

LAURA A. FLURRY
Max P. Watson Endowed Professor in Business
Associate Professor of Marketing

OFFICE ADDRESS

Department of Marketing and Analysis
College of Administration and Business
Office 341
lwflurry@latech.edu

HOME ADDRESS

260 Golf Course Road
Bernice, LA 71222

EDUCATION

Doctor of Philosophy, Louisiana State University, 1996.

- Major: Marketing
- Minors: Sociology and Experimental Statistics
Dissertation title: *“Children’s Relative Influence in Purchase Decision-Making: A Multi-Theoretical Approach.”*

Master of Business Administration, Baylor University, 1991.

- Majors: Marketing and Management

Bachelor of Science in Business Administration, Northwestern State University, 1990.

- Majors: Marketing and Management

ACADEMIC APPOINTMENTS

Louisiana Tech University, Ruston, Louisiana
Associate Professor of Marketing
2000 - present. (Promoted and Tenured 2006)

San Diego State University, San Diego, California
Assistant Professor of Marketing
Fall 1997 – Spring 2000

Tulane University, New Orleans, Louisiana
Adjunct Professor of Marketing
January 1998 (Inter-session)

Tulane University, New Orleans, Louisiana
Visiting Assistant Professor of Marketing
Fall 1996 - Summer 1997

Louisiana State University, Baton Rouge, Louisiana
Instructor of Marketing
Summer 1996

OTHER EMPLOYMENT EXPERIENCE

Texas Instruments, Temple, Texas
Airline Products Marketing, Peripheral Products Division
Promotions Coordinator
May 1991 - February 1992

Louisiana State Department of Education
Student Information System, Management of Information Systems Department
Computer Applications Analyst
May 1992 - August 1992

RESEARCH INTERESTS

Family Decision-Making Adolescent Consumers and Patronage Behavior
Brand Communities Consumer Religiosity

HONORS AND RECOGNITION

Faculty Advisor of the Year, College of Business, Louisiana Tech University, 2017
Best Paper in Marketing, Academy of Business Research, 2016
Best Paper in Marketing, Academy of Business Research, 2015
Best Paper in Marketing Ethics, Law and Public Policy Track, Society for Marketing Advances, 2013
Advisor, Student Research Symposium Undergraduate Division Winner, College of Business, Louisiana Tech University, 2007.
Outstanding Teaching Award, College of Engineering and Science, Louisiana Tech University, 2003.
Highly Commended Author Award, for article "Narrative Text Biases Attending the Critical Incidents Technique," in *Qualitative Marketing Research: An International Journal*, chosen by Editor and Editorial Advisory Board members of Literati Club, MCB University Press, 2001.
Partners for Excellence Teaching Award, College of Business Administration, Louisiana State University, 1995-1996
American Marketing Association Doctoral Consortium Fellow, 1995

CATEGORY I JOURNAL PUBLICATIONS

Flurry, Laura A. and Krist Swimberghe (2016) "Consumer Ethics of Adolescents," *Journal of Marketing Theory and Practice*, 24(1), 91-108.

Laura A. Flurry, Krist Swimberghe, and Janna Parker (2014) "Examining Brand Communities Among Children and Adolescents: An Exploratory Study," *Journal of Consumer Marketing*, 31 (2), 103-110.

Krist Swimberghe, Laura A. Flurry, Janna M. Parker (2011) "Consumer Religiosity: Consequences for Consumer Activism in the United States." *Journal of Business Ethics*, 103 (3), 453-467.

Krist Swimberghe, Laura A. Flurry, Dheeraj Sharma (2011) "Does A Consumer's Religion Really Matter in the Buyer-Seller Dyad? An Empirical Study Examining the Relationship Between Consumer Religious Commitment, Christian Conservatism and the Ethical Judgment of a Seller's Controversial Business Decision." *Journal of Business Ethics*, 102 (4), 581-598.

