

J. Joseph Cronin, Jr.

Curriculum Vitae

Home Address:

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University Address

Marketing Department
Florida State University
Tallahassee, Florida 32306
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Academic Degrees:

Doctor of Philosophy in Business Administration, The Ohio State University
December 1981

Major Field: Marketing

Minor Field: Logistics

Dissertation Title: *"The Relative Impact of Financial Structure and Marketing Performance on Retail Profitability"*

Dissertation Chair: Dr. Bernard J. LaLonde

The University of Dayton
Master of Business Administration, April 1976
(Major Fields: Finance and Marketing)

The Wright State University
Bachelor of Science, June 1974
(Major Field: Marketing - Minor Concentrations: Finance and Political Science)

Academic Employment

1/08 to present	The John R. Kerr Research Chair in Marketing
5/02 to 1/08	The Carl DeSantis Professor of Marketing Endowed Professorship in The College of Business.
8/94 to present	Florida State University Professor of Marketing Teaching Responsibilities: Ph.D. Seminar in Marketing Management, Sports, Recreation, & Entertainment Marketing, Strategic Sports Marketing, Services Marketing, Competitive Analysis (Executive Development Program), Marketing Strategy (Full-Time & Executive MBA Programs)
8/97 to present	Co-Director The Marketing Institute, Florida State University

- 8/88 - 7/94
Responsibilities: Developing executive education programs, initiating grant-based research, and directing the strategic efforts of the institute
Florida State University
Associate Professor of Marketing
Teaching Responsibilities: Ph.D. Seminar in Marketing Management, Ph.D. Seminar in Marketing Models, Retail Management, Services Marketing, Sports, Recreation, & Entertainment Marketing, Marketing Research, Promotions Management, Basic Marketing, and Small Business & Entrepreneurship
- 8/86 - 7/88
Florida State University
Assistant Professor of Marketing
Teaching Responsibilities: Ph.D. Seminar in Marketing Management, Ph.D. Seminar in Marketing Models, Marketing Strategy (MBA), Services Marketing (MBA), Retail Management, Basic Marketing
- 8/82 - 8/86
University of Kentucky
Assistant Professor of Marketing
Teaching Responsibilities: Retail Management, Marketing Channels (MBA)
- 9/81 - 8/82
The Ohio State University
Visiting Assistant Professor of Marketing and Logistics
Teaching Responsibilities: Retail Management, Marketing Strategy (MBA)
- 1/78 - 9/81
The Ohio State University
Graduate Teaching Assistant
Teaching Responsibilities: Retail Management, Marketing Management, Logistics Management, Principles of Marketing, Wholesaling, Marketing Cases, Entrepreneurship, Business Policy
- 9/77 - 1/78
The Ohio State University
Graduate Research Assistant
- 1/76 - 5/76
The University of Dayton
Graduate Teaching Assistant
- 9/74 - 5/76
The University of Dayton
Assistant to the Director -- MBA Programs
Responsibilities: The management of off-campus MBA Programs including admitting and advising students as well as all promotional efforts.

PUBLICATIONS

Textbooks (under preparation)

J. Joseph Cronin, Jr., *Marketing Sports; An Entertainment Approach*, expected publication date, Fall 2008. John Wiley & Sons.

Journal Publications (Refereed):

J. Joseph Cronin, Jr, Michael K. Brady, Michelle L. Roehm, and Gavin Fox "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, forthcoming.

Description: An empirical analysis of the relative effects of pro-active brand equity building and service recovery strategies as mediators of service failure.

Thomas L. Baker, J. Joseph Cronin, Jr., and Christopher Hopkins, "The Impact of Involvement on Key Service Relationships," *Journal of Services Marketing*, forthcoming.

Description: An empirical analysis of the moderating effects of product involvement on consumers' satisfaction with, quality attributed to, and loyalty to service providers.

J. Joseph Cronin Jr, Brian L. Bourdeau, and Clay M. Voorhees, "Modeling Service Alliances: An Exploratory Investigation of Spillover Effects in Service Partnerships," *Strategic Management Journal*, Volume 28, Issue 6, June (2007), 609-622.

Description: An empirical casual analysis of the effects of consumer perceptions of the performance of one partner in a service experience on perceptions of a partner in that service encounter. Specifically, the effects of the performance of a public transit agency in transporting customers to an airport on customers' perceptions of the performance of the focal airline are examined.

Michael K. Brady, Clay M. Voorhees, J. Joseph Cronin Jr., and Brian L. Bourdeau, "The Good Guys Don't Always Win: The Effects of Valence on Service Perceptions and Consequences," *Journal of Services Marketing*, Vol. 20, Issue 2 (2006), 83-91.

Description: An empirical evaluation of the relevance of valence in consumers' evaluations of the quality of service transactions

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin Jr., "A New Frontier in the Battle Against Smoking: An Exploratory Investigation of Low-Income Adult Smokers," *Journal of Nonprofit & Public Sector Marketing*, Vol. 16, Issue 1-2 (2006), pp. 123 - 149.

Description: An empirical evaluation of the factors that affect smoking behavior among low income adults. Suggestions for marketing efforts are identified

Michael K. Brady, Gary A. Knight, J. Joseph Cronin Jr., G. Tomas Hult, and Bruce D. Keillor, "Removing The Contextual Lens: A Comprehensive Evaluation of Five Service Models," *Journal of Retailing*, Volume 81, Issue 3 (2005), 215 – 230.

Description: A theoretical and empirical assessment of the relative effects of Quality, Value, and Customer Satisfaction in service industries using five models identified in the literature. The study's findings suggest that value the model introduced by Cronin, Brady and Hult (2000) the superior model in explaining these relationships.

J. Joseph Cronin, Jr. and Roscoe Hightower, Jr. "An Evaluation of the Role of Marketing in Public Transit Organizations," *Journal of Public Transit*, Vol. 7, No. 7 (2004), pp. 17 – 36.

Description: Reports the descriptive quantitative results of a survey of managers' perceptions of the role of marketing in contemporary public transit organizations.

J. Joseph Cronin, Jr., "Guru's View: Looking Back To See Forward in Services Marketing - Some Ideas To Consider," *Managing Service Quality*, Vol. 13, No. 5 (2003), pp. 332 – 337 (Invited).

Description: The author's perspective as to future research trends in service research with an emphasis on the role of service quality in those efforts.

J. Joseph Cronin, Jr. and Michael K. Brady and Richard R. Brand, "Performance-Only Measurement of Service Quality: A Replication and Extension," *Journal of Business Research*, Vol. 55, No. 1 (2002), 17-32.

Description: This study is a replication of Cronin and Taylor (1992). It examines and answers methodological issues that were identified relative to the earlier study

J. Joseph Cronin, Jr. and Michael K. Brady, "Some New Thoughts on Perceived Service Quality: A Hierarchical Approach," *Journal of Marketing*, July, (2001), 34-49.

Description: A new service quality measurement construct that blends the American and Nordic approaches is identified and empirically tested. The result is a new measurement approach demonstrates the problems with previous approaches (SERVQUAL & SERVPERF) and proposes and tests a solution to previous service quality measurement problems.

Ranked sixth among Top 10 Journal of Marketing Articles published from 2001 - 2005 based on Average Citations by the American Marketing Associations (see MarketingPower.com)

J. Joseph Cronin, Jr. and Michael K. Brady, "Customer Orientation: Effects On Service Perceptions and Outcome Behavior," *Journal of Services Research*, Vol. 3 No. 3 (2001), 241-251.

Description: An empirical investigation of the effect of having a customer-oriented strategy on the performance of service organizations

Michael K. Brady, Christopher J. Robertson, and J. Joseph Cronin, Jr., "Managing Behavioral Intentions in Diverse Cultural Environments: An Investigation of Service Quality, Service Value, and Satisfaction for American and Ecuadorian Fast Food Customers," *Journal of International Management*, 7, No. 2 (2001), 129-149.

