

Sean Dwyer, Ph.D.

Office

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Home

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Academic Experience

Associate Professor of Marketing

1996 - present

College of Business, Louisiana Tech University

- Received tenure and promotion to Associate Professor in June 2002
- Earned Milestone Award for 25 years of service to Louisiana Tech University
- Appointed as Department's first Sports Marketing Concentration Coordinator
- College of Business Advisor of the Year (2021)

Director, Center for Executive and Professional Development

2014 - 2016

College of Business, Louisiana Tech University

- Established College's first center for executive and professional training in partnership with Dale Carnegie Training
- Successfully held Dale Carnegie 8-week training courses in Ruston and Shreveport

Director, Executive MBA Program

2008 - 2011

College of Business, Louisiana Tech University

- Founded and directed College's first EMBA program in Shreveport, Louisiana (2009) and Monroe, Louisiana (2010)
- Responsible for faculty hiring, policies, budgeting, promotion, admissions, and advising
- Earned over \$300,000 in net profits for College of Business in three-year period

Coordinator, Sports Marketing Concentration

2022 – Present

Department of Marketing & Analysis, College of Business, Louisiana Tech University

- Oversee all aspects of Sports Marketing Concentration
- Student communications and announcements
- MKTG 348 and MKTG 448's curriculum and instructor oversight
- MKTG 403 Internship program

Education

- Ph.D., Marketing**, College of Commerce & Business Administration 1997
University of Alabama, Tuscaloosa, Alabama
- Minors: International Business and Statistics
 - Dissertation: *National Culture, Organization Culture, and Personal Value Influences on Salesperson Practices: A Five-Nation Study*
- Awarded one of five Graduate School Dissertation Research Fellowships
- CFP - Certified Financial Planner**, College for Financial Planning, Denver, Colorado 1985
- MBA, Finance and International Business**, Stern School of Business 1983
New York University, New York, New York
- BA with Distinction, Economics**, University of Virginia, Charlottesville, Virginia 1978
- D-I Intercollegiate varsity lacrosse, Member

Business Experience

- Co-Owner/Manager** 2003 - 2009
Curves for Women of Ruston and Farmerville
- Co-founded and co-directed two women's fitness and health clubs with wife, Linda
 - Duties included external marketing, internal promotions, employee training, human resource management, payroll, and accounting
 - Recognized by franchisor CEO as fastest growing franchise in franchisor history
 - Revenues in top 1% among 7,500 franchises over six-year period
- Associate Investment Manager** 1988 - 1990
Prudential Capital Corporation, Newark, New Jersey
- Managed a professional and administrative staff in support of regional marketing offices' investment banking activities
 - Served as corporate liaison between investment bankers and marketing, finance, tax, accounting, and legal departments
 - Engaged in extensive corporate financial research and analysis of portfolio of clients
 - Acted as corporate point-of-contact for Fortune 1000 customer base
- Financial Planner and Training Manager** 1985 - 1988
IDS/American Express Financial Services, Fairfax, Virginia
- Operated financial planning practice as independent contractor, marketing financial planning services and investments to families, professionals, and small business
 - Appointed Training Manager to supervise sales training of new hires
 - Extensive sales experience
- Business Broker** 1983 - 1984
VR Business Brokers, Arlington, Virginia
- Engaged in promotion and sale of small/medium-sized firms for national brokerage
 - Duties included market analysis, valuation of businesses, and ensuring complete business/legal compliance in sale of firm
 - Extensive sales and negotiation experience with diverse customer base

Research Consulting Experience

Business Startup Consulting

2015 - present

- Provide free business startup consulting to local community and student body
- Advise clients as to what step(s) to take next in their startup process
- Assisted over 50 startup clients since 2019

Customer Satisfaction and Market Research

- Created and administered online survey to assess service organization's members' satisfaction with services (2021)
- Created and administered email survey to assess rural internet customers' satisfaction with current provider for potential business leading to firm startup six months later (2020)
- Created online survey to assess wood manufacturer's customer satisfaction (2018)
- Created online research survey for clothing startup to assess market demand (2015)
- Created and administered market research survey to area hotel guests for Chamber of Commerce (2000)

Sports Marketing

- Created/administered online survey for Top 25 FBS Football Team's student-athletes
 - Assessed customer satisfaction at 45 touch points in recruiting process (2020 - 2021)
- Created/administered survey for FBS Group of Five Football Team's student-athletes
 - Assessed customer satisfaction at 45 touchpoints in recruiting process (2018)