Swimberghe, Krist, Laura A. Flurry, and Dheeraj Sharma (2009) "An Exploratory Investigation of Consumer Religious Commitment and Its Influence on Store Loyalty and Consumer Complaint Intentions," *Journal of Consumer Marketing*, 26 (5), 340-347.

Laura A. Flurry and Ann Veeck. (2009) "Children's Relative Influence in Family Decision-Making in Urban China," *Journal of Macromarketing*, 29 (2), 145-159.

Laura A. Flurry (2007) "Children's Influence in Family Decision-Making: Examining the Impact of the Changing American Family," *Journal of Business Research*, 60 (4), 322-330.

Laura A. Flurry and Alvin C. Burns (2005) "Children's Influence in Purchase Decisions: A Social Power Theory Approach," *Journal of Business Research*, 58 (5), 593-601.

Michael A. Belch, Kathleen A. Krentler, Laura A. Willis-Flurry (2005) "Teen Internet Mavens: Influence in Family Decision-Making," *Journal of Business Research*, 58 (5), 569-575.

Krentler, Kathleen A. and Laura A. Willis-Flurry (2005) "Does Technology Enhance Actual Student Learning? The Case of On-Line Discussion Boards," *Journal of Education for Business*, 80 (6), 316-321.

CATEGORY II JOURNAL PUBLICATIONS

Ann Veeck, Laura A. Flurry, and Naihua Jiang (2003) "Equal Dreams: The One Child Policy and the Consumption of Education in Urban China," *Consumption, Markets and Culture*, 6 (1), 81-94.

Michael A. Belch and Laura A. Willis (2002) "Family Decision-Making at the Turn of the Century: Has the Changing Structure of Households Impacted the Family Decision Making Process?" *Journal of Consumer Behaviour: An International Research Review*, 2 (2), 111-124.

Laura A. Williams and Alvin C. Burns (2001) "Factors Affecting Children's Store Loyalty: An Empirical Examination of Two Store Types," *Journal of Applied Business Research*, Winter, 17(1), 61-82.

Alvin C. Burns, Laura A. Williams, and James Maxham (2000) "Narrative Text Biases Attending the Critical Incidents Technique," *Qualitative Market Research: An International Journal*, Volume 3, No. 4, 178-186.

PUBLISHED BOOK

Laura A. Williams, Scott Roach, Bruce Alford, and William C. Black. (1995) *Instructors' Manual Multivariate Data Analysis with Readings*. Fourth Edition. Englewood Cliffs: Prentice Hall.

CHAPTER IN PUBLISHED BOOK

Laura A. Flurry (2007) *Instructor's Manual for Chapter 14: Buying for More than One: Family, Organization, and Affinity Group Decision-Making*, in *Consumer Behavior – How Humans Think, Feel, and Act in the Marketplace*. Mittal, ed. Cincinnati: Open Mentis.

Laura A. Flurry (2007) *Instructor's Manual for Chapter 11: Consumer Decision-Making*, in *Consumer Behavior – How Humans Think, Feel, and Act in the Marketplace*. Mittal, ed. Cincinnati: Open Mentis.

PUBLISHED ARTICLES IN REFEREED BOOKS

Laura A. Williams (2000) "A Personality, Values, and Lifestyle Profile," in *Great Ideas for Teaching Marketing*. Joseph F. Hair, Jr., Charles W. Lamb, Jr., and Carl McDaniel, editors, (Cincinnati, OH: South-Western College Publishing).

Barbara J. Ross and Laura A. Williams (1998) "Communicating Consumer Behavior: An Exercise Using Personal Consumption Journals," in *Great Ideas for Teaching Marketing*. Joseph F. Hair, Jr., Charles W. Lamb, Jr., and Carl McDaniel, editors, (Cincinnati, OH: South-Western College Publishing), 107-110.

