

# RAYMOND P. FISK

May, 2007

## Curriculum Vita

### ADDRESSES

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#### Office

Department of Marketing  
McCoy College of Business Administration  
Texas State University-San Marcos  
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### EDUCATION

- Ph. D.** Arizona State University, 1980, **Major Field:** Marketing  
**Minor Fields:** Social Psychology, Quantitative Business Analysis  
**Dissertation Title:** "Postchoice Evaluation: An Equity Theory Analysis of Consumer Satisfaction/Dissatisfaction with Service Choices"  
**Dissertation Chair:** Kenneth A. Coney
- M. B. A.** Arizona State University, 1977
- B. S.** Arizona State University, 1976, **Major Field:** Marketing

### EXPERIENCE

- 2007-Present **Professor and Chair**, Department of Marketing, Texas State University-San Marcos.
- 1996-2007 **Professor and Chair**, Department of Marketing & Logistics, University of New Orleans.  
**Courses Taught at UNO:** Executive MBA - Marketing Problem Analysis.  
Jamaican EMBA - Marketing Problem Analysis, International Marketing, Services Marketing.  
Executive MHCM - Health Care Marketing.  
Executive Technology Concentration - Technology & Marketing.  
Graduate – Marketing Internship, Marketing Problem Analysis, Services Marketing Research, Technology & Marketing, Team Taught Engineering Management Course with Professors Galle, Mahesh and McLetchie.

Undergraduate - Marketing Internship, Marketing Research, Technology & Marketing.

**Graduate Research Supervised:** Doctoral dissertation for Lia Patrício at the Universidade do Porto, Portugal. Title: “Enhancing Service Delivery Systems Through Technology.” Completed May, 2006.

- 1990-1996 **Associate Professor**, Department of Marketing, University of Central Florida.  
**Courses Taught at UCF:** Graduate - Services Marketing, High Technology Marketing.  
 Undergraduate - Services Marketing, High Technology Marketing, Marketing Strategies, Basic Marketing, Marketing Internship, Team Taught Engineering/Marketing Class with Professor Christodoulou in the College of Engineering.
- 1993 **Co-Chair**, Department of Marketing, University of Central Florida.
- 1991-1992 **Interim Chair**, Department of Marketing, University of Central Florida.
- 1989-1990 **Visiting Associate Professor**, Department of Marketing, University of Central Florida.
- 1988-1989 **Interim Head and Associate Professor**, Department of Marketing, Oklahoma State University.  
**Courses Taught at OSU:** Graduate - Services Marketing, Marketing Theory, Promotional Strategy, Consumer Behavior.  
 Undergraduate - Promotional Strategy, Consumer Behavior, Marketing Research, Principles of Marketing.
- 1984-1988 **Associate Professor of Marketing and Faculty Associate**, Center for International Trade Development, Oklahoma State University.  
**Graduate Research Supervised:** Three doctoral dissertations and ten masters papers.
- 1980-1984 **Assistant Professor**, Department of Marketing, Oklahoma State University.
- 1977-1980 **Graduate Faculty Associate**, Arizona State University.  
**Courses Taught at ASU:** Graduate - Marketing Environments.  
 Undergraduate - Consumer Behavior, Advertising, Marketing Environments.
- 1978 **Instructor**, American Graduate School of International Management, Glendale, Arizona.  
**Graduate Course Taught:** Advertising.

## INTERNATIONAL EXPERIENCE

- 2006 **Guest Professor**, The Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Monterrey, Mexico. Two and a half day workshop.  
**Workshop Topic:** Services Marketing and Services Technology.
- 2006 **Guest Professor**, Universidade do Porto, Portugal. Two-Day Course.  
**Graduate Executive Course Taught:** Services Marketing.
- 2005 **Guest Professor**, Universidade do Porto, Portugal. Two-Day Course.  
**Graduate Executive Course Taught:** Services Marketing.
- 2004 **Guest Professor**, Universidade do Porto, Portugal. Two-Day Course.  
**Graduate Executive Course Taught:** Services Marketing.
- 2003 **Guest Professor**, Universidade do Porto, Portugal. Two-Day Course.  
**Graduate Executive Course Taught:** Services Marketing.
- 1998 **Guest Professor**, Swedish School of Economics, Helsinki, Finland. Two-Week Program.  
**Graduate Course Taught:** Services Marketing - “Interactive Services Technology.”
- 1998 **Guest Professor**, University College Dublin, Ireland. One-Week Program.  
**Graduate Course Taught:** Services Marketing.
- 1997 **Guest Professor**, Universidad Diego Portales, Santiago, Chile. One-Week Program.  
**Undergraduate Topics Taught:** Marketing Research, Services Marketing.
- 1996 **Guest Professor**, Universidade do Porto, Portugal. (While on Sabbatical at the University of Central Florida).  
**Graduate Courses Taught:** Marketing Management, Marketing Research.
- 1994 **Guest Professor**, Universidade do Algarve, Faro, Portugal. Two-Week Program.  
**Graduate Course Taught:** Marketing Research.
- 1994 **Tutor**, Nordic Service Academy, Vaasa, Finland.  
**Lectured on:** The Evolution and Future of Services Marketing.
- 1987 **Fulbright Scholar**, Universität Klagenfurt, Austria. (While on Sabbatical at Oklahoma State University).  
**Undergraduate Course Taught:** Services Marketing.

## AWARDS

### Academic Honors:

Career Contributions to the Services Discipline Award, American Marketing Association Services Marketing Special Interest Group, 2005.

Fellow, Center for Services Leadership, Arizona State University, 2002-2006.

Excellence in Professional Service Award, University of Central Florida, College of Business Administration, 1996.

Excellence in Undergraduate Teaching Award, University of Central Florida, College of Business Administration, 1995.

Invited Speaker, 1993 American Marketing Association Faculty Consortium on Services Marketing at Arizona State University, 1993.

Invited Speaker, 1985 American Marketing Association Faculty Consortium on Services Marketing at Texas A & M University, 1985.

Graduate Academic Scholarship, Graduate College, Arizona State University, 1979.

Doctoral Consortium Fellow, American Marketing Association, 1979.

Beta Gamma Sigma, National Honorary Business Fraternity, inducted in 1976.

### Grant Funding:

Louisiana Board of Regents Grant, (with Leila Borders and Brett Landry), entitled “UNO Business Collaboration Lab,” \$49,000, 2005.

UNO Office of Research and Sponsored Programs, Investing in Research Excellence Grant, (with Will Lannes, UNO College of Engineering) entitled “Creating a UNO Service Enterprise Engineering NSF Proposal,” \$10,000, 2005.

Student Technology Fee Grant, UNO, (with Nancy Hunt), “Documenting and Improving Learning: Electronic Portfolios in Business Education,” \$20,000, 2002.

Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$6,000, 1996.

Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$11,000, 1996.

Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$14,990, 1995.

Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$10,000, 1995.

Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NAWTSD Technology Transfer Project,” \$9,000, 1994.

- Research Grant, UCF Strategic Planning Council, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “UCF High Technology Transfer Incubator for Undergraduate Education,” \$12,000, 1994.
- Research Grant, DOD/NAVY/NAWTSD, (with Christos Christodoulou, UCF Department of Electrical and Computer Engineering), entitled “NTSC Technology Transfer Project,” \$12,000, 1993.
- Research Grants to create *SERVMARK: The Electronic Bibliography of Services Marketing Literature*, the First Interstate Center for Services Marketing at Arizona State University, 1986-1988.
- Research Grant, Marketing Science Institute, 1985-1986.
- Research Grant, Cooperative Research Program, Asian Institute of Management, Philippines and Oklahoma State University, 1983-1984.
- Dean’s Excellence Fund Summer Grants, Oklahoma State University, 1981, 1982.
- Dissertation Research Grant, Department of Marketing, Arizona State University, 1980.

## PUBLICATIONS

### Journal Articles:

- “Improvisation in Service Performances: Lessons From Jazz,” with Stephen J. Grove and Joby John, *Managing Service Quality*, Vol. 16, No. 3, 2006, 247-268.
- “Managing Corporate Identity: An Internal Perspective,” with Cláudia Simões and Sally Dibb, *Journal of the Academy of Marketing Science*, Vol. 33, No. 2, 2005, 153-168.
- “Developing the Impression Management Skills of the Service Worker: An Application of Stanislavsky’s Principles in a Services Context,” with Stephen J. Grove and Mary C. LaForge. *Service Industries Journal*, Vol. 24, No. 2, 2004, 1-14.
- “Surviving in the Age of Rage,” with Stephen J. Grove and Joby John, *Marketing Management*, Vol. 13, No. 2, 2004, 41-46. **Reprinted in** *Annual Editions: Marketing 06/07 28th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2006, 59-64 and *Annual Editions: Marketing 05/06 27th Ed.*, John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2005, 69-74.
- “Improving Satisfaction with Bank Service Offerings: Measuring the Contribution of each Delivery Channel,” with Lia Patrício, João Falcão e Cunha, *Managing Service Quality*, Vol. 13, No. 6, 2003, 471-482.
- “The Future of Services Marketing: Forecasts From Ten Services Experts,” with Steve Grove and Joby John, *Journal of Services Marketing*, Vol. 17, No. 2, 2003, 107-121.
- “Wiring and Growing the Technology of International Services Marketing,” *Journal of Services Marketing*, Vol. 13, No. 4/5, 1999, 311-318.

