

STEPHEN W. MILLER

EDUCATION

D.B.A., Kent State University.

Major Fields: Marketing and Organizational Theory.

Dissertation Title: A Factor Analytic Study of Consumer Savings Motives in Commercial Bank Selection.

M.B.A., University of Detroit.

Concentration: Marketing.

B.A., Michigan State University.

Major Field: Political Science.

PROFESSIONAL/ACADEMIC EXPERIENCE

Saint Louis University—John Cook School of Business: Saint Louis, Missouri, 1973-present.

Academic:

- Professor of Marketing and International Business, 1982-present.
- Associate Professor of Marketing and International Business, 1977-1982.
- Assistant Professor of Marketing, 1973-1977.

Administrative:

- Director of Executive Education, 2006-present.
- Interim Chairperson of the Department of Decision Sciences and Management Information Systems. 2006-2007.
- Associate Dean for Academic Programs & Administration, 1997-2006.
- Chairperson of the Department of Marketing, 1980-1997.
- Director of Doctoral Programs in Business, 1979-1981 (concurrently).
- Associate Dean and Director of Graduate Studies in Business, 1978-1980.
- Assistant Dean, 1974-1978.

Clarkson University: Assistant Professor of Marketing and Industrial Distribution, Department of Industrial Distribution, Potsdam, New York, 1971-1973.

Kent State University: Teaching Fellow, Department of Marketing, Kent, Ohio, 1968-1971.

Detroit Tennis and Squash Club: Food Service Manager, Detroit, Michigan, 1968-1970.

TEACHING AND RESEARCH INTERESTS

Marketing Management, Strategic Assessment and Planning, International/Global Marketing, and International Banking and Financial Services.

PUBLICATIONS

"The Effect of Country-of-Origin on First Mover Advantage." Proceedings of the American Marketing Association Educators' Conference. Vol. 9. (Winter 1998). With H. C. Chen and A. Pereira.

"Managing Imitation Strategies: How Later Entrants Seize Markets from Pioneers." (Book Review), Journal of the Academy of Marketing Science. Vol. 24, No. 3. (Summer 1996).

"The Pursuit of Competitive Advantage: An Empirical Study." Proceedings of the Midwest Marketing Association/MBAA Conference. (March 1996). With P. Boughton and D. Brennan.

"Team Testing Increases Performance." Journal of Education for Business. Vol. 71, No. 5. (May/June 1996). With L. Nowak and J. Washburn.

"Competitive Intelligence Systems: Relationships to Strategic Orientation and Perceived Usefulness." The Journal of Managerial Issues. Vol. VII, No. 4 (Winter 1995). With P. Boughton and D. Cartwright.

"Assessing The Image of U.S. and Japanese Products among Teenagers In Latvia." Proceedings of the Midwest AIB/MBAA Conference. (March 1995). With A. Pereira.

"The Perceived Usefulness of Competitive Intelligence Systems and Relationship to the Strategic Orientation of the Firm." Proceedings of the Academy of Marketing Science. (May 1995). With P. Boughton and D. Cartwright.

"Information Intensity and Marketing Effectiveness: A Conceptual Framework." Proceedings of the Academy of Marketing Science. (June 1994). With P. Boughton and P. Yu.

"Free-For-All Market in the Global Village." St. Louis Post-Dispatch. Vol. 116, No. 48 (February 17, 1994), 7b.

"Global Change." Institute of International Business Newsletter-Saint Louis University. No. 7 (Spring 1994).

"International Collaborative Alliances and Competitive Strategy: A Conceptual Relationship." Proceedings of the Midwest AIB/MBAA Conference. (March 1994). With P. Boughton and D. Brennan.

"The International Marketing Environment: Economic, Political, and Cultural." ERIC Clearinghouse, The Ohio State University and U.S. Department of Education, (December 1992).

"Customer Response to Product Quality and Advertising Strategies of Small versus Large Market Share Retailers." Proceedings of The European Marketing Academy Conference. (June 1986). With A. Woodside.

"Marketing Strategy Planning for International Banking Services." The Journal of Financial Services Marketing. (Spring 1985). With S. Kim.

"Product Characteristics and Quality Perceptions: Retailing." Proceedings of the Conference on Consumer Perception of Merchandise and Store Quality. (September 1983). With A. Woodside.

"Marketing International Banking Services in the United States." The Bankers Magazine. (March/April 1984). With S. Kim.

Review of "Competitive Structure of the International Banking Industry." The Journal of Commercial Bank Lending. No. 12. (August 1983).

"Constituents of the International Transfer Pricing Decision." International Finance: Concepts and Issues. (1983). Edited by G. Gay and R. Kolb. Richmond/VA: Robert F. Dame, Inc.

"Barriers to Greater Utilization of Marketing Research in the Health Care Sector: Recommendations for Improvement." Proceedings of the Academy of Marketing Science. (May 1983). With P. Sanchez.

Competitive Structure of the International Banking Industry. (Book) (1983). Lexington/MA: Lexington Books, D.C. Heath and Company. With S. Kim.

"The Solo Practicing Dentist: Marketing Management Survival in the Next Decade." Proceedings of the Southwestern Marketing Association. (March 1982). With P. Sanchez.

"A Recommendation for U.S. Agricultural Policy in International Grain Marketing." Journal of International Marketing. Vol. 1, No. 3. (1982). With F.H. Schwarz.

"A Framework for Pricing and Exchange Risk Strategy in Volatile Foreign Exchange Markets." Journal of Contemporary Business. Vol. 10, No. 4. (1981). With S. Kim.

Developments in Marketing Science. Vol. 4. (1981). The Academy of Marketing Science. With V. Bellur, T. Baird, P. Hertz, R. Jenkins, and J. Lindquist.

"A Financial and Marketing Strategy Under Flexible Exchange Rates." Proceedings of the Academy of International Business. (October 1980). With S. Kim.