REFEREED ABSTRACT PUBLICATIONS

Flurry, Laura A. and Krist Swimberghe (2016) "Is Affluenza an Epidemic? Exposing the Impact of Parent-Child Value Congruence on Adolescents' Materialism and Psychological Well-Being," in the *proceedings of the Academy of Business Research*.

Michael Belch, Kathleen Kreuter, and Laura A. Willis-Flurry. (2008) "Teen Mavens and Their Impact on Family Decision-Making," a special session proposal in *Proceedings of the American Marketing Association Summer Educators' Conference*.

Ann Veeck, Laura A. Willis, and Naihua Jiang. (2002) "Pampered or Pressured? The Only Children of Urban China," *Advances in Consumer Research*, Vol. 29, 339-341.

Laura A. Williams, Ann Veeck, and Naihua Jiang (2001) "An Examination of Urban Chinese Children's Relative Influence in Family Decision-Making," *Advances in Consumer Research*, Vol. 28, 214.

REFEREED CONFERENCE PUBLICATIONS

Flurry, Laura A. and Krist Swimberghe (2015) "Consumer Ethics of Adolescents: A Research Agenda," in the *proceedings of the Academy of Business Research*.

Flurry, Laura A. (2014) "Brand Community Involvement among Children and Adolescents," in the *proceedings of the Association for Health Care Marketing Research*, 26-35.

Flurry, Laura A. and Krist Swimberghe (2013) "Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money and Parenting Style Matter?" in *Proceedings of the Society for Marketing Advances Conference*, 91-92.

Zhuang, Weiling, Laura A. Flurry, and Qian Xiao (2009) "The Feeling of Regret and Disappointment in eBay Auction: The Role of Snipers," in *Proceedings of the American Marketing Association Summer Educators' Conference*.

Krentler, Kathleen A., Laura A. Willis-Flurry, and Michael A. Belch (2006) "Teen Influence in Family Decision Making," in *European Marketing Academy Conference*, Athens, Greece.

Krentler, Kathleen A., Laura A. Willis-Flurry, and Michael A. Belch (2005) "Internet Mavens, Market Mavens, and Opinion Leaders: A Preliminary Examination," in *Academy of Marketing Science World Marketing Congress*, Coral Gables, FL.

Krentler, Kathleen A., Laura A. Willis-Flurry, and Michael A. Belch (2003) "Profiling the Teen Internet Maven," in *Academy of Marketing Science World Marketing Congress*, Coral Gables, FL.

Gentry, James W., Alvin C. Burns, John R. Dickinson, Sanjay Putrevu, Yu Hongyan, Laura A. Williams, Thomas Bare, and Ruth Ann Gentry (2002) "Managing the Curiosity Gap Does Matter: What Do We Need to Do About It?" in *Developments in Business Simulation and Experiential Learning*, Vol. 29, 67-73.

Kathleen A. Krentler and Laura A. Williams (2001) "Electronic Message Boards To Enhance Student Participation and Learning," *Developments in Marketing Science: Proceedings of the 2001 Academy of Marketing Science Conference*, 51-56.

Kathleen A. Krentler and Laura A. Williams (2001) "Grocery Loyalty Programs: A Manager's Perspective," *Tenth Biennial World Marketing Congress: Global Perspectives in Marketing for the 21st Century*.

Gentry, James W., Alvin C. Burns, Sanjay Putrevu, Yu Hongyan, Laura A. Williams, Thomas Bare, and Ruth Ann Gentry (2001) "Motivating Students: An Initial Attempt to Operationalize the Curiosity Gap Model," in *Developments in Business Simulation and Experiential Learning*, Vol. 28, 69-75.