“Assessing the Theatrical Components of the Service Encounter: A Cluster Analysis Examination,” with Stephen J. Grove and Michael J. Dorsch. *Services Industries Journal*, Vol. 18, No. 3, July, 1998, 116-134. **Reprinted in** *Service Industries Marketing: New Approaches*, Edited by Gillian Hogg and Mark Gabbott, London: Frank Cass, 1998.

“The Impact of Other Customers Upon Service Experiences: A Critical Incident Examination of ‘Getting Along’,” with Stephen J. Grove, *Journal of Retailing*, Vol. 73, No. 1, Spring, 1997, 63-85.

“Collaring the Cheshire Cat: Evaluating Service Experience Through Metaphor,” with Cathy Goodwin and Stephen J. Grove, *Services Industries Journal*, Vol. 16, No. 4, October, 1996, 421-442.

“Applications of Impression Management and the Drama Metaphor in Marketing,” with Stephen J. Grove, *European Journal of Marketing*, Vol. 30, No. 9, 1996, 6-12.

“Going Green in the Service Sector: Social Responsibility Issues, Implications and Implementation,” with Stephen J. Grove, Gregory M. Pickett, and Norman Kangun, *European Journal of Marketing*, Vol. 30, No. 5, 1996, 56-66.

“Skating on Thin Ice: A Metaphorical Approach to Teaching Services Marketing,” with Cathy Goodwin and Stephen J. Grove, *Journal of Marketing Education*, Vol. 16, No. 3, 1994, 101-110.

“The Development and Emergence of Services Marketing Thought,” with Stephen W. Brown and Mary Jo Bitner, *International Journal of Service Industry Management*, Vol. 5, No. 1, 1994, 21-48. **Reprinted in** *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Third Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1996, 76-96.

“Tracking The Evolution of the Services Marketing Literature,” with Stephen W. Brown and Mary Jo Bitner, *Journal of Retailing*, Vol. 69, No. 1, Spring, 1993, 61-103. **Reprinted in** *Services Marketing: Developing a Discipline and Its Literature*, Tempe, AZ: First Interstate Center for Services Marketing, 1993.

“Observational Data Collection Methods for Services Marketing: An Overview,” with Stephen J. Grove, *Journal of the Academy of Marketing Science*, Vol. 20, No. 3, Summer, 1992, 217-224.

“Reflections on Teaching Marketing in Austria,” *Marketing Education Review*, Vol. 1, No. 1, November 1990, 77-80.

“Cognitive Relativism and the Practice of Marketing Science,” with James A. Muncy, *Journal of Marketing*, Vol. 51, No. 1, January, 1987, 20-33.

“Telecommunications Technologies Assist Services Marketing,” with Joby John, *Journal of Professional Services Marketing*, Vol. 1, No. 1/2, Fall 1985/Winter 1985-86, 63-75.

“Analysis of the Health Care Needs of the Hearing Impaired: From Hearing Aids to Microcomputers,” with Stephen J. Grove, *Journal of Health Care Marketing*, Vol. 3, No. 1, Winter, 1983, 13-20.

“National Advertising, Brands & Channel Control: An Historical Perspective with Contemporary Options,” with Charles H. Patti, *Journal of the Academy of Marketing Science*, Vol. 10, No. 1, Winter, 1982, 90-108.

“Marketing Applications for Hospital Laboratory Services, with Carol Freshley, *Journal of Health Care Marketing*, Vol. 1, No. 2, Spring, 1981, 33-39.

### **Books:**

*Interactive Services Marketing, 3<sup>rd</sup> Edition*, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2008. (Forthcoming).

*Interactive Services Marketing, 2<sup>nd</sup> Edition*, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2004. **Translated into Japanese in 2006.**

*Interactive Services Marketing*, with Stephen J. Grove and Joby John, Boston: Houghton Mifflin, 2000.

### **Edited Books and Monographs:**

*Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts*, edited with Stephen J. Grove and Joby John, Chicago: American Marketing Association, 2000.

*1999 SERVSIG Research Conference: Jazzing Into the New Millennium*, edited with Liam Glynn, Chicago: American Marketing Association, 1999.

*1991 Winter Educators' Conference: Marketing Theory and Applications*, edited with Terry L. Childers, Scott B. Mackenzie, Thomas W. Leigh, Steven Skinner, John G. Lynch, Jr., Susan Heckler, Hubert Gatignon, and John L. Graham, Chicago: American Marketing Association, 1991.

*Services Marketing: An Annotated Bibliography*, edited with Patriya S. Tansuhaj, Chicago: American Marketing Association, 1985.

*Marketing Theory: Distinguished Contributions*, edited with Stephen W. Brown, New York: John Wiley and Sons, 1984.

### Contributions to Books and Monographs:

“Back to the Future: Putting the People Back in Marketing,” with Stephen J. Grove and Joby John in *Does Marketing Need Reform?*, Jagdish N. Sheth and Rajendra Sisodia, eds., Armonk, NY: M.E. Sharpe, Inc, 2006, 306-311.

“Service Theater: An Analytical Framework for Services Marketing,” with Stephen J. Grove, in *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Fourth Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 2000. **Reprinted in** *Services Marketing: People, Technology, Strategy*, by Christopher H. Lovelock and Jochen Wirtz, Fifth Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 2004.

“Services as Theater: Guidelines and Implications,” with Stephen J. Grove and Joby John in *Handbook of Services Marketing and Management*, Teresa Swartz and Dawn Iacobucci, eds., Beverly Hills, CA: Sage Publications, Inc., 2000, 21-36. **Reprinted in** *Services Marketing: An Asia-Pacific and Australian Perspective*, by Christopher Lovelock, Paul Patterson, and Rhett Walker, Third Edition, Pearson Australia, 2004.

“Service Management Literature Overview: A Rationale for Interdisciplinary Study,” with Stephen W. Brown and Mary Jo Bitner, in *Understanding Services Management: Integrating Marketing, Organisational Behaviour, Operations and Human Resource Management*, William J. Glynn and James G. Barnes, eds., Dublin, Ireland: Oak Tree Press and John Wiley and Sons, 1995, 1-32. **Reprinted in** *Management CD-ROM*, New York: John Wiley and Sons, 1996.

“Service Performances As Drama: Quality Implications and Measurement,” with Stephen J. Grove, in *Managing Service Quality*, Paul Kunst and Jos Lemmink, eds., Maastricht, Netherlands: Van Gorcum, Assen/Maastricht, 1995, 107-119.

“Increasing the Quality Quotient for Services in the Twenty-First Century: People and Technology Factors,” with Stephen J. Grove, in *Services and Service Quality in the 21st Century*, Research Report No. 3, June, New York: International Service Quality Association, 1994, 17-27.

“Dramatizing the Service Experience: A Managerial Approach,” with Stephen J. Grove and Mary Jo Bitner, in *Advances in Services Marketing and Management: Research and Practice*, Teresa A. Swartz, Stephen W. Brown, and David E. Bowen, eds., Greenwich, CT: JAI Press, 1992, 91-121. **Reprinted in** *Contemporary Services Marketing Management: A Reader*, Edited by Mark Gabbott and Gillian Hogg, London: Dryden Press, 1997, 69-95.

“Impression Management in Services Marketing: A Dramaturgical Perspective,” with Stephen J. Grove, in *Impression Management in the Organization*, edited by Robert A. Giacalone and Paul Rosenfeld, Hillsdale, NJ: Lawrence Erlbaum Associates, 1989, 427-438.

“National Trends in Hospital Advertising,” with Gail Batton, in *Advertising Handbook for Health Care Services*, edited by William J. Winston, New York: The Haworth Press, 1986, 39-57. **Reprinted in** *Journal of Hospital Marketing*, Vol. 2, No. 2, 1988, 19-46.

“Naive Marketing: A Neglected Dimension of Human Behavior,” with Kirk D. Walden in *Marketing Theory: Distinguished Contributions*, edited by Stephen W. Brown and Raymond P. Fisk, New York: John Wiley and Sons, 1984, 147-156.

“Taxonomical Bibliography of Marketing Theory,” with Stephen J. Grove, in *Marketing Theory: Distinguished Contributions*, edited by Stephen W. Brown and Raymond P. Fisk, New York: John Wiley and Sons, 1984, 338-360.

### **Published in Electronic Media:**

*SERVMARK: The Electronic Bibliography of Services Marketing Literature*, edited with Patriya S. Tansuhaj and Lawrence A. Crosby, Tempe, Arizona: Arizona State University, 1987, 1988. (Included user manual and three software diskettes.)

*AIRWAYS: A Marketing Simulation*, with Jamie T. Fisk, New York: John Wiley and Sons, 1986. (Included student and instructor manuals and game software diskette.)

### **Published Reviews of Books and Software:**

“A Review of Experimental Design Software,” *Journal of Marketing Research*, Vol. 25, No. 2, May, 1988, 225-227.

