

CURRICULUM VITAE

Lawrence S. Silver
Professor of Marketing
Massey Endowed Chair in Marketing

Southeastern Oklahoma State University

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EDUCATION

2000	D.B.A. Marketing/Management	Louisiana Tech University
	Dissertation Title: “ <i>A Social-Cognitive Approach to Salesperson Work Motivation</i> ”	
1999	MBA General	Louisiana Tech University
1996	MA Industrial/Organizational Psychology	Louisiana Tech University
1970	BA Liberal Arts/Sociology	Tulane University

PROFESSIONAL DESIGNATIONS

1984	Chartered Life Underwriter (CLU)	The American College
1977	Chartered Property/Casualty Underwriter (CPCU)	American Institute for Property/Casualty Underwriters

ACADEMIC AND RELATED NON-ACADEMIC EXPERIENCE

2013-Present	Professor of Marketing
2012-Present	John Massey Endowed Chair of Marketing
2012-2015	Appointed Director of the John Massey School of Business MBA Program
2008-Present	Associate Professor, John Massey School of Business Southeastern Oklahoma State University
2006-2008	Assistant Professor, John Massey School of Business Southeastern Oklahoma State University
2001-2006	Assistant Professor, Mississippi College
2000-2001	Assistant Professor, Sorrell School of Business, Troy University
1999-2000	Instructor, Louisiana Tech University
1996-1999	Teaching Assistant, Louisiana Tech University
1994-1996	Financial Consultant, Merrill Lynch, Ruston, LA
1984-1987	Outside Director, Progressive National Bank, Mansfield LA
1972-1994	Owner/Manager, Silver Insurance Agency Mansfield, LA

1970-1972

Division Officer, Destroyer Douglas H. Fox (DD779),
United States Navy, Philadelphia, PA.

RESEARCH INTERESTS

- Neuro-cognition as applied to marketing, management, and pedagogy
- Post-modern, historical and qualitative research methods
- Mindfulness, creativity, design thinking, and modeling applied to management, marketing, and ethics
- Event and destination marketing for the food, wine, and spirits industries

AWARDS AND HONORS

2016	Best Case Award, Southwest Case Research Association, Oklahoma City, OK (March)
2012	ACSBP Region 6 Teaching Excellence Award (Louisiana, Texas, Oklahoma, New Mexico, and Arkansas)
2008	Best Paper Award, Association of Small Business and Entrepreneurship, Albuquerque, NM (October)
2003	Best Paper Award, Marketing Education Track, Association Of Collegiate Marketing Educators, Houston, TX (March)
2000	Beta Gamma Sigma

PROFESSIONAL MEMBERSHIPS

Southwest Case Management Association
Beta Gamma Sigma

EFFECTIVE TEACHING

In years 2014-2016 I aided in the design of the Bachelor of Science in Management and the Bachelor of Science in Marketing and guided these programs through the university's curriculum committee.

Beginning in 2015, I became actively involved in organizing and designing the current MBA program to meet the requirements of Academic Partnerships and the needs of the University. I presented and guided the final plan through the John Massey School of Business Graduate Committee, the university's Graduate Council, and the Academic Council.

For Southeastern Oklahoma State, I developed the International Marketing Course and guided it through the curriculum approval process. I also developed a course in Sport and Event Management. I also helped develop and guide through the curriculum approval process a concentration in Hospitality Management for management majors.

Quality Matters Improving Your Online Course Workshop, September – (October, 2015)
Completed online case teaching course from Harvard Business School Publishing (2013)
Completed Quality Matters Applying the Rubric Certification Workshop (2012)

Completed Southeastern Oklahoma “Online Course Design” course
Oklahoma Online Teaching Certification Course (Spring 2010)
Sloan Consortium “Getting Started” online teaching course (Fall 2009)
CIDT training on Podcasts in online teaching (Spring 2008)
CIDT training on Wikis and Blogs in online teaching (Spring 2008)
Attended AACSB “Teaching Business Ethics Conference,” Boulder, CO (July 2005)
Mississippi College School of Business Distinguished Teaching Award (2005-2006)
Harvard Business School Case Teaching Workshop, Cambridge, MA (2004)