- Ann Veeck, Laura A. Williams, and Naihua Jiang (2000) "Sons and Daughters: The One-Child Policy, Education, and Gender Stratification in Urban China," *Association for Consumer Research Conference on Gender, Marketing, and Consumer Behavior*, 77.
- Laura A. Williams and Alvin C. Burns (1999) "Exploring the Dimensionality of Children's Direct Influence Attempts," *Advances in Consumer Research*, Vol. 27, Hoch and Meyer, eds., 64-71.
- Laura A. Williams and Kathleen A. Krentler (1999) 'Is Pulling Mom & Dad's Strings a Global Phenomenon? A Study of Children's Purchase Influence in the United States and Malta," *Ninth Biennial World Marketing Congress: Global Perspectives in Marketing for the 21st Century*, 306-309.
- Albert Caruana, Emanuel Said, Laura A. Williams, and Kathleen A. Krentler. (1999) "Corporate Reputation, Service Quality and Attitude Toward Price: The Case of an Energy Utility," *Developments in Marketing Science: Proceedings of the 1999 Academy of Marketing Science Conference*, Vol. 22, Noble, ed., 420-425.
- Laura A. Williams and Ann Veeck (1998) "An Exploratory Study of Children's Purchase Influence in Urban China," in *Asia Pacific Advances in Consumer Research*, Vol. 3, Kent Monroe and Kineta Hung, eds., 13-19.
- Laura A. Williams, Melissa Johnson, James G. Maxham, Barbara J. Ross, and Alvin C. Burns (1998) "Throw Me Something Mister!: An Informant Study of Mardi Gras Consumer Behavior," in *Proceedings of the 1998 Southern Marketing Association*, 59-64.
- Barbara J. Ross and Laura A. Williams (1997) "Communicating Consumer Behavior II: A Modified Exercise Using Personal Consumption Journals in Condensed Courses," in *Developments in Business Simulation and Experiential Exercises*. John K. Butler and Nancy H. Leonard, editors, Vol. 24 (Madison, WI: Association for Business Simulation and Experiential Learning), 294-299.
- James G. Maxham III., Laura A. Williams, and John Michael Weber (1996) "Computer-Aided Content Analysis: An Expository Study of Its Role in Qualitative Consumer Behavior Research," in *Marketing: Moving Toward the 21st Century: Proceedings of the 1996 Southern Marketing Association*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., 37-43.
- Laura A. Williams and Alvin C. Burns (1995) "An Exploratory Study of Children's Store Loyalty and Patronage Intentions As A Function of Socialization and Store Image For Two Different Store Types," in *The Cutting Edge IV: Proceedings of the 1995 Symposium on Patronage Behavior and Retail Strategy*, William R. Darden, editor. (Baton Rouge, LA: American Marketing Association), 247-266.

Laura A. Williams (1995) "Communicating Consumer Behavior: A Long-Term Integrated Exercise Using Personal Consumption Journals and Consumer Analysis Papers," in *Developments in Business Simulation and Experiential Exercises*. John D. Overby and Alan L. Patz, editors, Vol. 22 (Madison, WI: Association for Business Simulation and Experiential Learning), 187-193.

Laura A. Williams (1995) "The Child Influence Process in Purchase Decision-Making: A Social Power Theory Approach," in *Doctoral Research in Marketing*. Proceedings of Fourth Annual Nebraska Doctoral Symposium. 44-68.

Laura A. Williams and Alvin C. Burns (1994) "The Halcyon Days of Youth: A Phenomenological Account of Experiences and Feelings Accompanying Spring Break on the Beach," in *Advances in Consumer Research*. Chris T. Allen and Deborah Roedder John, eds., Vol. 21 (Provo, UT: Association for Consumer Research), 98-103.

Ann Veeck, Laura A. Williams, Robert McMurrian and Leslie K. Cole (1994) "The Price-Perceived Quality Relationship: Measurement of An Individual Difference," *Advances in Marketing*. Daniel L. Sherrell, Daryl O. McKee, and Robert P. Bush, editors, Spring (Baton Rouge, LA: Southwestern Marketing Association), 20-25.

