

FAYE S. McINTYRE

Business Address

Richards College of Business
University of West Georgia
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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

ACADEMIC EXPERIENCE

1998 - Present **University of West Georgia**, Carrollton, GA

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

ADMINISTRATIVE EXPERIENCE

2004-2021 **University of West Georgia**, Carrollton, GA - Dean and Sewell Chair of Private Enterprise, Richards College of Business, 2005-2021; Interim Dean, 2004

2012-2021 Lead Dean Georgia WebMBA: Responsible for coordinating efforts of consortium of seven USG universities

OTHER EMPLOYMENT EXPERIENCE

1982-1987 **Community Relations Representative**, Cedartown Foods dba McDonald's, west and northwest Georgia area. Responsible for marketing and public relations functions for regional franchise and supervising marketing staff.

PROFESSIONAL DEVELOPMENT

A Post-Pandemic Overhaul of “Leadership,” Pathbuilders, September 2021
Women & the Pandemic: Have Women Lost Ground in the Corporate World? Pathbuilders, June 2021
Business as (Un)usual: Creative Problem Solving, Women in Business Administration, Online, March 2021
How the Pandemic Made Me a Better Educator, Harvard Business School, Online, February 2021
The Future of Higher Education, *Atlanta Business Chronicle*, Online, July 2020
Piecing Together Your Institutional Strategy in a Puzzling World, Women in Business Education, Online, Aug 2020
Are You Prepared for Education 2030? What Lies Ahead, TiE Global, Online, Sept. 2020
Leading with Confidence and Authenticity in Uncertain Times, OnBoard in Partnership with Turknett Leadership Group, Online June 2020
Women Who Lead: Transformational Storytelling, *Atlanta Business Chronicle*, Online, June 2020BB&T Executive Leadership Institute Symposium, Atlanta, GA, October 2018
Social Media Marketing Certificate, UWG Continuing Education, Spring 2016
Social Media Crisis Management Seminar, Southwire Inc., Carrollton, GA July 2015
Sustainability Conference: Fostering the Social Impact of B-Schools, AACSB, Atlanta, GA, June 2014
Designing Your Blended Course, Quality Matters Training, April-May 2014
Oxford Round Table on Women in Education, Oxford University, March 2014
Invited participant in Istanbul Center Cultural and Educational Tour of Turkey, June 2012
Mastering Leadership Dynamics, Farr Associates, Greensboro, NC, December 2011
Oxford Round Table on Higher Education Reform, Oxford University, August 2011
Business Ethics: Education & Organizational Best Practices, University of New Mexico Certificate Program 2010
Applied Assessment Seminar, AACSB, New York, March 2010
Advanced Development for Deans, CASE, New Orleans, LA, January 2010
Management Development Program, Harvard University, June 2006
Assessment Seminar, AACSB, Tampa, 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
American Marketing Association's Global Marketing Consortium, Washington, D.C., July 1991

HONORS

Atlanta Business Chronicle's Who's Who in Education, annually 2008-2021
Thomas S. Upchurch Workforce Education Award, Carroll County Chamber of Commerce, 2016
Finalist, Leadership Character Award, Greenleaf Center for Servant Leadership, 2014
Finalist, Academic Leadership for Entrepreneurs Award, Oxford Center for Entrepreneurship, 2014
UWG Alumni Association Spotlight Award, 2005
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

CORPORATE CONSULTING/PROJECT COODINATION (selected examples)

- AACSB mock visits and accreditation preparation; Consulting and report review
- Assessment and Assurance of Learning; Consulting and workshop
- West Georgia Watershed Assessment and Management; Public opinion survey, project director
- Benchmark Brokers, Inc.; Marketing plan, consulting
- Southwire Company; Leadership Development Program; Strategy and marketing workshop
- Kansas City Public Television, Educational Services Division; Marketing workshop series
- University of Mississippi Commission on the Status of Women; Perception study, project director
- Carroll County Soup Kitchen; Marketing strategy project
- Carroll EMC, Retail Services; Marketing strategy project
- Oxford-Lafayette Chamber of Commerce; Economic impact study
- University of Mississippi Student Health Center; Awareness and communications study

JOURNAL PUBLICATIONS

“Exit Strategies for Business School Deans” *Christian Business Academy Review*, (Forthcoming), with J. Howard Finch and Charles M. Carson.

“Show Me Hospitality versus Tim Hortons: A Broken Contract?” *Journal of Critical Incidents*, (Forthcoming), with Joyce A. Young.

