

## FAYE S. McINTYRE

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### **Business Address**

Richards College of Business  
University of West Georgia  
Carrollton, GA 30118-3000  
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### **Home Address**

399 Murphy Drive  
Heflin, AL 36264  
(256) 463-8787

### **EDUCATION**

Ph.D. in Business Administration, May 1990

The University of Georgia

Marketing major with minor in Banking & Finance

Dissertation: *International Franchising of U.S. Corporations: An Investigation of Market Expansion Strategies*

Master of Business Administration, December 1984

University of West Georgia (formerly West Georgia College)

Bachelor of Business Administration, June 1982

University of West Georgia (formerly West Georgia College)

Economics major with a concentration in Industrial Relations and Manpower Economics

### **PROFESSIONAL DEVELOPMENT**

Management Development Program, Harvard University, June 2006

Assessment Seminar, AACSB, Tamps, FL, November 2005

Development for Deans Seminar, CASE, Baltimore, MD, October 2005

Oxford Conclave on Global Ethics & the Changing University Presidency, Oxford University, September 2005

New Deans Seminar, AACSB, Boston, MA, October 2004

Learning From the Leaders Seminar, AACSB, Denver, CO, September 2004

Advisory Council Seminar, AACSB, Memphis, TN, September 2004

Maintenance of Accreditation Seminar, AACSB, Salt Lake City, UT, May 2004

McGee Instructional Development Institute, Rockhurst University, July 1997

Marketing Management Executive Program, Columbia University, July 1996

Faculty Development Institute on Teaching and Learning, University of California at Berkeley, July 1995

Undergraduate Programs Seminar, AACSB, Chicago, IL, November 1995

American Marketing Association's Global Marketing Consortium, Washington, D.C., July 1991

### **HONORS**

Best Paper in Global Marketing Track, Society for Marketing Advances, 2003

RCOB Faculty Service Award, 2002-2003

RCOB Faculty Research Award, 2001-2002

RCOB Faculty Development Award, 2001-2002

Highly Commended Paper, MCB UP Awards for Excellence, 1998

Outstanding Paper Award, Academy of Educational Leadership Conference, 1997

Best Paper in Marketing Education Track, Southern Marketing Association Conference, 1994

Who's Who Among Professional and Executive Women, 1987

Local, District and Region Jaycee Women Speak-Up Competition Winner, 1982-1985

First Place Georgia Phi Beta Lambda Public Relations Award, 1981

### **ACADEMIC EXPERIENCE**

- 1998 - Present      **University of West Georgia**, Carrollton, GA  
Dean and Sewell Chair of Private Enterprise, Richards College of Business, 2005-present; Interim Dean, 2004; Professor of Marketing, 2004-present; Associate Professor of Marketing, 1998-2004
- 1995-1998      **Rockhurst University** (formerly Rockhurst College), Kansas City, MO  
Research Chair in Business Administration, 1997-1998; George and Gladys Miller Chair in Business Administration, 1996-1997; Assistant Professor of Marketing, 1995-1998
- 1990-1995      **University of Mississippi**, University, MS  
Assistant Professor of Marketing
- 1988-1990      **University of South Dakota**, Vermillion, SD  
Assistant Professor of Marketing
- 1986-1988      **University of Georgia**, Athens, GA  
Graduate Research/Teaching Assistant

#### **OTHER EMPLOYMENT EXPERIENCE**

- 1982-1987      **Community Relations Representative**, McDonald's Restaurants, West Georgia Area.  
Responsible for coordinating marketing and public relations functions for four-store franchise.