FACULTY DEVELOPMENT

Presented, “Rethinking Education: How SE can produce well-rounded, culturally sensitive, globally focused, critical thinking and ethically courageous leaders”
Southeastern Faculty Symposium, August 2015.
Design Thinking for Business Innovation, University of Virginia, (4-week online course offered through Coursera). Verified Certificate, March, 2015
Diversity Training, Southeastern Oklahoma State University Office of Diversity, April, 2014.
Attended AACSB National Convention, Chicago, IL, April 7-9, 2013.
Attended Quality Matters workshop, March 6, 2013 at Southeastern Oklahoma State University.
Attended the University of Texas at Dallas 1st Annual Regional MBA Leadership Conference, University of Texas at Dallas, October 1, 2012.
Attended symposium by Rockey Robbins, Ph.D. on integrating Native American Culture in the classroom
Attended two-day SE 2012 Faculty Symposium
Attended ACBSP National Convention, June 2012, Baltimore, MD
Attended AACSB Assurance of Learning Conference, March, 2012, Houston, TX.
Accompanied cross-disciplinary group of faculty to Japan (May 2005) to study business, trade, art, religion, language, and theater. Mississippi College.
Attended Computer Users Educators Conference, Anaheim, CA, May, 2003.
Six hours of Spanish – 2003-2004 academic year – Mississippi College.
Marketing Doctoral Student/New Faculty Consortium, Southwest Federation of Administrative Disciplines, Dallas, TX 1998.
Louisiana Tech University Faculty Development Course (Education 482). Course content discussed putting course information on the Internet, use of Power Point, and an introduction to distance learning.

PUBLICATIONS

Books

Silver, L.S., Stevens, R. E., and Kernek, C. (2017) *Business Research Methods*, Bellevue,IA:Putman Publishing.

Silver, L. S., Kernek, C., Stevens, R. E., Loudon, D. L. & Wrenn, B. (2016) *Marketing research: Text and cases*, 4th edition, St. Paul, MN:Textbook Media Press.

Stevens, R. E. and Silver, L. S. (2015) *Strategic Management and Marketing in*

Healthcare, Bridgepoint Education

Stevens, R. E., Loudon, D. L., Silver, L. S. & Wrenn, B. (2012). *Marketing research: Text and cases, 3rd Edition*. New York: Routledge.

Silver, L. S., Stevens, R. E., & Clow, K. E. (2010). *The concise encyclopedia of insurance terms*. New York: Routledge.

Refereed Journal Articles (375 citations)

Von Bergen, C. W., Bressler, M., Kernek C. and Silver, L. (2016) "Cueing the Customer Using Nudges and Negative Option Marketing," *Atlantic Marketing Journal*, 5 (2), online.

Stevens, R. E., Bressler, M. and Silver, L. S. (2016), "Challenges in Marketing Academic Conferences: A Pilot Study," *Services Marketing Quarterly*, 37(3), online.

Silver, Lawrence S (2015) "Application of the Sports Mental Toughness Questionnaire (SMTQ) to the Prediction of Entrepreneurial Success: A Proposal," *Mustang Journal of Marketing and Management*, 6, 127-136.

Silver, Lawrence S (2015) "A Social-Cognitive Model of Entrepreneurship Failure: Beyond Attributional Style," *Archives of Business Research*, 3(4), 55-62.

Stevens, R. E., Silver, L. S., Hayes, B. J., Campbell, K., and Dyson, D. (2014) "Comparison of Two Private University Faculties' Perspectives of Using Collegiality in Tenure and Promotion Decisions. *American Journal of Business and Management*, 3 (2) 70-76.

Stevens, R. E., Silver, L. S., Hayes, B. J., and Campbell, K. (2014) "Differences in Public and Private University Faculty Perspectives of Using Collegiality in Tenure and Promotion Decisions: A Pilot Study," *Global Education Journal*, (2).

Speers, Jim, Robert Stevens and Lawrence Silver (2013) "Monitoring Employees and Enforcing Information Technology Acceptable Use Policies in Universities." *Mustang Journal of Marketing and Management*, Spring (2).

Miller, J. R., Silver, L., Stevens, R. E., & Clow, K. E. (2012). Accounting Professors' Perspectives of the Cost of College Textbooks. *International Journal of Business and Social Science*, 3(9), 1-8.

