas at Arlington, Arlington, TX

FULL-TIME PROFESSIONAL BUSINESS EXPERIENCE

- 1988 **Commercial Account Services Administrator**
The Hertz Corporation, Oklahoma City, OK
- 1987-1988 **Commercial Account Services Representative**
The Hertz Corporation, Oklahoma City, OK
- 1987 **Sales Representative**
The Docu-Fax Corporation, Dallas, TX

SCHOLARLY RESEARCH

Post-Doctorate Research Training

- 2014 Introduction to SAS Enterprise Miner Workshop, Louisiana Tech University.

- 2014 Introduction to SAS Text Miner Workshop, Louisiana Tech University.
- 2013 Doctoral Seminar in Testing Theoretical Models w/ Path Analytic Approaches: A Primer in Applied Structural Equations Modeling, Taught by: Dr. Barry Babin, LA Tech University.
- 2006 Doctoral Seminar in Structural Equations Modeling with AMOS 16.0, Taught by: Dr. Shahid Bhuian, LA Tech University.

Primary Research Interests

Personal Selling – B2B Personal Selling & workplace deviance behavior
Personal Selling Pedagogy
Consumer Behavior
Advertising

Current Research in Progress

10. **Amyx, Douglas A.**, Shahid Bhuian, and David Shows, “Will They Buy it? The Mediating Effect of Salesperson Customer Analysis Between Sales Company Innovation and Customer Purchase Intentions,” (Work in Progress).
9. Ditt, Cassandra, Hani Mesak, and **Douglas A. Amyx**, “Interpreting the Graduation Gap – Football Players Compared to All Undergraduates: Louisiana Collegiate Study with a Football Athlete Focus,” *Journal of Sports Marketing*, (Work in Progress).
8. Bennett, Rebecca J., Mahmoud Darrat, Stephanie Leonard, and **Douglas A. Amyx**, “The Effects of Emotional Labor and Burnout on Service Personnel’s Performance and Workplace Deviance,” *Journal of Business Research*, (Work in Progress).
7. Darrat, Mahmoud, Barry Babin, and **Douglas A. Amyx**, “Proclivity to Deviance,” targeted to *Journal of Business Research*, (Work in Progress).
6. **Amyx, Douglas A.** and Bruce Alford, “Depression in the Sales Force: An Insidious Malady,” *Journal of Business Research*, (Work in Progress).
5. **Amyx, Douglas A.**, Sean Dwyer, and Adel Darrat, “Organizational Culture and Workplace Deviance Among Salespeople,” Targeted to *Journal of Business Research*, (Work in Progress).
4. **Amyx, Douglas A.**, Dennis Bristow, James Cochran, Leopoldo Arias-Bolzmann, Ben Paul Gutierrez, and Rajesh Gulati, “Student Motivations to Sell: A Cross-Cultural Study of the U.S., Chile, and the Philippines,” Targeted to *Journal of Personal Selling and Sales Management*, (Work in Progress).

3. Gulati, Rajesh, Dennis Bristow, Harris, **Douglas A. Amyx**, and Kenneth Schneider, "A Causal Look at the Impact of a Professional Selling Course on Student Perceptions," *Journal of Personal Selling and Sales Management*, (Work in Progress).
2. Dwyer, Sean and **Douglas A. Amyx**, "The Development of a Recruiting Scale for College Football Programs," *Journal of Sports Marketing*, (Work in Progress).
1. **Amyx, Douglas A.** and Michael Luehlfing, "Competing Information Sources and Relevant Analysis," *Journal of Business Research*, (Work in Progress).

Published Refereed Journals

45. Upshaw, Danny C., **Doug Amyx**, and Marcia Hardy "The Nature of Exclusivity," *Journal of Marketing Development and Competitiveness*, Vol. 11 (2), 2017, 46-63.
44. Darrat, Mahmoud, **Douglas A. Amyx**, and Rebecca J. Bennett, "Examining the Impact of Job Embeddedness on Salesperson Deviance: The Moderating Role of Job Satisfaction," *Industrial Marketing Management*, Vol 63, 2017, 158-166.
43. Darrat, Adel, Mahmoud Darrat, and **Douglas A. Amyx**, "How Impulse Buying Influences Compulsive Buying: The Central Role of Anxiety and Escapism," *Journal of Retailing and Consumer Services*, Vol. 31 July, 2016, 103-108.
42. **Amyx, Douglas A.** and Larry Jarrell, "An Examination of Critical Antecedents of Salesperson Negative Organizational Deviance," *Journal of Managerial Issues*, Vol. 28 (3/4), 2016, 127-144.
41. **Amyx, Douglas A.**, Shahid Bhuian, and David Shows, "Customer-Salespeople Relationship: Influence of Salespeople Entrepreneurial Behaviors," *Marketing Intelligence and Planning*, Vol. 34 (5), 2016, 586-604.
40. **Amyx, Douglas A.** and James R. Lumpkin, "Interaction Effect of Ad Puffery and Ad Skepticism on Consumer Persuasion" *Journal of Promotion Management*, Vol. 22 (3), 2016, 403-424.
39. Harris, Garth, Rajesh Gulati, Dennis N. Bristow, Kenneth Schneider, **Douglas Amyx**, "The Impact of a Professional Selling Course on Student Perceptions: A Before and After Look," *e-Journal of Business Education & Scholarship of Teaching*, Vol. 8 (2), 2014, 1-15.
38. **Douglas A. Amyx**, Dheeraj Sharma, and Bruce Alford, "The Influence of Role Ambiguity and Goal Acceptance on Salesperson Performance and Commitment," *Marketing Management Journal*, Vol. 24 (1), 2014, 52-65.
37. Bhuian, Shahid, **Douglas A. Amyx**, and Hamed Shamma, "An Extension of Consumer Environmental Behavior Research Among Expatriates," *International*