"Constituents of the International Transfer Pricing Decision." The International Executive. (Fall 1979). With S. Kim.

"Constituents of the International Transfer Pricing Decision." The Columbia Journal of World Business. (Spring 1979). With S. Kim.

"A Financial Strategy for Transfer Pricing." Proceedings of the Academy of International Business. (August 1978). With S. Kim.

"The Effectiveness of the Arab Boycott." Baylor Business Studies. (June 1978). With S. Kim.

"The Arab Boycott: The U.S., Arab, and Israeli Points of View." Proceedings of the Academy of International Business. (August 1977). With S. Kim.

"An Empirical Study of Contract Provisions with Regard to Manufacturers' Agents." Proceedings of the Southwestern Marketing Association. (March 1977). With S. Bennett.

"Implementation of Regulation B of the Equal Credit Opportunity Act with Regard to Finance Discrimination Against Women." Selected Papers of American Business Law Association Regional Proceedings. Vol. 2. (March/April 1977). With J. Miller.

"Student Attitudes Toward Selling: Parental Occupation Influence." Marquette Business Review. (Fall 1976) With T. Tinney and R. LaGarce.

"An Experimental Study of Consumer Perceptions of Selected Grocery Products Under Manufacturer Brands and Private Brands." Proceedings of the Southern Marketing Association. (November 1976). With H. Sundel and W. Saigh.

"A Factor Analytical Study of the Patronage Motives Involved in the Selection and Continued Use of Neighborhood Retail Gasoline Service Stations." Proceedings of the Midwest American Institute of Decision Sciences. (May 1974). With R. Hamilton.

"A Factor Analytic Study of Consumer Savings Motives in Commercial Bank Selection." Proceedings of the S.E. American Institute of Decision Sciences. (February 1974). With R. Hamilton.

"Culture and Management: Some Conceptual Considerations." Management International Review. Issue 6. (1971). With J. Simmonetti.

PAPERS PRESENTED

"The Effect of Country-of-Origin on First Mover Advantage" presented at the Annual American Marketing Association Winter Educators' Conference, February 21-24, 1998, Austin, Texas.

"The Concept of Marketing Planning" presented at the National Catholic Development Conference, September 28-October 1, 1997, St. Louis, MO.

"The Pursuit of Competitive Advantage: An Empirical Study" presented at the Midwest Marketing Association, March 13-15, 1996, Chicago, IL.

"The Perceived Usefulness of Competitive Intelligence Systems and Relationship to the Strategic Orientation of the Firm" presented at the Academy of Marketing Science Annual Conference, May, 1995, Orlando, FL.

"Assessing The Image of U.S. and Japanese Products among Teenagers in Latvia" presented at the Midwest Academy of International Business, March 29-31, 1995, Chicago, IL.

"The Factors Affecting U.S. Direct Investment In South Korea" presented at the Academy of International Business, 1994 Annual Conference, November 3-6, 1994, Boston, MA.

"Information Intensity and Marketing Effectiveness: A Conceptual Framework" presented at the Academy of Marketing Science Annual Conference, June 1-4, 1994, Nashville, TN.

"International Collaborative Alliances and Competitive Strategy: A Conceptual Relationship" presented at the Midwest Academy of International Business, March 16-18, 1994, Chicago, IL.

"Competitive Marketing Practice for Consumer and Industrial Markets" presented to the Business Development Mission of the State Economic and Trade Commission (SETC) of the People's Republic of China--Saint Louis University, December 10, 1993, St. Louis, MO.

"The International Marketing Environment: Economic, Political, and Cultural" presented at the Marketing Education Division of the American Vocational Association Annual Convention, December 4-8, 1992, St. Louis, MO.

"Marketing Strategy - Trends in Advertising" presented at the Ad Club Institute of the Advertising Club of Greater St. Louis, January 20, 1986 and January 19, 1987, St. Louis, MO.

"Customer Response to Product Quality and Advertising Strategies of Small versus Large Market Share Retailers" presented at the European Marketing Academy Conference, June 1986, Helsinki, Finland.

"A Systems Model of International Business Operations" presented at the Midwest Academy of International Business, March 28-30, 1985, Chicago, IL.

"Marketing: The Key to Product Sales" presented at the 29th Annual Convention of the Construction Specifications Institute, June 21-23, 1985, Orlando, FL.

"Global Marketing" presented at the "International Issues" seminar series, sponsored by the Parkway School District and the International Education Consortium, November 14, 1984, St. Louis, MO.

"A Value-Added Agricultural Export Program: U.S. Need and Opportunity" presented at the Academy of International Business, October 17-20, 1984, Cleveland, OH.

"Forms of Global Market Entry: Advanced versus Developing Countries" presented at the seminar series on "Global Economy and Business," sponsored by the International Education Consortium and the Danforth Foundation, August 17, 1984, St. Louis, MO.

"Marketing Strategy for High-Tech Firms" presented at the Technological Entrepreneurial Association, June 13, 1984, St. Louis, MO.

"Developing a Copy Strategy" presented at the Ad Club Institute of the Advertising Club of Greater St. Louis, January 30, 1984, St. Louis, MO.

"The Marketing Overview" presented at the "Seminar on Selling the Design Professional," sponsored by the St. Louis Chapter of the Construction Specifications Institute, November 10, 1983, St. Louis, MO.

"U.S. Global Opportunities: The Future" presented at the St. Louis Chapter of the American Marketing Association, October 19, 1983, St. Louis, MO.

"Product Characteristics and Quality Perceptions: Retailing" presented at the Conference on Consumer Perception of Merchandise and Store Quality, sponsored by the Institute of Retail Management and the Association of Consumer Research, September 29-30, 1983, New York University, NY.

"Barriers to Greater Utilization of Marketing Research in the Health Care Sector: Recommendations for Improvement" presented at the Academy of Marketing Science Annual Conference, May 4-7, 1983, Miami, FL.