“No Love for Mac and Cheese,” *Journal of Critical Incidents*, 14 (1 2021), 21, with Joyce A. Young and Adiba Fattah.

“Maintaining AACSB International Accreditation: From Basics to Best Practices” *Organization Management Journal*, 18 (5 2021), 199-209, with Faye W. Gilbert. <https://doi.org/10.1108/OMJ-08-2021-1325>

“Does microblogging lead to a more positive attitude toward a brand? A cultivation theory perspective,” *Journal of Promotion Management*, 26 (4 2020), 504-523, with Yujie Wei and Detmar W. Straub, Jr.

“University and Business Accreditation Processes: Building on Commonalities,” *Journal of Higher Education Theory and Practice*, 17 (1 2017), 10-20, with Jonathan R. Anderson, Mary M. Kassis, and Bradley Prince.

“Effects of Relationship Benefits and Relationship Proneness on Relationship Outcomes: A Three-Country Comparison” *Journal of Strategic Marketing*, 23 (August 2015), 436-456, with Yujie Wei and Richard Soparnot.

“A Cross-Cultural Study of Relationship Proneness and Its Implications for Relationship Marketing” *International Journal of Customer Relationship Marketing & Management*, 2 (3 2011), 57-78, with Yujie Wei and Salil Talpade.

“Chad Meyers: The Diary of a Debt Addict” *Journal of Financial Case Research*, 10 (1 2008/2009), 145-149, with James E. McIntyre, Jr.

“A Study of Business Education Research Outlets” *Academy of Educational Leadership Journal*, 12 (2 2008), 69-85, with James E. McIntyre, Jr. and Mary Kay Rickard.

“An Exploratory Comparison of the Casual Dining Experience: Chain versus Independent Restaurants” *Journal of Foodservice Business Research*, 10 (3 2007), 87-105, with Joyce A. Young and Paul W. Clark.

“The Web As An E-Commerce Medium: An Exploratory Study of Consumer Perceptions in a Restaurant Setting” *Journal of Marketing Channels*, 14 (1/2 2007), 5-22, with Joyce A. Young and Paul W. Clark.

- “U.S. Franchise Systems: A Comparison of Domestic versus International Operations” *Journal of Marketing Channels*, 13 (4 2006), 5-21, with Faye W. Gilbert and Joyce A. Young.
- “Service Learning in the Marketing Curriculum: 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

- “Current Status of Women in Leadership: the U.S. and France” invited seminar at Institut Supérieur du Commerce de Paris International Week, February 15, 2021.
- “Lessons Learned During Covid-19 in Higher Education” invited panelist at Emerging Trends in Online Learning and Global Challenges in Higher Education Post COVID–19, TiE Virtual International Conference, June 17, 2020.
- “Managing your Time, Engaging your Faculty, and Keeping your Sanity: Productive and Engaging Meetings” presented at AACSB Deans Conference, February 3, 2020.
- “Connecting Mission and Impact,” presented at AACSB Europe, Middle East, and Africa Annual Conference, October 30, 2018.
- “Getting to Q4: Lifelong Leadership,” invited presentation at *Inspire!* Leadership Forum, Georgia College and State University, September 18, 2018.
- “Deanship, Department Head, and the Advanced Administration Career Path,” invited panelist at Academy of Marketing Science Annual Conference, May 24, 2018.
- “Scorecard – Process, Progress and Perspectives,” invited presentation at UWG Leadership Development Institute, May 18, 2018.
- “Building Sustainable Business Practices into Your Strategy,” invited presentation at Carroll County Chamber of Commerce Sunrise Seminar, April 25, 2018.
- “Life, Leadership, and Lessons Learned,” invited presentation at West Georgia Technical College Professional Staff Development Seminar, April 18, 2018.
- “Perspectives on Economics, Education & Entrepreneurship in Higher Education,” invited panelist at Association of Private Enterprise Education Conference, April 2, 2018.
- “Women in Leadership: Business and Higher Education,” invited presentation to Georgia Education Mentorship Program, February 16, 2018.

“Up, Down, Over, or Out? Exit Options for a Successful Business School Dean,” presentation at Southern Business Administration Conference, July 10, 2017, with J. Howard Finch.

“Developing a Leadership Team and Succession Planning,” presentation at Southern Business Administration Association Conference, July 18, 2016.

“Innovation, Engagement, and Quality in MBA Delivery” invited presentation at AACSB MBA Conference, May 9, 2016.

"Past Chair Panel", invited panelist at Georgia Association of Chambers of Commerce Volunteer Leader Conference, November 17, 2015.