Stevens, R. E., Parker, T., Silver, L. S. & Clow, K.E. (2012). Perspectives on text book costs by economics professors. *Journal of Interdisciplinary Business Studies*, 1, 1-8.

Silver, L. S., Stevens, R. E. & Clow, K. E. (2012) Marketing professors' perspectives on the cost of college textbooks: A pilot study. *Journal of Education for Business*, 87(1), 1-16. [cited 3 times]

Stevens, R. E., Silver, L. S., Clow, K. E. & Campbell, K. (2011) Differences in

management and marketing professors' perspectives on rising cost of college textbooks. *Journal of Business & Leadership*, 7, 116-124.

Stevens, R. E., Silver, L. S., Clow, K. E., & Howard, R. (2011). Business law professors' perspectives on the rising costs of college textbooks. *Mustang Journal of Law and Legal Studies* [cited 1 time]

Williamson, S, Stevens, R. E., Silver, L. S., & Clow, K. E. (2011). Sticker shock: Management professors' perspectives on the rising costs of college textbooks. *Administrative Issues Journal*, 1(1), 130-138. [cited 1 time]

Silver, L. S., Stevens, R. E., Tiger, A., & Clow, K. E. (2010). Quantitative methods Professors' perspectives on the cost of college textbooks. *Academy of Information and Management Sciences Journal*, 14(2), 39-56.

Stevens, R. E., Clow, K. E., McConkey, C. W., & Silver, L. S. (2010). Differences In accounting and marketing professors' criteria for textbook adoptions: A pilot study. *Accounting Educators' Journal*, XX, 35-45. [cited 2 times]

Prather, L. J., Silver, L. S., Stevens, R. E. & Clow, K. E. (2009). Finance professors' Perspectives on the cost of college textbooks. *Journal of Business Issues*, 1, 23-30.

Stevens, R. E., Loudon, D., McConkey, C. W., & Silver, L. S. (2009). ABC Communications, Inc. *Journal of Applied Case Research*, 8(1), 36-50.

Silver, L. S., Stevens, R. E., & Loudon, D. (2009). Direct-to-consumer advertising of pharmaceuticals: Concepts, issues, and research. *Health Marketing Quarterly*, 26(4), 251-258. [cited 9 times]

Emerson, A. F., Mawer, W. T., & Silver, L. S. (2009). The demise of the business judgment rule: A case of judicial realism. *Franklin Business and Law Journal*, 1, 16-26.

Silver, L. S. & McCurdy, B. (2008). Natives in a strange land: The relationship between entrepreneurial cognition and biculturalism among Native Americans. *Journal of Business & Entrepreneurship*, 20(2), 67-79.

Silver, L. S. & Silver, D. T. (2006). The role of implicit personality theory in leadership research. *Journal of Business and Leadership*, 2(1), 108-115.

Hayes, J. B., Alford, B., Silver, L. S. & York, P. (2006). Looks matter in developing consumer-brand relationships. *Journal of Product & Brand Management*, 15(4/5), 306-315. [cited 31 times]

Silver, L. S., Dwyer, S. & Alford, B. (2006). Learning and performance orientation of salespeople revisited: The role of performance-approach and performance-avoidance orientation. *Journal of Personal Selling & Sales Management*, 26(1), 27-38. [cited 69 times]

Silver, L. S. & Grant, T. (2005). Activity-based costing and the MBA core marketing

administration course: A cross-disciplinary approach. *Journal for Advancement of Marketing Education, Summer (6)*, 43-54.