"U.S. Legislative Environment for International Banking Activities" presented at the Midwest Academy of International Business, March 23-25, 1983, Chicago, IL.

"The U.S. Farm Cooperative: A Viable Alternative to the Multinational Grain Merchant" presented at the Midwest Academy of International Business, March 23-25, 1983, Chicago, IL.

"Strategic Thinking: Trends in Advertising" presented at the Ad Club Institute of the Advertising Club of Greater St. Louis, January 17, 1983, St. Louis, MO.

"A Marketing Program for U.S. Grain Exports" presented at the Academy of International Business, October 27-30, 1982, Washington, D.C.

"Marketing Strategies for International Banking Services" presented to the panel on "International Banking: A Worldwide Banking System" at the Academy of International Business, October 27-30, 1982, Washington, D.C.

"The Marketing Manager's Perspective on the Marketing Process: Counseling the Marketing Client" presented at the Business Law Conference of the Bar Association of Metropolitan St. Louis, May 21, 1982, St. Louis, MO.

"The Solo Practicing Dentist: Marketing Management Survival in the Next Decade" presented at the Southwestern Marketing Association Conference, March 18-21, 1982, Dallas, TX.

"Calamity on Wheels: Problems of the U.S. Auto Industry" presented and aired on KMOX, a CBS radio affiliate, November 23 and December 14, 1981, St. Louis, MO.

"An Analysis of the Market and Financial Structure of Foreign and U.S. Banks Offering International Banking Services in the U.S." presented at the Academy of International Business, October 15-17, 1981, Montreal, Canada.

"A Financial and Marketing Strategy Under Flexible Exchange Rates" presented at the Academy of International Business, October 23-25, 1980, New Orleans, LA.

"The Legal Impact of Section 482 Under U.S. Revenue Ruling 69-639 and U.S. Treasury Regulation 1.861-8 on Foreign Source Taxable Income" presented at the Midwest Business Administration Association Conference, April 5-6, 1979, Chicago, IL.

"A Financial Strategy for Transfer Pricing" presented at the Academy of International Business, August 27-30, 1978, Chicago, IL.

"The Arab Boycott: The U.S., Arab, and Israeli Points of view" presented at the Academy of International Business, August 17-19, 1977, Orlando, FL.

"Implementation of Regulation B of the Equal Credit Opportunity Act with Regard to Financial Discrimination Against Women" presented at the Midwest Business Administration Association Conference, March 31-April 3, 1977, St. Louis, MO.

"An Empirical Study of Contract Provisions with Regard to Manufacturers' Agents" presented at the Southwestern Marketing Association Conference, March 23-26, 1977, New Orleans, LA.

"An Experimental Study of Consumer Perceptions of Selected Grocery Products Under Manufacturer Brands and Private Brands" presented at the Southern Marketing Association Conference, November 17-20, 1976, Atlanta, GA.

"Manufacturer versus Private Brands: Consumer Perceptions" presented at the Midwest Business Administration Association Conference, April 1-3, 1976, St. Louis, MO.

"A Factor Analytical Study of the Patronage Motives Involved in the Selection and Continued Use of Neighborhood Retail Gasoline Service Stations" presented at the Midwest American Institute of Decision Sciences, May 10-11, 1974, Minneapolis, MN.

"Status of Parental Occupation as a Determinant of Student Attitude Toward Selling" presented at the Southwestern Marketing Association Conference, March 27-30, 1974, Dallas, TX.

"A Factor Analytic Study of Consumer Savings Motives in Commercial Bank Selection" presented at the S.E. American Institute of Decision Sciences, February 20-23, 1974, New Orleans, LA.

PROFESSIONAL ACTIVITIES

Editorial Review:

Editorial Review for the Alpha Sigma Nu National Jesuit Book Award, 2004

Editorial Review Board for the Multinational Business Review, 1995-2002.

Editorial Review Board for the Journal of Managerial Issues, 1991- Present.

Editorial Review Board for the Southwest Business Review, 1990-1994.

Editorial Advisory Board for the Journal of Financial Services Marketing, 1984-1987.

Editorial Board for the Akron Business and Economic Review, 1983-1992.

Editorial review for the Journal of International Business Studies, 1985-1997.

Editorial review for the Journal of the Academy of Marketing Science, 1985-1995.

Editorial review for the International Marketing Review, 1984.

External research proposal review for Villanova University, 1983-1984.

Text review for the MacMillan Publishing Company, 1993.

Text review for McGraw-Hill, Inc., 1982, 1983, and 1985.

Text review for Times-Mirror Mosby, Inc., 1984.

Text review for Richard D. Irwin, Inc., 1983.

Text review for Allyn and Bacon, Inc., 1981 and 1982.

Conference Participation:

Representative of the Cook School of Business and program participant at the “Effective Seminar & Conference Marketing Workshop”, sponsored by Clemson University, Key West, FL, January 4-5, 2007.

Representative of the Cook School of Business and program participant at the “2006 Ph.D. Project Conference”, sponsored by the Ph.D. Project (alliance of corporations,, higher education institutions, and academic and professional associations designed to increase business school faculty diversity), Chicago, IL, November 15-17, 2006.

Representative of the Cook School of Business and DocNet program participant at the “2006 GMAC Annual Industry Conference”, sponsored by the Graduate Management Admission Council, San Francisco, CA, June 15-17, 2006.

Representative of the Cook School of Business and program participant at the “2005 Ph.D. Project Conference”, sponsored by the Ph.D. Project (alliance of corporations,, higher education institutions, and academic and professional associations designed to increase business school faculty diversity), Chicago, IL, November 11-12, 2005.

Representative of the Cook School of Business and program participant at the “Symposium on Ph.D. Examination Validity” (UC-Berkeley, Harvard, Indiana, Louisiana Tech, U of Michigan, SLU, Stanford, and Texas Tech), sponsored by the Graduate Management Admission Council, McLean, VA, August 8-9, 2005.