WORK IN PROGRESS and UNDER REVIEW

Exposing the Moderating Impact of Parent-Child Value Congruence on the Relationship between Adolescents' Materialism and Subjective Well-Being: *Psychology and Marketing*.

The Case for Affluenza: How Parent-Child Value Congruence Moderates the Effect of Materialism on Consumer Ethics of Adolescents: *The Journal of Business Ethics*.

RESEARCH GRANTS FUNDED

"Highway for Life Demonstration Project," Co-Investigator (with Aziz Saber, College of Engineering). Department of Transportation Research, State of Louisiana, \$89,609, 2013-2016.

"The Feeling of Regret in eBay Auctions: The Role of Snipers," Principal Investigator (with Weiling Zhuang – DBA candidate). Office of University Research, Louisiana Tech University, \$1200, 2008.

"Does Consumer Religious Commitment in the United States Moderate the Effects of Sexual Advertising Appeals on Advertising Effectiveness? An Empirical Investigation," Principal Investigator (with Krist Swimberghe – DBA candidate), Office of University Research, Louisiana Tech University, \$1313, 2007.

“When Corporate Actions and Consumer Values Collide: The Effect of Consumer Religious Commitment on Consumer Complaint Intentions, Store Patronage, and Store Loyalty,” Principal Investigator (with Krist Swimberghe –DBA candidate), Office of University Research, Louisiana Tech University, \$1600, 2006.

“Internet Mavens: Profile of a Virtual Market Maven,” Principal Investigator, Office of University Research, Louisiana Tech University, \$864.00, 2004

“Electronic Technology as a Pedagogical Tool: The Case of Internet Discussion Boards,” Co-investigator, San Diego State University College of Business Administration, \$800, 2001

“The Changing Role of Child Influence on Family Decision-Making: Impact of the Internet,” Co-investigator, San Diego State University College of Business Administration, \$9000, 2000

“A Comparison of Children’s Influence on Purchase Decisions in Urban and Rural Areas in China,” Co-investigator, Western Michigan University Haworth College of Business, \$800, 1999

“An Examination of Children’s Purchase Influence in Urban China,” Co-investigator, Western Michigan University, Haworth College of Business, \$5000, 1999.

“An Examination of Children’s Purchase Influence in Urban China,” Principal investigator, San Diego State University, RSCA grant, \$10,000, 1999.

TEACHING INTERESTS / COURSES TAUGHT

Consumer Behavior

Marketing Research

Applied Business Research

Marketing Principles

New Product Development

Marketing Management

UNIVERSITY AND COLLEGE LEVEL SERVICE

Faculty Representative, University Library Committee, 2015, 2016, 2017, 2018

Faculty Representative, College of Business Undergraduate Policy and Assessment Committee, 2016, 2017, 2018

Scholarship Committee, College of Business, Louisiana Tech University, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Outstanding Senior Committee, College of Business, Louisiana Tech University, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Faculty Representative, College of Business Advisory Board, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016

Instructor, University Seminar (UNIV 100), Marketing Majors, 2008, 2009, 2010, 2011, 2012, 2013, 2014

Strategic Planning Committee, College of Business, Louisiana Tech University, 2002-2014

Human Resource Committee, College of Business, Louisiana Tech University, 2005-2014

Director of Marketing and Communications Search Committee, College of Business, Louisiana Tech University, 2008.

CENIT New Product Development Course Committee, College of Business, Louisiana Tech University, 2002-2003
University Study Abroad Committee, Louisiana Tech University, 2000-2001
Consortia Sub-Committee, University Study Abroad Program, Louisiana Tech University, 2000-2001
International Programs Development Committee, College of Administration and Business, Louisiana Tech University, 2000-2002
Chair, Tech-Mexico Program, College of Administration and Business, Louisiana Tech University, 2000-2003
Dean's Search Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Faculty Composition, Development, and Intellectual Contributions Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Faculty Recruitment, Selection and Orientation Sub-Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Faculty Development, Promotion, Retention and Renewal Sub-Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Faculty Qualifications Sub-Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Faculty Intellectual Contributions Sub-Committee, College of Administration and Business, Louisiana Tech University, 2000-2001
Undergraduate Curriculum Committee, College of Business Administration, San Diego State University, Elected Term, 1998-2000
Task Force Member, Re-accreditation Committee, San Diego State University, 1998
Re-accreditation Retreat Faculty Representative, San Diego State University, 1998