#### **CORPORATE CONSULTING/PROJECT COODINATION**

- Carrollton Junior Women's Club; Marketing strategy project
- State University of West Georgia Career Services Center; Marketing management project
- Carroll County Soup Kitchen; Marketing strategy project
- Yesterday's Antiques; Retail strategy project
- West Georgia Watershed Assessment and Management; Public opinion survey
- Carroll EMC, Retail Services; Marketing strategy project
- Benchmark Brokers, Inc.; Marketing plan
- Southwire Company; Leadership Development Program; Strategy and marketing workshop
- Kansas City Public Television, Educational Services Division; Marketing workshop series
- Oxford-Lafayette Chamber of Commerce; Study to estimate the economic impact of home football games in Oxford
- University of Mississippi Student Health Center; Study to assess student knowledge and information sources
- Christian Counseling Center of Memphis; Promotion project
- Martin Construction Co.; Market potential study
- Domino's Pizza of Oxford; Customer analysis study
- Cortesi International; New product feasibility study
- Oxford Mall; Market analysis study
- Mechanics Bank; New product feasibility study
- Trans Tax; Market potential study
- Copy Time; New product feasibility study
- University of Mississippi Commission on the Status of Women; Study to assess faculty, staff, and student perceptions of status of women on campus
- New Albany Retirement Home; Market potential study
- Photo Tech 35; New product feasibility study
- La Mystique Beauty Salon; New product feasibility study
- Expert Glass & Sign Co.; Market analysis study
- Computers Plus, Inc.; New product feasibility study
- Ole Miss Motel; Promotion study
- Four Seasons Dress Shop; Market potential/promotion study

- Batesville Bed & Breakfast; Market analysis study
- Jackson Street Warehouse Restaurant; Market potential/promotion study

## JOURNAL PUBLICATIONS

- “U.S. Franchise Systems: A Comparison of Domestic versus International Operations,” forthcoming in *Journal of Marketing Channels*, with Faye W. Gilbert and Joyce A. Young.
- “Service Learning in the Marketing Classroom: Faculty Views and Participation,” *Marketing Education Review*, 15 (Spring 2005), 35-45, with Robert E. Hite and Deborah J. Webb.
- “Assessing Effective Exchange Relationships: An Exploratory Examination,” *Journal of Marketing Theory and Practice*, 12 (Winter 2004), 36-47, with James L. Thomas, Jr., K.J. Tullis, and Joyce A. Young.
- “The Scholarship of Teaching: A Study of Marketing Education Journal Publications,” *Marketing Education Review*, 14 (Spring 2004), 33-44, with John F. Tanner, Jr.
- “Individual Characteristics and Creativity in the Marketing Classroom: Exploratory Insights,” *Journal of Marketing Education*, 25 (August 2003), 143-149, with Robert E. Hite and Mary Kay Rickard.
- “An Exploratory Examination of Gender Bias and Customer Satisfaction in the Retail Sector,” *Academy of Marketing Studies Journal*, 7 (1 2003), 37-43, with Daniel F. Lynch and Robert E. Hite.
- “A Business Application of the Minute Paper,” *Academy of Educational Leadership Journal*, 5 (2 2001), 105-110, with James E. McIntyre, Jr.
- “The Impact of Student Characteristics on Cooperative Testing in the Marketing Classroom,” *Marketing Education Review*, 11 (Spring 2001), 27-34, with Robert E. Hite and Daniel F. Lynch.
- “Advertising by Accountants: The Industrial User’s Perspective,” *Journal of Professional Services Marketing*, 21 (2 2000), 1-14, with Robert E. Hite and Richard K. Burke.
- “Meyer Mobile Homes Case,” *Journal of Applied Case Research*, 2 (2 2000), 31-36, with James L. Thomas, Jr. and James E. McIntyre, Jr.
- “Cooperative Testing in the Marketing Classroom,” *Marketing Education Review*, 9 (Summer 1999), 45-51, with James L. Thomas, Jr. and Russell W. Jones.
- “Consumer Segments and Perceptions of Retail Ethics,” *Journal of Marketing Theory and Practice*, 7 (Spring 1999), 43-53, with James L. Thomas, Jr. and Faye W. Gilbert.
- “Market Receptiveness to Franchise Systems in the Health Care Industry,” *Journal of Applied Business Research*, 15 (Summer 1999), 47-54, with Faye W. Gilbert.
- “The Econometric Analysis of Attendance and Giving in the Local Church,” *Academy of Information and Management Sciences Journal*, 1 (2 1998), 1-7, with James E. McIntyre, Jr. and N. Keith Womer.
- “Exploring the Structural Framework of Domestic and Cross-Border Alliance Relationships,” *Global Business & Finance Review*, 2 (Fall 1997), 59-69, with Joyce A. Young and Faye W. Gilbert.
- “Evaluating Oral Presentations Using Behaviorally Anchored Rating Scales,” *Academy of Educational Leadership Journal*, 1 (2 1997), 1-7, with Gail A. Hoover and Faye W. Gilbert.
- “A Strategic Alliance Perspective of Franchise Relationships,” *Franchising Research: An International Journal* 2 (1 1997), 6-14, with Joyce A. Young and Faye W. Gilbert, **Highly Commended Award**.