Representative of the Cook School of Business and DocNet program participant at the “2005 GMAC Annual Industry Conference”, sponsored by the Graduate Management Admission Council, Toronto, Ontario, Canada, June 23-25, 2005.

Representative of the Cook School of Business and program participant at the “2005 Annual Meeting of the TBS Roundtable”, sponsored by the Technology in Business Schools Roundtable, McDonough School of Business, Georgetown University, Washington, D.C., June 15-17, 2005.

Representative of the Cook School of Business and program participant at the “MBA Leadership Conference”, sponsored by the Graduate Management Admission Council, Newport Beach, CA, February 4-6, 2004.

Representative of the Cook School of Business and program participant at the “AACSB 2004 International Conference and Annual Meeting on Playing to Win”, sponsored by the AACSB- International, Montreal, Quebec, Canada, April 18-20, 2004.

Representative of the Cook School of Business and program participant at the “AACSB Strategic Management Seminar”, sponsored by the AACSB- International, Graduate School of Business, University of Chicago, Chicago, IL, October 15-17, 2003.

Representative of the Cook School of Business and program participant at the “AACSB 2003 International Conference and Annual Meeting on Hitting the High Notes”, sponsored by the AACSB- International, New Orleans, LA, April 24-26, 2003.

Competitive paper reviewer for “Consumer Behavior Track” at the Winter Educator’s Conference of the American Marketing Association, Orlando, FL, February 14-17, 2003.

Representative of the Cook School of Business and program participant at the “AACSB 2003 International Conference on Undergraduate and Graduate Programs and Emerging Business Curricula”, sponsored by the AACSB- International, St. Louis, MO, November 15-17, 2002.

Competitive paper reviewer for "Global Marketing Track" at the Winter Educator’s Conference of the American Marketing Association, Austin, TX, February 22-25, 2002.

Representative of the Cook School of Business and panel participant at the “Atlas Week Roundtables on Security and International Business”, sponsored by Saint Louis University, St. Louis, MO, April 1-5, 2002.

Representative of the School of Business and Administration and program participant at the Eighth Annual Forum on “Manufacturing and Technology in the Global Economy: The Issues Confronting Jesuit Business Schools”, sponsored by the (IAJBS) International Association of Jesuit Business Schools, University of Detroit Mercy, Detroit, MI, June 23-27, 2001.

Representative of the School of Business and Administration and program participant at the “AACSB 2001 Annual Meeting on Business Management in The New Economy”, sponsored by the AACSB-The International Association for Management Education, New York, NY, April 22-24, 2001.

Competitive paper reviewer for "Marketing Strategy Track" at the Summer Educator’s Conference of the American Marketing Association, Chicago, IL, August 5-8, 2000.

Competitive paper reviewer for "International Marketing Track" at the Academy of Marketing Science Annual Conference, Chicago, IL, May, 2000.

Representative of the School of Business and Administration and program participant at the “AACSB 2000 Annual Meeting on Business Schools and Corporations: Closing The Gap”, sponsored by the American Assembly of Collegiate Schools of Business, San

Diego, CA, April 9-11, 2000.

Representative of the School of Business and Administration and program participant at the Sixth Annual Forum on "Development, Culture, and Values: The Context of Business", sponsored by the (IAJBS) International Association of Jesuit Business Schools, Goa Institute of Management, Ribandar, Goa, India, January 13-16, 1999.

Representative of Saint Louis University's School of Business and Administration and participant in "Seminar on Continuous Improvement", sponsored by the American Assembly of Collegiate Schools of Business, Dallas, Texas, September 13-15, 1998.

Representative of the School of Business and Administration and program participant at the "AACSB 1998 Annual Meeting and Global Forum on Management Education", sponsored by the American Assembly of Collegiate Schools of Business, Chicago, IL, June 14-17, 1998.

Representative of Saint Louis University's School of Business and Administration and participant in "Seminar on Continuous Improvement", sponsored by the American Assembly of Collegiate Schools of Business, San Diego, CA, September 28-30, 1997.

Representative of the School of Business and Administration and program participant at the Fourth Annual Forum on "Cooperation Through Education, Research, and Social Responsibility", sponsored by the (IAJBS) International Association of Jesuit Business Schools, Universiteit Antwerpen, Antwerp, Belgium, July 31-August 3, 1997.

Competitive paper reviewer for "Marketing Management and Strategy Track" and session chairman for "Role of Affect in Consumers' Responses to Marketing Variables" at the Academy of Marketing Science Annual Conference, Norfolk, VA, May 27-30, 1998.

Competitive paper reviewer for the "Consumer Behavior Track" at the Marketing Management Association Conference, Chicago, IL, March 12-14, 1997.

Competitive paper reviewer for "Marketing Education Track" and session chairman for "Current Issues in Marketing Education" at the Winter Educators' Conference of the American Marketing Association, Hilton Head, SC, February 3-6, 1996.

Session chairman and moderator for "North American Country Workshop" at the Western Hemisphere Trade Conference, sponsored by the U.S. Department of Commerce and Saint Louis University, St. Louis, MO, November 19-20, 1992.

Competitive paper reviewer for "International Marketing Track" at the Academy of Marketing Science Annual Conference, Anaheim, CA, April 30-May 3, 1986.

Co-chairman for the "Midwest Regional Meeting" of the Academy of International Business, Chicago, IL, March 19-21, 1986.

Co-chairman for the Educational Institute of the Advertising Club of Greater St. Louis, St. Louis MO, 1986-1987.

Program planner and competitive paper reviewer for the "Midwest Regional Meeting" of the Academy of International Business, Chicago, IL, March 28-30, 1985.

Session chairman for papers entitled, "Joint Export Marketing Groups - A Proposal for Promoting Multinational Export Trade," "Supermarketing in Bermuda," and "Overcoming Myopic Vision in the International Marketplace" in the session on "Issues in International Marketing" at the Midwest Academy of International Business, Chicago, IL, March 28-30, 1985.