DEPARTMENTAL SERVICE

Doctoral Curriculum Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University, August 2002-present
Marketing Undergraduate Assessment Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University, April 2004 - present
Undergraduate Curriculum Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University August 2002- present
Graduate Marketing Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University August 2000 - present
Department Chair Search Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University, 2006-2007.
Business Law Instructor Search Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University, 2006.
Chair, Undergraduate Curriculum Committee, Department of Marketing and Analysis, College of Administration and Business, Louisiana Tech University, August 2001 - July 2002
Faculty Member Search Committee, Department of Marketing and Analysis, College of

Administration and Business, Louisiana Tech University, 2001
Marketing Journal List Revision Committee, Department of Marketing and Analysis,
College of Administration and Business, Louisiana Tech University, 2001

PROFESSIONAL SERVICE

Service on Editorial Boards

Editorial Review Board, *Academy of Marketing Science Review*
Editorial Review Board, *Journal of Consumer and Marketing Research*, 1997-2000

Service in Professional Organizations

Track Chair, Consumer and Buyer Behavior, Society for Marketing Advances, 2018
Track Chair, Consumer and Buyer Behavior, Society for Marketing Advances, 2017
Track Chair, Consumer and Buyer Behavior, Academy of Marketing Science, 2011
Track Chair, Consumer and Buyer Behavior, Society for Marketing Advances, 2001
Track Chair, Consumer and Buyer Behavior, Academy of Marketing Science, 1999

Service as Referee

Reviewer, *Journal of Consumer Marketing*, 2014, 2015, 2016, 2017, 2018
Reviewer, *Journal of Business Ethics*, 2013, 2014, 2015, 2016, 2017
Reviewer, *Psychological Reports*, 2016
Reviewer, *Journal of the Academy of Marketing Science*, 2016, 2017
Reviewer, *Journal of Product and Brand Management*, 2014
Reviewer, *Journal of Business Research*, 2009, 2014
Reviewer, *Journal of Family Issues*, 2013-14
Reviewer, *International Journal of Fashion Design, Technology and Education*,
2012
Reviewer, *Academy of Marketing Science Review*, 2011
Reviewer, *Journal of Interactive Marketing*, 2010-2011
Reviewer, *Journal of Consumer Behaviour*, 2009-2010
Reviewer, *Marketing Education Review*, 2008.
Reviewer, *Journal of Family Issues*, 2007.
Reviewer, External Grant Applications for Israel Science Foundation, Humanities
and Social Sciences, 2006.
Ad Hoc Reviewer, *Journal of Business Research*, Special Issue on Measurement
Development, 2001
Reviewer, World Marketing Congress, Academy of Marketing Science, 2009,
2007, 2006, 2000
Reviewer for Society for Marketing Advances (Southern Marketing Association),
2010, 2009, 2007, 2001, 2000, 1997, 1996
Reviewer, Academy of Marketing Science, 2005, 2003, 2002, 2001, 1999
Reviewer, Association for Consumer Research, 2001, 2000
Reviewer for Multicultural Marketing Conference, Academy of Marketing
Science, 1998

Discussion and Chair Roles at Conferences

Session Chair, Academy of Marketing Science, 2017
Session Chair, Association for Marketing and Health Care Research, 2015
Discussant, Academy of Marketing Science, 2006

Session Chair, Southern Marketing Association, 2001
Session Chair, Southern Marketing Association, 2000
Session Chair, Academy of Marketing Science, 1999
Session Chair, American Marketing Association, 1997
Session Chair, Southern Marketing Association, 1996
Panel Discussant, American Marketing Association, 1997
Discussant, Southern Marketing Association, 1996