Description: An empirical assessment of the relative effects of Quality, Value, and Customer Satisfaction in service industries across cultural boundaries. The study' examines the relative impacts of quality, value, and satisfaction across culturally diverse service contexts.

J. Joseph Cronin, Jr., Michael K. Brady and Tomas Hult, "Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments," *Journal of Retailing*, Vol. 76, No. 2 (2000), 193-218.

Description: A theoretical and empirical assessment of the relative effects of Quality, Value, and Customer Satisfaction in service industries. The study's findings suggest that value and satisfaction are higher order constructs that compete for dominance in the determination of consumers' behavioral outcomes in service contexts.

Ranked sixteenth among Top 25 Journal of Retailing Articles published from 2000 - 2005 based on Average Citations (see <http://top25sciencedirect.com>)

J. Joseph Cronin, Jr. and Roscoe Hightower, Jr., "A Dynamic Competitive Environment and Shifting Management Paradigms: Implications for the Marketing of Public Transit Agencies," *Journal of Public Transportation*, Vol. 3, No. 1 (2000), 67-94.

Description: A theory-based empirical investigation of the need for a market-oriented management paradigm shift in the management of public transit organizations.

J. Joseph Cronin, Jr., Michael K. Brady and Roscoe Hightower, Jr., "Niche Marketing Strategies: An Investigation of the Role of Special Purpose Transportation Efforts in Attracting and Retaining Transit Users," *Journal of Public Transportation*, Vol. 3, No. 3 (2000), 63-86.

Description: An empirical investigation of the use of niche marketing strategies in four public transportation contexts; a college football game day shuttle service, a professional football game day shuttle service, a seasonal city park shuttle, and a subscription vanpool.

J. Joseph Cronin, Jr., Michael K. Brady, Roscoe Hightower Jr., and Donald J. Shemwell, "A Cross-Sectional Test of The Effect and Conceptualization of Service Value," *Journal of Service Marketing*, Vol. 11, No. 6 (1997), 375-393.

Description: Investigates the conceptualization of service value, as well as its importance in the consumer decision-making process. Specifically, alternative models of service value are tested, then the preferred model is used to investigate the relative impact of service value on consumers' purchase intentions.

J. Joseph Cronin, Jr., Richard R. Brand, and Jeffrey B. Routledge, "Marketing To Older Patients: Perceptions of Service Quality," *Health Marketing Quarterly*, Vol. 15, No. 2 (1997), 1-32.

Description: Presents the results of a test of a comprehensive model of patient behavior based on their perceptions of the quality, value, and satisfaction associated with the use of a health care provider.

J. Joseph Cronin, Jr., Richard R. Brand, and Larry P. Pleshko, "Consumer-Specific Determinants of the Size of Retail Choice Sets: An Empirical Comparison of Physical Good and Service providers," *Journal of Service Marketing*, Vol. 11, No. 1 (1997), 19-38.

Description: The relationship between consumer-specific constructs and the size of retail choice sets are examined for four different types of retailers. It is reported that choice set size varies between tangible goods and service retailers, and that experience and loyalty have a significant moderating effect on the difference in choice set size.

J. Joseph Cronin, Jr., Richard R. Brand, and Larry P. Pleshko, "An Investigation Into The Relationship Between Customer Satisfaction, Marketing Performance, and Organizational Performance," *Journal of Customer Satisfaction in Marketing and Management*, Vol. 3, No. 1 (1997), 7-18.

Description: An empirical analysis of the effect of consumers' satisfaction with the efforts of a company on the performance of the marketing department and a comparison of the effect of both variables on the overall performance of the organization.

Donald J. Shemwell, Jr. and J. Joseph Cronin, Jr., "Trust and Commitment in Customer/Service-Provider Relationships: An Analysis of Differences Across Service Types and Between Sexes," *Journal of Customer Service in Marketing and Management*, Vol. 1, No. 2 (1995), 65-76.

Description: An empirical analysis which employs a doubly multivariate design to assess the impact of service type and gender on the characteristics of on-going service relationships.

J. Joseph Cronin, Jr., Richard R. Brand, and Steven A. Taylor, "The Measurement and Importance of Service Quality in the Retailing of Recreational Services," *Journal of Customer Satisfaction in Marketing and Management*, Vol. 2, No. 3 (1995), 45-66.

Description: An empirical examination of the Service Quality construct, with results suggesting (1) that customers of different service organizations vary in their perceptions of what constitutes quality service, and (2) the simplified performance-only scale is the simplest and most efficient means of assessing service quality.

J. Joseph Cronin, Jr. and Steven A. Taylor, "SERVQUAL versus SERVPERF: Reconciling Performance Based and Perceptions-Minus-Expectations Measurement of Service Quality," *Journal of Marketing*, January, (1994), 125-131.

Description: The study justifies the use of performance only measures of service quality and suggests a number of additional research issues.

Ranked twenty-second among Top 25 Articles of the 1990s by Average Citations in Helms, Hunt, and Houston, "Citation Frequency of Research Published In The Top Three Marketing Journals: Ranking The Impact of Articles, Scholars, and Institutions" (2003), Proceedings of the American Marketing Association's Annual Educators Convention

Steven A. Taylor and J. Joseph Cronin, Jr., "Modeling Patient Satisfaction and Service Quality," *Journal of Health Care Marketing*, Vol. 14, No. 1 (1994), 34-43.

Description: An empirical review of the measurement properties of Service Quality measures specific to the health care industry.

Steven A. Taylor and J. Joseph Cronin, Jr., "An Empirical Assessment of the SERVPERF Scale," *Journal of Marketing Theory and Practice*, Vol. 2, No. 4 (1994), 52-69.

Description: An empirical comparison of the dimensions of the SERVQUAL and SERVPERF service quality measurement scales.

Donald J. Shemwell and J. Joseph Cronin, Jr., "Services Marketing Strategies for Coping with Demand/Supply Imbalances," *Journal of Services Marketing*, Vol. 8, No. 4 (1994), 14-24.

Description: The paper describes how service firms can manage the supply & demand for their services.

Donald J. Shemwell, Jr., J. Joseph Cronin, Jr., and William R. Bullard, "Relational Exchange in Services; An Empirical Investigation of Ongoing Customer/Service-Provider Relationships," *International Journal of Services Industries Management*, Vol. 5, No. 3 (1994), 57-68.

Description: A doubly multivariate analysis of the effects of individual characteristics on the commitment, trust and satisfaction on respondents' attitude towards supplier-customer relationships.

J. Joseph Cronin, Jr., Thomas L. Baker, and Jon M. Hawes, "An Assessment of the Role Performance Measurement of Power-Dependency in Marketing Channels," *Journal of Business Research*, Vol. 30, No. 4 (1994), 201-210.

Description: An empirical analysis suggests that role performance measures account for both dimensions of power-dependency in customer-supplier relationships.

Donald J. Shemwell, Jr. and J. Joseph Cronin, Jr., "A Task-Based Taxonomy for Salespersons," in *Journal of Marketing Theory and Practice*, Vol. 1, No. 3 (1993), 57-66.

Description: A conceptual development of a taxonomy for salespersons in which customer-based tasks and responsibilities are proposed as the principle delineators between differing sales positions.

J. Joseph Cronin, Jr. and Thomas L. Baker, "The Effects of a Distributor's Attribution of Manufacturer Influence on the Distributor's Perceptions of Conflict, Performance, and Satisfaction," *Journal of Marketing Channels*, Vol. 3, No. 2 (1993), 83-110.

