

# Sean Dwyer

## Office

Department of Marketing and Analysis  
College of Business  
PO Box 10318  
Louisiana Tech University  
Ruston, Louisiana 71272  
Phone: (318) 257-3584 | fax: 257-4253

## Home

114 Tremont Drive  
Ruston, Louisiana 71270

dwyer@latech.edu  
Mobile: (318) 548-8736

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## Academic Experience

### Associate Professor of Marketing

Louisiana Tech University, September 1996 - present

- Received tenure and promotion to Associate Professor in June 2002

### Director, Center for Executive and Professional Development

- College of Business, April 2014 to June 2016
- Established College's first center for executive and professional training

### Director, Executive MBA Program

- College of Business, June 2008 to January 2012
- Established College's first EMBA program in Shreveport, Louisiana (2009) and Monroe, Louisiana (2010)

## Education

### Ph.D., Marketing, College of Commerce & Business Administration

University of Alabama, Tuscaloosa, Alabama, August 1997

- Minors: International Business
- Dissertation: *National Culture, Organization Culture, and Personal Value Influences on Salesperson Practices: A Five-Nation Study*
  - Awarded the Graduate School Dissertation Research Fellowship

### MBA, Finance and International Business, Stern School of Business

New York University, New York, New York, 1983

- Thesis: *Optimizing Inventory Management*, Consulting thesis for Harcourt, Brace, Jovanovich, Inc., New York, New York

### BA with Distinction, Economics, University of Virginia

Charlottesville, Virginia, 1978

### CFP - Certified Financial Planner, College for Financial Planning

Denver, Colorado, 1985

## **Business Experience**

### **Co-Owner/Business Manager**

**Curves of Ruston, Ruston, Louisiana**

**Curves of Farmerville, Farmerville, Louisiana**

Founded and co-owned women's fitness and health clubs with wife. Duties included external marketing, internal promotions, training, human resource management, payroll, and accounting. Top 1% among franchises and recognized by franchisor as the fastest growing Curves franchise in nation out of over 7,500 franchises, the record for which still holds; 2003 – 2009.

### **Associate Investment Manager**

**Prudential Capital Corporation, Newark, New Jersey**

Managed a professional and administrative staff in support of regional marketing offices' investment banking activities; served as investment bankers' corporate liaison to marketing, finance, tax, and legal departments; acted as corporate point-of-contact for Fortune 1000 customer base; 1988-1990.

### **Financial Planner and Training Manager**

**IDS/American Express Financial Services, Fairfax, Virginia**

Operated financial planning practice as independent contractor, marketing financial planning services and investments to professionals and small business; developed and implemented annual marketing plan including promotional mix; appointed Training Manager to supervise sales training of new hires; extensive sales experience; 1985-1988.

### **Business Broker**

**VR Business Brokers, Inc., Arlington, Virginia**

Engaged in promotion and sale of small to medium-sized businesses for national brokerage firm; duties included market analysis, valuation of businesses, and ensuring complete business/legal compliance in sale of firm; extensive personal selling and negotiation experience with diverse customer base; 1983-1984.

## **Research Consulting Experience**

**Research Analyst**, Assessment of a Division-I/FBS Top 25 Football Team's Student-Athlete Recruiting Process, (team requires anonymity) (2020-present)

- consultation extended in 2021 to include re-branding team from recruits' perspective

**Researcher**, *Internet Customer Market Analysis/Assessment*, Delta Broadband, Ruston, Louisiana (2020)

**Project Co-Director**, *Wholesale Customer Satisfaction Survey* for Local Manufacturer, Ruston, Louisiana (2018).

**Expert Witness**, *Counterfeit ("Knockoff") Product/Brand Litigation*, Monroe, Louisiana (2007).

**Focus Group Facilitator**, *Differentiating Local Bank Branches – A Consumer Needs-based Approach*, Community Trust Bank, Ruston, Louisiana, April 2006.