SERVICE TO COMMUNITY

Member, Louisiana Autism Spectrum and Related Disabilities Project Committee, Lincoln Parish, 2012 to present
Member, Budget and Finance Committee, Pisgah Baptist Church, 2003-2004, 2012-present
AWANA Leader, Pisgah Baptist Church, 2008 – 2012
God's Big Picture Children's Church Leader, Pisgah Baptist Church, 2008 - 2011
Nursery Worker, Pisgah Baptist Church, 2008 – 2010
Union Parish Criminal Jury Service, 2007, 2013
Drama Team Member, Pisgah Baptist Church, 2005 to 2010
Personnel Committee, Pisgah Baptist Church, 2004-2006, 2009-2010
Public Relations Committee, Pisgah Baptist Church, 2003-2006
Judge, Claiborne Parish Science Fair, January 2005
Nursery Employee Search Committee, Pisgah Baptist Church, 2004
Invited Speaker, Rotary Club, 2002
CAB Annual Golf Tournament, 2001

PROFESSIONAL ACTIVITIES

Professional Marketing Research and Strategic Planning Experience

Bulldog Laundry, Ruston, LA 2002
City of La Mesa, La Mesa, CA, 2000
Fenix Cosmetics, Irvine, CA, 2000
Froglog.com Travel Website, San Diego, CA, 2000
San Diego Association of Non-Profits, San Diego, CA, 2000
San Diego Zoo, San Diego, CA, 1999
San Diego Historical Society, San Diego, CA, 1999
San Diego Senior Olympics, San Diego, CA, 1999
San Diego County Animal Control, San Diego, CA, 1999
Kitty Kaviar, San Diego, CA, 1999
San Diego Gas and Electric, 1999
San Diego Neighborhood Housing Services, 1998
Grapevine Communications Products, Inc., San Diego, CA, 1998
Sweet Factory, Inc., San Diego, CA, 1997
East Baton Rouge Parish Animal Control, Baton Rouge, LA, 1996
Baton Rouge Green, Baton Rouge, LA, 1995

PROFESSIONAL ORGANIZATIONS

Association for Consumer Research
American Marketing Association
Academy of Marketing Science
Southern Marketing Association
Association for Marketing and Health Care Research
Academy of Business Research
Marketing Educators' Association

Self-development activities – Attendance at Professional Meetings

Society for Marketing Advances, 2013, 2016, 2017
Academy of Marketing Science, 1999, 2006, 2012, 2016, 2017, 2018
Academy of Business Research, 2015, 2016
Association for Health Care Marketing Research, 2014, 2015
Association for Consumer Research, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2008
American Marketing Association, Summer Educators' Conference, 1996, 1997, 1998, 1999, 2006
Sport Marketing Association, 2003
AACSB Globalization of Business Schools Conference, 2001
American Marketing Association, Winter Educators' Conference, 1997
Society for Marketing Advances Conference, 1995, 1996, 1998, 1999, 2001
Western Marketing Educators' Association Conference, 1998, 2000
Southwestern Federation of Administrative Disciplines Conference, 1994, 1995, 2001
Association for Business Simulation and Experiential Learning Conference, 1995, 1997
Association for Consumer Research-Asia/Pacific, 1998
Symposium on Patronage Behavior and Retail Strategy, 1995
American Marketing Association Doctoral Consortium, 1996
Nebraska Doctoral Consortium, 1994, 1995

PROFESSIONAL PROGRAM PRESENTATIONS

“Is Affluenza an Epidemic? Exposing the Impact of Parent-Child Value Congruence on Adolescents' Materialism and Psychological Well-Being,” *Academy of Business Research*, 2016.

“Consumer Ethics of Adolescents: A Research Agenda,” at the *Academy of Business Research*, 2015.