“How Business Schools Have Changed to Meet the Needs of a Global Economy,” invited presentation at Turknnett Leadership Group – Women in Leadership Seminar, October 23, 2015.

“Insights and Issues: What Every New Dean Needs to Know,” invited panelist at AACSB New Deans Seminar, June 30, 2015.

“Difficult Dialogues and Courageous Conversations...Performance Evaluations,” invited presentation at UWG Leadership Development Institute, February 13, 2015.

“The Impact of Technology on the B School and Accreditation,” presented at AACSB Accreditation Conference, September 22, 2014.

“Women in Business and Education: Developing the Game Plan for Success,” presented at Oxford Roundtable on Women in Education, Oxford University, March 2014, with Donna Mayo.

“Roundtable Discussion: The Mentor-Mentee Relationship,” invited facilitator at Georgia Association for Women in Higher Education Conference, February 27, 2014.

“Lean Way In: Women in Business,” invited panelist for Carroll County Chamber of Commerce Women’s Business Alliance seminar, October 23, 2013.

“Women’s Leadership Empowerment Forum,” invited panelist for Walmart Region 2 and Supply Chain Logistics Division Employee Development Program, July 23, 2013.

“Lead, Grow, Exit: Women’s Entrepreneurship Growth,” invited panelist in seminar hosted by Oxford Center for Entrepreneurs, Atlanta, GA, May 8, 2013.

“Surviving and Thriving (Excelling) in the Workplace,” invited presentation at UWG EXCEL Center, February 22, 2012.

“AACSB Maintenance of Accreditation Visits: From Basics to Best Practices,” presentation at Southern Business Administration Association Conference, November 12, 2012, with Faye W. Gilbert.

“Language, Leadership, and Lessons Learned,” invited presentation at ANTH 4173, Language and Culture, UWG, November 8, 2012.

“Top Ten Mistakes in the Workplace,” invited presentation at American Marketing Association UWG Student Chapter, September 10, 2012.

“MBA Assessment Journey,” invited presentation at AACSB Small School Network Affinity Group, AACSB Deans Conference, February 7, 2012.

“Issues in USG Business Schools,” invited presentation in panel discussion at Regents Advisory Committee on Business Administration, Management, and Economics, May 24, 2010.

“Staying Focused in a World of Multi-Tasking” invited presentation at Northwest Shoals Community College, January 4, 2010.

“The Future of Business Schools” invited presentation in panel discussion at Society for Marketing Advances Conference, November 7, 2008.

“Effective Student Advising Using Different Models” invited presentation in panel discussion at 2008 Southern Business Administration Association Conference, July 14, 2008.

“The University and You” invited presentation at AACSB Bridge Program, October 12, 2007.

“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 International Franchise Association Convention, February 15, 1994.

“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.

“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 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

“Blazing the Online MBA Trail,” *CEO Magazine* (Winter 2019), 40-42.

“An Online MBA in an Applied Environment” *CEO Magazine* 17 (Jan 20, 2015), 40-42.

“Business college in business of transforming lives” *Atlanta Business Chronicle* (Sept 25-Oct 1 2015), 7B.

“3 ways sustainability managers can expand their influence” GreenBiz.com (November 14, 2014), <http://www.greenbiz.com/article/sustainability-managers-expand-influence>.

“Fearless Eye: Where Do We Go From Here?” *Business Marketing: Connecting Strategy, Relationships, and Learning 2nd Edition* (also appeared in 1st 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

“No Love for I Heart Mac & Cheese” (Abstract) International Society of Franchising Conference (2021), Paper 21_1_TC, with Joyce A. Young and Adiba Fattah.

“Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?” (Abstract) American Marketing Association Summer Academic Conference (2019), with Jack Wei.

“The International Society of Franchising: A Review of Conference Papers Across its First 25 Years” International Society of Franchising Conference (2011), Paper No. 18, with Joyce A. Young.

“Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing” Society for Marketing Advances Conference (2010), with Jack Wei and Salil Talpade.

“Firm Advantages as Determinants of the U.S. Franchise Industry’s International Expansion: An Update” International Society of Franchising Proceedings (2009), Paper No. 9, with Joyce A. Young.

“E-Commerce: The Adventures of Pizza Franchisees” International Society of Franchising Proceedings (2007), Paper No. 12, with Joyce A. Young and Paul W. Clark.