**Depth Interviewer/Analyst**, *Independence Bowl Ticketholder Satisfaction: Qualitative Interview Research*, Gremillion & Pou, and Associates, Inc., Shreveport, Louisiana, Summer, 2003.

**Research Analyst**, *Ruston-Lincoln Parish Hotel Patronage Market Research Survey*, Ruston-Lincoln Parish Chamber of Commerce, Ruston, Louisiana, Fall 2000.

**Focus Group Facilitator**, *Collision Repair Shop Owners Satisfaction with Insurance Company Practices*, National Collision Repair Institute, Ruston, Louisiana, April 1998.

**Project Director**, *US Beer Wholesalers' Relationship with their Major Suppliers: National Mail Survey*, Hess Institute for Retailing Development, University of Alabama, July 1995.

**Research Assistant**, *Retail Banking Customers' Satisfaction in South Birmingham/North Shelby County: A Market Survey*, Hess Institute for Retailing Development and Alabama Market Assessment, University of Alabama, Spring 1995.

## RESEARCH

### Journal Publications

#### Google Scholar (4/1/21)

All Citations:	2,858	h-index:	10	i10-index:	10
Citations since 2016:	1,221				

Dwyer, Sean (2020), "Enhancing Athletic Programs' Recruitment Success: A Strategic Planning Model of Recruiting," Journal of Applied Sport Management, 12 (2), December, 26-39.

Chadwick, Ken, Tim Barnett and Sean Dwyer (2008), "An Empirical Analysis of the Entrepreneurial Orientation Scale," Journal of Applied Management and Entrepreneurship, 13 (4) October, 64-87.

Lawrence Silver, Sean Dwyer and Bruce Alford (2006), "Learning and Performance Goal Orientation of Salespeople Revisited: The Role of Performance-approach and Performance-avoidance Orientations," Journal of Personal Selling & Sales Management, 26 (1), 27-38.

Lopez, Tará, Jon Carr, Brian T. Gregory and Sean Dwyer (2005), "The Influence of Psychological Climate on the Salesperson Customer Orientation – Salesperson Performance Relationship," Journal of Marketing Theory and Practice 13 (2) 59-70.

Dwyer, Sean, Hani Mesak and Maxwell K. Hsu (2005), "An Exploratory Examination of the Influence of National Culture on Cross-National Product Diffusion," Journal of International Marketing, 13 (2), 1-28.

Richard, Orlando, Tim Barnett, Sean Dwyer and Ken Chadwick (2004), "Cultural Diversity in Management and Firm Performance: The Moderating Role of Entrepreneurial Orientation," Academy of Management Journal, 47 (2), 255-266.

Dwyer, Sean, Orlando Richard and Ken Chadwick (2003), "Gender Diversity in Management and Firm Performance: The Influence of Growth Orientation and Organizational Culture," Journal of Business Research, 56 (12), 1009-1019.

Richard, Orlando, Amy McMillan, Ken Chadwick and Sean Dwyer (2003), "Employing an Innovation Strategy in Racially Diverse Workforces," Group & Organization Management, March, 28 (1), 107-126.

Dwyer, Sean and Barbara Allison (2002), "The Importance of Organizational Citizenship Behavior Skills," Business Education Forum, April, 56 (4), 46-49.

Chadwick, Ken, Tim Barnett and Sean Dwyer (2001), "Entrepreneurial Orientation, Organizational Culture, and Firm Performance: An Empirical Study in the Banking Industry," Journal of Applied Management and Entrepreneurship, October, 6 (3), 3-17.