Silver, L. S. & Valentine, S. R. (2003). Sexual harassment in the global workplace: Attitudinal, Behavioral, and cultural considerations. *International Journal of Management, 17 (4)*, 494-499. [cited 1 time]

Godkin, L., Valentine, S., Mosley, G., Silver, L. S., & Flores, F. (2002). Marketing orientation and organizational learning in Mexican small businesses: The role of consulting support. *The International Journal of Management, March, 19(1)*, 68-79. [cited 1 time]

Silver L. S. & Valentine, S. R. (2001). Assessing the dimensionality of the Singhapakdi, Vitell, and Kraft measure of moral intensity. *Psychological Reports, 88*, 291-294. [cited 13 times]

Silver, L. S. & Valentine, S. R. (2000). College students' perceptions of moral intensity in sales situations. *Journal of Education for Business, 75(6), July/August*, 309-314. [cited 41 times]

Valentine, S. R., Silver, L. S. & Twigg, N. (1999). Locus of control, job satisfaction and job complexity: The role of perceived race discrimination. *Psychological Reports, 84*, 1267 – 1273. [cited 24 times]

Under review

Silver, L. S. Initial Service Failure and the Size of the Gratuity: The Role of Mindset. Under review: *Services Marketing Quarterly*

Silver, L. S. Hurricane Harvey and the Push for Labor Saving Technology in Quick-Service Restaurants. Under review: *Association of Small Business and Entrepreneurship*.

Working papers

Design Thinking and the Entrepreneurial Process

Marketing the Hill Country Wine Trail: An Historical Analysis

Published Abstracts and Other Publications of Non-Refereed Journal Articles

Silver, L. S. & Dwyer, S. (2005). The relationship of optimism to salesperson goal Orientation and performance: A research proposal. Special abstracts section, *Journal of Personal Selling & Sales Management, 25(3)*, 299.

Silver, L. S., Dwyer, S., & Alford, B. (2004). Fear of failure: Rethinking the unidimensionality of performance goals in the salesperson work motivation model. Special abstracts section, *Journal of Personal Selling & Sales Management, 24(2)*, 150.

Conference Presentations and Proceedings

Stevens, R. E., Silver, L.S., and Bressler, M. “Mear’s Power T” *Proceedings of Southwest Case Research Association*, Albuquerque, NM (forthcoming 2018).

Stevens, R. E., Silver, L.S., and Bressler, M. “Grayson Christian School,” *Proceedings of Southwest Case Research Association*, Albuquerque, NM (forthcoming 2018).

Stevens, R. E., Loudon, D., Silver, L. S., Bressler, M. and Metts, S. Unique Display Cases, Inc., *Proceedings of Southwest Case Research Association*, Little Rock, AR (March 2016).

Silver, L. S., Debbie Silver Presents – Pricing Critical Incident, *Proceedings of Southwest Case Research Association*, Little Rock, AR (March 2016).

Bressler, M., Loudon, D., Silver, L. S. and Stevens, R. E., Surefooting Foundations, *Proceedings of Southwest Case Research Association*, Oklahoma City, OK (March 2016). **[Best Case Award]**

Kerneck, C., Stevens, R.E. and Silver, L.S., The Case Method and the Marketing Research Classroom, *Proceedings of Southwest Case Research Association*, Oklahoma City, OK. (March 2016.).

Stevens, R. E. and Silver, L. S. Smith Electrical Services Decision, *Proceedings of Southwest Case Research Association*, Houston, TX (March 2015).

Stevens, R. E. and Silver, L. S. The Tee Shirt Debacle: How Do We Spell Oklahoma? *Proceedings of Southwest Case Research Association*, Houston, TX (March 2015).

Von Bergen, C. W., Bressler, M., Silver L., Kernek, C. (2015). Nudges and Negative Option Marketing, Academy of Business Research Conference.

Stevens, R. E., Silver, L. S. and Metts, S. (2014). Tadpole’s Marine. *Proceedings of Southwest Case Research Association*, Dallas, TX (March).

Silver, L. S. (2014). Initial Service Failure and the Size of the Gratuity: A Social-Cognitive Approach. *Proceedings of the Association of Collegiate Marketing Educators*, Dallas, TX (March).

Stevens, R., Silver, L. S. and Howard, R. (2013) Silver Jewelry. *Proceedings of Southwest Case Research Association*, Albuquerque, NM.