“A Review of Changing the Course of Marketing: Alternative Paradigms for Widening Marketing Theory, Research in Marketing, Supplement 2,” *Journal of Marketing*, Vol. 51, No. 3, October, 1987, 147-149.

“A Review of Theory Construction in Marketing: Some Thoughts on Thinking,” *Journal of Marketing*, Vol. 48, No. 1, Winter, 1984, 139-140.

### **Published in National/International Conference Proceedings:**

“Customer Experience Requirements for Multi-Platform Service Interaction: Bringing Services Marketing to the Elicitation of User Requirements,” with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes, in the *12<sup>th</sup> IEEE International Requirements Engineering Conference*, Kyoto, Japan, 2004.

“Customer Experience Requirements For Multi-Platform Service Interaction: Bringing Services Marketing to The Elicitation of User Requirements,” with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes in *Proceedings of the 12th IEEE International Requirements Engineering Conference - RE2004*, Neil Maiden (Ed.), Los Alamitos, California, 2004.

“Designing Interaction Experiences for Multi-Platform Service Provision with Essential Use Cases,” with Lia Patrício, João Falcão e Cunha, and Nuno Jardim Nunes, in *IUI/CADUI 2004*, Funchal, Madeira Island, Portugal, 2004.

“Addressing Marketing Requirements in User-Interface Design for Multiple Platforms,” with Lia Patrício, João Falcão e Cunha, Nuno Jardim Nunes, in *DSV-IS 2003 : Issues in Designing New-generation Interactive Systems Proceedings of the Tenth Workshop on the Design, Specification and Verification of Interactive Systems*, edited by Joaquim A. Jorge, Nuno J. Nunes, and João F Cunha, Funchal, Madeira Island, Portugal, 2003.

“The Relevance of User Experience Requirements in Interface Design - a Study of Internet Banking,” with Lia Patrício and J. Falcão e Cunha in *Proceedings of IDEAS 2003 – 6<sup>th</sup> Workshop Iberoamericano de Ingeniería de Requisitos y Ambientes Software*, edited by Mario Piattini, Luca Cernuzzi, Francisco Ruíz, Assunción, Paraguay, 2003.

“The Theatrical Nature of Services: An Analytical Perspective,” with Stephen J. Grove and Joby John, in *Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities*, the Eric Langeard International Research Seminar in Service Management, La Londe, France, 2000.

“Stanislavsky and Selling: What Sales Training Can Learn from the Theater,” with Donald A. McBane, Stephen J. Grove and Patricia Knowles, in *Proceedings of the National Conference in Sales Management*, edited by Michael R. Williams, 1996.

“Applying Marketing Techniques to Achieve the Strategic Objectives of Educational Institutions: A Case Study,” with Jeff Allen, in *1993 Symposium for the Marketing of Higher Education*, edited by Thomas J. Hayes and Roy D. Adler, 1993.

“The Service Experience as Theater,” with Stephen J. Grove, in *Advances in Consumer Research*, edited by John E. Sherry, Jr. and Brian Sternthal, 1992.

“Developing an Entrepreneurial Orientation Within Marketing Education: A Call for the 1990s,” with Michael H. Morris and Duane L. Davis, in *AMA Educators’ Proceedings*, edited by William Bearden, et al., 1990.

“Personal Selling as Drama: A Metaphorical Assessment of Buyer-Seller Interaction,” with Stephen J. Grove and James T. Kenny, in *1990 AMA Winter Educators’ Conference: Marketing Theory and Applications*, edited by David Lichtenthal, et al., 1990.

“Why Services Promotion Differs From Goods Promotion,” with James T. Kenny, in *1990 AMA Winter Educators’ Conference: Marketing Theory and Applications*, edited by David Lichtenthal, et al., 1990.

“A Closer Look at Customer Service: A Customer Service Model,” with James T. Kenny, in *Academy of Marketing Science Proceedings*, 1989.

“Electronic Service Delivery: Design Issues,” with Alan Gordon, in *Add Value to Your Service*, edited by Carol Surprenant, 1988.

“Free Ridership: Concept Development and Research Propositions,” with Melissa S. Burnett and Roxanne Stell, in *1987 AMA Winter Educators’ Conference: Marketing Theory*, edited by Russell W. Belk, et al., 1987.

“Services Images: A Synthesis of Image Creation and Management,” with Roxanne Stell, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Services Marketing Education: The Issues,” with Robert Listman, Nancy Hansen, William George, and Patriya Tansuhaj, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Developing and Testing Airways: A Marketing Simulation,” with Jamie T. Fisk and Geoffrey Zoekler, in *Developments in Business Simulation and Experiential Exercises*, edited by Alvin C. Burns and Lane Kelley, 1986.

“Older Consumers and Services: Implications for Marketers,” with Mariea Grubbs Hoy, in *1985 AMA Educators’ Proceedings*, edited by Robert F. Lusch, et al., 1985.

“The Marketing Teleconference Consortium: Intercollegiate Teleconferencing for Marketing Faculty and Students,” with Lana G. Ivy and James G. Hromas in *Teleconferencing and Interactive Media*, Vol. 4, edited by Lorne A. Parker and Christine H. Olgren, 1985.

“‘Participatizing’ the Service Process: A Theoretical Framework,” with Patriya Silpakit, in *Services Marketing in a Changing Environment*, edited by Thomas M. Bloch, Gregory D. Upah and Valarie A. Zeithaml, 1985.

“Marketing Veterinary Services: A Statewide Survey of Market Practices,” with Roger D. Freeman and B. C. Hamm, in *Services Marketing in a Changing Environment*, edited by Thomas M. Bloch, Gregory D. Upah and Valarie A. Zeithaml, 1985.

“Disconfirmation of Equity Expectations: Effects on Consumer Satisfaction With Airline Services,” with Clifford E. Young, in *Advances in Consumer Research*, edited by Elizabeth C. Hirschman and Morris B. Holbrook, 1985.

“Airways: A Microcomputer Simulation of a Service Industry,” with Jamie T. Fisk and James W. Gentry, in *Developments in Business Simulation and Experiential Exercises*, edited by James W. Gentry and Alvin D. Burns, 1985.

“Consumer Satisfaction With Airline Services in a Deregulated Environment,” with Stephen J. Grove and Vijay Ramachandran, in *1984 AMA Educators’ Proceedings*, edited by Russell W. Belk, et. al., 1984.

“The Dynamic Effects of New Information Technologies on Consumer Behavior: A General Living Systems Framework,” with Clifford E. Young, in *1984 AMA Winter Educators’ Conference: Scientific Method in Marketing*, edited by Paul F. Anderson and Michael J. Ryan, 1984.

“The Dramaturgy of Services Exchanges: An Analytical Framework for Services Marketing,” with Stephen J. Grove, in *Emerging Perspectives on Services Marketing*, edited by Leonard L. Berry, G. Lynn Shostack, and Gregory D. Upah, 1983. **Reprinted in** *Services Marketing: Text, Cases, and Readings*, by Christopher H. Lovelock, Second Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1991. Third Edition, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1996.

“Postchoice Evaluation: An Equity Theory Analysis of Consumer Satisfaction/Dissatisfaction with Service Choices,” with Kenneth A. Coney, in *Conceptual and Empirical Contributions to Consumer Satisfaction and Complaining Behavior*, edited by H. Keith Hunt and Ralph L. Day, 1982.

“Toward a Theoretical Framework for Marketing Ethics,” in *Marketing Theory: Philosophy of Science Perspectives*, edited by Ronald F. Bush and Shelby D. Hunt, 1982.

“A Classification Scheme for Converting Handicapped Subcultures into Actionable Health Care Market Segments,” with Stephen J. Grove, in *Advances in Health Care Research: 1982 Proceedings*, edited by Scott M. Smith and M. Venkatesan, 1982.

“Toward A Consumption/Evaluation Process Model for Services,” in *Marketing of Services*, edited by James H. Donnelly and William R. George, 1981.

“Naive Marketing: Further Extension of the Concept of Marketing,” with Kirk D. Walden, in *Conceptual and Theoretical Developments in Marketing*, edited by O. C. Ferrell, Stephen W. Brown, and Charles W. Lamb, Jr., 1979.

### **Published in Regional Conference Proceedings:**

“Creating an Engineering/Marketing Technology Incubator for Undergraduate Education,” with Christos G. Christodoulou, *Southcon/96 Conference Record*, 1996.

“The Pollyanna Hypothesis and Attitude Scale Sensitivity to Statement Polarity: An Experimental Investigation,” with William G. Zikmund and L. Lee Manzer, in *Marketing: Meeting the Challenges of the 1990’s*, edited by Joseph J. Cronin, Jr. and Melvin T. Stith, 1987.

“The Dramaturgy of Personal Selling,” with Stephen J. Grove and Raymond L. LaForge, in *Marketing in an Environment of Change*, edited by Robert L. King, 1986.

“College Professors and Personal Computers: A Survey of Market Penetration,” with Samuel Wathen, in *1984 Proceedings: Southwestern Marketing Association Conference*, edited by James R. Lumpkin and John C. Crawford, 1984.