- Dwyer, Sean (2001), "Selling an Idea: Extemporaneous Speaking in Sales Education," Journal of Personal Selling & Sales Management, Fall, 21 (4), 313-314.
- Hill, John S., Sean Dwyer, Liming Zhao and Myung-Su Chae (2001), "Human Rights in Asia: A Selective Review of Problems and Responses," Journal of Asia-Pacific Business, 3 (1), 33-62.
- Allison, Barbara, Richard Voss and Sean Dwyer (2001), "Student Classroom and Career Success: The Role of Organizational Citizenship Behavior," Journal of Education for Business, May, 76 (5), 282-288.
- Dwyer, Sean, John Hill and Warren Martin (2000), "An Empirical Investigation of Critical Success Factors in the Personal Selling Process for Homogenous Goods," Journal of Personal Selling & Sales Management, 20 (9), 151-160.
- Dwyer, Sean and Gene Johnson (1999), "Cultural Simulation Training in the International Business Classroom," Business Education Forum, October, 54 (1), 36-38.
- Dwyer, Sean, Orlando Richard and C. David Shepherd (1998), "An Exploratory Study of Gender and Age Matching in the Salesperson-Prospective Customer Dyad: Testing Similarity-Performance Predictions," Journal of Personal Selling & Sales Management, 18 (4), 55-68.

## RESEARCH

### Other Publications

- Lawrence Silver and Sean Dwyer (2005), "The Relationship of Optimism to Salesperson Goal Orientation and Performance: A Research Proposal," Special Abstracts Section, Journal of Personal Selling & Sales Management, 25 (3), 299.
- Lawrence Silver, Sean Dwyer, and Bruce Alford (2004), "Fear of Failure: Rethinking the Unidimensionality of Performance Goals in the Salesperson Work Motivation Model," Special Abstracts Section, Journal of Personal Selling & Sales Management, 24 (2), 150.
- Dwyer, Sean (2003), "From the Eyes of a Reviewer," The Breeze Bulletin, Office of University Research, Louisiana Tech University, May, 2-4.
- Dwyer, Sean (2001), "Understanding the Concept of Culture Through Experiential Learning," International Teaching Resources for Business, Indiana University CIBER, Spring, 17, 6-7.

### Conference Proceedings

- Louis, Zmich, Sean Dwyer, and Mark D. Groza (2020), "Splitting Grit: Differentiating between Perseverance and Passion on Sales Performance", in *Professional Sales and Sales Management Practices for the 21<sup>st</sup> Century*, Proceedings of the 2020 National Conference in Sales Management, Norfolk, Virginia.
- Chadwick, Ken, Tim Barnett and Sean Dwyer (2007), "An Empirical Analysis of The Measurement Properties of The Entrepreneurial Orientation Scale," Proceedings of the Annual Conference of the Academy of Management, Philadelphia, Pennsylvania.
- Silver, Lawrence and Sean Dwyer (2005), "The Relationship of Optimism to Salespeople Goal Orientation and Performance: A Research Proposal," in *Professional Sales and Sales Management Practices for the 21<sup>st</sup> Century*, ed. C. David Shepherd, Proceedings of the National Conference in Sales Management, Miami, Florida, 79.

