



## **BRETT A. BOYLE, PH.D.**

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### ***Education***

**Ph.D. in Marketing**, University of Cincinnati, Cincinnati, OH., October, 1991.

**Master of Business Administration**, Eastern Illinois University, Charleston, IL. August, 1986.

**Bachelor of Science in Business** (Marketing Major, Computer Management Minor), Eastern Illinois University, Charleston, IL. May, 1984.

### ***Academic Employment***

**Associate Professor of Marketing, John Cook School of Business, Saint Louis University**, Marketing Department. August 1997 - present

**Assistant Professor, DePaul University**, Marketing Department. September, 1991 - 1997.

**University of Cincinnati** (part time), Marketing Department. Summer, 1991.

**Eastern Illinois University**, Management/Marketing Department., visiting lecturer, academic year 1987-88.

### ***Professional Experience***

**Senior Research Consultant**, Sponsorship Science Technologies, LLC, St. Louis, MO, 2013 – present.

### ***Current Teaching Areas***

Personal Selling / Sales Management – undergraduate & graduate  
Marketing Management – graduate  
Introduction to Sports Business – undergraduate  
Sports Marketing – undergraduate & graduate

## **Academic Research Interests**

Sports Business  
Sales and Sales Management  
Interorganizational Relations  
Cultural Influences in Marketing  
Ethical Issues in Marketing

## **Research Publications**

### *Refereed Journal Publications:*

- Rishe, Patrick; **Boyle, Brett A.**; and Reese, Jason (2015). "Secondary Market Behavior during College Football's Postseason: Evidence from the 2014 Rose Bowl and BCS Championship Game," *International Journal of Sports Finance*, 10(4), 357-374.
- Rishe, Patrick; Reese, Jason; and **Boyle, Brett A.** (2014). "How Event Significance, Pent-up Demand, Playoff Oversaturation, and Series-Clinching Euphoria Can Impact Secondary Market Behavior in Major League Baseball's Postseason," *Journal of Sports Management and Commercialization*, 6(1), 1-13.
- Rishe, Patrick; Mondello, Michael; and **Boyle, Brett A.** (2014). "How Event Significance, Team Quality and School Proximity Impact Secondary Market Behavior at March Madness," *Sports Marketing Quarterly*, 23(4), 148-160.
- Smith, Alexander, **Boyle, Brett A.** and Cannon, Hugh (2010). "Survey-Based Targeting Fine-Tunes Television Media Planning: A Case for Accuracy and Cost Efficiency," *Journal of Advertising Research*, 50(4), 428-439.
- Magnusson, Peter and **Boyle, Brett A.** (2009), "A Contingency Perspective on Psychic Distance in International Trading Relationships", *Journal of Marketing Channels*, 16, 77-99.
- Boyle, Brett A.** and Peter Magnusson, "Social Identity and Brand Equity Formation: A Comparative Study of Collegiate Sports Fans," *Journal of Sport Management*, 21 (2007), pp. 497-520.
- Boyle, Brett A.**, "Leonard Little and the St. Louis Rams," in *Business Rites, Wrists and Responsibilities: Readings on Ethics and Social Impact Management* (textbook), Sheb L. True & Lou E. Pelton, eds., (2003).
- Boyle, Brett A.**, "The Internet in Industrial Channels: Its Use in (and Effects on) Exchange Relationships," *Journal of Business and Industrial Marketing*, v. 16, n. 6 & 7 (2001), pp. 452-467.
- Boyle, Brett A.**, "The Impact of Customer Characteristics and Moral Philosophies on Ethical Judgments of Salespeople," *Journal of Business Ethics*, v. 23, n. 3 (2000), pp. 249-267.
- Boyle, Brett A.** and Linda F. Alwitt, "Internet Use within the U.S. Plastics Industry," *Industrial Marketing Management*, v. 28, n.4 (1998), 327-341.

**Research Publications, cont'd.**

**Boyle, Brett A.**, Robert F. Dahlstrom, James J. Kellaris, "Points of Reference and Individual Differences as Sources of Bias in Ethical Judgments," *Journal of Business Ethics*, v.18 n.1 (1998), pp.63-71.

**Boyle, Brett A.**, "A Multi-Dimensional Perspective on Salesperson Commitment," *Journal of Business and Industrial Marketing*, v.12, n.6 (1997), pp.354-67.

Kellaris, James J., Robert F. Dahlstrom, and **Brett A. Boyle**, "Contextual Bias in Ethical Judgment of Marketing Practices," *Psychology & Marketing*, v.13 n.6, (October 1996), pp. 677-94.

**Boyle, Brett A.**, "The Changing Role of the Industrial Inside Salesforce: A Case Study," *Industrial Marketing Management*, v.25 (September 1996), pp. 339-48.

**Boyle, Brett A.** and F. Robert Dwyer, "Power, Bureaucracy, Influence and Performance: Their Relationships in Industrial Distribution Channels," *Journal of Business Research*, v.32 n.3, (March 1995) pp. 189-200.