Discussant for paper entitled, "Socio-Political Risk Analysis: Models, Methods, and Direction" in the session on "The International Environment" at the Midwest Academy of International Business, Chicago, IL, March 28-30, 1985.

Program planner and competitive paper reviewer for the "Midwest Regional Meeting" of the Academy of International Business, Chicago, IL, April 4-6, 1984.

Session chairman for papers entitled, "Modern/Traditional Life Styles and Consumption Patterns Across Cultures," "From Exporting to Domestic Selling: A Hong Kong Study," and "Label as an Information Cue in Determining Quality Perceptions" in the session on "International Marketing" at the Midwest Academy of International Business, Chicago, IL, April 4-6, 1984.

Co-chairman for "Seminar on Selling the Design Professional," sponsored by the St. Louis Chapter of the Construction Specifications Institute, St. Louis, MO, November 10, 1983.

Co-chairman for the Ad Club Institute of the Advertising Club of Greater St. Louis, St. Louis, MO, January/April 1983, 1984, 1986, and 1987.

Chairman and moderator for session on "Joint Ventures - Mexican Experiences" at the International Business Conference on "The Strategy of International Business in Worldwide Recession," Saint Louis University, St. Louis, MO, November 12, 1982.

Session chairman and discussant for papers entitled, "New Rules and the Marketing Concept: Implications for Marketing Management" and "Some Contributions Marketing Should Make to the Corporate Strategic Planning Process" at the Southwestern Marketing Association Conference, Dallas, TX, March 18-21, 1982.

Session chairman and discussant for papers entitled, "The American Steel Industry in the World Market," "A New Marketing Approach in International Trade," and "Expanding Competition in the World Automobile Market" in the session on "International Marketing - Competition in International Business" at the International Business Conference at Saint Louis University, St. Louis, MO, November 12, 1981.

Track chairman, competitive paper reviewer, and session chairman for papers entitled, "Retailing in the 1980's: A Buyer's Perspective," "Retail Thieves: By Their Tricks ye Shall Know Them," and "The Non-Availability of Advertised Specials: Grocery Shopper Attitudes vs. Food Chain Executive Opinions" in the session on "Retailing in the 1980's: Research in Progress" at the Academy of Marketing Science Conference, Miami, FL, April 29-May 2, 1981.

Session chairman and discussant for papers entitled, "Using the Price/Quality Model to Indicate Power in Marketing Channels," "A Comparative Analysis of Select Channel Management Practices in Firms from Five Industry Groups," "Retailers and Energy Conservation: A Second Look," and "Swap Meets - Fun and Profit: The Retailing Institution of the 1980's" in the session on "Marketing Channels: Theory and Reality" at the Academy of Marketing Science Conference, Miami, FL, April 29-May 2, 1981.

Co-sponsor of the Annual Conference of the Academy of Marketing Science, Miami, FL, April 29-May 2, 1981.

Session chairman for papers entitled, "Future Business Developments and their Effect on Business Curricula," "The Potential Role of Minicomputers in Business Research of the Future," and "The Tasks of Business Executives in the Next Decades: Networks and Computerization" in the session on "Business Activities in the Future" at the Midwest Marketing Association Conference, Chicago, IL, April 1-3, 1981.

Panel member for "Symposium on Doctoral Programs," sponsored by the Graduate School of Saint Louis University, St. Louis, MO, March 25, 1981.

Representative of the School of Business and Administration and participant in "Conference on Interdisciplinary Graduate Studies," sponsored by the Graduate School of Saint Louis University, St. Louis, MO, Spring 1981

Program participant and lecturer in Marketing for Conference on "Business Careers for Minority and Disadvantaged Students from St. Louis Metropolitan Area High Schools," sponsored by the Monsanto Company, The St. Louis Metro- Sentinel Newspaper, and Saint Louis University, St. Louis, MO, April 26, 1979 and April 29, 1980.

Program participant and lecturer for "Critical Issues Segment" on "Career Alternatives for Educators: Business, Governmental, and Non-Profit Sectors" at the annual state convention of the Missouri National Education Association and the Missouri State Teachers Association, St. Louis, MO, November 15-16, 1979.

Discussant and reviewer for papers entitled, "Utilizing the Chief Executive Officer for Charitable Fund Raising Campaigns in the Workplace: An Empirical Analysis" and "Hospital Marketing: A Micromarketing Perspective of a Macromarketing Problem" in the session on "Marketing Applications to Other Fields" at the Midwest Marketing Association Conference, Chicago, IL, April 5-6, 1979.

Representative of Saint Louis University's School of Business and Administration and participant in "Seminar in Internal Management", sponsored by the American Assembly of Collegiate Schools of Business, Arizona State University, Tempe, AZ, December 3-8, 1978.

Program participant and lecturer in Marketing for "Symposium on Career Opportunities in Business for Women," sponsored by the American Assembly of Collegiate Schools of Business, McDonnell Douglas Corporation, The Monsanto Fund, and St. Louis University, St. Louis, MO, June 26- July 1, 1978.

Discussant for papers entitled, "Utilization of Licensing," "Opportunities for International Trade," and "Seventeen Years in Exporting" in the session on "Role of Midwestern Business in International markets" at the International Business Conference, Saint Louis University, St. Louis, MO, November 8, 1977.

Discussant for "Marketing Roundtable Session" at the Midwest Business Association Conference, St. Louis, MO, March 31-April 3, 1977.

Discussant and reviewer for paper entitled, "Toward the Development of an Information System for Enhancing Sophistication in the Market Place" in the session on "Consumer Use of Information Sources" at the Southwestern Marketing Association Conference, San Antonio, TX, March 17-20, 1976.

Discussant and reviewer for papers entitled, "Consumer Attitudes Towards an Airline Surcharge of Unclaimed Reserve Seats" and "Factor Analysis: A Useful First Step for Developing Models of Predictive Behavior in Multivariate Data Situations" in the session on "Decision Sciences in Marketing" at the Southwestern American Institute of Decision Sciences Conference, San Antonio, TX, March 17-20, 1976.