- Silver, Lawrence, Sean Dwyer and Bruce Alford (2004), "Fear of Failure: Rethinking the Unidimensionality of Performance Goals in the Salesperson Work Motivation Model," in *Professional Sales and Sales Management Practices for the 21<sup>st</sup> Century*, ed. C. David Shepherd, Proceedings of the National Conference in Sales Management, Reno, Nevada, 100-102.
- Hsu, Maxwell K., Hani I. Mesak, and Sean Dwyer (2004), "Revisiting Cultural Influences on the Diffusion of New Products," Proceedings of the Association of Collegiate Marketing Educators Conference, Orlando, Florida, 115-121.
- Whitten, Dwayne, Charlotte Stephens, Sean Dwyer, and Selwyn Ellis (2004), "Discontinuities of Application Development Outsourcing Contracts: The Effects of Service Quality, Relationship Quality, Satisfaction, and Switching Costs," Proceedings of the Americas Conference on Information Systems, New York, New York.
- Silver, Lawrence, Sean Dwyer and Jeffrey Walczyk (2002), "Salesperson Reaction to Rejection and Failure: The Role of Implicit Personality Theory," in *Professional Sales and Sales Management Practices for the 21<sup>st</sup> Century*, eds. Jon M. Hawes and Scott A. Inks, Proceedings of the National Conference in Sales Management, Atlanta, Georgia 100-102.
- Silver, Lawrence and Sean Dwyer (2002), "Salesperson Failure and Future Time Perspective: A Research Proposal," ed. James L. Thomas, Proceedings of the Association of Collegiate Marketing Educators Conference, St. Louis, Missouri.
- Chadwick, Ken, Tim Barnett and Sean Dwyer (2001), "Entrepreneurial Orientation, Organizational Culture, and Firm Performance: An Empirical Analysis in the Banking Industry," in *Emerging Trends in Employment Practices and Principles*, eds. Robert C. Preziosa and Doreen J. Gooden, Proceedings of the Association of Employee Practices and Principles (AEPP) Conference, San Francisco, California, 88-118.
- Richard, Orlando, Amy McMillan, Ken Chadwick and Sean Dwyer (2001), "When Race Matters: Exploring Key Contingencies of the Racial Diversity-Firm Performance Relationship," in *National and International Constituency*, ed. Darla Domke-Damonte, Proceedings of the Southwest Academy of Management, New Orleans, LA, 148-152.
- Martin, Warren and Sean Dwyer (2000), "Two-Group versus Six-Group Models for Analyzing Sales Performance," in *Expanding Marketing Horizons Into the 21<sup>st</sup> Century*, ed. Joseph Chapman, Proceedings of the Association of Marketing Theory and Practice, Hilton Head, South Carolina.
- Luo, Xueming and Sean Dwyer (2000), "Organizational Influences on Salespersons' Relative Efficiency: A Conceptual Framework," in *Advances in Marketing*, eds. Ernest A. Capozzoli, R. Keith Tudor and Daryl McKee, Proceedings of the Southwestern Marketing Association Conference, San Antonio, Texas, 113-114.
- Hsu, Maxwell and Sean Dwyer (2000), "Assessing the Introductory Marketing Course: What Do Students Learn?," in *Advances in Marketing*, eds. Ernest A. Capozzoli, R. Keith Tudor and Daryl McKee, Proceedings of the Southwestern Marketing Association Conference, San Antonio, Texas, 70-71.
- Lopez, Tara and Sean Dwyer (1999), "Exploring the Influence of Organizational and Personal Values on Salesperson Customer Orientation," in *Enhancing Knowledge Development in Marketing*, eds. Peter J. Gordon and Bert J. Kellerman, Proceedings of the American Marketing Association Summer Educators' Conference, San Francisco, California, 20-21.
- Hsu, Maxwell, Hani Mesak, Otis Gilley, Sean Dwyer and Thomas Means (1999), "Spatial Variation in Diffusion of Technological Innovations at the Cross-national Level," in

*Advances in Marketing*, eds. Keith Tudor, Sheb True and Lou Pelton, Proceedings of the Southwestern Marketing Association Conference, Houston, Texas, 101-109.

- Awarded *Irwin McGraw Hill Distinguished Paper Award* as best paper in conference.

Dwyer, Sean (1997), "Selling Insurance Across Borders: An Empirical Study of Insurance Agents' Sales Practices," in *Strategies for Growth*, Proceedings of the Annual Conference of the International Insurance Society, Mexico City, Mexico, 166-79.

Dwyer, Sean (1995), "International Personal Selling: A High/Low Context Perspective," in *Developments in Marketing Science*, Vol. 18, ed. Roger Gomes, Proceedings of the Annual Conference of the Academy of Marketing Science, Orlando, Florida, 149-54.

Dwyer, Sean (1994), "International Strategic Alliances: An Agency Theory Perspective," in *Marketing Theory and Applications*, Vol. 5, eds. C. Whan Park and Daniel C. Smith, Proceedings of the American Marketing Association Winter Educators' Conference, St. Petersburg, Florida, 175-82.