“Stimulating Consumer Dissatisfaction: A Management Approach Via Equity Theory,” with Gregory Pickett, in *1983 Proceedings: Southwestern Marketing Association Conference*, edited by John C. Crawford and James R. Lumpkin, 1983.

“Characteristics of the Southwestern Consumer: Data, Implications and Problems,” with Stephen J. Grove, in *1982 Proceedings: Southwestern Marketing Association Conference*, edited by Daniel R. Corrigan, Frederic B. Kraft, and Robert H. Ross, 1982.

“Personality and its Measurement: A Replication Study Using C.A.D.,” with John Schlacter and John Phee, in *Proceedings: Southern Marketing Association*, edited by John H. Summey and Ronald D. Taylor, 1980.

“Equity Theory: A Complement to the Understanding of Marketing Exchanges,” with Stephen W. Brown, *Proceedings: Southern Marketing Association*, edited by Robert S. Franz, Robert M. Hopkins, and Alfred G. Toma, 1979.

#### **Invited Publications:**

“All the Web Sites Are a Stage, so Marketers, Put on a Show,” *Marketing News*, November 6, 2000, 26.

“SIGvolution Continues,” with Tom Leigh, *Marketing Educator*, Vol. 14, No. 2, Spring, 1995, 4

“The AMA Services Marketing Special Interest Group,” *Marketing Educator*, Vol. 13, No. 3, Summer, 1994, 4, 8.

“Creating an Engineering/Marketing Technology Transfer Process for Undergraduate Education,” *Tech Topics*, July/August, 1994, 3.

“Educators Form Services Group,” *Marketing News*, March 14, 1994, 14.

“Use Care Not to Overpromote, Underdeliver,” *Orlando Business Journal*, September 13-19, 1991, 35.

“New Services Marketing Literature,” A Column in the *Services Marketing Newsletter*, Vol. 3, No. 3, Fall, 1986, 5; Vol. 3, No. 4, Winter, 1986, 5; Vol. 4, No. 1, Spring, 1987, 5; Vol. 4, No. 2, Summer, 1987, 5-6; Vol. 4, No. 3, Fall, 1987, 5-6; Vol. 4, No. 4, Winter, 1987, 5-6; Vol. 5, No. 1, Spring, 1988, 5.

“‘Personal Touch’ Controls Technology’s Success,” *Iron Mountain Courier*, Spring/Summer, 1986, 2.

“Services Marketing: Theme of 1985 AMA Faculty Consortium,” *Services Marketing Newsletter*, Vol. 2, No. 3, Fall, 1985, 5.

“AMA 1985 Faculty Consortium Covers Services Marketing,” *Marketing Educator*, Vol. 4, No. 3, Fall, 1985, 5, 8.

“Eight University Marketing Departments Are Testing Educational Teleconferencing,” with Lana G. Ivy, *Marketing Educator*, Vol. 4, No. 2, Spring, 1985, 6.

“The Services Pricing Literature Deficit,” with Patriya Silpakit, *Services Marketing Newsletter*, Vol. 2, No. 1, Spring, 1985, 4.

“Videoconferencing: Tips for Business Users,” *Marketing News*, Vol. 18, No. 23, November 9, 1984, 34.

“Array of Educational Technology Will Grow, But Will Tradition-Bound Educators Use It?” *Marketing Educator*, Vol. 3, No. 2, Spring, 1984, 1, 6.

“Personal Computers Enhance Productivity,” *Marketing Educator*, Vol. 2, No. 1, Winter, 1983, 1, 4.

“Evaluating Teaching Performance Is Difficult When Evaluator Has Unclear Understanding of Appropriate Evaluative Criteria,” *Marketing Educator*, Vol. 1, No. 2, Fall, 1982, 4.

### **Abstracts:**

“Jazzing Up the Service Performance: The Need for Improvisation,” *2003 AMA SERVSIG Research Conference*, 2003, edited by Denis Lapert, 502-503.

“Tapping the Service Theater Experience: An Application and Discussion of Triangulation,” with Roger J. Epworth and Stephen J. Grove, *2001 SERVSIG Services Research Conference: New Horizons in Services Marketing*, edited by Greg Elliott and Jim Barnes, 2002, 130.

“Green Initiatives in the Service Sector: A Preliminary Investigation,” with Stephen J. Grove, Gregory Pickett, and Norm Kangun, *Evolving Paradigms: The Emerging Future of Marketing*, edited by Tony Meenaghan, 1997, 184-185.

“Studying Customers’ Services Experiences Through Metaphor: An Exploratory Investigation,” with Cathy Goodwin and Stephen J. Grove, *1995 AMA Winter Educators’ Conference Proceedings*, edited by Dave Stewart and Naufel Vilcassim, 1995, 206-207.

“The Greening of the Service Sector: Issues, Implications and Implementation,” with Stephen J. Grove, Norman Kangun, and Gregory Pickett, *1994 AMA Winter Educators’ Conference Proceedings*, edited by Daniel Smith and C.W. Park, 1994.

“The Theatrical Framework of Service Encounters: A Metaphorical Analysis,” with Stephen J. Grove, *1991 AMA Educators’ Conference Proceedings*, edited by Mary C. Gilly, et al., 1991.

“Humorous Appeals in Television Advertising: A Content Analysis,” with Melissa Burnett and Dale Lunsford, *1987 AMA Educators’ Conference*, edited by Susan P. Douglas, et. al., 1987.

“Teleservices: An Electronic Revolution in Retail Marketing,” with Roxanne Stell, in *1986 Educators’ Conference Proceedings*, edited by Terence A. Shimp, et. al., 1986.

“Assessing The Services Marketing Literature,” with Patriya S. Tansuhaj and James G. Hromas, in *Creativity in Services Marketing: What’s New, What Works, What’s Developing*, edited by M. Venkatesan, Diane H. Schmalensee, and Claudia E. Marshall, 1986.

“Discussant’s Comments,” in *Proceedings: Southern Marketing Association*, edited by John H. Summey, Carol Anderson, and Blaise Bergiel, 1982.

“Discussant’s Comments,” in *Proceedings: Southern Marketing Association*, edited by John H. Summey and Ronald D. Taylor, 1980.

## PRESENTATIONS

### **Presentations at International Programs:**

Keynote Speaker, *AMA SERVSIG Research Conference*, 2008, Liverpool, UK. (Forthcoming).

Poster Presentation, “Customer Satisfaction with Multi-interface Services: Understanding the Contribution of each Channel,” *European Marketing Academy Conference*, 2007, Reykjavik, Iceland. (Forthcoming).

Speaker, “Five Trends in Global Services: Serving Today's Customers,” *DL06 Conference – Services Going International*, Fraunhofer Institute for Industrial Engineering, 2006, Stuttgart, Germany.

Keynote Speaker, “The Trend of Global Service Industries,” *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.

Plenary Panelist, “How to Pick Key Service Industries and Promote Them for Exports,” *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.

Plenary Discussant, “Comments on ‘A Strategic Framework for New Service Development’,” *International Conference on Creating a Chance of Development for Taiwan's Service Industry*, 2006, Taipei, Taiwan.

Speaker, “Pixel Theater: Staging Electronic Service Delivery,” *AMA Frontiers in Services Conference*, 2006, Brisbane, Australia.

Plenary Panelist, “The Revolution in Franchising – A Differentiated Culture,” *AMA Frontiers in Services Conference*, 2006, Brisbane, Australia.

Speaker, “The Art of Teaching: Serving the Greater Good,” *AMA SERVSIG Services Marketing Consortium*, 2006, Brisbane, Australia.

Speaker, “Service Character,” *AMA SERVSIG Research Conference*, 2005, Singapore.

Speaker, “Services Theatre: A Retrospective,” Guest Speaker with Steve Grove and Michael Dorsch, National University of Ireland, Galway, 2005, Galway, Ireland.