36. Asquith, JoAnn, Dennis Bristow, Kenneth Schneider, Afsaneh Nahavandi, and **Douglas Amyx**, "Cultural Diversity as an Element of the University Campus Environment: Does it Matter to Today's Students?" *Marketing Management Journal*, Vol. 21 (1) Spring, 2011, 214-221.
35. **Amyx, Douglas A.** and Kimberly Amyx, "Sex and Puffery in Advertising: An Absolutely Sensational and Sexually Provocative Experiment," *International Business and Management*, Vol. 2 (1), 2011, 1-10.
34. Bristow, Dennis N., **Douglas A. Amyx**, Stephen B. Castleberry, and James Cochran "The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has the Student Lens Changed After Sixteen Years?" *Journal of Personal Selling and Sales Management*, Vol. 31 (1), 2011, 77-85.
33. Darrat, Mahmoud, **Douglas A. Amyx**, and Rebecca Bennett, "An Investigation into The Effects of Work-Family Conflict and Job Satisfaction on Salesperson Deviance," *Journal of Personal Selling and Sales Management*, Vol. 30 (3), 2010.
32. **Amyx, Douglas A.** and Shahid Bhuian, "SALESPERF: The Salesperson Service Performance Scale," *Journal of Personal Selling and Sales Management*, Vol. 29 (4), 2009, 367-376.
31. **Amyx, Douglas A.**, Dennis Bristow, and Jeffrey Robb, "Source Credibility In Attorney Advertisements," *Services Marketing Quarterly*, Vol. 30 (4), 2009, 377-396.
30. **Amyx, Douglas A.**, Shahid Bhuian, Dheeraj Sharma, and Katherine Loveland, "Salesperson Corporate Ethical Values (SCEV) Scale: Development and Assessment Among Salespeople," *Journal of Personal Selling and Sales Management*, Vol. 28 (4), 2008.
29. Gulati, Rajesh, Dennis N. Bristow, and **Douglas A. Amyx**, "Information Technology and Professional Selling: What do the Sales People of Tomorrow Think?" *Journal of Selling and Major Account Management*, 8 (3), 2008, 34-43.
28. Johnson, Gene H., Joe M. Pullis, and **Douglas A. Amyx**, "So You Want To Be A Business Professor," *Journal of Business and Training Education*, 16 (Fall), 2007, 18-31.
27. **Amyx, Douglas A.**, Dennis Bristow, Jeffrey Robb, and Gene Johnson, "Attorney Ads and Consumer Purchase Intentions: The Effects of Certification Claims and Sex of Source," *Journal of Legal, Ethical, and Regulatory Issues*, Vol. 10. (2), 2007, 91-108.

26. **Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfing, "Student Satisfaction: An Experiment of Instructor Desirability and Student Choice," *Wisconsin Business Education Journal*, 55 (1), Winter 2006-07, 16-24.
25. **Amyx, Douglas A.** and Michael Luehlfing, "Winner's Curse and Parallel Sales Channels—Online Auctions Linked Within E-tail Websites," *Information and Management*, Vol. 43 (8), 2006, 919-927.
24. **Amyx, Douglas A.** and Dennis Bristow, "The Importance of Cultural Diversity in the Educational Environment Scale (ICDEE): Development and Testing," *Journal of Diversity Management*, Vol. 1 (2), 2006, 53-60.
23. Bristow, Dennis, and **Douglas A. Amyx**, "The Satisfaction With Cultural Diversity in The Educational Environment Scale (SCDEE): Development and Testing," *Review of Business Research*, Vol. 6 (3), 2006, 28-38.
22. Bristow, Dennis, Rajesh Gulati, and **Douglas A. Amyx**, "A Look at Professional Selling From the Students' Perspective: A Replication and Extension," *Marketing Management Journal*, Vol. 16 (1) Spring, 2006, 88-103.
21. Bristow, Dennis, Rajesh Gulati, **Douglas A. Amyx**, and Jennifer Slack, "An Empirical Look at Professional Selling From a Student Perspective," *Journal of Education for Business*, Vol. 81 (5) May/June, 2006, 242-249.
20. **Amyx, Douglas A.**, Dennis N. Bristow, and Joann Asquith, "To Catch A Thief: A Reinvestigation of A Pedagogical Tool for Business Educators," *Ethics & Critical Thinking*, Vol. 2005 (3).
19. **Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfing, "Men Are From Mars, Women Are From Venus...Sometimes: A Cross-Cultural Study Among University Students," *NABTE Review*, Issue 32, 2005, 22-28.
18. **Amyx, Douglas A.** and Bruce Alford, "Salesperson Performance and Organizational Commitment: An Empirical Model," *Journal of Personal Selling and Sales Management*, Vol. 25 (4), 2005, 345-359.
17. **Amyx, Douglas A.**, Dennis Bristow, and Michael Luehlfing, "A Cross-Cultural Comparison of Values and Gender Among University Students," *Academy of Educational Leadership Journal*, Vol. 9 (3), 2005.
16. **Amyx, Douglas A.**, Dennis Bristow, and Jeffrey Robb, "Unintended Effects of Affirmative Disclosures In Print Ads," *Journal of Legal, Ethical and Regulatory Issues*, Vol. 7 (1&2), 2004.
15. **Amyx, Douglas**, Dennis N. Bristow, and Kenneth Schneider, "A Cross Cultural Comparison of Consumer Tendencies and Subsequent Communication Implications," *Marketing Management Journal*, 14 (2), 2004.