Dwyer, Sean (1994), "International Strategic Alliances: Competitive Advantage for the 1990's," in *Marketing: Advances in Theory and Thought*," eds. Brian T. Engelland and Alan Bush, Proceedings of the Annual Meeting of the Southern Marketing Association, New Orleans, Louisiana, 351-57.

## Conference Presentations

Silver, Lawrence and Sean Dwyer (2005), "The Relationship of Optimism to Salespeople Goal Orientation and Performance: A Research Proposal," National Conference in Sales Management, Miami, Florida.

Silver, Lawrence, Sean Dwyer and Bruce Alford (2004), "Fear of Failure: Rethinking the Unidimensionality of Performance Goals in the Salesperson Work Motivation Model," National Conference in Sales Management, Reno, Nevada.

Dwyer, Sean (2001), "Using the Student Standup Exercise in the Personal Selling Classroom," National Conference for Sale Management, Dallas, Texas.

Silver, Lawrence, Sean Dwyer and Jeffrey Walczyk (2002), "Salesperson Reaction to Rejection and Failure: The Role of Implicit Personality Theory" National Conference in Sales Management, Atlanta, Georgia.

Chadwick, Ken, Tim Barnett and Sean Dwyer (2001), "Entrepreneurial Orientation, Organizational Culture, and Firm Performance: An Empirical Study in the Banking Industry," Association on Employment Practices and Principles National Conference, San Francisco, California. Presented by first author.

Dwyer, Sean (2000), "Teaching the E-commerce/Internet Marketing Course," Panel Discussion, Direct/Interactive Marketing Institute for Professors, The Direct Marketing Educational Foundation, San Francisco, California.

McMillan, Amy, Orlando Richard, Ken Chadwick and Sean Dwyer (2000), "When Race Matters: Exploring Key Contingencies of the Racial Diversity-Firm Performance Relationship," Annual Conference of the Academy of Management, Toronto, Canada. Presented by first author.

Chadwick, Ken, Tim Barnett and Sean Dwyer (1999), "An Empirical Analysis of the Relationships Among Entrepreneurial Orientation, Organizational Culture, and Firm

Performance," Annual Conference of the Academy of Management, Chicago, Illinois.  
Presented by first author.

## **Work in Progress**

Dwyer, Sean and Doug Amyx, "Revisiting the Recruiting Process of Intercollegiate Student-Athletes: An Updated College-Choice Factor Instrument and Practical Marketing Application"

Status: Submitted to *Journal of Issues in Intercollegiate Athletics*; rejected but requested by editor to resubmit for new set of authors

Dwyer, Sean, "Segmenting Student-Athletes to Enhance Recruiting Success: A Practical Application"

Status: Data collected and analyzed; tables and charts completed; one fourth written.  
Target: Sports marketing journal

White, Darin, Dylan Williams, and Sean Dwyer, "Fandom and Brand Attachment: The Influence of Parental Involvement"

Status: Data collected and analyzed; one fifth written  
Target: Sports marketing journals (3 articles planned)

"Organizational and Managerial Influences on Salesperson Deviance"

Status: Data collected and cleaned; literature collected and reviewed  
Target: *Journal of Personal Selling & Sales Management*

Louis Zmich, Mark D. Groza, and Sean Dwyer, "Salesperson Grit: Influences and Outcomes"

Status: Data collected  
Target: Tbd

## **Research-Related Awards**

Outstanding Research Award, College of Administration and Business, Louisiana Tech University, 2004.

American Marketing Association's Best Dissertation Award in Sales/Sales Management (2003), "*Antecedents of Salesperson Effectiveness and Efficiency: A Data Envelopment Analysis Approach*" by Xueming Luo and chaired by Sean Dwyer.

Reviewer of the Year, *Journal of Personal Selling & Sales Management*, 2002.