Focus Group Facilitator

- Conducted focus groups for expanding regional bank to assess customer needs (2006)
 - Identified current satisfaction of customers' current bank
 - Determined key bank branch attributes that would influence switching banks
- Conducted focus groups with collision repair shop owners for national repair association (1998)
 - Gathered qualitative data on opportunities and problems owners faced
 - Focused on issues owners had dealing with insurance companies

Depth Interviewer / Qualitative Data Analyst

- Interviewed 30 Independence Bowl ticketholders to assess customer satisfaction (2003)
- Identified areas of strength and areas to improve overall customer experience

RESEARCH

Journal Publications

Google Scholar citations: All Citations: 3,3391 h-index: 10 i10-index: 10 (6/23)

White, Daniel, Dylan Williams, Sean Dwyer, and Darin White (2022), "Team Loyalty and Intergenerational Influence: The Role of Nurturant Fathering In The Transference Process," International Journal of Sports Marketing and Sponsorship, Vol. 24 No. 1, pp. 203-220. <https://doi.org/10.1108/IJSMS-04-2022-0089>.

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.

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

Zmich, Louis, 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 21st 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 21st 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 21st 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 21st 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 21st 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

- Doran, K., Williams, D., Dwyer, S., & White, D. (2023, February). *An Assessment of Nurturant Fathering's Intergenerational Influence on Team Loyalty through Race*. Applied Sport Management Association Conference, Birmingham, AL.
- Williams, D., White, D., Dwyer, S., & White, D. (2022, March). *Intergenerational fandom: The impact of nurturant fathering's influence on team identification*. College Sport Research Institute, Columbia, SC.
- 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 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, Melanie Koskie, and Doug Amyx, "Student-Athletes' Satisfaction in the Recruiting Process: The Assessment of Individual Coaches"
Status: Submitted August 2022 to Journal of Applied Sport Management

Dwyer, Sean and Doug Amyx, "Salesperson Autonomy's Influence on Salesperson Deviance"
Status: Data collected, cleaned, and analyzed
Target: *Journal of Personal Selling & Sales Management*
Expected Submission: tbd

Sean Dwyer, Dylan Williams, Daniel White, and Darin White, "The Impact of Nurturant Fathering and Team Identity on Intergenerational Influence"
Target: International Journal of Sports Marketing and Sponsorship
Status: Data analyzed; tables completed; one-fourth written
Expected Submission: **Summer 2023**

Dwyer, Sean, "The Recruitment of Power 5 Versus Group of 5 Student-athletes: Differences in College Choice Factors"
Target: *Journal of Issues in Intercollegiate Athletics*
Expected Submission: February 2024

Dwyer, Sean, "Segmenting Student-Athletes by Position to Enhance Recruiting Success: A Practical Application"
Target: *Journal of Applied Sports Management*
Expected Submission: February 2024

Research-Related Awards

- *AMA 2003 Best Dissertation Award in Sales/Sales Management* - American Marketing Association, "Antecedents of Salesperson Effectiveness and Efficiency: A Data Envelopment Analysis Approach" by Xueming Luo and chaired by Sean Dwyer
- *Outstanding Research Award*, College of Business, Louisiana Tech University (2004)
- *2002 Reviewer of the Year*, Journal of Personal Selling & Sales Management

Dissertation Research Participation

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

- Student: Lawrence Silver - dissertation defended July, 2000
Title: *A Social-Cognitive Approach to Salesperson Motivation*
- Student: Xueming Luo - dissertation defended February 2003
Title: *Antecedents of Salesperson Effectiveness and Efficiency: A Data Envelopment Analysis Approach*
• Awarded the American Marketing Association's Best Dissertation Award in Sales/Sales Management for 2003 in national competition
- Student: Barbara Allison - dissertation defended July 2005
Title: *Organizational, Managerial, and Individual Influences on Sales Force Organizational Citizenship Behaviors*
- Student: Gordon Mosly - dissertation defended December 2005
Title: *The Influence of Implicit Personality Theory on Sales Managers' Leadership Effectiveness*

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

- Student: Dwayne Whitten - graduated Summer 2004
Title: *Information Systems Backsourcing Decisions*
- Student: Lisa Toms - graduated Summer 2004
Title: *Salesperson Conflict Resolution Strategies and Relationship Quality*
- Student: Maxwell K. Hsu - graduated Spring 1999
Title: *Spatial Variation in Diffusion of Technological Innovations at the State, Regional, and Cross-National Levels*
- Student: Kenneth Chadwick - graduated Summer 1998
Title: *An Empirical Analysis of the Relationship Among Entrepreneurial Orientation, Organizational Culture, and Firm Performance*