- Speaker, "Cross Functional New Service Development: Combining Marketing and Engineering Perspectives," *QUIS 9: Quality in Services Symposium*, 2004, Karlstad, Sweden.
- Speaker, "Casting the Customer," *QUIS 9: Quality in Services Symposium*, 2004, Karlstad, Sweden.
- Speaker, "Services Theatre: A Retrospective," Guest Speaker with Steve Grove and Michael Dorsch, National University of Ireland, Galway, 2004, Galway, Ireland.
- Speaker, "Jazzing Up the Service Performance: The Need for Improvisation," *AMA SERVSIG Research Conference*, 2003, Reims, France.
- Speaker, "Internet Service Delivery in the Context of Multi-Channel Bank Offerings: A Qualitative Study," *AMA SERVSIG Research Conference*, 2003, Reims, France.
- Speaker, "An American Perspective on Service Engineering and Management," *1st International Symposium on Service Engineering and Management*, Fraunhofer Institute for Industrial Engineering, 2002, Stuttgart, Germany.
- Speaker, "Five Services Strategies for Global Success," *PDVSA V Simposio Liderazgo en Servicios* (Fifth Services Leadership Symposium), 2002, Caracas, Venezuela.
- Plenary Speaker, "A Retrospective on the Frontiers in Services Conference: Ten Years of Contribution to Service Knowledge," *AMA Frontiers in Services Conference*, 2002, Maastricht, Netherlands.
- Speaker, "The Service Customer as Audience," *AMA Frontiers in Services Conference*, 2002, Maastricht, Netherlands.
- Speaker, "Tapping the Service Theatre Experience: An Application and Discussion of Triangulation," *AMA SERVSIG Research Conference*, 2001, Sydney, Australia.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," Guest Speaker, Swedish School of Economics, 1998, Vaasa, Finland.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," *CERS Business Partner Seminar*, 1998, Helsinki, Finland.
- Co-Chair, "A Services Marketing Introspective: Snapshots, Reflections and Glimpses from the Masters," *Three AMA Special Conferences*, 1997, Dublin, Ireland.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *9<sup>th</sup> UK Services Marketing Workshop*, University of Stirling, 1996, Stirling, Scotland.
- Speaker, "The Impact of Other Customers Upon Service Experiences: A Critical Incident Examination of 'Getting Along'," *9<sup>th</sup> UK Services Marketing Workshop*, University of Stirling, 1996, Stirling, Scotland.
- Speaker, "Tourists Tell All: Evaluating the Service Experience," Guest Speaker, University of Aveiro, 1996, Aveiro, Portugal.
- Speaker, "Services Performances as Drama: Quality Implications and Measurement," Guest Speaker, University of Uppsala, 1993, Uppsala, Sweden.
- Speaker, "Service Performances As Drama: Quality Implications and Measurement," *Third Workshop on Quality Management in Services*, 1993, Helsinki, Finland.
- Speaker, "Current Events in American Business Practice," *1987 American Studies Seminar*, Austrian-American Educational Commission, Altenmarkt, Austria.
- Speaker, "The Global Stock Market Crash," *1987 American Studies Seminar*, Austrian-American Educational Commission, Altenmarkt, Austria.

### **Presentations at Academic Programs:**

- Speaker, "Service Arts: Broadening the Services Field," *AMA Frontiers in Services Conference*, 2007, San Francisco, California. (Forthcoming).
- Speaker, "Pitching a Big Tent for Service Knowledge: Arguments for a Pluralistic Approach," *AMA Frontiers in Services Conference*, 2007, San Francisco, California. (Forthcoming).
- Speaker, "The Impact of Improvisation Training on Service Employees: A Case Study," *2007 AMA Summer Educators' Conference*, Washington, DC. (Forthcoming).
- Poster Presentation, "A Master Program in Services Engineering and Management at the University of Porto," *IBM SSME Conference*, 2006, New York, New York.
- Speaker, "Preventing Natural Disasters from Becoming Human Disasters," *2006 AMA Summer Educators' Conference*, Chicago, Illinois.
- Chair, "BeerSIG III: Building Community and Strengthening the Marketing Discipline," *2006 AMA Summer Educators' Conference*, Chicago, Illinois.
- Speaker, "Customer Rage: The Service Sector's Ugly Offspring," *2006 AMA Winter Educators' Conference*, Tampa, Florida.
- Speaker, "The Impact of Theatrical Improvisation on Service Delivery: An Experimental Analysis," *AMA Frontiers in Services Conference*, 2005, Tempe, Arizona.
- Speaker, "Designing Integrated Multi-Channel Service Experiences: The Service Experience Blueprint," *AMA Frontiers in Services Conference*, 2005, Tempe, Arizona.
- Panel Member, "New and Emerging Areas in Services Marketing," *2005 AMA Summer Educators' Conference*, San Francisco, California.
- Speaker, "Internet Banking: An Alternative Service Delivery Vehicle," *2005 AMA Winter Educators' Conference*, San Antonio, Texas.
- Speaker, "The Role of Improvisation in Service Delivery: Theory and Practice," *AMA Frontiers in Services Conference*, 2004, Miami, Florida.
- Speaker, "Designing the Multi-Channel Service Offering: Enhancing the Contribution of Each Delivery System," *AMA Frontiers in Services Conference*, 2004, Miami, Florida.
- Speaker, "The Art of Teaching: Serving the Greater Good," *AMA SERVSIG Services Marketing Consortium*, 2004, Miami, Florida.
- Chair, "BeerSIG II: Banned in Boston," *2004 AMA Summer Educators' Conference*, Boston, Massachusetts.
- Speaker, "Designing the Services Course: An Overview of Texts and Syllabi," *2004 AMA Winter Educators' Conference*, Scottsdale, Arizona.
- Speaker, "Theatrical Approaches to Managing the Customer Experience," *2003 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Mardi Gras: Rolling Street Theater," *2003 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Customer Disgust: Exploring the Nether Regions of Customer Discontent," *AMA Frontiers in Services Conference*, 2003, Washington, DC.
- Speaker, "The State of Services Marketing Today: The Good, the Bad and the Ugly," *2003 AMA Winter Educators' Conference*, Orlando, Florida.
- Chair, "BeerSIG: Less Filling Tastes Great," *2002 AMA Summer Educators' Conference*, San Diego, California.

- Panel Member, "Customer Issues in Services Marketing," *2001 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Serving the Marketing Profession," *AMA SERVSIG Services Marketing Consortium*, 2001, Washington, DC.
- Speaker, "Enhancing Service Delivery Systems through Technology: A Multidisciplinary Perspective applied to Internet Banking," *AMA Frontiers in Services Conference*, 2001, Washington, DC.
- Speaker, "Customer Rage in Services: When Getting Even Gets Ugly," *AMA Services Marketing Conference*, 2001, Washington, DC.
- Speaker, "Mastering the Technology of Services Marketing," *AMA International Collegiate Conference*, 2001, New Orleans, Louisiana.
- Speaker, "Tapping the Service Theater Experience: An Application and Discussion of Triangulation," *AMA Frontiers in Services Conference*, 2000, Nashville, Tennessee.
- Speaker, "A Metaphorical Analysis of the Impact of Other Customers in Service Experiences," *AMA Frontiers in Services Conference*, 1999, Nashville, Tennessee.
- Speaker, "Services as Theater: Guidelines and Implications," *1999 AMA Summer Educators' Conference*, San Francisco, California.
- Panel Member, "Keeping Current with Active Learning Pedagogies in Services Courses," *1999 Academy of Marketing Science Conference*, Coral Gables, Florida.
- Speaker, "Customer 'B': The Service Encounter's Forgotten Component," *1999 AMA Winter Educators' Conference*, Tampa, Florida.
- Panel Member, "Internationalization of the Marketing Curriculum: Avoiding the Potholes on the Road to Global Education," *1999 AMA Winter Educators' Conference*, Tampa, Florida.
- Panel Member, "The Realities of Student Organization Sponsorship: How to Survive and Succeed: A Panel Discussion" *1998 Society for Marketing Advances Conference*, New Orleans, Louisiana.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1998, Nashville, Tennessee.
- Speaker, "Service Performance as Jazz Improvisation: Playing the Changes," *AMA Frontiers in Services Conference*, 1998, Nashville, Tennessee.
- Speaker, "The Greening of Services: Data and Implications," *1998 AMA Summer Educators' Conference*, Boston, Massachusetts.
- Speaker, "Managing the Technology of Service Customer Interfaces," *1998 AMA Winter Educators' Conference*, Austin, Texas.
- Chair, "Improving the Service Quality of Education: From Beginning to End," *1998 AMA Winter Educators' Conference*, Austin, Texas.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1997, Nashville, Tennessee.
- Speaker, "Cyberspace as Service Theater: The Final Frontier," *AMA Frontiers in Services Conference*, 1997, Nashville, Tennessee.
- Chair, "Metaphors of Services Marketing: Applications and Measurement Issues," *1997 American Psychological Association Conference*, Chicago, Illinois.
- Panel Member, "Best Practices Among Special Interest Groups: What Works," *1997 AMA Summer Educators' Conference*, Chicago, Illinois.