“Examining the Partnership Mentality: Key Factors in Purchasing Relationships,” *Journal of Marketing Management*, 6 (Spring/Summer 1996), 39-45, with Joyce A. Young and Faye W. Gilbert.

“Advertising Decisions and Support Services: Domestic Versus International Franchising,” *Journal of Marketing Theory and Practice* 4 (Winter 1996), 35-43.

“An Investigation of Relationalism Across A Range of Marketing Relationships and Alliances,” *Journal of Business Research* (February 1996), 139-151, with Joyce A. Young and Faye W. Gilbert.

“Internationalization of Franchise Systems,” *Journal of International Marketing* 3 (4 1995), with Sandra M. Huszagh, 39-56.

“Improving Performance in Case Courses: An Argument for Behaviorally Anchored Rating Scales,” *Marketing Education Review* 4 (Spring 1994), 51-58, with Faye W. Gilbert.

“Instructional and Experiential Synergism: The Concurrent Approach,” *Marketing Education Review* 3 (Fall 1993), 33-37, with Hugh J. Sloan, III.

“International Franchising in the Context of Competitive Strategy and Theory of the Firm,” *International Marketing Review* 9 (5 1992), 5-18, with Sandra M. Huszagh and Fredrick W. Huszagh.

“Consumers' Quality Evaluation Process,” *Journal of Applied Business Research* 8 (Summer 1992), 74-82, with Stephen B. Castleberry.

## **PRESENTATIONS**

“Performance and Compensation in Partner Relationship Management: A Study of Best Practices,” presented by John F. Tanner at the 2004 AMA Winter Educators Conference in Special Session 7.6, *Creating Value Through Successful Implementation of Relationship Building Strategies*, February 8, 2004.

“Franchising: A Strategic Alliance Perspective,” invited presentation in panel discussion titled “Managing Franchisee Relationships” at the 1994 *International Franchise Association Convention*, February 15, 1994, Rajiv P. Dant, moderator.

“The Art of Illumination: Communicating in a Business Environment,” invited presentation at *North Mississippi Chapter of Institute of Managerial Accountants*, September 9, 1993.

“What They Don't Teach in Ph.D. Programs: Life as an Assistant Professor,” invited presentation at Southwestern Marketing Association's *Doctoral Colloquium*, March 3, 1993, with Shannon Shipp and Melodie Phillips.

“Franchising Japan: Uniting American Business with Japanese Consumers” invited workshop at American Marketing Association's *Global Marketing Conference*, November 26, 1991.

“Marketing and Communications in a Nonprofit Educational Institution” invited lecture for doctoral-level seminar, Educational Leadership 630, *Organization-Environment Interaction* at the University of Mississippi, March 1, 1991.

Invited participant in Panel Discussion on the Economic Effects of Sanctions on South Africa sponsored by the University of South Dakota, February 13, 1990.

## **MISCELLANEOUS PUBLICATIONS**

“Fearless Eye: Where Do We Go From Here?” *Business Marketing: Connecting Strategy, Relationships, and Learning 2<sup>nd</sup> Edition*, by F. Robert Dwyer and John F. Tanner, Jr. Irwin McGraw-Hill Publishing Co. (2002) 576-579, with Merle E. Frey and Randolph E. Schwering.

“Indiana Wine Grape Council,” *Channels Management: A Relationship Marketing Approach*, by Lou E. Pelton, H. David Strutton, and James R. Lumpkin, Chicago: Irwin Publishing Co. (2002) 341-344, with Joyce A. Young.