**Boyle, Brett A.**, "How To (And Not To) Use Bureaucracy with Independent Distributors." *Industrial Marketing Management*, v.23 n.3 (July 1994), pp.191-97.

Dahlstrom, Robert F. and **Brett A. Boyle**, "Behavioral Antecedents to Intrinsic Motivation in Capital Equipment Exchange Relationships," *Journal of Applied Business Research*, v.10 n.2 (Spring 1994), pp. 51-61.

Kellaris, James J., **Brett A. Boyle**, and Robert F. Dahlstrom, "Framing and Situational Ethics," *Marketing Letters: A Journal of Research in Marketing*, v.5 n.1 (January 1994), pp. 69-75.

**Boyle, Brett A.**, F. Robert Dwyer, Robert Robicheaux, and James Simpson, "Influence Strategies in Marketing Channels: Measures and Use in Different Relationship Structures," *Journal of Marketing Research*, v.29 n.4 (November 1992), pp.462-73.

**Published Conference Papers:**

"The Role of Philosophical Relativism as a Mediator of Cross-National Differences in Ethical Evaluations," with James Kellaris & Jae Min Jung, *Proceedings: 8<sup>th</sup> Annual Cross-Cultural Conference*, Kahuku Oahu Hawaii, December 2001.

"Professionalizing the Marketing Major: Keys to Bridging the Preparation Gap," with Robert Pitts, *Proceedings: 1994 Southern Marketing Association Conference*, New Orleans, LA.

"Measuring Interfirm Influence in Franchise Channels of Distribution," with F. Robert Dwyer, *Proceedings: 1990 Society of Franchising Conference*, Scottsdale, AZ.

"Conflict in Automobile Franchising: Measurement and Contextual Insights," with F. Robert Dwyer, *Proceedings: 1989 Society of Franchising Conference*, Miami, FL.

*Paper Presentations:*

- "Price Elasticity in Secondary Ticket Markets: An Analysis of the 2015 NCAA Men's Basketball Tournament," 2016 International Conference on Sport and Society, Common Ground Publishing, University of Hawaii – Manoa, Honolulu, Hawaii (June 2-3, 2016).
- "How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis," ICORIA Conference, European Advertising Academy, London England (July 3-4, 2015). **Received Best Conference Paper Award.**
- "After Lance: Effects of the Armstrong Doping Scandal on Sponsor Brand Equity," 15<sup>th</sup> Annual International Conference on Sports, Athens Greece (May 11-14 2015).
- "Cultural Effects on Corporate-Crisis Response Strategies: A Comparison of Chinese and American Consumer Reactions," Research Symposium Series, John Cook School of Business, September, 2011.
- "Cultural Effects on Corporate-Crisis Response Strategies: A Comparison of Chinese and American Consumer Reactions," with Takisha Salley-Toller. 8<sup>th</sup> Annual Conference on Marketing, Athens Institute for Education and Research. Athens, Greece. July 5 – 8, 2010.
- "A Cross-Cultural Comparison of Consumer Ethics: The Mediating Role of Philosophical Relativism," with James Kellaris and Karin Staub, *Proceedings: 7<sup>th</sup> Annual Conference on Marketing*, Athens Institute for Education and Research. Athens, Greece. July 6 – 9, 2009
- "Leonard Little and the St. Louis Rams," (case study) presented at the American Marketing Faculty Consortium for Sports Marketing, University of Kentucky, Fall 2002
- "The Impact of Customer Characteristics and Moral Philosophies on Ethical Judgments of Salespeople," American Marketing Association Marketing Exchange Colloquium, Vienna, Austria, July 1998.
- "Multiple Commitments of Salespeople: Measures and Explorations," Academy of Marketing Science's World Marketing Congress, Melbourne, Australia, July 1995.
- "Influence Objectives as Antecedents to Influence Strategy Selection within Distribution Channels," *Proceedings*, Academy of Marketing Science's World Marketing Congress, Melbourne, Australia, July 1995.
- "What Business Wants from Marketing Majors: Listening (Closely) to the Voice of the Customer," with Robert Pitts, *Proceedings: AMA 1994 Summer Educators' Conference*, San Francisco, CA. **Received Best Paper Award in Education Track.**
- "A Prospect-Theoretic Approach to Ethical Decision Making by Sales Personnel," with James Kellaris and Robert Dahlstrom, *Proceedings: AMA 1993 Winter Educators' Conference*, Newport Beach, CA.
- "Behavioral Antecedents to Intrinsic Motivation in Exchange Relationships," (1992) with Robert Dahlstrom, *Proceedings: 1992 Winter Educators Conference*, San Antonio, TX.

### *Professional Presentations*

“Marketing Basics: How to Influence the Buyer,” presented to staff of the Center for Biomedical and Health Care Research, Saint Louis University, Fall 2002

“Friend or Foe? Is the Internet Good for Relationship Marketing?” Lecture at the monthly luncheon meeting of the Business Marketing Association, St. Louis Chapter.