“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 21st 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 21st 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 System of Georgia:

Member, Board of Regents Advisory Committee for Business Administration, Management & Economics, 2004-2021; Past Chair 2015-2019; Chair 2014-15; Vice Chair, 2013-14; Chair, Area F Review Task Force, 2013

University Service:

Member, Dean’s Council, UWG, 2004-2021

Member, President’s Advisory Council, UWG, 2004-2020

Member, President’s Cabinet, UWG, 2015-2017, 2019-2020

Member, Honorary Degree & Graduation Speaker Committee, UWG, 2005-2021

Member, KPI Team, 2013-2020

Chair, College of Social Sciences Dean Search Committee, UWG, 2019

Member, Associate Vice President Academic Affairs Search Committee, UWG, 2018

Member, Innovation Squad, UWG, 2013-2017

Member, Multicultural Advisory Board, UWG, 2005-2016

Member, Executive Director of Development Search Committee, 2016

Member, Strategic Planning Committee, UWG, 2011-2015; Employee Engagement Survey Development Task Force, 2013-14; Implementation Task Force, 2014

Chair, UWG Foundation Chief Operations and Administrative Officer Search Committee, 2014

Member, UWG Branding Committee, 2009-2010

Member, UWG Master Planning Committee, 2009-2010

Chair, Student Travel Policy Task Force, 2009-10

Member, Assistant Vice President University Advancement Search Committee, 2009-10

Member, Faculty and Administrative Staff Policies Committee, UWG, 2004-2008

Chair, FASP Sub-committee on Recommendations for Administrators’ Promotion and Tenure, 2007

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, Committee on Rockhurst Assessment 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:

Leader, Dean's Advisory Council, 2004-2021
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

ACADEMIC SERVICE ACTIVITIES

Editorial Review Board, *Journal of Critical Incidents*, 2001-Present
Editorial Review Board, *Journal of Marketing Channels*, 2008-2020
Member, Southeast Regional CIBER Board, 2010-2012
Member, AACSB Women Administrators in Management Education Steering Committee, 2008-2011
Editor, U.S. Book Reviews, *Service Industries Journal*, 1996-2002
Academic reviewer, *Journal of Applied Business Research*, 1989-2004
Ad hoc reviewer, *Journal of Services Marketing*, 2012
Ad hoc reviewer, *B>Quest*, 2007
Ad hoc reviewer, *Academy of Educational Leadership Journal*, 1997-2004
Ad hoc reviewer, *Service Industries Journal*, 1993-2004
Ad hoc reviewer, *Journal of Marketing Channels*, 2006-2008
Chair, Channels and Relational Exchange Track, Society for Marketing Advances, 1999
Session Moderator, Southern Business Administration Association, 2014, 2016, 2017
Session Chair, International Society of Franchising Conference, 1991, 1995, 2007
Session Chair, Southern Marketing Association, 1994
Session Chair, Southwestern Marketing Association Conference, 1993
Discussant, Society for Marketing Advances Conference, 2002
Discussant, Southwest Marketing Association Conference, 1994-1995
Paper reviewer, American Marketing Association Conference, 2002 and 2003

Paper reviewer, International Society of Franchising Conference, 1991-present
Paper reviewer, Southern Marketing Association Conference, 1990-2004

Miscellaneous Service:

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

BUSINESS AND PUBLIC SERVICE ACTIVITIES

Member, ISC Paris International Advisory Board, 2020-present

Invited Jury Panelist, Grand Finale of the TiE University Global Business Hackathon, 2021

Member, Southern Business Administration Association, 2004-2021; Board Member 2014-2017

Carroll County Chamber of Commerce, Workforce Development Committee 2012-present; Chair Strategic Visioning Task Force, 2017; Chair Nominating Committee, 2012; Board of Directors, 2004-2011; Member, Executive Committee, 2007-2011; Past Chair, 2011; Chair, 2010; Chair Elect, 2009; Vice-Chair, 2008; Treasurer, 2007; Chair, Finance Committee 2009, 2011; Strategic Planning Committee, 2006-2007; Women's Business Alliance Planning Committee, 2005-2009; Education Committee, 2004-2008; Existing Industries Committee, 2006-2011

Member, West Georgia Salvation Army Board, 2011-2018

Member, Industrial Development Council, Heflin, AL, 2008-2015

Member, West Georgia Youth Entrepreneur Academy Program Steering Committee, 2012 -2015

Member, Entrepreneur Advisors Board of Advisors, 2010-2012

Member, Carrollton Payroll Development Authority, 2010

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

Small Business Administration Grant, 2010-2011

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

Southern Business Administration Association

American Marketing Association

Alpha Mu Alpha, National Marketing Honorary

Omicron Delta Epsilon, National Economics 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