14. **Amyx, Douglas A.** and Dennis Bristow, "Future Time Orientation Among Navajo and Anglo Consumers," *Delta Pi Epsilon Journal*, Vol. 46 (1), 2004.
13. Bristow, Dennis N., JoAnn L. Asquith, and **Douglas A. Amyx**, "To Catch A Thief Revisited: A Longitudinal Investigation of a Cultural Diversity Teaching Tool for Marketers," *Marketing Education Review*, Vol. 12 (1), 2002.
12. Bristow, Dennis and **Douglas A. Amyx**, "A Cross-Cultural Look at Consumer Values: A Comparison of Navajo and Anglo College Students," *Marketing Management Journal*, Vol. 11 (1), 2001.
11. **Amyx, Douglas A.** and Dennis Bristow, "An Empirical Investigation of Customer Satisfaction With Health Care Services" *Marketing Intelligence and Planning*, Vol. 19 (7), 2001.
10. **Amyx, Douglas A.**, John Mowen, and Robert Hamm, "Who Really Wants Health Care Choice." *Journal of Management In Medicine*, Vol. 14 (5), 2000.
9. **Amyx, Douglas A.**, John C. Mowen, and Robert Hamm, "Patient Satisfaction: A Matter of Choice." *The Journal of Services Marketing*, Vol. 14 (7), 2000.
8. Bristow, Dennis and **Douglas A. Amyx**, "Consumer Primacy on Campus: A Look at the Perceptions of Navajo and Anglo Consumers," *Journal of Nonprofit and Public Sector Marketing*, Vol. 7 (2), 1999.
7. **Amyx, Douglas A.** and Dennis N. Bristow, "The Marketing Concept in an Academic Setting: Assessing and Comparing the Needs of Asian/Pacific Islander and Anglo Consumers of the Educational Product," *Journal of Customer Service in Marketing and Management*, Vol. 5 (4), 1999.
6. Bristow, Dennis and **Douglas A. Amyx**, "Do You See What I See? A Cross-Cultural Investigation of Consumer Perceptions of the Educational Product," *Journal of International Consumer Marketing*, Vol. 10 (3), 1998.
5. Bristol, Terry and **Douglas A. Amyx**, "Tactics To Enhance the Effectiveness of Delayed Incentive Offerings In A Competitive Environment," *Journal of Promotion Management*, Vol. 4 (1), 1996.
4. **Amyx, Douglas A.** and John C. Mowen, "Advancing Versus Delaying Payments and Consumer Time Orientation: A Personal Selling Experiment," *Psychology and Marketing*, Vol. 12 (4), 1995.
3. Hynson, Larry M. and **Douglas A. Amyx**, "Cross Cultural Risk Taking: Japanese Versus American Students," *Free Inquiry in Creative Sociology*, Vol. 23 (1), 1995.

2. Narusawa, Hiroyuki, Larry Hynson, **Douglas A. Amyx**, and Brad Kleindl, "Risk Taking with Monetary Resources," *The Obirin Journal of Social Sciences and Humanities*, No. 22, 1995.
1. Hynson, Larry, Hiroyuki Narusawa, **Douglas A. Amyx**, and Brad Kleindl, "A Cross-Cultural Comparison of Risk Between Japanese and Americans," *Annual Bulletin of The Institute for Industrial Research of Obirin University*, No. 13, March, 1995.

Published Scales

1. **Amyx, Douglas A.** and John C. Mowen, "Time Orientation," in *Handbook of Marketing Scales, Multi-item Measures for Marketing and Consumer Behavior Research*, Second Edition, p. 270, 1998.

Refereed Conference Proceedings

33. Upshaw, Danny, **Doug Amyx**, Marcia Hardy, and Phil Habig "Using Marketing History in the Modern Classroom," Academy of Marketing Science Annual Conference, May 23-25, 2018, New Orleans, LA.
32. Hochstein, Bryan, Teidorlang Lyngdoh, Ellis A. Chefor, and **Douglas Amyx**, "Negative Psychological States and Behavior in Sales Research: A Review and Content Analysis of Recent Research," Academy of Marketing Science Annual Conference, May 24-26, 2017, Coronado, CA.
31. Upshaw, Danny, Marcia Hardy, and **Doug Amyx** "Exclusivity Strategies in Marketing," ACME-Federation of Business Disciplines (FBD), March 9-10, 2017, Little Rock, AR.
30. Upshaw, Danny and **Douglas A. Amyx**, "An Exploration and Typology of Exclusivity in Marketing," Academy of Marketing Science Annual Conference, May 18-21, 2016, Orlando, FL.
29. Darrat, Mahmoud, **Douglas A. Amyx**, and Barry Babin, "Individual Characteristics Influencing B2B Salesperson Deviance, 19th World Marketing Congress, July 19-23, 2016, Paris, France.
28. **Amyx, Douglas A.** "The Effects of Values, Advertising Characteristics, and Animal Companion Preference on Consumer Attitudes and Purchase," Academy of Marketing Science Annual Conference, May 18-21, 2016 Orlando, FL.
27. Upshaw, Danny, Marcia Hardy, and **Douglas A. Amyx**, "Exclusivity: A Non-Pricing Marketing Differentiation Strategy," *Association of Collegiate Marketing Educators*, March 10-11, 2016, Oklahoma City, OK.