“World-Class Franchising: The Case of Brazil,” Chapter 12 in *International Franchising in Emerging Markets* by Dianne H.B. Welsh and Alon Ilan (eds). Chicago: CCH Incorporated (2001), 223-232

Review of *Kotler on Marketing* by Philip Kotler, *Service Industries Journal*, 20 (January 2000), 182-183.

Review of *Services Marketing* by David L. Kurtz and Kenneth E. Clow, *Service Industries Journal*, 19 (July 1999), 206-207.

Review of *Services Marketing: A Strategic Approach* by Karen P. Goncalves, *Service Industries Journal*, 18 (October 1998), 162.

“Franchises as Strategic Alliances,” *Franchise Relations Handbook*, Robert L. Perry (ed.), Washington, D.C.: International Franchise Association (1995), 10, with Joyce A. Young and Faye W. Gilbert.

“Franchising in Brazil,” *World Franchise & Business Report* (Spring 1995), 1 ff., with Allen Josias.

“Franchising in Brazil,” *Franchising Magazine*, Australia (December 1995), 97-100, with Allen Josias.

“Small Businesses May Prefer Alternatives to Advertising,” *South Dakota Business Review* 47 (June 1989), 1 ff.

#### **NATIONAL/INTERNATIONAL CONFERENCE PROCEEDINGS**

“An Exploratory Comparison of the Dining Experience: Chain versus Independent Restaurants,” International Society of Franchising Proceedings (2005), 430-442, with Joyce A. Young.

“Franchisors’ Websites: Documenting Promotional Activities,” International Society of Franchising Proceedings (2004), 350-366, with Joyce A. Young and Audhesh K. Paswan.

“Firm and Relationship Characteristics of Domestic versus International Franchisors,” *Advances in Marketing Pedagogy, Process, and Philosophy* (2003), 122-123, with Faye W. Gilbert and Joyce A. Young, **Best Paper in Global Marketing Track**.

“A Study of Business Education Research Outlets,” (Abstract) International Literacy and Education Research Network Conference on Learning Proceedings, p. 88, with James E. McIntyre, Jr. and Mary Kay Rickard.

“Linking Intellectual Resources and Community Needs,” (Abstract) American Marketing Association Winter Educator’s Conference (2003), 335-336, with Robert E. Hite and Deborah J. Webb.

“Service Learning in the Marketing Curriculum: Faculty Views and Participation,” (Summary Brief) *Marketing Advances in Pedagogy, Process, and Philosophy*, Beverly T. Venable (ed.), Society for Marketing Advances Proceedings (2002), 56-57, with Robert E. Hite and Deborah J. Webb.

“Gender Bias and Customer Satisfaction in the Retail Environment,” *Academy of Marketing Studies Proceedings* (2002), JoAnn Carland and Jim Carland (eds.), 29-33, with Daniel F. Lynch and Robert E. Hite.

“Antecedents of Performance Effectiveness: A Comparison of Franchisor and Franchisee Perceptions,” *Franchise Systems at the Turning Point of Maturity*, Joyce A. Young (ed.), International Society of Franchising Proceedings (2002), Paper No. 3, with Faye W. Gilbert and Robert E. Hite.