Description: An empirical analysis that suggests that attributions of influence have a significant effect on the level of conflict, performance, and satisfaction inherent within channel relationships.

J. Joseph Cronin, Jr., William R. Bullard, Alexander P. Sharland, and Steven A. Taylor, "Recreational Service Quality in the International Setting," *International Journal of Services Industries Management*, Vol. 4, No. 4 (1993), 68-86.

Description: The study suggests that service quality is an important issue within international markets and empirically demonstrates that performance based measures are superior to disconfirmation based scales and that the dimensionality proposed in the literature for service quality is suspect.

J. Joseph Cronin, Jr. and Steven A. Taylor, "Measuring Service Quality: A Reexamination and Extension," *Journal of Marketing*, July (1992), 55-68.

Description: A theoretical and empirical examination of the measurement of Service Quality in retail service industries. A new measure of service quality (SERVPERF) is identified and empirically demonstrated to be superior to SERVQUAL.

Ranked second among Top 25 Articles of the 1990s by Average Citations in Helms, Hunt, and Houston, "Citation Frequency of Research Published In The Top Three Marketing Journals: Ranking The Impact of Articles, Scholars, and Institutions" (2003), Proceedings of the American Marketing Association's Annual Educators Convention

J. Joseph Cronin, Jr. and Michael H. Morris, "Satisfying Customer Expectations: The Effect on Conflict and Repurchase Intentions in Industrial Marketing Channels," *Journal of the Academy of Marketing Science*, Volume 18, No. 2 (1989), 41-49.

Description: An empirical assessment of the affect of disconfirmed customer expectations on intra-channel conflict and vendor repurchase intentions.

J. Joseph Cronin, Jr. and Thomas J. Page, Jr., "An Examination of the Relative Impact of Growth Strategies on Profit Performance," *European Journal of Marketing*, Vol. 23, No. 1 (1988), 57-68.

Description: An empirical examination of the relationship between specific measures of strategic growth and the profit performance of retail firms.

Charmaine De Francesco and J. Joseph Cronin, Jr., "Marketing the Sports Psychologist," *The Sports Psychologist*, Vol. 2, No. 1 (1988), 28-38.

Description: An illustration and application of strategic marketing planning within the context of the services provided by sport psychologists.

J. Joseph Cronin, Jr. and Mary L. Joyce, "Physician Perceptions: Implications for the Design of Hospital Marketing Programs," *Journal of Health Care Marketing*, Vol. 6, No. 3 (1987), 58-68.

Description: An empirical investigation of the controllable marketing factors that affect a physician's choice of a hospital in which to admit patients.

J. Joseph Cronin, Jr., "REMAP: A Theoretical Framework for Marketing Analysis And Planning In Rehabilitation Facilities," *Journal of Rehabilitation Administration*, Vol. 11, No. 3 (1987), 99-107.

Description: A theoretical development of the application of strategic marketing planning in the rehabilitation industry.

J. Joseph Cronin, Jr., "A Comparison of the Relative Importance of Marketing, Financial, and Asset Management Implications of Strategic Decisions," *Journal of the Academy of Marketing Science*, Vol. 13, No. 2 (1985), 242-258.

Description: An empirical comparison of the relative effect of financial and marketing strategies on retail profit performance.

J. Joseph Cronin, Jr., "Determinants of Retail Profit Performance: A Consideration of Strategic Retail Marketing Strategies," *Journal of the Academy of Marketing Science*, Vol. 13, No. 4 (1985), 40-53.

Description: An empirical evaluation of the measures of marketing effectiveness that affect retail profit performance.

Mary L. Joyce and J. Joseph Cronin, Jr., "Institutional Change and Channel Evolution Theories in The Health Care Industry: Implications for Health Planning," *Journal of Health Care Marketing*, Vol. 4, No. 2 (1985), 9-17.

Description: A theoretical explanation of patterns of change within the health care industry.

J. Joseph Cronin, Jr. and Steven J. Skinner, "Marketing Outcomes, Financial Conditions, and Retail Profit Performance," *Journal of Retailing*, Vol. 60, No. 4 (1984), 9-22.

Description: A casual analysis of the relative effect of a firm's financial position and the outcomes of their marketing strategies on the firm's profitability. The study was based on a sample of retail grocery firms.

Bernard J. LaLonde and J. Joseph Cronin, Jr., "Distribution Career Patterns," *Distribution Worldwide*, March (1979), 67-72.

Description: An empirical analysis of the career profiles of individuals in various distribution management positions.

Bernard J. LaLonde and J. Joseph Cronin, Jr., "Weathering Winter: What You Can Do," *Distribution Worldwide*, December (1978), 44-47.

Description: An empirical investigation of the effect of severe weather conditions on distribution usage patterns.

Proceedings of National and International Meetings (Refereed)

Gavin L. Fox and J. Joseph Cronin, "Does marketing communication suffer when service customers cry foul?" Forthcoming in the proceedings of the 2008 AMA Winter Educators Conference.

Description: Empirical study of the impacts of Better Business Bureau complaint and response data on firm level marketing expense.

J. Joseph Cronin, Jr., "The Role of Strategic Innovation in Consumers' Evaluations of Sport Experiences," *2007 Sports Marketing Association Conference Proceedings*.

Description: An assessment of the role of strategic innovation in consumers' evaluations of their sports experiences.

Brian L. Bourdeau, J. Joseph Cronin, Jr., Clay M. Voorhees, and Angeline G. Close, (2007), "Modeling Service Loyalty: Testing a New Approach and Gender Differences," published in the *Frontiers in Services Conference Proceedings*, San Francisco, Ca.

Description: Measures of service loyalty are assessed across three unique service show strong support for the internal consistency and validity of the loyalty phases model. The results also indicate that gender moderates seven of the eight modeled paths confirming that gender moderates the relationships between loyalty and its antecedents. Specifically, the path coefficients from service quality, satisfaction, value, and trust to the four types of loyalty are all stronger for females across all four types of loyalty (cognitive, affective, conative, and action).

Clay M. Voorhees, J. Joseph Cronin, Jr., and Ryan White, "A Qualitative and Quantitative Investigation into the Role of Customer Attributions in Favorable Service Encounters," published in the *Proceedings of the 2007 World Marketing Congress*, Academy of Marketing Science, Verona, Italy.

Description: Attribution theory is used to hypothesize that customers in relational encounters characterized by where co-production credit successful transactions to internal causes (self) and therefore fail to exhibit high levels of satisfaction. The analyses of data from selected service industries confirm the hypothesized effects.

Thomas Baker, Christopher D. Hopkins, and J. Joseph Cronin, Jr., "Service Contact Employee Customer Orientation, Service Quality, and Satisfaction and the Moderating Role of Involvement," published in the *Proceedings of the 2007 MBAA International Conference*.

Description: 2007 MBAA International McGraw-Hill/Irwin Distinguished Paper Award for the Marketing Management Association. An empirical assessment of the moderating effects of customer involvement on employee customer orientation effects on service quality perceptions and satisfaction.

Koo, G., Hardin, R., McClung, S., Jung, T., Cronin, J. & Voorhees, C. "Effects of Dimensions of Service Quality on Spectators' Cognitive and Affective Responses: Minor League Baseball." *Proceedings of the 2007 Academy of Marketing Science Annual Conference*, May 23-26, 2007, Coral Gables, Fla.

Description: Empirical examination of the relative effects of service quality perceptions and satisfaction on consumers' decision-making relative to professional baseball..

J. Joseph Cronin Jr., Clay M. Voorhees and Brian L. Bourdeau, "An Investigation of the Effects of Attitudes, Alternative Events, and Team Attachment on the Behavior of Sports Consumers," *2006 Sports Marketing Association Annual Conference Proceedings*, Denver, Colorado.