26. Bennett, Rebecca J., Mahmoud Darrat, **Douglas A. Amyx**, and Stephanie Leonard, "The Spillover of Customer Demandingness into Work-Life Balance and Workplace Outcomes," July 2-4, 2015 Australian Psychological Society Industrial and Organisational Psychology Conference in Melbourne, Australia.
25. **Amyx, Douglas A.**, Dennis N. Bristow, James Cochran, Leopoldo Arias-Bolzmann, Ben Paul Gutierrez, and Rajesh Gulati, "Student Motivations to Sell: A Cross-Cultural Study of the U.S., Chile, and the Philippines," National Conference in Sales Management (NCSM) in Miami, FL, April 9-12, 2014.
24. **Amyx, Douglas A.** and Larry H. Jarrell, "The Adverse Impact of Salesperson Depression on Negative Organizational Deviance," Sixth Annual General Business Conference, Sam Houston State University, Huntsville, TX, April 10, 2014.
23. Gulati, Rajesh, Dennis Bristow, Harris, **Douglas A. Amyx**, and Kenneth Schneider, "A 'Causal Look' at the Impact of a Professional Selling Course on Student Perceptions," 2013 National Conference in Sales Management (NCSM) in San Diego, CA.
22. **Amyx, Douglas A.**, Dennis N. Bristow, and Kenneth C. Schneider, "Utilizing the Applied Sports Fan Motivation Scale (ASFMS) In Professional Sports: The Case of Major League Baseball," The 2011 Maui International Academic Conference, Maui, Hawaii, USA.
21. Asquith, Jo Ann, Dennis N. Bristow, Kenneth Schneider, **Douglas A. Amyx**, and Afsaneh Nahavandi, "Cultural Diversity on Campus: A Multi-Cultural Look from Students' Perspective," 2009 Cross Cultural Research Conference, Puerto Vallarta, Mexico.
20. Swimberghe, Krist, Phil Habig, and **Douglas A. Amyx**, "Salespeople Gone Bad! Investigating the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance," 2009 National Conference in Sales and Sales Management, Norfolk, VA.
19. Bristow, Dennis N., Rajesh Gulati, and **Douglas A. Amyx**, "Information Technology and Professional Selling: What Do the Sales People of Tomorrow Think?" 2008 Association of Collegiate Marketing Educators (ACME), Houston, TX.
18. **Amyx, Douglas A.**, Dennis N. Bristow, Rajish R. Gulati, and Mike Williams, "The Selling Enthusiasm Scale (SES): A Conceptual Exploration and Initial Scale Development," 2007 National Conference in Sales Management, Irvine, CA.
17. Bristow, Dennis N., **Douglas A. Amyx**, and Stephen B. Castleberry, "The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has The Student Lens Changed After 16 years? 2007 National Conference in Sales Management, Irvine, CA.

16. Bristow, Dennis N. and **Douglas A. Amyx**, "The Satisfaction With Cultural Diversity in the Educational Environment Scale (SCDEE): Development and Testing, 2006 International Academy of Business and Economics, Las Vegas, Nevada.
15. Bristow, Dennis N., **Douglas A. Amyx**, Rajesh Gulati, and Mike Williams, "Selling Enthusiasm: A Conceptual Exploration," 2006 National Conference in Sales Management, Minneapolis, Minnesota.
14. Gulati, Rajesh, Dennis N. Bristow, and **Douglas A. Amyx**, "Do You See What I See? A Comparison of 'Ivory Tower' and 'Real World' Perspectives Regarding the Contribution of Sales-Related Courses in University Curricula," 2006 National Conference in Sales Management, Minneapolis, Minnesota.
13. Bristow, Dennis, Rajesh Gulati, and **Douglas A. Amyx**, "Do You See What I See? A Look at Professional Selling From the Students' Perspective: A Replication and Extension," 2005 National Conference in Sales Management, Miami Beach, FL.
12. Bristow, Dennis, Rajesh Gulati, **Douglas A. Amyx**, and Jennifer Slack, "Do You See What I See? An Empirical Look at Professional Selling From a Student Perspective," 2004 National Conference in Sales Management, Reno, Nevada.
11. Robert J. Pellegrino and **Douglas A. Amyx**, "Bidder Escalation Effects in Online Auctions," *2003 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.
10. Robert J. Pellegrino and **Douglas A. Amyx** "A Methodology for Assessing Buyer Behavior Regarding Price Sensitivity and Value Awareness in Internet Auctions," *2002 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.
9. Bristow, Dennis N., **Douglas A. Amyx**, and Kenneth C. Schneider, "Do You See What I See? A Cross Cultural Comparison of Consumer Brand Loyalty and Perceptions of Ethics in Business," *2001 Eighth Symposium On Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.
8. **Amyx, Douglas A.**, Robert Pellegrino, and Brad Kleindl, "An Empirical Examination of Cross-Cultural Risk Taking For Physical Resources," *2000 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.
7. Pellegrino, Kimberley C., Robert J. Pellegrino, **Douglas A. Amyx**, and Dennis N. Bristow, "A Cross-Cultural Gender Examination of Needs and Their HR Implications: A Comparison of Navajo and Anglo College Students," *2000 American Society of Business and Behavioral Sciences*, Las Vegas, Nevada.
6. Bristow, Dennis and **Douglas A. Amyx**, "Do You See What I See? A Cross-Cultural Examination of the Educational Product," *1997 Sixth Symposium On Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.

5. **Amyx, Douglas A.**, Penelope F. DeJong, Xiaohua Lin, Goutam Chakraborty, and Joshua L. Wiener, "Influencers of Purchase Intentions For Ecologically Safe Products: An Exploratory Study," *1994 American Marketing Association Winter Educators' Conference*, St. Petersburg, Florida.
4. Bristow, Dennis N., **Douglas A. Amyx**, and John C. Mowen, "Time and the Resource Management Model of Motivation," *Society for Consumer Psychology, 1994 Annual Conference*, St. Petersburg, Florida.
3. Mowen, John C., Dennis N. Bristow, and **Douglas A. Amyx**, "The Resource Management Model: Time and the Gain/Loss of Wealth Versus Physical Resources," *1994 Behavioral Decision Research in Management Conference*, Massachusetts Institute of Technology, Cambridge, Massachusetts.
2. Sukhdial, Ajay, Goutam Chakraborty, Leopoldo Arias-Bolzmann, and **Douglas A. Amyx**, "Differences in Values Between Hispanic and Anglo-American Consumers: What We Know and What We Need To Know," *1993 Fourth Symposium on Cross-Cultural Consumer and Business Studies*, Oahu, Hawaii.
1. **Amyx, Douglas A.** and Kenneth D. Bahn, "U.S. Consumer Automobile Purchase Behavior: The Choice Between Japanese and Domestic Makes," *1993 Southern Marketing Association*, Atlanta, Georgia.