“Brand Communities Among Children and Adolescents,” at the *Association for Health Care Marketing Research*, 2014.

“Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money and Parenting Style Matter,” at *Society for Marketing Advances*, 2013.

“An Examination of Urban Chinese Children’s Relative Influence in Family Decision-Making,” at the *Association for Consumer Research*, 2000.

“Exploring the Dimensionality of Children’s Direct Influence Attempts,” at the *Association for Consumer Research*, 1999.

“How Do Elementary School Children Influence Their Parents? An Investigation of Children’s Direct Influence Attempts,” at *Association for Consumer Research*, 1998.

“An Exploratory Study of Children’s Purchase Influence in Urban China,” at *Asia Pacific Association for Consumer Research*, 1998.

“A Theoretical Model of Children’s Relative Influence,” at *Association for Consumer Research*, 1997.

“Throw Me Something Mister!: An Informant Study of Mardi Gras Consumer Behavior,” at *Association for Consumer Research*, 1997.

“Show Me the Money: Tenure-track Position Interviewing and Placement,” at *American Marketing Association Winter Educators’ Conference*, 1997.

“Understanding the Purchase Influence Attempts of Young Children: Moving from Self-Accounts to a Scale Based on Social Power Theory,” at *Association for Consumer Research*, 1995.

DIRECTED STUDENT LEARNING AT LOUISIANA TECH UNIVERSITY

Dissertation Committee Chair

Student: Krist Swimberghe

Title: When Corporate Actions and Consumer Values Collide: The Effect of Consumer Religious Commitment on Consumer Complaint Intentions, Store Patronage, and Store Loyalty

Stage of Completion: Completed April 2009

Dissertation Committee Member

Student: Danny Upshaw

Title: The Effects of Advertised Exclusivity on Consumer Behavior

Stage of Completion: Completed July 2014

Student: Weiling Zhuang

Title: Balancing Customer and Marketing Inputs to Maximize the Value Experience

Stage of Completion: Completed July 2010

Student: Lisa Toms

Title: The Effect of Conflict Management Strategies on Manifest Conflict and Relationship Quality in a Buyer/Seller Environment

Stage of Completion: Completed May 2004

Student: Musa Dwairi

Title: The Moderating Roles of National Culture and the Country Institutional Profiles on the Effect of Market Orientation and Entrepreneurial Orientation on the Performance of Banks in Jordan: An Empirical Investigation

Stage of Completion: Completed January 2004

Graduate-level Independent Study Courses Offered (MKT 550c)

Student: Janna M. Parker

Title: Consequences of Children's Materialism

Quarter Completed: Winter 2009

Student: Leah Catherine Beasley

Title: Women's College Basketball Branding Initiative

Quarter Completed: Fall 2005

Student: Scott Thomas Greci

Title: Applied Marketing Research

Quarter Completed: Spring 2004

Student: Melissa Ann McManus

Title: An Exploratory Study of Louisiana Tech University Football Season Ticket Sales

Quarter Completed: Spring 2004

Student: Joyram Chakraborty

Title: Globalization of a Domestic Firm

Quarter Completed: Fall 2002

Undergraduate Independent Study Courses Offered (A&B 401c)

Student: John Terrel

Title: Marketing Research

Quarter Completed: Spring 2016

Student: Kaylea Gates
Title: Sales Management
Quarter Completed: Spring 2016

Student: Anna Harvan
Title: Secondary Data Analysis of Social Networking Sites
Quarter Completed: Fall 2009

Student: Mitchell Lee Tucker
Title: Consumer and Buyer Behavior
Quarter Completed: Summer 2005

PERSONAL INFORMATION

Married to Phillip D. Flurry

Children: Larkin Alivia (15 years), Phillip Camron (14 years), Fallon Annalese (12 years),
Jillian Judy (11
years)

Member, Pisgah Baptist Church, Bernice, LA