Description: This paper reports an empirical investigation of the effects of consumer attitudes, their loyalty to a sports organization, and the alternative entertainment options available in addition to attending this organization's games, on consumers' decision making...

J. Joseph Cronin, Jr., Thomas L. Baker, and Christopher D. Hopkins (2005), "The Moderating Role of Involvement and Expertise on the Relationship between the Customer Orientation of Service Providers and Key Service Outcome Constructs," published in the *Frontiers in Services Conference Proceedings*, Tempe Arizona.

Description: This paper reports an empirical investigation of the moderating effects of involvement and expertise on relationship between the customer orientation of a service provider and key service encounter outcomes..

Brian L. Bourdeau, Michael K. Brady, J. Joseph Cronin Jr., and Clay M. Voorhees (2004), "A New Battlefield in the War Against Smoking: An Investigation of the Drivers of Smoking Behaviors Among Low-Income Minorities," published in the *Proceedings of the American Marketing Association Winter Educators Conference*, Scottsdale, AZ.

Description: This paper reports an investigation of the smoking behaviors of disadvantaged minorities and suggests marketing actions.

Brian L. Bourdeau, Michael K. Brady, J. Joseph Cronin Jr., and Clay M. Voorhees (2004), "A Reexamination of Consumer Equity in the Service Encounter," published in the *Proceedings of the American Marketing Association Winter Educators' Conference*, Scottsdale, AZ.

Description: This paper reports an empirical investigation of the role of consumer equity on the outcomes of service encounters.

Brian L. Bourdeau, Michael K. Brady, J. Joseph Cronin Jr., and Clay M. Voorhees (2004), "Attributions of Credit? A Reexamination of the Role of Customer Attributions Across both Successful and Unsuccessful Service Encounters," published in the *Proceedings of the 2004 Academy of Marketing Science Annual Conference*, Vancouver, B.C.

Description: This paper reports an empirical investigation of the reasons consumers attribute to the success or failure of service encounters

Julie Baker, Brian L. Bourdeau, E. Deanne Brocato, J. Joseph Cronin, Jr., and Clay M. Voorhees, "Cross-Cultural Variation in Service Quality Delivery: Impacts on Service Strategic Decision Making," *2004 Academy of Marketing Science Cultural Perspectives in Marketing Conferences*, Pueblo, Mexico.

Description: This paper reports an investigation of the smoking behaviors of disadvantaged minorities and suggests marketing actions.

Brian L. Bourdeau, J. Joseph Cronin, Jr., Clay M. Voorhees, and Roscoe Hightower (2004), "It's More Than Just A Wait: A New Look at Moderating Effects on Waiting Time Relationships in Services," *2004 Frontiers in Services Conference Proceedings*, Miami, Florida.

Description: This paper reports an empirical study that considers how different factors moderate the effects of waiting time on consumers' perceptions of their relationships with service providers.

J. Joseph Cronin, Jr., Clay M. Voorhees, Brian L. Bourdeau, and E. Deanne Brocato (2004), "Assessing the Determinants of Fan Loyalty: Perspectives from Contemporary Marketing Theory," *2004 Sports Marketing Association Annual Conference Proceedings*, Memphis, Tennessee.

Description: This paper presents a theory-based examination of the determinants of fan loyalty and marketing's impact on these factors.

J. Joseph Cronin, Jr., Michael K. Brady, and Thomas De Witt, "The Impact of Waiting Time on Consumers' Perceptions Of The Performance of Service Partners," *Proceedings of the Frontiers of Services Marketing Conference*, Washington, D.C., 2001.

Description: This paper reports the development and empirical test of a scale designed to identify and analyze the impact of service consumers who exhibit a propensity to complain.

J. Joseph Cronin, Jr., Michael K. Brady, and William R. Bullard, "Customer Orientation: Effects on Perceptions of Strategic Execution and Organizational Performance," *AMA Marketing Exchange Colloquium*, Vienna, Austria, 1998.

Description: This paper reports the test of the effects of employees' customer orientation on a firm's relationship with its customers. Specifically, the impact of the level of customer orientation on perceptions of the quality of employee services, physical goods, and the service environment are examined. The resulting effects on customers' perceptions of the value of their relationship with a firm and their satisfaction with their exchanges are also considered.

J. Joseph Cronin, Jr., Michael K. Brady, and Martha C. Cooper, "Vigilante Consumers: Identifying and Managing The Difficult Service Consumer," *Proceedings of the Frontiers of Services Marketing Conference*, Nashville, Tennessee, 1996.

Description: This paper reports the development and empirical test of a scale designed to identify, and to assess the impact of, service consumers who exhibit a propensity to complain.

J. Joseph Cronin, Jr. Martha C. Cooper, and Earnest Cadotte, "A Service Perspective on Relationship Marketing," *Proceedings of the American Marketing Association Winter Educators Conference*, 1996.

Description: The paper traces the development of relationship marketing from the consumer behavior, logistics, and operations perspectives. Perspectives on the future development of theory in this field were offered.

J. Joseph Cronin, Jr. and Martha C. Cooper, "A Rose by Any Other Name: Defining Relationship Marketing," *Proceedings of the 4th Annual Relationship Marketing Conference*, Emory University, Atlanta, GA, 1996

Description: This paper discussed the development of marketing relationships and examines the theory that underlies these relationships..

J. Joseph Cronin, Jr., Michael K. Brady, Richard R. Brand, and Roscoe Hightower, Jr., "Measuring Service Quality as an Attitude: An Exploration of the Dimensions of the Service Quality Construct," *Proceedings of the Frontiers of Services Marketing Conference*, Vanderbilt University, Nashville, Tennessee, 1995.

Description: This paper reports the development and empirical test of a scale designed to adapt the traditional attitude measurement paradigm in order to explain the inherent distinctions between measures of service quality and customer satisfaction.

J. Joseph Cronin, Jr., and Donald J. Shemwell, Jr., "The Role of Service Value in Consumer Decision Making: A Cross-Sectional Test of the Effect on Purchase Behavior and of Alternative Models," *Proceedings of the Frontiers of Services Marketing Conference*, Vanderbilt University, Nashville, Tennessee, 1994.

Description: This paper reports the empirical test of the effects of consumers' value assessments across a cross-sectional sample of service industries.

J. Joseph Cronin, Jr. and Steven A. Taylor, "A Proposed Comprehensive Model of Consumer Purchase Intentions in Service Environments," *Proceedings of the Frontiers of Services Marketing Conference*, Vanderbilt University, Nashville, Tennessee, 1993.

Description: This paper reports the development and initial testing of a comprehensive model of consumers' purchasing intentions for services.

William R. Bullard, J. Joseph Cronin, Jr., and Donald J. Shemwell, Jr., "The Effect of Strategic Customer Service Levels on Corporate Performance," *Proceedings of the Eighth Annual Conference of the Operations Management Association*, United Kingdom, Warwick, Coventry, England, 1993.

Description: An empirical analysis of the effect of customer service levels on performance in the retail food industry.

J. Joseph Cronin, Jr., Allen W. Imershein, and Steven A. Taylor, "Channel Power: A Proposed Multidimensional Prospective," *Proceedings of the Academy of Marketing Science Conference, Educators' Conference*, 1993.

Description: A conceptual depiction of a new multidimensional means of describing the elements of channel power.

Donald J. Shemwell, Jr., J. Joseph Cronin, Jr., and William R. Bullard, "Trust and Commitment in Customer/Service-Provider Relationships: An Analysis of Differences Across Service Types and Between Sexes," *Proceedings of the Eighth Annual Conference of the Operations Management Association*, United Kingdom, Warwick, Coventry, England, 1993.

Description: An empirical investigation that suggests that relationship trust and commitment are affected by gender and by industry type.