Symposium Presentations

4. **Amyx, Douglas A.** "Developing A Marketing Plan," to 50 high school senior students and their instructors attending a Science, Technology, Engineering, and Math (STEM) workshop at Louisiana Tech University.
3. **Amyx, Douglas A.** "SPSS Analysis Techniques," to Louisiana Tech University DBA students, February 27, 2015.
2. **Amyx, Douglas A.**, John C. Mowen, and Robert Hamm, "An Experiment of Choice and Outcome Bias On Health Care Satisfaction," *1994 Nebraska Doctoral Symposium*, University of Nebraska, Lincoln, Nebraska.
1. **Amyx, Douglas A.** and John C. Mowen, "The Impact of Consumer Time Orientation Within A Personal Selling Situation," *1993 Behavioral Decision Theory Symposium*, The University of Oklahoma, Norman, Oklahoma.

Professional Presentations

6. **Amyx, Douglas A.** "Defining the Opportunity," as part of the Basic Business Boot Camp sponsored by the College of Business at Louisiana Tech University, November 7, 2009.

5. **Amyx, Douglas A.** “Defining the Opportunity,” as part of the Basic Business Boot Camp sponsored by the College of Business at Louisiana Tech University, November 15, 2008.
4. **Amyx, Douglas A.** “Defining the Opportunity,” as part of the Basic Business Boot Camp sponsored by the College of Business at Louisiana Tech University, November 3, 2007.
3. **Amyx, Douglas A.** “Market Research and Competitive Situation Analysis,” as part of the Business Boot Camp through the Technology Business Development Center, August 4, 2007.
2. **Amyx, Douglas A.** “Creating Effective Print Advertising,” As part of the *Creating A Toolkit For Business Series* by the Louisiana Tech University College of Administration and Business and SBDC, March 16, 2006.
1. **Amyx, Douglas A.** “Developing Your Business Plan,” East Texas State University, Greenville, TX, Spring, 1990.

Academic Conferences & Workshops Attended

- 2018 **UL System-First Annual, For Our Future Conference**, Hammond, LA
Southeastern Louisiana University, Feb 1-2.
- 2017 **AACSB Associate Dean’s Conference**, New Orleans, LA, November 6-7.
- 2016 **AACSB Associate Dean’s Conference**, Atlanta, GA, November 6-8.

Reviewer and Conference Activities

Editorial Review Board Member, *Journal of Managerial Issues* (“A” Level Journal on LA Tech COB Management Journal List), 2016-present.

Editorial Review & Advisory Board Member, *Journal of Promotion Management*, 2015-present.

Editorial Review Board Member, *Journal of Marketing Theory and Practice* (“A” Level Journal on LA Tech COB Marketing Journal List), 2007-present.

Ad-Hoc Manuscript Reviewer, *Society for Marketing Advances*, August 2017.

Manuscript Reviewer, *JMTP*, February, 2017.

Manuscript Reviewer, *JMTP*, December, 2016.

Ad-Hoc Reviewer for *World Marketing Congress*, Christchurch, NZ, Review-Dec, 2017.

Manuscript Reviewer, *Journal of Promotion Management*, November, 2016.

Ad-Hoc Reviewer, *Marketing Intelligence and Planning*, November 2016.

Ad Hoc Session Chair of Pricing and Customer Behaviors Track, 19th AMS World Marketing Congress, IESEG School of Management, Paris, France, July 19-23, 2016.

Session Chair of Innovation and Competitive Advantage in B2B Contexts Track, 19th AMS World Marketing Congress, IESEG School of Management, Paris, France, July 19-23, 2016.

Session Chair of Playing Politics: Understanding Political Brands Track, 19th AMS World Marketing Congress, IESEG School of Management, Paris, France, July 19-23, 2016.

Session Chair of Appeals and Diversity Track, 2016 *Academy of Marketing Science*, Orlando, FL, May 18-May 21, 2016.

Ad Hoc Reviewer, *Marketing Intelligence and Planning*, September, 2016.

Ad Hoc Reviewer, *Journal of Business Research*, July 2016.

Ad Hoc Reviewer, *Journal of Consumer Marketing*, April 2016.

Ad Hoc Reviewer, *Journal of Business Research*, February 2016.

Ad Hoc Reviewer, *Journal of Personal Selling and Sales Management*, January 2016.

Ad Hoc Reviewer, 2016 *Academy of Marketing Science*, Orlando, FL, International Track.

Ad Hoc Reviewer, 2016 *Academy of Marketing Science* 19th World Marketing Congress.

Ad Hoc Reviewer, *Social Behavior and Personality, an international journal*, October 8-November 8, 2015.

Ad Hoc Reviewer, *Journal of Consumer Marketing*, September 13-October 14, 2015.

Ad Hoc Reviewer, *Journal of Consumer Behaviour*, August 30-September 30, 2015.

Ad Hoc Reviewer, *Journal of Personal Selling and Sales Management*, May 18-June 30, 2015.

Ad Hoc Reviewer, *Journal of Advertising*, June 3-July 4, 2015.

Ad Hoc Reviewer, *Journal of Marketing Management*, February 18-March 20, 2015.

Ad Hoc Reviewer, *Journal of Advertising*, February 19-March 19, 2015.

Ad Hoc Reviewer, *Journal of Personal Selling and Sales Management*, January-February, 2015.