“Product Positioning: The Process and Strategies.” Lecture to a group of Russian entrepreneurs sponsored by the World Affairs Council of St. Louis. October, 1998.

“Marketing Strategies and Positioning Tactics.” Lecture to participants of the Certificate in Business Communications workshop, sponsored by the Business Marketing Association (St. Louis Chapter).

### *Under Review*

“The Argument for Dynamic Pricing and Futures Markets at March Madness: Evidence from the 2015 Division I Men’s Basketball Championships,” with Patrick Rishe (Washington University); Jason Reese (Stephen F. Austin University); and David Sanders (Saint Louis University). Initial submission to *Sports Marketing Quarterly*,

### *Work-in-Progress*

“The Impact of Religious Symbols in Advertising on Advertising in the Arab World and the United States,” with Morris Kalliny (Eastern Washington University), Salma Ghanem (DePaul University), Matthew Shaner (George Mason University), and Barbara Mueller (San Diego St. University); revision stage, targeting the *Journal of Advertising Research*.

## ***Service Appointments***

### *Current Positions*

Director, Sports Business Summer Academy  
Member, Cook School Assessment Committee  
Member, Sports Business Steering Committee  
Faculty Advisor, Delta Sigma Pi Business Fraternity  
Faculty Advisor, Saint Louis University Baseball Club  
Member, Graduate Faculty, Saint Louis University (Ph.D. mentor status)

### *Past Positions*

Saint Louis University Faculty Senate (University)  
Coordinator, Sports Business Education Program  
Coordinator, Bill Veeck Sports Marketing Awards  
Member, BIZ-100 Task Force  
Member, Undergraduate Core Task Force  
Member, Research Committee

## Doctoral Dissertations

Chair, Alexander Smith (2008)  
Committee Member, Eric Rhiney (2010)  
Committee Member, Takisha Salley-Toller (2014)

## ***Academic Awards/Grants***

Best Paper Award, (with co-authors Morris Kalliny, Salma Ghanem, Matthew Shaner, & Barbara Mueller), "How Religious Symbols in Commercial Messages Resonate with Consumers: A Cross-Cultural Analysis," ICORIA Conference, European Advertising Academy, London England (July 3-4, 2015).

Summer Research Grant, Graduate School, Saint Louis University, 1998, 2008.

Best Paper Award, (with co-author Robert Pitts), "What Business Wants from Marketing Majors: Listening (Closely) to the Voice of the Customer," AMA 1994 Summer Educators' Conference, San Francisco, CA. (with co-author Robert Pitts), 1994 AMA Summer Marketing Educators' Conference, Marketing Education Track.

Received Best Undergraduate Marketing Professor Award (DePaul, 1994-95 academic year).

## ***Academic/Professional Activities***

### *Reviewer:*

*Journal of the Academy of Marketing Science*  
*Journal of Business Research*  
*Journal of Personal Selling and Sales Management*  
*Journal of Business Ethics*  
*Journal of Managerial Issues*  
*Journal of Retailing*  
*Industrial Marketing Management*

### *Curriculum Development:*

Sports Business Program (2009 – 2011). Oversaw the development of (first) a support area of sports business within the Cook School of Business. In 2011, this program was elevated to a concentration area in 2011.

BIZ-100, Foundations in Business (Fall, 2006). The course was designed to give freshman interested in becoming a business major an overview of the essentials of how business works.

*Curriculum Development, cont'd.*

MKT-493, Sports Marketing (Summer, 2003). Case study course incorporating marketing practices to the sports and recreation industries. Inclusive are such topics as team/league management, use of sponsorships by marketers, athletes as brands, and marketing participative sports & sports related products.

MKT-B444, Personal Selling. Overview of the selling process, focusing on transactions in a business-to-business environment. Initially introduced Fall Semester, 1998 (undergraduate).

MKT-B593, European Cases in Marketing. Introduces students to a number of issues and problems one must consider when doing business in Europe; with particular focus on Spain, France, Germany, and the U.K. Taught June 1999 on SLU Madrid Spain campus.

Integrated Marketing Education Honors Program (DePaul University, 1995). Member of a task force which designed a series of integrated marketing modules for undergraduate marketing honors students. Received a regional award for innovation in higher education from the AACSB.

*International Teaching Assignments*

Visiting Lecturer, Royal Education (Vietnam), conducted Sales Management and Customer Relationship Management Seminars to local mid-level executives. July, 2006.

Visiting Lecturer, Dublin City University, Dublin, Ireland. Taught a personal selling course to undergraduate marketing majors. (periodically between 1996 – 2005)

Instructor, Saint Louis University, Madrid Spain, June 1999 & May 2007. Developed and taught a course on European Marketing.

Visiting Lecturer, Helsinki School of Economics, Helsinki, Finland, November, 1995. Taught industrial marketing course to undergraduate honors students.

***Professional Memberships***

American Marketing Association  
The Academy of Marketing Science  
Business Marketing Association