- Chair, "Getting Your Work Published in the Services Marketing Journals," *1997 AMA Summer Educators' Conference*, Chicago, Illinois.
- Panel Member, "A SERVSIG Town Meeting," *1997 AMA Winter Educators' Conference*, Tampa, Florida.
- Speaker, "Developing the Impression Management Skills of the Service Actor: An Application of Stanislavsky's Principles in a Services Context," *AMA Frontiers in Services Conference*, 1996, Nashville, Tennessee.
- Speaker, "The Service Sector's Role in Environmental Well-Being: General Observations and Preliminary Findings," *AMA Frontiers in Services Conference*, 1996, Nashville, Tennessee.
- Speaker, "Technology and Services Marketing," *AMA SERVSIG Services Marketing Consortium*, 1996, Nashville, Tennessee.
- Panel Member, "Services in the Next Millennium," *1996 AMA Summer Educators' Conference*, San Diego, California.
- Panel Member, "Surfing the Internet: Applications for Marketing Education," *1995 Southern Marketing Association Conference*, Orlando, Florida.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *AMA SERVSIG Services Marketing Consortium*, 1995, Nashville, Tennessee.
- Speaker, "Devising an Appraisal System to Evaluate Service Worker Performance: A Critical Examination," *AMA Frontiers in Services Conference*, 1995, Nashville, Tennessee.
- Chair and Panel Member, "Exploring the AMA Marketing Mix and the Internet," *1995 AMA Summer Educators' Conference*, Washington, D.C.
- Chair and Panel Member, "Teaching Services Marketing," *1995 Academy of Marketing Science Conference*, Orlando, Florida.
- Speaker, "Team Teaching an Engineering/Marketing Class," *1995 Association of Marketing Theory and Practice Conference*, Savannah, Georgia.
- Speaker, "Skating on Thin Ice: A Metaphorical Approach to Teaching Services Marketing," *1995 Winter Educators' Conference*, La Jolla, California.
- Speaker, "Reflections on the Services Marketing Field: Past, Present, and Future," Department of Marketing, Theory Seminar, University of South Florida, 1994, Tampa, Florida.
- Speaker, "Tracking the Evolution of the Services Marketing Literature," *AMA SERVSIG Services Marketing Consortium*, 1994, Nashville, Tennessee.
- Speaker, "Exploring the Technological Frontiers of Services Marketing: The Information Revolution," *AMA Frontiers in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "The Use of Metaphors to Evaluate Consumer Service Experiences," *AMA Frontiers in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "Triangulating Service Quality: A Multimethod Approach," *AMA Frontiers in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "AMA Services Marketing Special Interest Group: A Status Report," *AMA Frontiers in Services Conference*, 1994, Nashville, Tennessee.
- Speaker, "The Impact of Others Upon Customer's Service Experiences: Data and Implications," *AMA Frontiers in Services Conference*, 1993, Nashville, Tennessee.
- Speaker, "Including Services in the Marketing Curriculum," *1993 AMA Summer Educators' Conference*, Boston, Massachusetts.

- Speaker, "Tracking the Evolution of the Services Marketing Literature," Department of Marketing Guest Lecturer Series, Clemson University, 1993, Clemson, South Carolina.
- Chair and Panel Member, "Teaching Services Marketing," *1992 Southern Marketing Association Conference*, New Orleans, Louisiana.
- Speaker, "A Critical Incident Investigation of Service Dramas," *AMA Frontiers in Services Conference*, 1992, Nashville, Tennessee.
- Speaker, "Boundary Spanners as Dramatists: Marketing Implications," *1992 AMA Summer Educators' Conference*, Chicago, Illinois.
- Speaker, "The Evolution of the Services Marketing Literature," *1992 AMA Winter Educators' Conference*, San Antonio, Texas.
- Speaker, "How to Dramatize Your Services Marketing," *1991 AMA Services Marketing Conference*, Orlando, Florida.
- Panel Member, "Teaching Services Marketing," *1991 Atlantic Marketing Association Conference*, Savannah, Georgia.
- Speaker, "Does Services Marketing Represent a Paradigm Shift for the Marketing Discipline?," *1991 AMA Winter Educators' Conference*, Orlando, Florida.
- Speaker, "Services Marketing: A State-of-the-Concept Review," Department of Marketing Research Seminar, University of South Florida, 1991, Tampa, Florida.
- Speaker, "Services Marketing: Thirtysomething," Department of Marketing Guest Lecturer Series, Clemson University, 1990, Clemson, South Carolina.
- Panel Member, "Emerging Trends in Services Marketing: Theory and Research," *1988 AMA Services Marketing Conference*, Arlington, Virginia.
- Chair, "Hospitality, Travel and Leisure," *1988 AMA Services Marketing Conference*, Arlington, Virginia.
- Speaker, "A Status Report on SERVMARK," *1987 AMA Summer Educators' Conference*, Toronto, Canada.
- Chair, "Microcomputer Applications for Marketing Courses," *1987 AMA Summer Educators' Conference*, Toronto, Canada.
- Speaker, "Services Marketing Research," Services Marketing Workshop, *1987 Southwestern Marketing Association Conference*, Houston, Texas.
- Chair, "Meet the Editors," *1986 AMA Services Marketing Conference*, Boston, Massachusetts.
- Panel Member, "Success Factors in Integration in Service Organizations," *1986 AMA Services Marketing Conference*, Boston, Massachusetts.
- Speaker, "Sources for Secondary Services Research," *1986 MSI/AMA Consortium on Defining and Answering Important Services Marketing Questions*, Boston, Massachusetts.
- Panel Member, *1986 AMA Services Marketing Symposium on Relationship Marketing*, Scottsdale, Arizona.
- Panel Member, "Services Marketing," *1986 Western Decision Sciences Conference*, Phoenix, Arizona.
- Panel Member, "Teaching the Services Course," *1986 AMA Winter Educators' Conference*, St. Petersburg Beach, Florida.
- Speaker, "Teleconferencing: A Delivery System for Marketing Education?," *1986 AMA Winter Educators' Conference*, St. Petersburg Beach, Florida.
- Speaker, "Telecommunications in Marketing Education: A Workshop," *1985 AMA Educator's Conference*, Washington, D.C.

- Speaker, "AIRWAYS: A Microcomputer Simulation of a Service Industry," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Speaker, "Computer Conferencing in Marketing," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Panel Member, "Pedagogical Considerations," *1984 AMA Workshop on Microcomputing in Marketing Education*, Louisiana State University.
- Chair, Panel Discussion on Personal Computers in Marketing Education, *1984 Southwestern Marketing Association Conference*, San Antonio, Texas.
- Panel Member, Special Marketing Theory Workshop, *1983 Southwestern Marketing Association Conference*, Houston, Texas.

### **Presentations to Professional Groups:**

- Panel Member, "Growth through Marketing," *UNO/Hibernia Small Business Summit*, 2005, New Orleans, Louisiana.
- Speaker, "Caring for Your Career in Today's Healthcare Market," *New Orleans Association for Healthcare Quality*, 2002, New Orleans, Louisiana.
- Speaker, "Interactive Services Marketing," New Orleans Chapter, American Marketing Association, 2000, New Orleans, Louisiana.
- Speaker, "Interactive Services Marketing," *Rotary Club Russian Exchange Program*, 2000, New Orleans, Louisiana.
- Speaker, "Using Technology to Manage Customer Interfaces in Service Industries," New Orleans Chapter, American Marketing Association, 1998, New Orleans, Louisiana.
- Speaker, "Marketing Construction Services," Rotary Club Russian Exchange Program, 1997, New Orleans, Louisiana.
- Speaker, "Technology Marketing: Staying Focused on Customers," *Open User Recommended Solutions Association*, 1997, New Orleans, Louisiana.
- Speaker, "Mastering the Technology of Services Marketing," Central Florida Chapter, American Marketing Association, 1997, Orlando, Florida.
- Speaker, "Services Marketing Techniques for Improving Your Customer Service," *National Association for Information Destruction*, Annual Conference, 1997, New Orleans, Louisiana.
- Speaker, "Mastering New Communications Technologies: More Power in Public Relations!," *Sixth Annual Professional Development Seminar*, Gainesville Chapter of the Florida Public Relations Association, 1996, Gainesville, Florida.
- Speaker, "Mastering New Communications Technologies: More Risk and More Power for Marketing," *Southcon/96*, Orlando, Florida.
- Speaker, "Creating an Engineering/Marketing Technology Incubator Laboratory for Undergraduate Education," *Southcon/96*, Orlando, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," UCF Collegiate Chapter, American Marketing Association, 1995, Orlando, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," Tampa Chapter, American Marketing Association, 1995, Tampa, Florida.
- Speaker, "Marketing on the Internet and Using the AMA Web Site," Central Florida Chapter, American Marketing Association, 1995, Orlando, Florida.

- Speaker, "Tourists Tell All: Evaluating the Service Experience," Central Florida Chapter, American Marketing Association, 1994, Orlando, Florida.
- Speaker, "High Technology Marketing: An Exciting New Future for Central Florida," Florida Engineering Society, UCF Student Chapter, 1994, Orlando, Florida.
- Speaker, "Increasing the Quality Quotient for Services in the Twenty-First Century: People and Technology Factors," *The World Future Society's Seventh General Assembly*, 1993, Washington, D.C.
- Speaker, "High Technology Marketing: An Exciting New Future for Central Florida," Central Florida Chapter, American Marketing Association, 1993, Orlando, Florida.
- Speaker, "Marketing Isn't Just for Business," *American School Health Association Conference*, 1992, Orlando, Florida.
- Speaker, "Marketing - It's Everybody's Job!" *Florida Hospice Association Conference*, 1992, Orlando, Florida.
- Speaker, "How to Dramatize Your Waterpark Services," *1991 World Waterpark Association Conference*, Daytona Beach, Florida.
- Speaker, "Public Relations & Marketing," *Central Florida Marketing Monday Conference*, 1991, Orlando, Florida.
- Speaker, "Strategies for Client Maintenance," *Society for Marketing Professional Services*, 1991, Orlando, Florida.
- Speaker, "Breaking the Responsiveness Knot," *Conference on Business Marketing: The State of Theory and Practice*, 1990, Fort Lauderdale, Florida.
- Speaker, "Dramatizing the Service Experience: A Managerial Approach," *Central Florida Marketing Monday Conference*, 1990, Orlando, Florida.
- Speaker, "Dramatizing the Service Experience: A Managerial Approach," Central Florida Chapter, American Marketing Association, 1990, Orlando, Florida.
- Speaker, "Internal Marketing Strategies for Health Care Services," *1989 Clinical Laboratory Management Association*, Tulsa, Oklahoma.
- Speaker, "Understanding Service Quality," *1989 OSU/OU Management Development Program*, Stillwater, Oklahoma.
- Speaker, "Marketing Strategies for Osteopathic Physicians," *The Fifth Annual General Practice Update*, 1988, College of Osteopathic Medicine of Oklahoma State University, Tulsa, Oklahoma.
- Speaker, "Marketing Ideas and Techniques for the Hotel Industry," *1988 Annual Conference, Green Country and Oklahoma Chapters of Hotel Sales and Marketing Association International*, Bartlesville, Oklahoma.
- Chair and Speaker, "Customer Service Strategies for Growth," *1987 Business Growth Symposium*, Oklahoma State University, Tulsa, Oklahoma.
- Speaker, "Marketing Strategies for Dietitians," *1986 Oklahoma Dietitians' Association Conference*, Tulsa, Oklahoma.
- Speaker, "Marketing Strategies for Public Health," *1986 Oklahoma Epidemiology Association Conference*, Oklahoma City, Oklahoma.
- Speaker, "University Film Center Marketing in a Chaotic Environment" the *Consortium of University Film Centers*, Fall Conference, 1983, Wagoner, Oklahoma.