Ad Hoc Reviewer, *National Conference in Sales Management*, November-December, 2014.

Ad Hoc Reviewer, *Journal of Business Research*, sales related paper, October-November, 2014.

Ad Hoc Reviewer, *Journal of Consumer Marketing*, October 13-November 13, 2014.

Ad Hoc Reviewer, *Journal of Business Research* special issue on "Heresies in Business Research," May 1-June 1, 2014.

Ad Hoc Reviewer, *Journal of Personal Selling and Sales Management*, March 25-April 25, 2014.

Ad Hoc Reviewer, 17th *AMS World Marketing Congress/ESAN* Lima, Peru, January 18, 2014.

Ad Hoc Reviewer, *Marketing Management Journal*, November 1, 2013.

Ad Hoc Reviewer, *Journal of Consumer Behaviour*, August 28, 2013.

Ad Hoc Reviewer, *Studies in Business and Economics*, May 21, 2013.

Ad Hoc Reviewer, *AMS-World Marketing Congress 16*, November, 2012.

Ad Hoc Reviewer, *Proceedings of 41st Academy of Marketing Science*, New Orleans, LA.

Ad Hoc Reviewer, Special Issue of *Journal of Personal Selling and Sales Management* 2011.

Ad Hoc Reviewer for *Association of Collegiate Marketing Educators (ACME)*, 2009.

Ad Hoc Reviewer, *National Conference in Sales Management*, 2007, 2008.

Ad Hoc Manuscript Reviewer: Consumer Behavior Track, *Society for Marketing Advances Conference*, May, 2001.

Session Chair: Culture and Ethical Issues, Management and Human Resources Track, *American Society of Business and Behavioral Sciences*, Las Vegas, Nevada, February, 2000.

Discussant & Manuscript Reviewer: *Southwestern Federation of Administrative Disciplines*, March 1996 & 1998.

Professional Memberships

2013-present Academy of Marketing Science

Research Grants

2015 Government of Oman Research Grant, "Contribution of SMEs to Middle East Economic Growth," Co-Contributor with Dr. Shahid Bhuian, \$100,000.

2007 Louisiana Tech University, Summer Research Grant, "Salespeople Behaving Badly – A model of Deviant Behavior," Co-Investigator: Dr. Rebecca Bennett, \$2,000.00.

2006 Louisiana Tech University, Summer Research Grant, "Balancing Work and Family: The Effects of Work and Family Factors on Salesperson Job Outcomes," \$1,600.00.

2005 Louisiana Tech University, Summer Research Grant, "Salesperson Ethics: Antecedents and Consequences," \$992.00.

2004 Louisiana Tech University, Summer Research Grant, "A Multi-Cultural Assessment of Student Needs and Satisfaction," \$864.00.

2000 Texas Woman's University, Research Grant, "A Cross-Cultural Look at Consumer Values: A Comparison of Navajo and Anglo College Students," \$500.00.

CLASSROOM INSTRUCTION

Teaching Philosophy

My teaching philosophy is rooted in service learning. That is, I immerse students in meaningful and practical projects with real clients that give students hands-on experience and skills. Students learn best by doing. I also emphasize learning through active participation and involvement in class discussions with students.

Courses Currently Taught

Marketing Strategy (Doctoral): The course is a core seminar for the marketing doctoral students which addresses both current and classic articles relevant to marketing strategy. In addition to leading class discussions on selected articles, students present their term paper at the end of the course. Students are also tested over the readings with a comprehensive essay exam.

Marketing Management (MBA Core Course, Live and Online Sections): Students are challenged with cases as well as current readings. Also, students present their term paper at the end of the course.

Global Perspectives in Management (Executive MBA): Currently responsible for teaching the international component for the COB's Executive MBA program in Bossier

City, LA. Students discuss current international business events, conduct case work, engage in interactive exercises, and work in groups, and make presentations related to an international business topic. Further, while serving as the Associate Dean of Graduate Studies for the College of Business from 2007-2011, I assisted in the development and continued operation of the LA Tech Executive MBA (EMBA) program.

International Marketing (Undergraduate): Students are tested over international course material, write a term paper, and present their term paper at the end of the course.

Marketing Strategy (Undergraduate Marketing Capstone Course): Provide an overview of major and current topics integrated across the marketing discipline. The students produce marketing plans, work with clients, deliver an actionable marketing plan, and make a formal presentation to their client at the end of the term. Projects have included developing marketing plans for the Admissions/Recruitment Office of Louisiana Tech University, the Innovation Enterprise Center at Louisiana Tech University, and the College of Business.

Personal Selling (Undergraduate): I bring in guest speakers from the sales field who share their experiences. I also use role play and have developed a sales role play approach that challenges the students by forcing them to prepare as well as adapt to the buyer's feedback during the sales presentation. This course has become very popular and students appreciate the hands-on experience provided.

Instructor Ratings for Douglas Amyx, Ph.D.

My instruction evaluation scores are excellent with an average of over 4.0 out of a possible score of 4.0 where 4.0=Excellent.

<u>Evaluation Criterion</u>	<u>2017-18 Amyx</u>
Appropriate Examinations	4.0
Organized Presentations	4.0
Expressiveness	4.0
Stimulates Interest	4.0
Explains Difficult Material	4.0
Concerned About Learning	4.0
Willing to Answer Questions	4.0
Gained Greater Understanding	4.0
Accomplished Class Purposes	4.0
Overall Rating of Instructor	4.0

I teach a variety of classes. I currently teach at the doctoral, masters, and undergraduate level. Below is a list of the courses that I have taught since 1990.