- “Opportunism and The Moderating Role of Channel Structure,” (Summary Brief) *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter (ed.), Society for Marketing Advances Proceedings (2001), 42, with Faye W. Gilbert and Perng-Fei Huang.
- “Water, Water Everywhere and None to Drink” A Marketing Examination of a Growing Environmental Issue,” (Summary Brief), *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter (ed.), Society for Marketing Advances Proceedings (2001), 185-186, with Deborah J. Webb.
- “Applying the Minute Paper in the Business Classroom,” *Academy of Educational Leadership Proceedings* (2001), JoAnn Carland and Jim Carland (eds.), 124-128, with James E. McIntyre, Jr.
- “The International Society of Franchising Proceedings: A Thirteen Year Review,” *Franchising: Quo Vadimus*, Audhesh K. Paswan (ed.), International Society of Franchising Proceedings (2000), Paper No. 7, with Joyce A. Young and Robert D. Green.
- “Exchange Relationships: Context, Dimensions, and Performance,” *Franchising Beyond the Millennium: Learning Lessons From the Past*, John Stanworth and David Purdy (eds.), Society of Franchising Proceedings (1999), Paper No.11, with James L. Thomas, Jr. and K.J. Tullis.
- “Attendance and Giving in the Local Church: An Econometric Analysis,” *Academy of Information and Management Sciences Proceedings* (1997), JoAnn and Jim Carland (eds.), 16-22, with James E. McIntyre, Jr. and Norman Keith Womer.
- “Evaluating Oral Presentations Using Behaviorally Anchored Rating Scales,” *Academy of Educational Leadership Proceedings* (1997), JoAnn and Jim Carland (eds.), 15-20, with Gail A. Hoover and Faye W. Gilbert, **Outstanding Paper Award**.
- “Profiling the Market for Franchise Systems Within the Health Care Industry,” *Partners for Progress...A World of Opportunities*, Ann Dugan (ed.), Society of Franchising Proceedings (1996), Paper No. 19, with Faye W. Gilbert.
- “Franchising in Brazil,” *The International Challenge...Towards New Franchising Relationships*, Diane H.B. Welsh (ed.), Society of Franchising Proceedings (1995), Paper No. 9, with Allen Josias.
- “Franchising: A Strategic Alliance Perspective,” *Understanding and Accepting Different Perspectives...Empowering Relationships in 1994 and Beyond*, Skip Swerdlow (ed.), Society of Franchising Proceedings (1994), Paper No. 5, with Joyce A. Young and Faye W. Gilbert.
- “Gaining Historical Perspectives on Franchising in Japan,” *Excellence '93: A Bridge to Success*, Rajiv P. Dant (ed.), Society of Franchising Proceedings (1993), Paper No. 16, with Richard M. Hargrove.
- “The Formation and Continuation of Strategic Alliances Between Manufacturers and Suppliers,” *Developments in Purchasing and Materials Management*, Alvin J. Williams and Barry J. Babin (eds.), National Association of Purchasing Management Annual Academic Conference Proceedings (1993), 13-20, with Joyce A. Young and Faye W. Gilbert.
- “International Franchising of U.S. Firms: A Quasi-Longitudinal Analysis,” *Franchising: Passport for Growth and World of Opportunities*, Patrick J. Kaufmann (ed.), Society of Franchising Proceedings (1992), Paper No. 12. Paper presented at Society of Franchising Conference and at Department of Management and Marketing Research Seminar, February 7, 1992.
- “Franchising as a Global Marketing Strategy,” *Franchising: Embracing the Future*, John R. Nevin (ed.), Society of Franchising Proceedings (1991), Paper No. 10, with Sandra M. Huszagh and Fredrick W. Huszagh.

“International Franchising in the Context of Competitive Strategy and Theory of the Firm,” *Franchising, Evolution in the Midst of Change*, Robert A. Robicheaux (ed.), Society of Franchising Proceedings (1990), Paper No. 8, with Sandra M. Huszagh and Fredrick W. Huszagh.

“International Franchising: A Retrospective Review and Research Agenda,” *Forging Partnerships for Competitive Advantage*, F. Robert Dwyer (ed.), Society of Franchising Proceedings (1988) Paper No. 9, with Sandra M. Huszagh.

## REGIONAL CONFERENCE PROCEEDINGS

“Consumer Outshopping: A Fresh Perspective,” *Enriching Marketing Practice and Education*, Elnora W. Stuart and Ellen M. Moore (eds.), Southern Marketing Association Proceedings (1997), 51-53, with Faye W. Gilbert and James L. Thomas, Jr.

“Domestic Versus Cross-Border Alliances: An Exploratory Study of Relational Differences,” *Advances in Marketing*, Joyce A. Young, Dale L. Varble, and Faye W. Gilbert (eds.), Southwestern Marketing Association Proceedings (1997), 218-227, with Joyce A. Young and Faye W. Gilbert.

“Building Andragogy in Executive MBA Programs: A Marketing Application,” *Marketing: Moving Toward the 21<sup>st</sup> Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore (eds.), Southern Marketing Association Proceedings (1996), 200-203, with James E. McIntyre, Jr. and Gail A. Hoover.