Speers, J., Stevens, R. and Silver, L. S. (2012). Monitoring Students and Enforcing

- Information Technology Use Policies in Universities. *Proceedings of the Business and Leadership Conference*, Ft. Hayes University, Hayes, KN (October)
- Silver, L. S. (2012). A social-cognitive approach to exploitation of entrepreneurial opportunities: The effect of goal orientation. *Proceedings of the Association of Small Business and Entrepreneurship*, (October).
- Licata, J. W. & Silver, L. S. (2012). The concept of stake: Direct influence and mediated influence on the consumer propensity to stay with a service. *Proceedings of the Association of Marketing Theory and Practice* (March).
- Stevens, R. E. & Silver, L. S. (2012). Allied medical waste transport: Veterinarian division, case and teaching notes. *Proceedings of the Southwest Case Research Association* (March), p. 27.
- Stevens, R. E., Silver, L. S., Clow, K. E., & Campbell, K. (2011). Differences in management and marketing professors' perspectives on rising cost of college textbooks. *Proceedings of the 7th Annual Business & Leadership Symposium*, (October), Ft. Hays, KN.
- Stevens, R. E., Silver, L. S., & Tiger, A. (2011). Blue water striper guide service. *Proceedings of the Southwest Case Research Association*, Dallas, TX, p.29.
- Stevens, R. E., Silver, L. S., & Clow, K. E., (2010). Entrepreneurship professors' perspectives on the cost of college textbooks: A pilot study. *Proceedings of the Association of Small Business and Entrepreneurship*. 36, 234-243.
- Stevens, R. E., Clow, K. E., McConkey, C. W., & Silver, L. S. (2009). Coping with the high cost of college textbooks. *Proceedings of the Association of Marketing Theory and Practice*, 201-202.
- Silver, L. S. (2008). A social-cognitive model of entrepreneurship failure: The influence of lay theories. *Proceedings of the Association of Small Business and Entrepreneurship*.34, 42-49. **Best Paper Award.**
- Stevens, R. E., Clow, K. E., McConkey, C. W., & Silver, L. S. (2008). Differences in entrepreneurship and other professors' criteria for textbook adoption: A pilot study. *Proceedings of the Association for Small Business and Entrepreneurship*, 34, 50-60.
- Silver, L. S. & McCurdy, B. J. (2007). Natives in a strange land: The relationship between entrepreneurial cognition and biculturalism among Native Americans, *Proceedings of the Annual Meeting of the Association for Small Business and Entrepreneurship*, 33, 123-132.
- Silver, L.S., Stevens, R. E., Clow, K. E. & McConkey, C. W. (2007). The entrepreneurship textbook adoption process: A pilot study. *Proceedings of the Annual Meeting of the Association of Small Business and Entrepreneurship*, 33, 58-62.

- Silver, L. S., & Silver, D. T. (2007). Multiple Intelligences in the marketing classroom. *Proceedings of the Annual Meeting of Atlantic Marketing Association, 16*, 121-126.
- Silver, L. S. & Silver, D. T. (2007). Application of adaptive selling in a buying center: A case for differentiated selling. *Proceedings of the Annual Meeting of Atlantic Marketing Association, 16*, 202-208.
- Von Bergen, C. W., Campbell, K., & Silver, L. S. (2006). Always be positive: An Appropriate Management Strategy? *Proceedings of the Annual Meeting the Association for Small Business and Entrepreneurship, 32*, 140-156.
- Silver, L. S. (2006). Sex, drugs, and Rock 'n roll: An evolutionary psychology explanation of advertising to baby boomers. *Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators, 220-226*.
- Silver, L. S. & Dwyer, S. (2005). The relationship of optimism to salesperson goal orientation and performance: A research proposal. *Proceedings of the Annual Meeting the National Conference in Sales Management, 79-87*.
- Silver, L. S. Dwyer, S. & Alford, B. (2004). Fear of failure: Rethinking the unidimensionality of performance goals in the salesperson work motivation model. *Proceedings of the Annual Meeting of the National Conference in Sales Management, 85-90*.
- Silver, L. S. & Hayes, B. J. (2004). A social-cognitive approach to whistleblowing: The effect of implicit personality theory. *Proceedings of the Annual Meeting of the American Society of Business and Behavioral Science, 1349-1357*.
- Silver, L. S. (2003). Integration of activity-based costing and data envelopment analysis in salesperson evaluation. *Proceedings of the Annual Meeting of the National Conference in Sales Management, (abstract only)*.
- Silver, L. S. & Grant, T. (2003). Integrating accounting into the MBA core marketing course: The case for activity-based costing. *Proceedings of the Annual Meeting of the Academy of Collegiate Marketing Educators, (abstract only)*.
Best Paper in Track Award
- Silver, L. S. & Hayes, B. J. (2003). Asymmetry of commitment and the sucker effect: Salesperson ethics in common agency. *Proceedings of the Annual Meeting of the Academy of Collegiate Marketing Educators, (abstract only)*. [cited 1 time]
- Silver, L. S., Dwyer, S., & Walzck, J. (2002). Why one salesperson succeeds and another fails: A social-cognitive approach to salesperson motivation. *Proceedings of the Annual Meeting of the National Conference in Sales Management, (abstract only)*.
- Silver, L. S. (2002). Salesperson motivation and future time perspective: A research