Discussant for paper entitled, "International Business in the St. Louis Region" at the

International Business Conference, Saint Louis University, St. Louis, MO, December 1, 1975.

Panel member for "Symposium on the Management Challenge in the Developing Nation," sponsored by Saint Louis University, St. Louis, MO, April 25, 1975.

Discussant and reviewer for session on "Governmental and Regulatory Aspects of Marketing" at the Southwestern Marketing Association Conference, Houston, TX, March 6-8, 1975.

Representative of Saint Louis University's School of Business and Administration and participant in "Accreditation Workshop," sponsored by the American Assembly of Collegiate Schools of Business, St. Louis, MO, December 12, 1974.

Course Development:

Led development of Executive Education offerings for four distinct Certificate Programs: a "Certificate in Business Analysis" and "Certificate in Agile Methods" in partnership with ASPE Technology of North Carolina and taught throughout North America; an "Executive Certificate in Leadership" with G. Cesaretti; and an online "Executive Certificate in Web Globalization Management with N. Singh, Fall 2008 and Spring 2009.

Led development of Executive Education offerings for Tools of Leadership Series: "Asset-Based Thinking: Change the Way You See Yourself" with K. Cramer, "Employee Turnover and Retention Management for Organizational Success" with C. Maertz, "Communicating Across Generational and Gender Gaps" with R. Krizek and P. Turner, and "Coaching for Employee Development" with R Nemanick, March 13 & 25 and April 15 & 30, 2009.

Led development of Executive Education offerings for Tools of Leadership Series: "The Management Challenge of Leading a Sales Force: Strategies and Tactics" with B. Boyle, and "Failing Forward: Leadership in Times of Change" with M. Shaner; and Legal and Ethical Compliance: "International Contracts: Negotiation of Price and Other Critical Terms and Conditions" with R. Capio and the Boeing Institute of International Business, September 18, October 16, and November 12, 2008.

Led development of Executive Education offerings for Tools of Leadership Series: "Communicating in a Diverse Work Environment" with R. Krizek and P. Turner, and "Coaching for Employee Development" with R Nemanick; and Legal and Ethical Compliance: "International Contracts: Negotiation of Price and Other Critical Terms and Conditions" with R. Capio and the Boeing Institute of International Business; and Small Business Development: "Business Succession Planning: with M. Trenier Wiley and the Smurfit-Stone Center for Entrepreneurship, and "Marketing Plan Development for Small Businesses" with B. Till and the Smurfit-Stone Center for Entrepreneurship, February 8

& 22, March 14, April 11, and May 1 & 2, 2008.

Led development of Executive Education offerings for Tools of Leadership Series: “Leadership and the Art of Failure” with M. Shaner, and “Motivating Today’s Workforce” with R & L Lacy; and Small Business Development: “Marketing Plan Development for Small Businesses” with B. Till and the Smurfit-Stone Center for Entrepreneurship, September 21, October 18 & 19, and November 2, 2007.

“The Effects of Consumer Animosity and Consumption Situation on the Purchase Decision of Nationally Iconic Products”, directed Ph.D. Research Topics study for Joseph P. Little, Summer 2007.

Led development of Executive Education offerings for Tools of Leadership Series: “Hiring the Best People” with R. Nemanick, and “Selecting and Developing Top Performers in Your Organization” with C. Harshman; Legal and Ethical Compliance: “Legal & Ethical Aspects of Doing Business Internationally: Special Attention to Operations in Asia-Pacific” with T. Bottini and the Boeing Institute of International Business; and Women’s Leadership: “Women Can Ask: Communication & Negotiation Skills for Success” with P. Turner and Advancing Women in Leadership, March 2 & 30, April 20, and May 11, 2007.

“A Competitive Intelligence Framework for Edward Jones’ National Brokerage Operations”, directed MBA Independent Study for Robert Ciapciak, Principal and Partner, Edward Jones, St. Louis, MO., Fall 2006.

Led development of Executive Education offerings for Tools of Leadership Series: “Delivering Breakthrough Innovation” with J. Fickeler & J. Marstiller and “Coaching for Employee Development” with R. Nemanick, October 6 & November 10, 2006.

“Effective Virtual Team Management”, led development of Executive Education initial offering with D. Kohrell and C. LeRouge, November 4, 2005 & April 7, 2006

“Integrated Consulting Module”, lead instructor and director for “live case” MBA module requirement designed around strategic issues identified by client-companies, accentuating team analysis and interaction with senior executives, 1997- present.

“Emerging Business Issues” and “Strategy”, led development of two new MBA course requirements, respectively emphasizing cross-functional analysis of emerging business environments and strategic thinking and analysis, 2001- 2002.

“Global Marketing: A European Emphasis”, developed intensive 2-week M.B.A. Seminar with E.C./E.U. economic data, cases, and company visits; taught in Madrid, Spain, June, 1994 & 1995.

“Asian Business”, developed intensive 2-week M.B.A. Seminar with 22 country-sets of economic data, cases, and company visits to Hong Kong & China; taught in Hong Kong, S.A.R., January, 1997 & 1998.

Other:

External peer evaluator for Promotion and Tenure Committee, Bowling Green State University, Bowling Green, OH, 2004.

"A Critique of the Thai-S.E. Asian Economic Situation" taped interview on Thai T.V. with journalist, Orinkanya, ITV-Thailand Television, March 12, 1998.

External peer evaluator for Promotion and Tenure Committee, University of Missouri - St. Louis, St. Louis, MO, 1997.

External peer evaluator for Promotion and Tenure Committee, University of Missouri - Kansas City, Kansas City, MO, 1996.

External reviewer for Promotion and Tenure Committee, University of Missouri - St. Louis, St. Louis, MO, 1994.