Teaching

Louisiana Tech University Teaching Experience

Doctoral Level

- MKGT 601 – Advanced Marketing Research (Doctoral seminar)
- MKGT 650 – Sales / Sales Management Seminar (Doctoral seminar/Directed Readings)
- MKGT 600 – Survey of Marketing (Doctoral seminar)

MBA Level

- MKGT 530 – Marketing Management (MBA core course) – campus and online
- MKTG 530 – Marketing Management (EMBA core course) – face-to-face, off-campus

Undergraduate Level

- MKGT 300 – Principles of Marketing – Campus and Online
- MKTG 301 – Applied Marketing Studio – Campus
- MKGT 307 – Personal Selling – Campus and Online
- MKGT 425 – Sales Force Management
- MKTG 473 – Marketing Strategy
- MKTG 485 – International Marketing

Course Development ¹

MKT 600 - Survey of Marketing Theory and Practice - Developed and taught a doctoral seminar that examined research publications in the various sub-disciplines of marketing.

MKT 601 - Research Methods I - Developed and taught a doctoral seminar in advanced marketing research that provided students the skills to design and conduct empirical research in the social sciences.

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.

MKT 650 - Personal Selling and Sales Management - Developed and taught a special topics doctoral seminar designed for doctoral students pursuing a personal selling/sales management research focus.

- Course served as a springboard for five dissertations in personal selling

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

Academic Development

Canvas Learning Platform, Louisiana Tech University, 2023

Canvas/McGraw Hill Learning Platform, College of Business, Ruston, Louisiana, 2020

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

Moodle Learning Platform Training, College of Business, Ruston, Louisiana, 2017

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

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

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

International Business, *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*, International Journal of Sports Marketing and Sponsorship, 2023
- *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, 2009 – 2010
- *Editorial Review Board*, Journal of Marketing Theory and Practice, 2006 – 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 2002 Best Reviewer Award
- *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*, Reviewed grants for U.S. Department of Education's Business and International Education Program, 1997 and 2003

Service to Louisiana Tech University

University Appointments

- President's Athletic Council, *Member*, 1998 - present
 - serve as independent oversight committee of Athletics Department
 - responsible for budget review, policy oversight, and coaching candidate interviews
 - Emerging Sports Subcommittee, *Chair*, June 2006 - 2010
 - Athletic Program Expansion Committee, *Chair*, 2001 - 2002
 - responsible for recommending two women's NCAA sports to athletics programs
- College of Business Representative for Prospective Student Athletes, 1998 – 2012
- 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 – 2010
- 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*
 - served as faculty conduit for SPSS-related questions
- Louisiana Tech Lacrosse Club, *Faculty Advisor*, 1998 – 2001
- Marketing Club, *Faculty Advisor*, 1997 - 2000

Service to Community

- Provide free business consulting to local community and students, 2015 – present
- Local Church, Customer Satisfaction Online Survey, 2021
- Cedar Creek School, Ruston, Louisiana (K-12 private school)
 - Board of Directors, 2010 – 2013
 - Education Committee, 2005 – 2010
- Founding Committee, Curves Franchisee Association, 2006
 - Served on 10-person committee and successfully established a 2,500-member independent franchisee association for fitness club franchise owners
- Ruston-Lincoln Chamber of Commerce
 - Board of Directors, 2004 – 2006
 - Executive Committee, 2006
- Boy Scouts of America - Thunderbird District, 1999 - 2000
 - *District Chairman* - responsible for oversight of four-county district of 1,000 Scouts
- Ruston Parks & Recreation, Youth League Soccer Coach
 - Coached ages 6-7, 8-9, 10-11, and 12-15 from 1998 to 2002

Local Community Presentations

- *Financial Planning for Financial Emergencies*, Local Church, Ruston, Louisiana, 2008
- *Communication-Styles: Managing Relationships*, Leadership Lincoln program retreat, Ruston/Lincoln Chamber of Commerce, Ruston, Louisiana, 2008
- *Utilizing Economic Development Program Grants 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: 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 Clients: A Framework of Communication Styles*, Continuing Education Series for Certified Public Accountants (CPA), Beta Alpha Psi, Louisiana Tech University, Ruston, Louisiana, 1998