J. Joseph Cronin, Jr., Allen W. Imershein, and Steven A. Taylor, "Organizational Theory and Paradigms of Organizational Behavior," *American Marketing Association Winter Educators Conference: Focus on Theory Construction*, 1992.

Description: Proposes a Kuhnian-based theoretical explanation of organizational behavior based on recent advances in sociology that purports to better explain the influences of philosophical and sociological variables on organizations and markets.

J. Joseph Cronin, Jr., Peter Stanwick, and Steven A. Taylor, "A Model of the Relationship Between the Environment, Strategy, and Performance," *Proceedings of the Academy of Marketing Science Conference*, 1992.

Description: A conceptual study which extends the environmental focus presented by McKee, Varadarajan, and Pride (1989) by considering how five different dimensions of the environment (complexity, dynamism, concentration, capacity, and interconnectedness) interact with the type of adaptive strategy chosen to ultimately impact the overall performance level of a firm. A series of propositions for future research consideration are also presented.

William R. Bullard and J. Joseph Cronin, Jr., "Perceived Importance of the External Environment for Exporting Firms," *Proceedings of the International Trade and Finance Association*, 1992.

Description: An empirical analysis of the ranking of components of the external environment relative to their perceived importance in determining success in export markets. Managers of U.S.- export operations were surveyed.

J. Joseph Cronin, Jr., Steven A. Taylor, Alexander P. Sharland, and William R. Bullard, "Recreational Service Quality in the International Setting," *Proceedings of the Second International Services Marketing and Management Conference*, La Londe Les Maures, France, 1992.

Description: A conceptual discussion of the measurement of recreational service quality in international markets and an empirical analysis of the dimensionality of measures of recreational service quality.

Donald J. Shemwell, Jr. and J. Joseph Cronin, Jr., "A Task Based Taxonomy for Salespersons," *Proceedings of the National Sales Management Conference*, 1991.

Descriptions: A theoretical taxonomy of salespersons that is based on the tasks and responsibilities of sales professionals with respect to customers.

Steven A. Taylor, J. Joseph Cronin, Jr., and Randall S. Hansen, "Schema and Script Theory in Channels Research," *Proceedings of the American Marketing Association Winter Educators' Conference*, 1991.

Description: A conceptual explanation of the utility of utilizing schemata and scripts to explain channel relationships.

Peter Stanwick, J. Joseph Cronin, Jr., and Steven A. Taylor, "Environmental Scanning, Environmental Uncertainty, and the Capabilities of the Firm: A Proposed Framework," *Proceedings of the Academy of Marketing Science*, 1991.

Description: A conceptual consideration of the impact of environmental uncertainty and a firm's capability to implement adaptive strategies on the use of environmental scanning techniques.

William R. Bullard, and J. Joseph Cronin, Jr., "An Analysis of Customer Service Perceptions: Investigation of Country of Origin Effects Between Developed and Undeveloped Counties," *Proceedings of the XVIIth International Seminar in Marketing Research*, La Londe Les Maures, France, 1991.

Description: An empirical analysis of the differences in U.S. export managers' perceptions of the customer service levels available in developed and underdeveloped counties.

J. Joseph Cronin, Jr. and William R. Bullard, "Country of Origin Effects on Customer Service," *Proceedings of the Academy of Marketing Science*, 1988.

Description: An empirical investigation of how customer service levels vary from country-to-country in the international markets.

J. Joseph Cronin, Jr. and Stephen C. Brokaw, "The Importance of Image Attributes: A Comparison of Product and Service Sectors," *Proceedings of the Academy of Marketing Science*, 1988.

Description: An empirical analysis of the differences in the importance consumers attach to the individual components of image across the physical good and service retail sectors.

Thomas L. Baker and J. Joseph Cronin, Jr., "Organizational Life Cycle Theory: An Introduction as an Aid to Strategic Marketing Planning," *Proceedings of the Academy of Marketing Science*, 1989.

Description: A conceptual evaluation of the potential contribution of the organizational life cycle construct in marketers' efforts at strategic planning.

William R. Bullard and J. Joseph Cronin, Jr., "International Retail Export Strategy: A Model for Market Entry," *Proceedings of the AMS/ACRA National Retailing Conference*, 1988.

Description: A conceptual model of the process of developing an entry strategy in new international markets for retail firms.

Thomas L. Baker and J. Joseph Cronin, Jr., "Increasing the Interfunctional Role of Marketing in Strategic Planning: An Application of the Link Pin Concept," *Proceedings of the Academy of Marketing Science*, 1988.

Description: A conceptual application of the link pin concept from organizational theory to aid in the explanation of marketing's interfunctional role in the strategic planning process.

J. Joseph Cronin, Jr., "The Marketing - Financial Interface: A Path Analytical Analysis of Direct and Indirect Effects on Corporate Performance," *Proceeding's of the Academy of Marketing Science*, 1988.

Description: An empirical assessment of the individual and combined performance effects of the marketing and finance functions. The paper represents the literature's initial explanation of functional interactions.

J. Joseph Cronin, Jr. and Mary L. Joyce, "An Experimental Analysis of the Effects of a Demarketing Message," *Proceedings of the American Marketing Association*, 1987.

Description: An experimental analysis of the effects of a demarketing message on blood donation behavior. Presented as an abstract at the choice of the authors.

J. Joseph Cronin, Jr. and Scott Kelley, "Identifying Competitive Boundaries: An Analysis of the Impact of Competitive Situations on Consumer's Perception of Retail Stores," *Proceedings of the Academy of Marketing Science*, 1986.

Description: An empirical analysis of how consumers' images of retail stores are affected by a store's competitive situation.

J. Joseph Cronin, Jr., "Assessing the Topics to be Covered in Retail Courses and the Value of Selected Classes in Retail Education: The Opinions of Retail Managers," *Proceedings of the Academy of Marketing Science*, 1986

Description: An empirical investigation of retail managers' opinions as to what should be taught in the retail class.

J. Joseph Cronin, Jr., Steven J. Skinner, and Louis W. Turley, "The Impact of Disconfirmed Expectations on Channel Conflict and Repurchase Intentions," *Proceedings of the American Marketing Association*, 1985.

Description: An empirical test of the effect of not meeting customers' expectations on channel conflict and repurchase intentions.

J. Joseph Cronin, Jr. and Thomas J. Page, "An Examination of the Impact of Growth Strategies Versus Asset, Margin, and Financial Management Outcomes," *Proceedings of the American Marketing Association*, 1985.

Description: An empirical comparison of retailers' asset, margin, and financial policies, as compared to their ability to grow. Presented as an abstract at the choice of the authors.

J. Joseph Cronin, Jr., and Scott W. Kelley, "Promotional Media Usage Patterns Among Women: Occupational and Marital Status Differences," *Proceedings of the Academy of Marketing Science*, 1985.

Description: An empirical analysis of how occupational and marital status effects the usage of alternative media by female retail shoppers.

J. Joseph Cronin, Jr. and Steven J. Skinner, "The Marketing-Finance Interface: The Impact of Marketing Objectives and Financial Conditions on Retail Profitability," *Proceedings of the Academy of Marketing Science*, 1985.

Description: An empirical investigation of how marketing and financial decisions interact to affect on a retailer's profitability.

J. Joseph Cronin, Jr., "MMROI: A Measure of The Performance of Merchandising Managers," *Proceedings of the AMS/ACRA National Retailing Conference*, 1985.

Description: A conceptual assessment of the existing measures of retail effectiveness and the development of a new measure.

J. Joseph Cronin, Jr. and Mary L. Joyce, "An Investigation of the Importance of The Interaction Between Marketing and Financial Strategies in Retail Firms," *Proceedings of the Academy of Marketing Science*, 1984 (Award Winning Track Paper).