PROFESSIONAL MEMBERSHIPS

Academy of International Business
Academy of Marketing Science
Advertising Club of Greater St. Louis
Alpha Kappa Psi - Delta Sigma Chapter (Professional Business Fraternity)
American Marketing Association
Beta Gamma Sigma (Business Honorary)
Midwest Business Administration Association
Midwest Marketing Association
World Trade Club of St. Louis

HONORS AND AWARDS

"Thomas M. Knapp, S.J., Faculty Member of the Year Award," sponsored by the Alumni Board of the School of Business and Administration of Saint Louis University, 1993.

"Top Hat Award" for outstanding service to the Advertising Club of Greater St. Louis,

1983.

"Outstanding Marketing Professor Award," sponsored by the Saint Louis University Collegiate Chapter of the American Marketing Association, 1983.

"Outstanding Marketing Professor Award," sponsored by the Saint Louis University Collegiate Chapter of the American Marketing Association, 1982.

Finalist for the "Nancy McNeir Ring Award" as outstanding Saint Louis University faculty member, 1982.

Summer Doctoral Fellowship Award, College of Business, Kent State University, 1971.

Dean's List, College of Business Administration, University of Detroit, 1966-1968.

SERVICE

Doctoral Dissertations:

Ph.D. Committee Member (Marketing/International Business) for Xin (Joyce) Zhou (2008-09).
Ph.D. Committee Member (Marketing/International Business) for Alex Smith (2007).
Chaired Ph.D. Committee (Marketing) for Ping Yu (1995).
Chaired Ph.D. Committee (Marketing) for David Brennan (1992).
Chaired Ph.D. Committee (Marketing) for James Puetz (1987).
Chaired Ph.D. Committee (Marketing) for Pamela Horwitz (1987).
Chaired Ph.D. Committee (Marketing) for Nancy Uhring (1984).
Ph.D. Committee Member (Marketing) for Mark Arnold (1997).
Ph.D. Committee Member (Marketing) for Kyu Dong Kim (1995).
Ph.D. Committee Member (Marketing) for Isaac Chen (1995).
Ph.D. Committee Member (Marketing) for Linda Nowak (1995).
Ph.D. Committee Member (Marketing) for Sharon Angle (1995).
Ph.D. Committee Member (Marketing) for Donna Cartwright (1993).
Ph.D. Committee Member (Marketing) for John Newbold (1993).
Ph.D. Committee Member (Marketing) for Bruce Clark (1992).
Ph.D. Committee Member (International Business) for Susan Peters (2000).
Ph.D. Committee Member (International Business) for Barry Foltos (1997).
Ph.D. Committee Member (International Business) for Shelly Meyer (1995).
Ph.D. Committee Member (International Business) Sang Shin (1994).
Ph.D. Committee Member (International Business) for Michael Nichols (1993).
Ph.D. Committee Member (Finance) for Chieh-Chung Ueng (1995).
Ph.D. Committee Member (Finance) for James Timmey (1994).

Ph.D. Committee Member (Finance) for Abdorrahim Ashkebousi (1984).
Ph.D. Committee Member (Finance) for Shahriar Khaksari (1984).
Ph.D. Committee Member (Finance) for Dennis Proffitt (1983).
Ph.D. Committee Member (Finance) for John Cotner (1983).
Ph.D. Committee Member (Finance) for Abdullah ElDarrat (1982).
Ph.D. Committee Member (Accounting) for Penelope Yunker (1981).
Ph.D. Committee Member (Marketing) for Harvey Sundel (1976).

University:

Ph.D. Orals Committee for Eric Rhiney and Joe Little (2008)

Chair of Search Committee for the Chairperson of the Department of Decision Sciences and Management Information Systems for the Cook School of Business (2006-2007)

Director of Executive Education for the Cook School of Business (2005-present).

University/ITS Learning Management System Committee: (2006)

Chair of Ph.D. Steering Committee, Cook School of Business (2005-2006)

Reviewer for Faculty Summer Research Grant Proposals, Office of the Dean of the Cook School of Business (2003-2004)

University Banner Steering Committee (*core computing system implementation*) (2003-2006)

Chair of Technology Advisory Committee for the Cook School of Business (2004-2006).

Chair of Web Committee for the Cook School of Business (2004-2006).

Chair of Dean's Search Committee for Parks College of Engineering and Aviation (2002-2003)

Web Committee for the Cook School of Business (2006-present).

University Committee on Academic Accommodations (2001-2007).

University Web Advisory Council (2001-2003).

Saint Louis University International Center Advisory Board (2001-2007).

Chair of Search Committee for Director of the International Center of Saint Louis

University (2000).

Service Leadership Advisory Board of the Cook School of Business (1999-present).
Ad hoc Review Committee for (ESL) English as a Second Language (2000).

Copyright Policy Task Force of the Graduate School (1999-2000).

University Academic Resources Council (1998-2004).

Chair of the Board of Graduate Studies and the Board of Undergraduate Studies of the Cook School of Business (1998-2004)

Executive Advisory Board of the Cook School of Business (1997-2006).

Committee on Rank and Tenure of the Cook School of Business (1997-present).

Jesuit Education in Business Network (JEBNET) for graduate business education (1997-2004).

Research Proposal Reviewer, Summer Research Grants, for the Graduate School (1998).

Strategic Planning and Advisory Board for the Boeing Institute of International Business (1994-2004).

Focus Group Research for University Institutional Advancement and Student Development (1994-1995).

University Task Force on Marketing (1992-1994).

University Committee on Graduate Faculty Membership (1984-1987; Chairman, 1985-1986).

Committee on University Institutional Goals (1983).

Business Dean's Leadership and Administrative Council (1981-2007).

Sabbatical Leave Committee (1980-1997).

Planning Committee for "International Business Conferences" (1979-1985).

Ph.D. Admissions and Advisory Committee (1978-2006).

Executive Committee of the Cook School of Business (1977-present).