proposal. *Proceedings of the Annual Meeting the Academy of Collegiate Marketing Educators*, 1-7.

Silver, L. S. (2000). Supply chain automation and the industrial salesperson: Implications for sales and marketing managers. *Proceedings of the Annual Meeting Southwest Decision Sciences Institute*, (abstract only).

Mosely, G., Valentine, S. R., & Silver, L. S. (1999). Teaching business ethics at the college level: Goals for improvement. *Proceedings of the Annual Meeting of the Southwest Business Administration Teaching Conference*, (abstract only).

OTHER PROFESSIONAL ACTIVITIES

Invited Non-Published Presentations

- 2010 Pricing for Profit.
7th Annual Women's Biz Conference and Expo
Sponsored by Oklahoma Rural Enterprise Initiative
McAlester, OK.
- 2008 Managing the Multi-generational Workforce
Manufacturing conference
Center for Regional Competitiveness (Texoma Region)
Calera, OK
- 2005 Implementation and Evaluation of an Effective Ethics Program. Continuing education program for the
Mississippi Society of Certified Public Accountants,
Ridgeland, MS.
- 2004 Simple Strategies for Effective Client-Based Projects.
American Marketing Association Summer Educators
Conference, Boston, MA with Lopez, T. B., Lee, R. G.
& Hayes, B. J.

PROFESSIONAL SERVICE

University

- 2017 Chair, Tenure Committee for Rod Leird
- 2016 – 2017 Faculty Appellate Committee
- 2016 Recruiting event – Grayson County Community College
- 2016 Member – Post-tenure review committee for Dr. Kitty Campbell
- 2016 Various ad hoc committees to develop MBA program in
accordance with Academic Partnerships
- 2016 Member – promotion committee for Dr. Stan Alluisi
- 2016 Chair – tenure and promotion committee for Dr. Courtney Kernek
- 2015 Member, Selection committee for Childcare Resource and
Referral Coordinator

2015	Presenter, SE Faculty Symposium on Intergrading Business and the Liberal Arts
2014	Member, Selection Committee for administrative assistant for the Director of the Regional Competitive Center
2014	Member, Selection Committee for assistant professor of aviation management – Oklahoma City campus
2013	Chair, Selection Committee for new assistant professor of marketing
2013	Chair, Selection Committee for new instructor in management
2013 (Spring)	Member, special faculty appellate committee
2013 – 2016	University Curriculum Committee
2012-Present	Chair, John Massey School of Business Graduate Faculty Committee
2012 – 2015	MBA Program Director
2012	Panelist on “Speaking Across the Curriculum,” SE Faculty Symposium
2012	Member, Faculty appeals committee – Dr. Friedly
2012	Member, Faculty appeals committee – Dr. Mayers
2012	Faculty Senate University Affairs Committee
	Faculty Senate Planning Committee
2012	Panelist – “Speaking Across the Curriculum” – SE 2012 Faculty Symposium
2012	John Massey School of Business representative on the University Post-Tenure Review Committee
2012	Served on two faculty appellate committees
2011- 2017	Member, University Graduate Council
2011-Present	Member of John Massey School of Business Strategic Planning Committee
2011-2013	Co-chair of John Massey School of Business Assessment Committee
2011-2013	Faculty Senate
2011	Member, Search Committee for assistant to the Director of the Center for Regional Competitiveness (Texoma Region)
2010	Member, Search Committee for Criminal Justice faculty
2008-2010	Member, Institutional Assessment Committee
2009	Member, Search Committee for Continuing Education Coordinator
2009	Facilitator, School of Education and Behavioral Strategic Planning Meeting
2008-2009	Facilitator, AACSB strategic plan, John Massey School of Business
2007-2008	Faculty Senate
2007-2008	Member, Curriculum and Instruction Committee, John Massey School of Business
2007-2008	Member, General Education Committee
2006-2007	Public relations committee of the John Massey School of Business
2005	Freshman Experience Advisor – Mississippi College
2005	Member, sub-committee of Mississippi College marketing committee appointed to conduct a tuition elasticity study.
2001-2006	University-wide marketing committee – Mississippi College