**Executive Education:**

## National Pest Management Association:

Speaker, "Marketing Public Health," Nashville, Tennessee, October, 2005.  
 Speaker, "Marketing Workshop for Serving Pest Management Customers," New Orleans, Louisiana, January, 2005.

## NIBA Belting Association:

Speaker, "Internet Marketing," Phoenix, Arizona, October, 2005.

## Symantec Corporation:

Speaker, "Services Marketing: Why It's Different and How to Do It," Two Sessions, Nashville, Tennessee, April, 2004.

## American Marketing Association:

Speaker, "Marketing Boot Camp," New Orleans, Louisiana, March, 2004.  
 Speaker, "Marketing Boot Camp," Ontario, California, January, 2004.  
 Speaker, "Marketing Boot Camp," Houston, Texas, November, 2003.  
 Speaker, "Marketing Boot Camp," Ontario, California, May, 2003.  
 Speaker, "Marketing Boot Camp," San Francisco, California, April, 2003.  
 Speaker, "Marketing Boot Camp," San Antonio, Texas, March, 2003.  
 Speaker, "Marketing Boot Camp," Atlanta, Georgia, February, 2003.  
 Speaker, "Marketing Boot Camp," Richmond, Virginia, October, 2002.  
 Speaker, "Marketing Boot Camp," Raleigh, North Carolina, October, 2002.  
 Speaker, "Marketing Boot Camp," New Orleans, Louisiana, September, 2002.  
 Speaker, "Marketing Boot Camp," Denver, Colorado, April, 2002.  
 Speaker, "Marketing Boot Camp," Houston, Texas, February, 2002.  
 Speaker, "Marketing Boot Camp," Hartford, Connecticut, October, 2001.  
 Speaker, "Marketing Boot Camp," New Orleans, Louisiana, October, 2001.  
 Speaker, "Marketing Boot Camp," Denver, Colorado, March, 2001.  
 Speaker, "Marketing Boot Camp," Houston, Texas, March, 2001.

## Stewart Enterprises, Inc.:

Speaker, "Road Map to Marketing Success," New Orleans, Louisiana, July, 2002.  
 Speaker, "How to Develop a Marketing Plan," New Orleans, Louisiana, July, 2002.

## University of Minnesota:

Speaker, "Marketing Metaphors for Minnesota," St. Paul, Minnesota, March, 2002.

Enron Corporation:

Speaker, "Taking Enron Marketing to the Next Stage," Houston, Texas, August, 2001.

University of New Orleans:

Speaker, "Advanced Class: Service Marketing in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 201, 1999.

Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 101, 1999.

Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, Marketing 101, 1998.

Speaker, "Capturing Service Marketing Opportunities in Health Care," Ochsner/UNO Health Care Executive Program Series, 1997.

University of Central Florida:

Speaker, "The Marketing Environment" and "Product Management," Brazilian Extension Course in Marketing and Management, 1995.

Speaker, "The Marketing Environment," "Marketing Strategy," "Product Management," and "Services Marketing," UNIP/UCF (Brazilian) Second Extension Course in Marketing, 1995.

Speaker, "New Marketing Issues," "The Marketing Environment," "Services Marketing," and "Marketing Research," UNIP/UCF (Brazilian) First Extension Course in Marketing, 1994.

Speaker, "Marketing in the 90s in the World Economy," CENAM (Brazilian) Seminar, 1992.

Speaker, "Services Marketing Concepts," Olive Garden Management Program, 1991-1992.

Oklahoma State University:

Conference Creator and Speaker, "Marketing Strategies for Health Care Professionals," Two Day Extension Conference, Tulsa, Oklahoma, 1989.

Program Creator and Speaker, "Marketing Strategies for Health Care Professionals," One Day Extension Program, Oklahoma City & Tulsa, Oklahoma, 1987 & 1988.

## **PROFESSIONAL SERVICE ACTIVITIES**

**American Marketing Association (National):**

Conference Committee, 2008 SERVSIG Services Research Conference, held in Liverpool, United Kingdom, 2006-2008. (Forthcoming).

Coordinator, Liam Glynn Doctoral Student Scholarship, AMA Services Marketing Special Interest Group, 2001-2006.

Chair, Career Contributions Award Committee, AMA Services Marketing Special Interest Group, 2006.

Conference Committee, 2005 SERVSIG Services Research Conference, held in Singapore, 2004-2005.

Co-Chair, AMA Services Marketing Special Interest Group Doctoral Consortium, held in Washington, DC, 2002-2003.

Conference Committee, 2003 SERVSIG Services Research Conference, held in Reims, France, 2002-2003.

Co-Chair, AMA Services Marketing Special Interest Group Doctoral Consortium, held in Maastricht, Netherlands, 2001-2002.

Conference Co-Chair, 2002 AMA International Educators' Conference, Glasgow, Scotland, 2000-2001. (Conference was cancelled in the aftermath of September 11, 2001).

Past President, AMA Academic Council, 2001-2002.

President, AMA Academic Council, 2000-2001.

AMA/IrwinMcGrawHill Distinguished Marketing Educator Committee, 2001.

Conference Committee, AMA Frontiers in Services Conference, 2001.

Chair, AMA Dues/Value Task Force, 2000-2001.

Communications Coordinator, Services Marketing Special Interest Group of the AMA Academic Council, 2000-2001.

President-Elect and Vice President for Finance, AMA Academic Council, 1999-2000.

Vice President for Marketing, AMA Academic Council, 1998-1999.

Co-Chair, 1999 SERVSIG Services Research Conference: "Jazzing Into the New Millennium," Held in New Orleans, 1997-1999.

Chair, AMA Special Interest Group Task Force, 1998-1999.

Board Member, AMA Academic Council Board of Directors, 1994-1996, 1997-1999.

Track Chair, Services Quality and Product Development Strategies Track, 1998 AMA Special Conference in Vienna, Austria, 1997-1998.

Vice President for Marketing-Elect, AMA Academic Council, 1997-1998.

E-Mail Coordinator, Services Marketing Special Interest Group of the AMA Academic Council, 1995-1998.

Member, AMA 60<sup>th</sup> Anniversary Task Force, 1996-97.

Special Interest Group Co-Coordinator, 1997 AMA Summer Educators' Conference, 1996-1997.

Special Interest Group Co-Coordinator, 1997 AMA Winter Educators' Conference, 1996-1997.

Committee Member, Awards Committee, Services Marketing Special Interest Group of the AMA Academic Council, 1996.

Vice President for Teaching/Information Dissemination, AMA Academic Council, 1994-1996.

Board Member, Doctoral Students Special Interest Group of the AMA Academic Council, 1995-1996.

Committee Member, Awards Committee, Services Marketing Special Interest Group of the AMA Academic Council, 1995.

Chair, AMA Marketing Mix Task Force, 1995, which put the AMA on the Internet.

Committee Member, AMA MarketNet Committee, 1994-1995.

Founder and Chair, Services Marketing Special Interest Group of the AMA Academic Council, 1993-1995.

Track Co-Chair, Special Interest Groups Track, 1995 AMA Summer Educators' Conference, 1994-1995.

Track Chair, Marketing Theory Track, 1994 AMA Winter Educators' Conference, 1993-1994.

Track Chair, Retail/Services Marketing Track, 1992 AMA Summer Educators' Conference, 1991-1992.

Track Chair, Marketing Theory Track, 1991 AMA Winter Educators' Conference, 1990-1991.

Judge, Marketing Education Competition, 1987 AMA Academy for Health Services Marketing Conference.

Editor, *Services Marketing Newsletter*, 1985-1986.

Co-Editor, *Services Marketing Newsletter*, 1984-1985.

Consulting Editor, Special Marketing Education issue (July 23, 1982) of the *Marketing News*, 1981-1982.

### **American Marketing Association (Local):**

Vice President, Collegiate Relations, New Orleans Chapter, American Marketing Association, 2001-Present.