Advisory Board for "Anheuser-Busch Distinguished Guest Lecture Series" (1975- 1980).

Task Force for A.A.C.S.B. Accreditation (1975-1976 & 2000-2001).

Committee on Student Relations and Recruiting (1974-1981).

Committee on Small Business Administration and Other Work-Study Relations (1974-1979).

Committee on Saint Louis University Scholarships (1974-1976).

Small Business Administration Institute (1974-1976).

International Studies Program for Japanese Corporate Executives (1974-1976).

Committee on Studies in International Business (1974-1976).

CONSULTING

Business program and market analysis on behalf of **Carp And Sexauer**, St. Louis, MO (2004)

Market evaluation and expert testimony on market value of service attributes on behalf of **Schweig-Engel Co.** and **D. B. Amon**, St. Louis, MO (1997).

Marketing planning and strategy seminar for distributor managers on behalf of **Ameritech**, Chicago, IL (1996).

Marketing strategy and planning on behalf of the **American Association of Orthodontists**, St. Louis, MO (1995).

Executive marketing planning seminar for **Maritz Performance Improvement Training Division, Maritz, Inc.**, St. Louis, MO (1995).

Product/market evaluation and sales and advertising analysis on behalf of **Danna, Soraghan, Stockenberg, & McNary, P.C.**, in re: **ReKlame, Inc. vs. Brauer Supply**, St. Louis, MO (1995).

Expert testimony on product differentiation and market value of product attributes on behalf of **Verlo Mattress Co., Inc.**, WI and **Husch & Eppenberger**, U.S. District Court for the Southern District Of Illinois (1995).

Market analysis on behalf of **Toyota Motor Sales-USA, Inc.**, CA, **Hinshaw &**

Culbertson, and Quinlan & Crisham, Ltd., Chicago, Il (1994-1997).

Marketing planning and strategy seminar for **privately-held, \$2 billion food corporation**, N.Y., NY (1994).

Marketing training seminars for corporate management on behalf of **Anheuser-Busch, Inc.**, St. Louis, MO (1987-1993).

Marketing research, market segmentation, and strategic analysis on behalf of **McCormick & Company, Inc.** (spice manufacturers), Baltimore, MD (1992-1993).

Marketing seminars for **Masonite Corporation** on behalf of **Maritz, Inc.**, St. Louis, MO (1992 & 1994).

Strategic marketing planning and sales force analysis on behalf of **Design Network, Inc.** (now, **Ruess & Ruess Corporate and Marketing Communications**), St. Louis, MO (1991).

Focus group research on African-American readership on behalf of **The St. Louis American Newspaper**, St. Louis, MO (1991).

Market strategy and profitability analysis on behalf of **Freark, Harvey, Mendillo, Dennis, Wuller, and Buser, P.C.**, in re: **Zimmermann vs. Smoot, Jr., et al.**, Belleville, IL (1991).

Market research and analysis on behalf of **Southwestern Bell Telephone Co., Corporate Division** and **Southwestern Bell Publications, Inc.**, St. Louis MO (1988).

Marketing seminar on behalf of **St. Luke's Hospital**, St. Louis, MO (1988).

Market research and design on behalf of **Kendall and Davis Co., Inc.**, (executive recruiters), St. Louis, MO (1982-1983 and 1988).

Market research and strategic marketing planning on behalf of **Plarad Torque Tools**, a subsidiary of **Machinenfabrik Wagner GmbH and Co.**, Federal Republic of Germany (1987-1988).

Market research and deposition on new product policy on behalf of **Frank Conard and Associates**, in re: **First Capital Marketing vs. The Schoenling Brewing Company**, St. Louis, MO (1987).

Strategic marketing planning, sales analysis, and marketing training on behalf of **Crane-Ferguson Machine Company** (CAM Automation), St. Louis, MO (1987).

Strategic marketing planning for retail banking strategy on behalf of **Mercantile Bank, Inc.**, St. Louis, MO (1987).

Marketing research and analysis on customer satisfaction and expectation measurements on behalf of **Southwestern Bell Telephone Co., Corporate Division**, St. Louis, MO (1987).

Market research for buyer profile study of **BMW of North America** on behalf of **Blumenfeld and Sandweiss, et al.**, St. Louis, MO (1986).

Market research for the aluminum industry on behalf of **Valley West Welding, Inc.**, of TN and **Tockman and Associates**, St. Louis, MO (1986).

Market research and design for listener survey on behalf of **KLTH - FM**, St. Louis, MO (1986).

Market research and design for **Sumner Group, Inc.**, St. Louis, MO (1986).

Expert testimony on branding and trademark rights on behalf of **St. Louis Union Station Developers, Oppenheimer and Co., Inc.**, NY and **Blumenfeld and Sandweiss, et al.**, St. Louis, MO (1985).

Market research on bank-holding company structure on behalf of **Southwestern Bell Telecommunications, Inc., ISI Division**, St. Louis, MO (1985).

Market research for venture capital formation on behalf of **Neil Schneider and Associates**, St. Louis, MO (1985).

Marketing research on behalf of **Kenrick Advertising**, St. Louis, MO (1984).

Research design on behalf of the **Financial Operations Centers** of **AT&T Technologies, Inc.**, Atlanta, GA and St. Louis, MO (1984).

Marketing research and planning on behalf of **Sisters of Saint Mary Data Center** (computer systems specialist to 3200 bed - 14 hospital health group), St. Louis, MO (1983).

Strategic marketing planning on divestiture plans on behalf of **Southwestern Bell Telephone Co. - Yellow Pages**, St. Louis, MO (1983).

Marketing research and planning on behalf of **Freidman Optical Company**, St. Louis,

MO (1982-1983).

Marketing research on behalf of **Goldes Department Store**, a division of **Interco, Inc.**, St. Louis, MO (1982).

Marketing planning for **Internal Medicine - Outpatient Clinic** on behalf of **Saint Louis University Hospitals**, St. Louis MO (1980-1981).