# RESEARCH

## Dissertation Research Participation

### Served as *Committee Chair* for the following dissertations:

Student: Lawrence Silver  
Title: *A Social-Cognitive Approach to Salesperson Motivation*  
Status: Dissertation defended July 28, 2000  
Graduated August 2000.

Student: Xueming Luo  
Title: *Antecedents of Salesperson Effectiveness and Efficiency: A Data Envelopment Analysis Approach*  
Status: Dissertation defended February 14, 2003;  
Graduated Winter 2003.  

- Awarded the American Marketing Association's Best Dissertation Award in Sales/Sales Management for 2003 in national competition.

Student: Barbara Allison  
Title: *Organizational, Managerial, and Individual Influences on Sales Force Organizational Citizenship Behaviors*  
Status: Dissertation defended July, 2005.  
Graduated August 2005.

Student: Gordon Mosly  
Title: *The Influence of Implicit Personality Theory on Sales Managers' Leadership Effectiveness*  
Status: Dissertation defended December, 2005.  
Graduated February 2006.

### Served as *Committee Member* for the following dissertations:

Student: Kenneth Chadwick  
Title: *An Empirical Analysis of the Relationship Among Entrepreneurial Orientation, Organizational Culture, and Firm Performance*  
Status: Graduated Summer 1998

Student: Maxwell K. Hsu  
Title: *Spatial Variation in Diffusion of Technological Innovations at the State, Regional, and Cross-National Levels*  
Status: Graduated Spring 1999.

Student: Lisa Toms  
Title: *Salesperson Conflict Resolution Strategies and Relationship Quality*  
Status: Graduated Summer 2004.

Student: Dwayne Whitten  
Title: *Information Systems Backsourcing Decisions*  
Status: Graduated Summer 2004.



## Teaching

### Teaching Experience – Louisiana Tech University

- MKGT 601 – Advanced Marketing Research (Doctoral seminar)
- MKGT 650 – Sales / Sales Management Seminar (Doctoral seminar)
- MKGT 600 – Survey of Marketing (Doctoral seminar)
- MKGT 530 – Marketing Management (MBA core course) – Campus, Video/Distance Learning, and EMBA sections
- MKGT 300 – Principles of Marketing – Campus and Online sections
- MKGT 307 – Personal Selling
- MKGT 425 – Sales Force Management

## Teaching

### Course Development <sup>1</sup>

**A&B 400 - E-Commerce and Marketing** - Developed and taught an undergraduate senior-level, honors course focusing on the role of marketing in electronic commerce; course provided a conceptual and practical link between recent advances in electronic commerce technology and existing marketing knowledge and practices.

**MKT 600 - Survey of Marketing Theory and Practice** - Developed and taught a doctoral seminar that examined the theoretical foundations of marketing in the various sub-disciplines of marketing. A mix of “classic” theory articles and recent research publications provide guidance to the student in testing theory and advancing knowledge.

**MKT 601 - Research Methods I** - Developed and taught a doctoral seminar in advanced marketing research that provides students the skills to design and conduct empirical research in the social sciences. PC-based statistical software applications are used to gain first-hand experience in analyzing data and interpreting results.

**MKT 602 - Measurement Theory, Applications, and Modeling** - Developed a doctoral seminar focusing on the theories, tools, and techniques of measurement as applied in social science research. Exploratory and confirmatory factor analysis is covered and structural equation modeling software is used to evaluate the psychometric properties of existing scales from self-collected data. Course was integrated into core of marketing doctoral program and first taught in 2001.

**MKT 650 - Personal Selling and Sales Management** - Developed and taught a special topics doctoral seminar in personal selling and sales management. Designed primarily for doctoral students pursuing a personal selling/sales management research focus, the course consists of readings comprised of the “Top 100” sales articles. Served as springboard for five dissertations in personal selling.

<sup>1</sup> MKT 600, MKT 601, and MKT 602 were added to the 2000-2001 Louisiana Tech University Bulletin catalogue as permanent additions to the graduate curriculum.