“Reassessing Marketing Course Assessment,” *Marketing: Moving Toward the 21<sup>st</sup> Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore (eds.), Southern Marketing Association Proceedings (1996), 187-188, with Richard D. Shaw.

“Retail Ethics: An Exploratory Examination of Consumer Perceptions,” *Marketing: Foundations for a Changing World*, Brian T. Engelland and Denise T. Smart (eds.), Southern Marketing Association Proceedings (1995), 155-158, with James L. Thomas, Jr. and Faye W. Gilbert.

“Indiana Wine Grape Council,” (Abstract), Southwest Case Research Association Conference Proceedings (1995), 29, with Joyce A. Young.

“A Conceptual Framework and Process Model of Strategic Alliances,” *Marketing: Advances in Theory and Thought*, Brian T. Engelland and Alan J. Bush (eds.), Southern Marketing Association Proceedings (1994), 309-314, with Joyce A. Young and Faye W. Gilbert.

“The Practitioner, The Student, and The Instructor: A Triad Approach to Teaching by the Case Method,” *Marketing: Advances in Theory and Thought*, Brian T. Engelland and Alan J. Bush (ed.), Southern Marketing Association Proceedings (1994), 283-286, with Joyce A. Young and Faye W. Gilbert, **Best Paper in Marketing Education Track**.

“Meyer Mobile Home Corporation: A Case Study,” (Abstract) Southwest Case Research Association Proceedings (1994), 34, with James L. Thomas, Jr.

“A Theoretical Investigation of Governance Mechanisms Within Inter-Firm Strategic Alliances,” *Marketing: Satisfying a Diverse Customerplace*, Tom K. Massey, Jr. (ed.), Southern Marketing Association Proceedings (1993), 278-281, with Joyce A. Young and Faye W. Gilbert.

“An Investigation of the Empirical Literature on Commercial Bank Marketing,” *Marketing: Forward Motion*, Atlantic Marketing Association Proceedings (1988), 499-509.

## SERVICE ACTIVITIES

### University Service:

Member, President’s Advisory Council, UWG, 2004-present

Member, Faculty and Staff Policies Committee, UWG, 2004-present  
Member, Multicultural Advisory Board, UWG, 2005-present  
Member, Senior Marketing Team, Campus Communications and Marketing Project, UWG, 2004-2006  
Member, College of Arts and Sciences Dean Search Committee, UWG, 2004-2005  
Member, Undergraduate Academic Policies Committee, UWG, 2002-2004  
Member, RCOB Dean Search Committee, UWG, 2003-2004  
Chair, University Matters Committee, UWG, 1999-2002  
Member, Center for Teaching and Learning Advisory Council, UWG, 2000-2002  
Member, Faculty Senate, UWG, 1999-2002  
Member, New Faculty Orientation Advisory Panel, UWG, 2000  
Participant, President's Planning Retreat, UWG, 2000  
Member, Vice President Student Services Search Committee, UWG, 2000  
Member, Executive Committee of the Faculty General Assembly, Rockhurst University (RU), 1995-1998,  
Recorder 1995-1996  
Member, CORA Ad Hoc Subcommittee for Staff Training, RU, 1996  
Member, Chancellor's Commission on the Status of Women, University of Mississippi (UM), 1991-1995  
Participant, Ole Miss Scholars' Day, UM, 1994  
Member, Committee to Formulate Sexual Harassment Grievance Procedures, UM, 1993

#### **College of Business Service:**

Chair, RCOB Undergraduate Curriculum Committee, UWG, 2002-2003; Member, 1998-2004  
Chair, RCOB Scholarship Committee, UWG, 2002-2003; Member, 1998-2004  
Member, RCOB Dean Search Committee, UWG, 2003-2004  
Member, RCOB Post-Tenure Review Committee, UWG, 2003-2004  
Member, RCOB Nominating Committee, UWG, 2000  
Member, Dean's Advisory Team, RU, 1997-1998  
Member, School of Management Mission Revision Team, RU, 1997-1998  
Member, International Series Committee, RU, 1995-1998  
Member, Freshman/Sophomore Advising Committees, RU, 1995-1998  
Member, Executive MBA Year I Planning Committee, RU, 1995-1998  
Member, Global Task Force, XMBA Program, RU, 1996  
Member, Strategy Task Force, XMBA Program, RU, 1996  
Participant, MBA Open House, RU, 1995-1997  
Member, External Subcommittee, XMBA Program, RU, 1995-1996  
Member, MBA Committee, UM, 1991-1995  
Participant, Phone Blitz of Prospective Students, UM, 1991-1994  
Member, Doctoral Program Review Committee, UM, 1993-1995  
Member, Committee to Formulate Policies for Use of Advanced Electronic Classroom, UM, 1992  
Member, Assistant Dean Search Committee, UM, 1991  
Member, International Curriculum Committee, USD, 1988-1990