Courses Taught by Douglas Amyx, Ph.D. (most often to least often):

<u>Undergraduate</u>	<u>Graduate</u>	<u>Doctoral</u>
1. Marketing Strategy*	1. Marketing Management*#	1. Current Topics in Teaching/Res.*
2. Principles of Marketing	2. Services Marketing	2. Marketing Strategy*
3. Personal Selling*	3. Consumer Behavior	3. Marketing Theory
4. Advertising and Promotion	4. Marketing Theory and Practice#	
5. Marketing Strategy	5. Global Perspectives in Mgmt.†	
6. International Marketing*		
7. Services Marketing		
8. Marketing Research		
9. Consumer Behavior		
10. Introduction to Business		
11. Retailing		
12. Freshman University Seminar/First Year Experience*		
13. Entrepreneurship		
14. Business Capstone*		

* Denotes courses that I currently teach at Louisiana Tech University.

Denotes courses I have taught via distance learning.

† Denotes course I currently teach at Louisiana Tech University in Executive MBA program.

BUSINESS AND PRACTICAL EXPERIENCE

Marketing Consultant & Supervisor:

2018	Church of the Redeemer Episcopal Church, Ruston, LA
2018	Louisiana Tech University Academic Success Center, Bossier City, LA
2018	Polaris of Ruston, Ruston, LA
2017	International Student and Scholar Services, LA Tech University, Ruston
2017	Holly Creek Farms, Bernice, LA-Marketing Plan
2016	Crisis Communications, Mandeville, LA – Marketing Plan
2016	Catahoula Cross-fit, Ruston, LA – Marketing Plan
2015	Louisiana Tech University Enterprise & Economic Development Center, Ruston, LA – Promotion Campaign & follow up to Project 1 from 2014
2015	College of Business, Louisiana Tech University, Ruston, LA - Marketing Plan
2014	Louisiana Tech University Enterprise & Economic Development Center, Ruston, LA – Marketing Plan for Dr. Dave Norris
2014	Louisiana Tech University, Ruston, LA - Content Analysis of University Promotional Material, Survey Market Research focused on Perceptions of High School Students of Louisiana Tech University.
2013	Shell Oil, Rational Middle Films, Houston, TX, - Ad/Promotion Campaign
2013	Brim Guard, Orlando, Florida - marketing plan
2013	LA Tech Farm Sales Room, Ruston, LA - marketing plan
2012	Lil Daddy Cartoon Character for Reggie McLeroy, Ruston, LA - marketing plan
2011	Episcopal Church of the Redeemer, Ruston, LA - marketing plan
2010	Lorants' Inc., Shreveport, LA - marketing plan
2010	Piney Hill's Music Marketing Plan, Ruston, LA - marketing plan

2009 World of Wings Café, Ruston, LA - marketing plan
 2009 San Miguel Cantina, Ruston, LA - marketing plan
 2007 Louisiana Tech University Psychological Services Clinic - marketing plan
 2007 Caney Conference Center, Minden, LA - marketing plan
 2006 Accents of the Forest, Dubach, LA - marketing plan
 2006 Emerson Centre, Ruston, LA - marketing plan
 2006 Lincoln Parish Park, Ruston, LA - marketing plan
 2005 Louisiana Military Museum, Ruston, LA - ad campaign
 2005 Institute for Micro-manufacturing, Ruston, LA - ad campaign
 2005 CEnIT-Center for Entrepreneurship & Information Technology, Ruston, LA ad campaign
 2005 Makin' Good Scents, Bernice, LA - marketing plan and ad campaign
 2005 Courier Publications-Rockland, Maine - marketing research report
 2005 Community Trust Bank-Ruston, Louisiana - ad campaign
 2004 Aura Nanotechnology-Ruston, Louisiana - ad campaign
 2004 YMCA Shreveport-Bossier, Louisiana - ad campaign
 2004 Arizona Diamondbacks Professional Baseball Franchise - marketing research report
 2003 San Diego Padres Professional Baseball Franchise - marketing research
 1997-99 Calloway's Nursery, Fort Worth, TX - marketing research report
 1997 Granbury Municipal Airport, Granbury, TX - marketing plan
 1994 Battered Women's Shelter, Ponca City, OK - marketing research report
 1990-92 Supervised 20 Small Business Administration Projects - marketing research and marketing plans

Full-Time Business Experience:

1988 **Commercial Account Services Administrator**
 The Hertz Corporation, Oklahoma City, OK

1987-1988 **Commercial Account Services Representative**
 The Hertz Corporation, Oklahoma City, OK

1987 **Sales Representative**
 The Docu-Fax Corporation, Dallas, TX

SERVICE

Louisiana Tech University

2018-present Member, Sponsored Projects Group (SPG)

2016-present Member, Graduate Council Member

2016-present Chair, Graduate Policies and Assessment Committee (GPAC)