Member, Brand New Orleans Task Force, New Orleans Chapter, American Marketing Association, 2006.

Past President, New Orleans Chapter, American Marketing Association, 1999-2000.

President, New Orleans Chapter, American Marketing Association, 1998-1999.

President-Elect, New Orleans Chapter, American Marketing Association, 1997-1998.

Chair of the Past President's Council, Central Florida Chapter, American Marketing Association, 1995-1997.

Past-President, Central Florida Chapter, American Marketing Association, 1995-1996.

President, Central Florida Chapter, American Marketing Association, 1994-1995.

President-Elect, Central Florida Chapter, American Marketing Association, 1993-1994.

Vice President, Collegiate Relations, Central Florida Chapter, American Marketing Association, 1990-1993.

### **Other Associations:**

Co-Chair QUIS 10: Quality in Services Symposium, 2006, New Orleans, Louisiana, 2004-2005. (Conference location was cancelled because Hurricane Katrina destroyed most of New Orleans).

Co-Chairman, Services Marketing Workshop, 1987 Southwestern Marketing Association Conference, 1986-1987.

Chair, Education Committee, International Teleconferencing Association, 1985-1986, Member, 1984-1985.

Track Chair, Marketing Management, Strategy and Theory Track, 1984 Southwestern Marketing Association Conference, 1983-1984.

President, Doctoral Students in Business and Economics, Arizona State University, 1979.

**Director:**

Marketing Teleconference Consortium, Oklahoma State University, 1984-1985.

Organized, Marketing Teleconference Consortium/American Marketing Association Sales Management Teleconference, "Sales Management Theory and Practice: A State-of-the Art Review," March 20, 1985.

Moderated and Organized, Marketing Teleconference Consortium/American Marketing Association Services Marketing Teleconference, "Achieving Excellence in Services Marketing," October 2, 1984.

Moderated and Organized, Oklahoma State University/American Marketing Association Marketing Theory Teleconference, "Trends in Marketing Theory Development," February 21, 1984.

Also supervised four audio teleconferences on doctoral education topics.

**Editing and Reviewing:**

International Editorial Advisory Board, *International Journal of Service Industry Management*, 2007-Present.

Editorial Advisory Board, *European Business Review*, 2005-Present.

Moderatorial Board, *ELMAR-AMA*, 2003-Present.

Editorial Advisory Board, *Service Industries Journal*, 1997-Present.

Editorial Advisory Board, *Managing Service Quality*, 2001-2004.

Editorial Review Board, *Marketing Theory*, 2003-2006.

Guest Editor (with Jay Kandampully), Special Issue on "New Service Paradigms: AMA SERVSIG Conference 2003, in *Managing Service Quality*, 2004

Founding Editor, *AMA Marketing Educator Online (now the ARC)*, 2002-2003.

Editorial Review Board, *Marketing Education Review*, 1991-2002.

Editorial Review Board, *Journal of Health Care Marketing*, 1983-1989.

Co-Editor (with Steve Grove), Special Issue on "Applications of Impression Management and the Drama Metaphor in Marketing" in the *European Journal of Marketing*, 1996.

Ad Hoc Reviewer, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Advertising*, *International Journal of Service Industries Management*, *Journal of Business Research*, *Journal of Public Policy and Marketing*.

Served as paper reviewer or discussant at numerous conferences.

**Community Service:**

"Fish or Cut Bait" New Orleans Area Team Steering Committee, 2002-2003.

Planning Committee, Future of New Orleans Music Conference, 2002.

Initiating Committee, "Fish or Cut Bait," State-Wide Economic Initiative, 2002.

## University Service:

### University of New Orleans:

Member, CBA Executive Committee, 1996-Present.  
 Honors Program Advisor, Department of Marketing, 1998-Present.  
 Chair, UNO Interactive Gaming Curriculum Committee, 2005. Disrupted by Hurricane Katrina.  
 Organizer, UNO Entertainment Business Center, 2000-2005. Disrupted by Hurricane Katrina.  
 Member, Student Technology Fee Committee, 2003-2005.  
 Member, Beta Gamma Sigma Program Committee, 2001-2004  
 Member, UNO Customer Service Taskforce, 2003-2004.  
 Member, UNO CLCU Program Planning Committee, 2003-2004.  
 Chair, CBA Technology Committee, 2003-2004.  
 Member, UNO Strategic Technology Planning and Implementation Group, 2001-2003.  
     Chaired STPIG Sub-Committee for Reviewing Funding Proposals, 2003.  
 Member, UNO Writing in the Curriculum Committee, 2000-2002.  
 Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1999-2002.  
 Member, Louisiana Market Research Advisory Group, 2002.  
 Member, Business/Higher Education Council, Marketing Committee, 2000-2002.  
 Member, CELT Advisory Board, 2001-2002.  
 Member, Search Committee for Director of the Center for Excellence in Learning and  
     Technology, 2000-2001.  
 Member, Search Committee for Director of the School of HRT, 2000-2001.  
 Member, UNO Center for Education & Learning Technology Search Committee, 1999-2001.  
 Member, AACSB Steering Committee, 1999-2000.  
 Member, UNO Department Chairs Steering Committee, 1997-1998.  
 Member, UNO Freshmen Task Force, 1998.  
 Member, CBA Annual Party Committee, 1997.  
 Member, CBA Summer Research Grant Committee, 1996-1997.

### Universidade do Porto, Porto Portugal:

Member, Scientific Committee, PhD programme in Industrial Management and Engineering at  
     FEUP, 2004-Present.  
 Member, Academic Council, Porto Management School, 2001-Present.

### Reims Management School, Reims, France:

Member, Scientific Committee, Masters Program in Service Management, 2004-2006.

### University of Central Florida:

Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1995-1996.  
 Chair, Marketing Department Faculty Recruiting Committee, 1994-1995.

Member, CBA Promotion and Tenure Committee, 1994-1995.  
 Member, Marketing Department Promotion and Tenure Committee, 1994-1995.  
 Member, UCF Search Committee for Director of Admissions Services, 1994.  
 Faculty Advisor, Pi Sigma Epsilon Marketing Fraternity, 1993-1994.  
 Member, UCF Campus Shuttle Task Force, 1993-1994.  
 Member, UCF Marketing Task Force, 1993.  
 Member, CBA Graduate Programs Review Committee, 1990-1991, 1993.  
     Chair, Sub-Committee on Ph.D. Program Review, 1993.  
 Member, CBA Planning & Advisory Committee, 1993.  
 Member, CBA College Executive Committee, 1991-1992.  
 Chair, Marketing Department Curriculum Committee, 1990-1991.

Oklahoma State University:

Member, OSU Task Force Committee, "Use of Technology in Resident Instruction," 1989.  
 Member, CBA Executive Committee, 1988-1989.  
 Member, MBA Administrative Committee, 1988-1989.  
 Member, Ph.D. Program Committee, Marketing Department, 1985-1989.  
 Judge, Executive Interaction, College of Business, 1987, 1988, 1989.  
 Member, CBA Outcomes Assessment Committee, 1988.  
 Chair, CBA Educational Development Committee, 1982-1984, 1986-1987.  
 Member, CBA Educational Development Committee, 1980-1981, 1985-1986.  
 Member, Marketing Program Review Committee, 1986-1987.  
 Departmental Representative, Leadership Development Seminars, Oklahoma Network of  
     Continuing Higher Education, 1985-1988.  
 Marketing Advisor for the National University Teleconference Network, 1983-1984.  
 Member, University Committee for Effective Instruction, 1983-1984.  
 Member, Marketing Department Self-Evaluation Committee, 1982.  
 Faculty Advisor, AMA Collegiate Chapter, American Marketing Association, 1981-1984.  
     (National AMA Award, Chapter Revitalization, 1982).

### **PROFESSIONAL MEMBERSHIPS**

Academy of Marketing Science  
 American Association for the Advancement of Science  
 American Marketing Association  
     Academic Division, Services Marketing Special Interest Group  
     New Orleans Chapter  
 Fulbright Association  
 Society for Marketing Advances

### **LISTINGS**

Who's Who Among America's Teachers  
 Who's Who in America

Who's Who in American Education  
Who's Who in Finance and Industry  
Who's Who in the South and Southwest  
Who's Who in the World  
Who's Who of Emerging Leaders in America

### **RESEARCH IN PROGRESS**

“Designing Multi-Interface Service Experiences: the Service Experience Blueprint,” with Lia Patrício and João Falcão e Cunha. (Manuscript Under Revision for the *Journal of Service Research*).

“Enhancing Service Interface Systems Through Technology: A Multidisciplinary Perspective Applied to Internet Banking,” with Lia Patrício and João Falcão e Cunha. (Manuscript Under Development).

“Service Character,” with Stephen J. Grove. (Manuscript Under Development).

“Improvisation in Business-to-Business Service Contexts: An Overview,” with Stephen J. Grove, Aidan Daly, Joby John, and Michael J. Dorsch. (Manuscript Under Development).

“Pixel Theater: Staging Electronic Service Delivery,” with Stephen J. Grove and Joby John. (Manuscript Under Development).