Description: An empirical examination of the interaction effects of financial, marketing, and strategic performance measures.

Bernard J. LaLonde and J. Joseph Cronin, Jr., "Career Patterns in Distribution -- Profile 1978." *Proceedings of the National Council of Physical Distribution Management*, (Chicago, Illinois), 1978.

Description: A description of the job characteristics and employment opportunities within the distribution sector.

Proceedings of Regional Meetings (Refereed)

Steven A. Taylor, J. Joseph Cronin, Jr., and Richard R. Brand, "Assessing the Dimensionality of Services Data: A Proposed Method of Triangulation," *Proceedings Atlantic Marketing Association Educator's Conference*, 1993.

Description: An empirical investigation that suggests the use of a multi-method (triangulation) approach in examinations of the relationship between perceived Service Quality, Satisfaction, and Purchase Intentions. Data is taken from four recreational service industries.

Jacqueline C. Kilsheimer and J. Joseph Cronin, Jr., "The Effect of Strategic Type on New Product Development Strategies," *Proceedings of the Southern Marketing Association*, 1991.

Description: A conceptual analysis of the hypothesized effect of the type of strategy employed by a firm on the choice of new product development strategies.

Gary C. Oliphant, J. Joseph Cronin, Jr., and Steven A. Taylor, "The Impact of Organizational Strategy on Interfirm Channel Conflict and Satisfaction," *Proceedings of the Southern Marketing Association*, 1990 (Award Winning Track Paper).

Description: A conceptual analysis of the impact of organizational strategy on channel conflict and satisfaction

Steven A. Taylor, J. Joseph Cronin, Jr., and Gary C. Oliphant, "The Hospital Marketing Paradox," *Proceedings of the Southern Marketing Association*, 1990.

Description: A conceptual analysis of the conflicts inherent in current hospital marketing strategies.

J. Joseph Cronin, Jr., and William R. Bullard, "Country of Origin Effects in International Customer Service," *Proceedings of the Southern Marketing Association*, 1988.

Description: An empirical analysis of the determinants of country of origin effects in the international customer service sector.

J. Joseph Cronin, Jr. and Scott Kelley, "An Investigation of The Impact of Marketing Strategies in Determining Retail Profit Performance," *Proceedings of the Southern Marketing Association*, 1985 (Award Winning Track Paper).

Description: An empirical assessment of the relative profit impact of the strategic marketing options available to retailers.

J. Joseph Cronin, Jr., Thomas N. Ingram, and Steven J. Skinner, "The Impact of Financial Conditions on the Relationship Between Margin-Turnover and Profit Performance," *Proceedings of the Southern Marketing Association*, 1984.

Description: An empirical examination of the effect of financial condition on the ability of the traditional margin-turnover classification of retailers to predict profit performance.

Steven J. Skinner, Alan J. Dubinsky, and J. Joseph Cronin, Jr., "Difference Between Male and Female Retail Salespersons Job Satisfaction, Role Conflict, Role Ambiguity, Motivation, Satisfaction with Supervisor, Organizational Commitment and Performance," *Proceedings of the Southern Marketing Association*, 1984.

Description: A comparison of the job performance characteristics of males and females within the retail sector.

Teresa Cutlipp McGlone, J. Joseph Cronin, Jr., and Paul J. Hensel, "A Proposed Model of In-Store Effects on Repatronage Decisions," *Proceedings of the Southern Marketing Association*, 1983.

Description: A conceptual model of the in-store factors that potentially affect consumers' intention to re-shop a store.

J. Joseph Cronin, Jr., "A Preliminary Investigation of the Impact of Financial Structure and Marketing Performance on Profitability." *Proceedings of the Tenth Annual Albert Haring Symposium*, (Bloomington, Indiana), 1980.

Description: A pilot study of the relative impact of financial ad marketing strategies on retail profit performance.

SERVICE

Community

Transportation Disadvantaged Council, conducting a return on investment analysis for the dollars invested in programs for transportation disadvantaged citizens of the state of Florida, 2007 – 2008.

Center for Clean Air Policy, *Repositioning Transit in the Transportation Market Dialogue Group*, 1999-2004.

National Research Council, Transportation Research Board, Transit Cooperative Research Program (TCRP), Member of TCRP Project Panel H-31, *Understanding How Individuals Make Travel and Location Decisions: Implications for Public Transportation* 2003-2007.

National Research Council, Transportation Research Board, Transit Cooperative Research Program (TCRP), Member of TCRP Project Panel B-20, *Enhancing the Visibility and Image of Transit*, 1999-2000.

Greater Miami Festivals & Events Association, developed and presented series of marketing workshops for presenters, 2002 – 2004.

Florida Festivals & Events Association, developed and presented series of marketing workshops for presenters, 2004 – 2005.

Developmental Plan for Tallahassee Minor League Baseball Team, conducting feasibility and economic impact study for potential local ownership group, 2001 - present

City of Phoenix (Arizona), Panel Member, Governor's Commission on Improving Public Transportation, 2000.

Florida Sports Foundation, Economic Impact of Sports and Recreation in the State of Florida, 1999 - 2001.

Florida Sports Foundation, Economic Impact of Golf in Florida, 1999 - 2001.

Florida State University Boosters Club, NCAA Proposal to establish Sportsmanship Award, 1999.

University:

Chairman, University Graduate Studies Review Committee
Finance Graduate Program 2007-2008

The FSU Flying High Circus, Selection Committee for Assistant Director, 1998

The FSU Flying High Circus, 50th Anniversary Review Committee, 1995

Chairman, University Graduate Studies Review Committee
Urban and Regional Planning Ph.D. Program 1994-1995

Parking Violations Appeals Board, 1993-1994

College:

Doctoral Dissertations Chaired:

William R. Bullard, Ph.D. (1990), Retired.

Thomas L. Baker, Ph.D. (1990), Associate Professor, Clemson University

Steven A. Taylor, Ph.D. (1992) Professor, Illinois State University

Alexander P. Sharland, Ph.D. (1993), Associate Professor, Hofstra University

Larry P. Pleshko, Ph.D. (1993) Assistant Professor, Barry University

Donald J. Shemwell, Ph.D. (1993), Professor, East Tennessee State
University

Michael K. Brady, Ph.D. (1997), Associate Professor, Florida State University

Roscoe Hightower, Jr., Ph.D. (1997), Associate Professor, Florida A&M University

Jean A. Walker, Ph.D. (1997), Associate Professor, University of Houston - Clear
Lake

Brian L. Bourdeau, (2005), Assistant Professor, Auburn University

Clay M. Voorhees, (2006), Assistant Professor, Michigan State University

Gavin L. Fox, PhD Candidate, Florida State University, expected Summer 2008

Michael Giebelhausen, PhD Candidate, Florida State University, expected Summer
2008

Doctoral Dissertation Committees

Marta White, Management, Outside Member, completed 1992

Peter Stanwick, Management, Outside Member, completed 1992

Tom Delaughter, Management, Outside Member, completed 1995

Sherri L. Bradish, Sports Administration, Outside Member, completed 2003

Peter Pate, Analytical Chemistry, Outside Member, completed 2005

John Grady, Sports Administration, Outside Member, completed 2006

Justin LaBorde, Marketing Communications, Outside Member, 2007

Daniel Sweeney, Sports Administration, Outside Member, 2007

Kimberly Seibert, Chemistry, Outside Member, 2007

Brigit Zepf, Sports Administration, Outside Member, expected completion 2008

Master Thesis Committees:

Member of four completed committees within the Department of Marketing Communications.

Committees:

Distinguished Ph.D. Alumni Award Nominees and Evaluations Committee,
College of Business, 2007 – 2008.