2016-present Member, COB Council

2016-present Member, Research Council

2007-11 & 2016-present	EMBA Director
2007-present	Editorial Review Board Member , <i>Journal of Marketing Theory and Practice</i> (“A” Level Journal on LA Tech COB Marketing Journal List).
2015-present	Editorial Review & Advisory Board Member , <i>Journal of Promotion Management</i> .
2016-present	Editorial Review Board Member , <i>Journal of Managerial Issues</i> (“A” Level Journal on LA Tech COB Management Journal List).
2000-present	Chair of 1 Marketing Dissertation Committee for Danny Upshaw; Member of 12 Doctoral Dissertation Committees (Shuang Wu, Christian Bushardt, Cassie Ditt, Mohammad Darrat-Marketing, Adel Darrat-Marketing, JoAnn Tran-Marketing, Brian Dowis-Accounting, Yasmin Ocal Attinc-Marketing, Nathan McDougle-Marketing, Kevin James-Marketing, Mahmoud Darrat-Marketing, and Gordon Mosley-Marketing).
2007-11 & 2017-present	Associate Dean of Graduate Studies & Research Programs
2016-17	Interim Associate Dean of Graduate Studies & Research Programs
2016-17	Faculty Advisor-CRU – Campus Crusade for Christ organization
2015-16	University Human Use - Institutional Review Board Committee
2015	Interim Chair, Marketing Curriculum Committee
2015	Member-Statistics/QA Faculty Search Committee
2015	Participant-AACSB Reaccreditation Team Visit Sessions
2007-2014	BUSN 610 Teach multiple sessions of “Current Topics in Research” for COB DBA Students every Fall.
2015	Host and Participant - AACSB Accreditation Team Visit at LA Tech
2015	Member - COB Director of Student Services and Career Placement Search Committee
2014-present	Chair - Marketing & Analysis Curriculum Committee
2013-present & 2000-2007	Co-Advisor - Delta Sigma Pi Business Fraternity “ “
2012-present & 2000-2007	Co-Advisor - Marketing Club Advisor - Marketing Club/American Marketing Association
2000-present	Graduate Faculty - College of Business
2014	Participant - CSC/College of Business Round Table Discussion
2014	Member - United Way Fundraising Drive, Louisiana Tech University
2014	Supervised the Marketing Plan for the University Enterprise Park at Louisiana Tech University
2014	Member - College of Business Dean’s Search Committee
2014	Member - Marketing Faculty Search Committee
2014	Member - COB Dean’s Administrative Assistant Search Committee
2014	External Reviewer of Tenure and Promotion for Dr. Rand Wergin,

	University of South Dakota, July 22 – September 1, 2014.
2014	Supervised Content Analysis and Research Related to Student Recruitment for LA Tech University
2014	Developed Outline of Procedures on How to do Promotions submitted to the Dean's Council & Provost of LA Tech U.
2013-2014	Co-Advisor - Shell Oil/Rational Middle Student Ad Campaign
2011-2012	Advisor - American Advertising Federation (AAF)
2001-2013	Faculty Advisor - Delta Chi National Social Fraternity
2011-2013	Member - Marketing & Analysis Curriculum Committee
2007-2011	Chair - Graduate Policies and Assessment Committee (GPAC)
2007-2011	Member - COB Council
2007-2011	Member - Graduate Council
2007-2011	Member - Research Council
2007	Member - University Service Learning Committee
2006-2007	Member - Strategic Planning Committee (Winter Quarter 2006-07)
2006-2007	Member - Committee to Select Peer Colleges of Business
2006	Member - COB Business Law Instructor Search Committee
2006	Member - Department Chair Search Committee
2006	Member - Grade Appeal Committee
2006-2007	Member - University Assessment Committee
2006-2007	Member - University Instructional Policies Committee
2005-2007	Member - MBA Committee
2002-2007	Member - College of Business Undergraduate Policy and Assessment Committee (UPAC)
2004-2007	Chair - Undergrad. Marketing Curriculum Assessment Committee
2001-2004	Chair - DBA Marketing Curriculum Committee
2001-2002	Member - College of Business Entrepreneurship Committee
2001-2002	Member - University Strategic Planning Tier 3 Subcommittee
2001	Member - Dept. of Mgmt. & Mktg. Candidate Selection Committee
2001	Participant - College of Business Faculty Retreat and AACSB Meld Committee
2000-2002	Member - AACSB Self Study Report - Students
2000-2002	Member - Undergraduate Studies and Assessment Committee

Texas Woman's University

1999-2000	Member - Who's Who Selection Committee
1999-2000	Chair - AACSB Intellectual Contributions Committee
1998-2000	Chair - Marketing & Economics Curriculum Planning
1998-2000	Fundraiser - State Employee Charitable Campaign
1997-2000	Advisor - Association of Marketing Professionals
1997-2000	Chair - Three MBA Professional Papers
1997-2000	Member - Six MBA Professional Paper Committees

Tarleton State University

1997	Member - MBA Curriculum Committee
1996-97	Member - Distance Education and Instruction Committee
1996-97	Member - MBA Comprehensive Exam Committee

1996-97 Member - ACBSP Accreditation Review Committee
 1996-97 Member - Faculty Recruitment Committee
 1996-97 Member - Graduate Student Recruiting Committee
 1995-97 Advisor - Pi Sigma Epsilon Professional Sales Fraternity

HONORS/AWARDS

2007-present Burton R. Risinger Endowed Professor
 2007, 2006, 2004 Outstanding National Faculty Advisor - Delta Chi Social Fraternity
 2005, 2002, 2000 Who's Who Among America's Teachers
 2004 Outstanding Faculty Advisor - College of Administration & Business
 2003 Who's Who in Business Higher Education
 1995 American Marketing Association Doctoral Consortium Fellow
 1995 Phi Kappa Phi Honor Society
 1992-94 Oklahoma State University Graduate Teaching Assistantship
 1990 Outstanding Young Men of America
 1988 *Texas Business Hall of Fame* Entrepreneurial Scholarship,
 University of Texas at Arlington - MBA

Notable Accomplishments as Associate Dean 2007-11 & 2016-present:

2018 Renovation & Implementation of Business Foundations Certificate
 2018 Developed Graduate Certificate in Business Administration
 2017 Developed MBA-Six Sigma Concentration (first MBA with online concentration)
 2016 Facilitated AACSB Reaccreditation for COB
 2010 Facilitated AACSB Reaccreditation for COB
 2008 Facilitated development & Management of EMBA Program
 2008 Facilitated development & Management of Online MBA program
 2007-11 Sustained growth of the MBA program
 2016-pres. Sustained growth of the MBA program

REFERENCES

Ted Englebrecht, Ph.D.

Emeritus Professor of Accounting (2015-present)
 Held the Harold J. Smolinski Eminent Scholar Chair (2001-2015)
 College of Business
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 Ruston, LA 71272
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