#### **Department Service:**

Member, Marketing & Real Estate Curriculum Committee, UWG, 1998-2004  
Member, Marketing Faculty Search Committee, UWG, 1998-1999  
Member, Finance Faculty Search Committee, UWG, 2000  
Member, POM Faculty Search Committee, RU, 1997  
Recorder, Marketing Faculty Committee, RU, 1995-1996  
Member, Phil B. Hardin Chair in Marketing Search Committee, UM, 1993-1994  
Member, Prelim Examination Committee, UM, 1990-95  
Member, Affirmative Action Committee, UM, 1992

#### **Miscellaneous Service:**

Faculty Adviser, Pi Sigma Epsilon, UM chapter, 1991-1992

### **PROFESSIONAL SERVICE ACTIVITIES**

U.S. Book Reviews Editor, *Service Industries Journal*, 1996-2002  
Academic reviewer for *Journal of Applied Business Research*, 1989-present  
Ad hoc reviewer for *Academy of Educational Leadership Journal*, 1997-present  
Ad hoc reviewer for *Service Industries Journal*, 1993-present  
Chair, Channels and Relational Exchange Track, Society for Marketing Advances, 1999  
Session Chair for International Society of Franchising Conference, 1991, 1995  
Session Chair for Southern Marketing Association, 1994  
Session Chair for Southwestern Marketing Association Conference, 1993  
Discussant for Society for Marketing Advances Conference, 2002  
Discussant for Southwest Marketing Association Conference, 1994-1995  
Paper reviewer for American Marketing Association Conference, 2002 and 2003  
Paper reviewer for International Society of Franchising Conference, 1991-present  
Paper reviewer for Southern Marketing Association Conference, 1990-2004

### **PUBLIC SERVICE ACTIVITIES**

Carroll County Chamber of Commerce, Board of Directors, 2004-present  
    Strategic Planning Committee, 2006-present  
    Women's Business Alliance Planning Committee, 2005-present  
    Education Committee, 2004-present  
Marriage Encounter United Methodist Presenter, 2000-2004  
Oxford-Lafayette County Chamber of Commerce, 1992-1993  
Carroll Tech Management and Marketing Advisory Council, 1984-1987  
Church Offices Held:  
    Co-chair, Campus Ministries Committee  
    Chair, Pastor-Parrish Relations Committee  
    Adult Sunday School Class Teacher  
    Director, Christian Education  
    Member, Education Committee  
    Member, Administrative Board  
    Member, Finance Committee  
    Member, Worship Committee  
    Member, Family Ministries Committee

### **GRANTS**

RCOB Faculty Development Grant, 2002-2003  
UWG Faculty Research Grant, 2000-2001  
UWG Learning Resources Committee Grant, 1999-2000  
RU Dean's Research Grant, Summer 1997  
UM School of Business Administration Summer Faculty Research Grants, 1991, 1992, 1993  
UM Chancellor's Partners and Associates Fund Grant, 1990-91, 1992-93  
UM Office of Research/Graduate School Faculty Travel Support Grants, two grants in 1991, one in 1992, one in 1993, three in 1994, one in 1995

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Alpha Mu Alpha, National Marketing Honorary  
Beta Gamma Sigma, National Business Honorary  
International Society of Franchising  
Society for Marketing Advances (formerly Southern Marketing Association)  
Delta Kappa Gamma, International Teachers Honorary; Vice President Kappa Chapter 1994-95  
University of Georgia Business Doctoral Students Association, 1986-88; Officer 1987-88