Strategic Planning Committee, Department of Marketing, 2006 – 2008.

Ph.D. Committee, Coordinator, Department of Marketing, 1995-1997

Ph.D. Committee, College of Business, 1995-1997

Ph.D. Committee, Department of Marketing, 1986 to 2003, 2007 – 2008

Promotion & Tenure Committee, 2004 - 2006.

Recruiting Committee, Department of Marketing, 1988 - 1998, Chairman 1989 -
1991

Faculty Evaluation Committee, Department of Marketing, 2006-2007, 2007-
2008

Faculty Advisor, American Marketing Association, 1986-1991

MBA Committee, Department of Marketing, 1986-87

Strategic Planning Committee, Department of Marketing, 1992

Faculty Advisor, American Marketing Association, 1982-86

Scholarship Committee, 1982-83

Undergraduate Studies Committee, 1983-84

MBA Studies Committee, 1984

Professional:

Information Officer, American Marketing Association Service Special Interest Group
(SERVSIG), 2001 – 2002

Editorial Review Board, *Journal of Marketing*, 1995-1996.

Editorial Review Board, *Journal of Service Research*, 2007- present.

Editorial Review Board, *Journal of Business Research*, 1996 – present

Editorial Review Board, *Journal of Marketing Theory and Practice*, 1994-2007

Editorial Review Board, *International Journal of Services Industries Management*, 1994-
present

Editorial Review Board, *Journal of Marketing Management*, 1998-present

Editorial Review Board, *Journal of Management Research*, 2000-present

Editorial Review Board, *Health Marketing Quarterly*, 2000-present

Editorial Review Board, *Managing Service Quality*, 2004-present

Ad Hoc Reviewer, *Journal of Marketing*, 1992-1993, 1993-1994, 1997 – present

Ad Hoc Reviewer, *Journal of Marketing Research*, 1993-present

Ad Hoc Reviewer, *Journal of Retailing*, 1993- 2003

Ad Hoc Reviewer, *Journal of Business Research*, 1993-1996

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 1992 – present

Ad Hoc Reviewer, *Journal of Services Research*, 1998 - present

Editor, Special Issue, "The Role of Service Quality and Customer Satisfaction in the Initiation and Maintenance of Market Relationships," *International Journal of Services Industries Management*, 1998

Co-Editor, *Journal of Sport Management*, Special Issue on Corporate Social Responsibility in Sport , 2008.

Co-Editor, *Journal of Business Research*, Special Issue, 1988.

Co-Editor, *Southern Marketing Proceedings*, 1987.

Track Chairperson, 1999 SERVSIG Services Research Conference: Jazzing Into the New Millennium.

Track Chairperson, South West Marketing Association, Educator's Conference, 1996.

Track Chairperson, American Marketing Association, Winter Educators' Conference, 1991.

Track Chairperson, Academy of Marketing Science Educators' Conference 1985.

Track Chairperson, Mid Atlantic Marketing Association Proceedings, 1984.

Reviewer, *Academy of Marketing Science Educators' Proceedings*, 1985 - present.

Reviewer, *Southern Marketing Association Proceedings*, 1985 - present.

Reviewer, *American Marketing Association Summer Proceedings*, 1987 - present.

Reviewer, *American Marketing Association Winter Proceedings*, 1991-present.

Grants

Transportation Disadvantaged Council

Project Title: The ROI of TD Programs in the State of Florida

Budget: \$70,000

USDOT Grant No. NUTI-FSU-1

Project Title: *FIMAT - Alternative Transportation Marketing: Professional Development*

Budget: \$68,200

USDOT Grant No. NUTI2-FSU-1

Project Title: *FIMAT - Alternative Transportation Marketing: Professional Development - Year 2*

Budget: \$71,500

USDOT Grant No. NUTI3-FSU-3

Project Title: *FIMAT - Promotional Materials Clearinghouse*

Budget: \$70,000

USDOT Grant No. NUTI3-FSU-4

Project Title: *NICHE MARKETING: Opportunities For Increasing Short- And Long-Term Transit Ridership*

Budget: \$85,000

USDOT Grant No. NUTI4-FSU-2

Project Title: *FIMAT Customer Service: Enhancing Consumer Awareness and Perceptions of Public Transit Service Providers*

Budget: \$45,000

FIMAT Project:

Project Title: Cumberland Transit System User Survey

Budget: \$25,000

FIMAT Project:

Project Title: *The South Beach (FL) Transportation Management Association Visitor Survey*

Budget: \$5,000

FIMAT Project:

Project Title: *The South Beach (FL) Residents' Perceptions of Parking and Traffic Conditions*

Budget: \$5,000

FIMAT Project:

Project Title: *The Houston Metro Area Mass Transit Analysis & Planning Review*

Budget: TBD (project approved, funding amount under review)

ISTEA Grant, Florida Institute for Marketing Alternative Transportation, 1993, 1994, 1995, 1996 (Summer Grants - one class buyout)

College of Business Small Business Development Grant, 1989.

College of Business Faculty Research Grant, FSU, 1988.

Florida State University Faculty Research Grant, 1987

Ashland Oil Grant, 1985

Ashland Oil Grant, 1984

Memberships

American Marketing Association
Academy of Marketing Science
Southern Marketing Association
Sports Marketing Association
Academy of Health Services Marketing
Beta Gamma Sigma

Honors and Awards

Listed #12 Among Top 50 Scholars By Average Annual Citations. Helms, Hunt, and Houston, "Citation Frequency of Research Published In The Top Three Marketing

Journals: Ranking The Impact of articles, Scholars, and Institutions" (2003),
Proceedings of the American Marketing Association's Annual Educators Convention

Who's Who In America 2002, 2003, 2004, 2005, 2006, 2007

Invited PhD Consortium Speaker, Frontiers in Services Conference, 1997, 2005, 2006

University Undergraduate Teaching Award 2008

Nominee, University Teaching Award, 2001, 2002, 2005, 2006, 2007, 2008.

Nominee, University Graduate Mentor Award, 2007

Invited Keynote Speaker, 2001 Modern Logistics & Economic Development International Forum, Hangzhou, China, Sponsored by the Zhejiang Province Development Planning Commission

Nominated as German Marshall Fund Fellow, 2001.

Outstanding Reviewer Award, *Journal of Business Research*, 1999.

Florida State University, Gold Key Honor Society Faculty Member of the Month, Oct. 1994.

AMA Faculty Consortium, 1994.

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*, 1993.

Outstanding Paper Award, Southern Marketing Association Educators' Conference, 1990.

Outstanding Paper Award, Southern Marketing Association Educators' Conference, 1985.

Outstanding Paper Award, Academy of Marketing Science Educators' Conference, 1984.

The Ohio State University Teaching Associate of the Year Award 1979-80 and 1980-81
Fellow, 1980, Albert Haring Symposium

Executive Development Experience

Lexington Legends Baseball Club

Developed and executed a fan satisfaction measurement program

Charleston Riverdogs Baseball Club

Developed and executed a fan satisfaction measurement program

Tallahassee Titans Arena Football Organization

Developed and executed a fan satisfaction measurement program

Florida State University, Executive MBA Program

Developed and taught Marketing Strategy course for RISKCORP, Inc. in-house MBA program.

Florida State University, Executive Management Program

Taught "Assessing Market Competition," a daylong executive seminar course 1995 – present time

Miami Festivals & Events Association

Developed and taught three-day seminars on the management and marketing of sponsorships

Florida Festivals & Events Association

Developed and taught day seminars on the management and marketing of sponsorships

Florida Chamber of Commerce

Developed and taught day seminars on the management and marketing of sponsorships

Florida State University, Marketing Institute

Developed twenty-six two-to-four hour lecture modules for Executive Development Seminars in Developing Marketing Strategies for Public Transit Managers.