## Academic Development

**Canvass/Wiley Learning Platform Training**, College of Business, Ruston, Louisiana, 2020

**ProctorU Training**, College of Business, Ruston, Louisiana 2015

**Blackboard Training I**, The Center for Instructional Technology and Distance Learning, Louisiana Tech University, Ruston, Louisiana, 2007.

**Direct/Interactive Marketing Institute for Professors Fellowship** (three-day seminar), The Direct Marketing Educational Foundation, San Francisco, California, August 2000.

**Pedagogy, CIBER-7 Pedagogy Workshop** (three-day seminar), The Center for International Business Education and Research, The University of North Carolina, Chapel Hill, North Carolina, June 2000.

**International Business, Faculty Development in International Business** (five-day seminar), The Center for International Business Education and Research, The University of South Carolina, Columbia, South Carolina, July 1999.

**Structural Equation Modeling with AMOS** (two-day seminar/workshop), SmallWaters Corporation, Dallas, Texas, October 1997.

**International Business, Faculty Development in International Business** (three-day seminar), The Center for International Business Education and Research, The University of Memphis, Memphis, Tennessee, June 1997.

## SERVICE

### Service to Academic Community

#### Journal Review

- *Ad Hoc Reviewer*, Journal of Product Brand Management, 2020.
- *Editorial Review Board*, Journal of Selling, 2018 to present.
- *Editorial Review Board*, Journal of Business Research, February 2009 – August 2010.
- *Editorial Review Board*, Journal of Marketing Theory and Practice, 2006 – August 2010.
- *Editorial Review Board*, Journal of Selling & Major Account Management, 2005 – 2010.
- *Abstract Review Board*, Journal of Personal Selling & Sales Management, 1997– 2010.
- *Editorial Review Board*, Journal of Personal Selling & Sales Management, 2002– 2005  
\* received the *JPSSM* Best Reviewer Award for 2002
- *Ad Hoc Reviewer*, Marketing Education Review, 2005, 2006, 2007, 2008.
- *Ad Hoc Reviewer*, Journal of Business Research, 2002, 2008.
- *Ad Hoc Reviewer*, Journal of Personal Selling & Sales Management, 1998 – 2002.

#### Conference Proceedings Review

- *Reviewer*, Academy of Marketing Science, Selling/Sales Management Track, 2009.
- *Reviewer*, National Conference in Sales Management, 2001 – 2006.
- *Reviewer*, American Marketing Association Summer Educators' Conference, 2004.
- *Reviewer*, American Marketing Association Winter Educators' Conference, 2000, 2004.
- *Reviewer*, Marketing Management Association Conference, 2003, 2004.
- *Reviewer*, Society for Marketing Advances Conference, Sales Management and Selling Practices Track, 1993, 1998, 2000, 2001, 2005, 2009.

- *Reviewer, Association of Collegiate Marketing Educators (ACME), 2003.*

### **Conference Leadership**

- *Session Chair, National Conference in Sales Management, Miami, Florida, 2005.*
- *Session Chair, National Conference in Sales Management, Reno, Nevada, 2004.*
- *Session Chair, National Conference in Sales Management, Cincinnati, OH, 2003.*
- *Session Discussant, National Conference in Sales Management, Atlanta, Georgia, 2002.*
- *Session Chair, National Conference in Sales Management, Dallas, Texas, 2001.*
- *Session Chair, American Marketing Association Winter Educators' Conference, Salesforce, Channels, and Relationships Track, San Antonio, Texas, 2000.*

### **Grant Review**

- *Review Board, U.S. Department of Education, Business and International Education Program, Title VI CIBER and BIE Grants, reviewed grants in 1997 and 2003.*