2004-2006 Faculty sponsor – Delta Epsilon Chi, Mississippi College
 2003 Chapel monitor – Mississippi College
 2000-2001 Faculty Sponsor – Marketing Club, Troy University
 1999 Graduate student representative – selection committee
 for External Affairs Consultant, College of Administration
 and Business, Louisiana Tech University.
 1999-2000 Treasurer – Louisiana Tech D.B.A. Student Association

Profession

2016-2017 President, Southwest Case Research Association
 2016 Track Chair, Student Track, Southwest Case Research Association
 2015 President-Elect, Southwest Case Research Association
 2015 Program Chair, Southwest Case Research Association
 2015 Track Chair – Marketing, Southwest Case Research Association
 2014 Served as external reviewer, promotion committee for Dr. Nicholas
 Twigg, Coastal Carolina University
 2014 Program Chair for 2015 Southwest Case Research Association
 Conference
 2007-Present Editorial board – *Health Marketing Quarterly*
 2007-Present Editorial board – *Services Marketing Quarterly*
 2011 Reviewer, Southern Management Association
 2011 Co-track chair – Marketing track of the Southwest Case Research
 Association, Houston, TX (March)
 2010 Reviewer, Association of Small Business and Entrepreneurship,
 Fort Worth, TX (October)
 2010 Reviewer, Marketing track of the Southwest Case Research
 Association, Dallas, TX (March)
 2008 Reviewer, Association of Small Business and Entrepreneurship,
 Albuquerque. MN (October)
 2007 Reviewer, Sales and Sales Management Track, Atlantic Marketing
 Association
 2007 Editorial board – *Journal of Business and Leadership*
 2005 Graduate faculty Louisiana Tech University
 2005 Served on dissertation committee for Gordon Mosley, doctoral
 candidate, Louisiana Tech University. Final defense, December
 2005.
 2006 Reviewer, National Conference in Sales Management.
 2005 Ad hoc reviewer, *Journal of Business Strategies*
 2005 Reviewer, National Conference in Sales Management
 2005 Reviewer, Southwest Management Association.
 2004 Reviewer, National Conference in Sales Management
 2003 Reviewer, National Conference in Sales Management
 2002 Reviewer, National Conference in Sales Management
 2002 Reviewer, Sales Tract, Academy of Collegiate Marketing
 Educators
 2001 Reviewer, Sales Track, Society for Marketing Advances
 2001 Reviewer, E-Commerce Track, Atlantic Marketing Association
 2001 Reviewer, National Conference in Sales Management

2001	Reviewer, Troy University Third Annual Business Educators Symposium
2001	Session Leader, Troy State University Third Annual Business Educators Symposium
2000	Reviewer, American Marketing Association Winter Educators Conference
1999	Track Chair, Marketing Education Track, Southwest Federation of Administration Disciplines

Engagement with the business community

2017 – Present	Apartment Association of Dallas (IROP designation)
2015 - Present	Member, Melissa Economic Development Corporation (4A Board) Melissa, TX
2014	Member, Melissa, TX Comprehensive Planning Committee
2014 – 2015	Chair, Melissa Economic Development Corporation (4A Board), Melissa, TX
2014	Undergraduate Marketing Management class developed marketing plans for SE’s Department of Aviation Science (flight and management) and SE’s Master of Counseling program.
2012 -- Present	Scholarship evaluator – Melissa Education Foundation, Melissa, Texas
2010-2011	Melissa, TX Economic Development 4A Board Member
2011	Graduate Marketing Management class developed a marketing plan for Southeastern’s Division of Continuing Education.