Florida Department of Transportation (FDOT)

Developed and taught "Negotiation for Public Transportation Managers," a three-day seminar in 2001 for middle and upper management personnel of Public Transportation and Commuter Choice organizations in Tampa, in Spring 2003.

South Atlantic League

Developed and delivered executive session and managed fan satisfaction measurement program for owners of minor league baseball league.

CDN Management Services Limited

Developed and Conducted a two-day Business-to-Business Sales and Promotion seminar for middle and upper management personnel of various firms in Trinidad, in Spring 2003.

SBC Center for Learning

Taught "Advanced Marketing Strategy" module of the Executive Development Program for Southwest Bell and Ameritech employees in 2001 and scheduled to teach the same for Southwest Bell, Ameritech, SRV, and CFL management employees, in 2002.

SBC Center for Learning

Developed and taught "Market Research: Using Data For Competitive Advantage" module of the Executive Development Program for Sterling Commerce employees in 2001.

SBC Center for Learning

Taught Fundamentals of Marketing module of the Executive Development Program for Southwest Bell management employees, in April 2001.

SBC Center for Learning

Taught Market Segmentation module of the Executive Development Program for Ameritech and Southwest Bell management employees, in 2000 and 2001.

SBC Center for Learning

Taught Market Segmentation module of the Executive Development Program for Southwest Bell management employees, in September 2000.

Florida Department of Transportation (FDOT)

Developed and taught "Negotiation for Public Transportation Managers," a two-day seminar in 2001.

VPSI, Annual Managers Meeting, 1998

Developed and delivered a four-hour program on public transit trends and practices.

ITLF (International Taxi and Livery Foundation), Owners and General Managers

Conference, Developed and delivered a twelve-hour program on marketing trends and practices in the industry, the first marketing session to be offered by this group, Orlando, Florida, November 1999.

ITLF (International Taxi and Livery Foundation), Owners and General Managers

Conference, Repeat of program on marketing trends and practices in the industry, Chicago, Illinois, April 2000.

Other Employment, Related Research and Consulting Contracts

The Specialty Papers Company; Dayton, Ohio, Account Manager (1976-1977)

Sales Manager for selected consumer product accounts in the flexible packaging industry. Customers included Proctor & Gamble, Proctor & Gamble - Canada, and Merck.

Expert Witness, Ervin, Kitchen, Chapman & Ervin, Tallahassee, Florida, Business practices case. Product value determination issues.

State of Florida vs. John Gill, DBA Florida Internet
Product value determination issues.

Expert Witness, Dobson, Kitchen & Smith, Tallahassee, Florida, Business practices case.

State of Florida vs. John Gill, DBA Florida Internet

Expert Witness, Fuller, Johnson & Farrell, Tallahassee, Florida, Business damages case.

Determining value of lost sales.

World Wide Medical Technologies, LLC et al. vs. Florida Pharmacy Association

Expert Witness, Feiler, Leach & McCarron, P.L., Coral Gables, Florida, Business damages case.

Florida Supplements Case

Expert Witness, Richard M. Powers, P.A., Tallahassee, Florida, Business practices case.
Product value determination issues.

State of Florida vs. Cash Cow Title Loans

Expert Witness, Bondurant, Mixson, & Elmore, LLP, Atlanta, Georgia, Business practices cases. Product value determination issues.

Georgia Catalog Sales Case

Expert Witness, Page, Scrantom, Sprouse, Tucker & Ford, P.C., Columbus, Georgia, Business practices cases. Product value determination issues.

Georgia Catalog Sales Case

Expert Witness, Kitchens Judkins Simpson & High, P.A., Tallahassee, Florida, Business practices cases. Product value determination issues.

State of Florida vs. Cash Cow

Expert Witness, Wadsworth and Davis, P.A., Tallahassee, Florida

Business damages cases. Determining value of lost business due to property take in eminent domain case.

FDOT vs. Proctor Cadillac

Expert Witness, Pennington, Culpepper, Moore, Wilkinson, Dunbar, and Dunbar, P.A., Tallahassee, Florida, Business damages, business practices cases, eminent domain valuation cases.

State of Florida vs. Florida Catalog Sales

FDOT vs. Taylor Veterinary Hospital

FDOT vs. Moby Dicks Restaurant

Tallahassee Land Company

Consultant, Knoxville Area Transit (KAT)

Conducting Customer and Market Analysis for the MPO and KAT for their Transportation 2010 Vision Plan in conjunction with The Corradino Group, URS Corporation, Manual Padron & Associates, and Hall Communications, Inc.

Consultant, Kelson, Inc., Hartford, Connecticut

Assisted in the designed of a patient satisfaction system for this managed health care firm. Also assisted in planning the implementation and use of their interactive web technology – *MyKidsDoctor.com*

Consultant, Riester~Robb Agency, Phoenix Arizona

Assisted in the design and implementation of public transportation related research projects.

Consultant, Aesthetics Medical, Inc., Hartford, Connecticut

Designed, developed, and implemented a patient satisfaction survey and report for this managed health care firm.

Consultant, Principal Care, Inc., Nashville, Tennessee

Designed, developed, and implemented a patient satisfaction survey and report for this managed health care firm.

Consultant, Columbus Clinic, Inc., Columbus, Georgia

Conducted and analysis of current and former patients to address issues related to patient retention.

Consultant, MedPartners, Inc., Birmingham, Alabama

Designed, developed and implemented a patient satisfaction survey and report for this managed health care firm.

Consultant, DANES (Defense Activity for Non-Traditional Education Support)

Designed, prepared, and presented a strategic marketing plan for the entire organization. Retained for further training activities.

Consultant, U.S. Army Transportation and Logistics Command

Designed and prepared Strategic Marketing Analyses for Morale, Welfare, and Recreation (MWR) facilities/programs at TRADOC posts. Also briefed local commanders and assisted in the training of local MWR managers.

Consultant, U.S. Army Special Forces Military Personnel Command.

Designed and prepared Strategic Marketing Analyses for Morale, Welfare, and Recreation (MWR) facilities/programs at FORSCOM (Forces Command) posts. Also briefed local commanders and assisted in the training of local MWR managers.

Consultant, Naval Military Personnel Command, Operation Smart Compass Review.

Participated in Review and Redesign of Leisure Needs Survey and conducted focus group sessions.

Consultant, Tactical Air Command, Leisure Needs Survey.

Designed and prepared Strategic Market Analyses for Morale, Welfare, and Recreation (MWR) facilities/programs at selected Air Force Bases. Also briefed local commanders and assisted in the training of local MWR managers.

Consultant, Naval Military Personnel Command, MWR Strategic Marketing Analysis Program

Designed and prepared Strategic Market Analyses for Morale, Welfare, and Recreation (MWR) facilities/programs at selected Navy bases and briefed local commanders and assisted in the training of local MWR managers.

Consultant, U.S. Air Force Morale, Welfare, and Recreation Command

Presented training sessions for command personnel at Air Force Bases.

Consultant, Xtramedics, Inc., Chicago, Illinois

Designed and directed distribution network for retail stocking of new feminine hygiene product.

Consultant, Max & Erma's Inc., Columbus, Ohio

Designed, collected, and analyzed data for a restaurant image study.

Consultant, Cardinal Hill Hospital, Lexington, Kentucky.

Wrote corporate marketing plan for rehabilitation hospital.

Consultant, King's Daughters Hospital, Ashland Kentucky

Wrote corporate marketing plan for rehabilitation hospital.

Consultant, Fort Myers Community Hospital

Wrote corporate marketing plan for acute care hospital.

Consultant, Lazarus Stores, Inc.

Designed, directed, and conducted data analysis for a retail store image study.