## **SERVICE**

### **Service to Louisiana Tech University**

#### ***University Appointments***

- *President's Athletic Council, **Member**, 1998 – present.*
  - serve as independent oversight committee of Athletic Department.
  - responsible for budget review, policy oversight, and coach candidate interviews.
  - Emerging Sports Subcommittee, *Chair*, June 2006 – present.
  - Athletic Program Expansion Committee, *Chair*, 2001 – 2002.
    - responsible for recommending the addition of two NCAA sports to athletic program.
- *College of Business Representative for Prospective Student Athletes, 1998 – present.*
- *Blue Ribbon Greek Assessment Committee, 2007-2008.*
- *Graduate School Council, **Member**, 1998 – 2000.*
- *Search Committee, Center for Educational Excellence Director, **Member**, 2000.*

#### ***College Appointments***

- *Faculty Senate, 2017– 2018*
- *Scholarship and Outstanding Senior Award Committee, 2004 – 2009.*
- *Marketing Faculty Search Committee*
  - *Chair*, 1998
  - *Member*, 1999, 2001.
- *Marketing Undergraduate Policy Committee, **Chair**, 2003 – 2004; 2007 – present.*
- *Accreditation Strategy Committee, **Member**, 2001 – 2002, 2015.*
- *Graduate Policy Committee, **Member**, 1997 – 2001.*
- *SPSS Statistical Software, **Coordinator/Liaison**, 1997 – 2003.*
  - initiated and coordinated first university-wide purchase of *SPSS for Windows*;
  - oversee upgrades in College and serve as faculty conduit for SPSS-related questions.
- *Louisiana Tech Lacrosse Club, **Faculty Advisor**, 1998 – 2001.*
- *Marketing Club, **Faculty Advisor**, 1997 – 2000.*

### **Service to Community**

- *Cedar Creek School, Ruston, Louisiana*
  - Board of Directors, June 2010 – July 2013;
  - Education Committee, October 2005 – June 2010.
- *Founding Committee, Curves Franchisee Association, July – November 2006*

Served on 10-person committee to establish a 2,500-member independent franchisee association for fitness club franchise owners. Association was approved by owners and Board officials were elected in November 2006.

- Ruston-Lincoln Chamber of Commerce
  - Board of Directors, January 2004 - December 2006;
  - Executive Committee, Economic Development Chair, January - December 2006.
- Boy Scouts of America Thunderbird District
  - *District Chairman*, 1999 – 2000
    - responsible for oversight and management of four-parish/county district comprised of 1,000 Scouts and 300 volunteers along with one professional (salaried) Scout.
  - *Activities Chairman*, 1997 – 1999
- Ruston Parks & Recreation, *Youth League Soccer Coach*
  - Fall 2002: Ages 12-15
  - Spring 2002: Ages 6-7
  - Spring 2001: Ages 8-9
  - Fall 2001: Ages 12-15
  - Spring 1999: Ages 10-11
  - Spring 1998: Ages 6-7
- Early Childhood Education Center, Fundraising Committee, *Chair*
  - Chaired committee to raise \$600 through mail solicitation campaign, 1996 – 1997.

## SERVICE

### Local Community Presentations

*Financial Planning for Financial Emergencies*, Church Group, Ruston, Louisiana, 2008.

*Communication-Styles: Managing Relationships*, Leadership Lincoln program retreat, Ruston/Lincoln Chamber of Commerce, Ruston, Louisiana, 2008.

*Utilizing Economic Development Program (EDPlus) Grants*, Learning About Lending Seminar, Louisiana Small Business Development Center, Louisiana Tech University, 2006.

*Effective Communication with the Public and Other Stakeholders: A Communication Styles Framework*, Continuing Education for the Louisiana Recreation and Parks Association, Ruston, Louisiana, 2003.

*The Boy Scouts of America and Our Nation's Youth: Instilling Values and Character*, Boy Scouts of America – prepared and presented to various civic groups in Northern Louisiana as Chairman of four-county district of the Boy Scouts of America, 2000 – 2002.

*Effective Communication With Your Clients: A Framework of Communication Styles*, Continuing Education Series for Certified Public Accountants (CPA), Beta Alpha Psi, Louisiana Tech University, Ruston, Louisiana, 1998.