
Victoria Bush, Ph.D.

Donna Ruth Roberts Scholar Professor of Marketing

Academic Background

Ph.D. The University of Memphis, 1994.

M.A. Michigan State University, 1989.

B.B.A. Texas A & M University, 1986.

Academic Experience

Donna Ruth Roberts Scholar and Professor, University of Mississippi (2013 - Present), University, Mississippi.

Professor, University of Mississippi (2009 - 2013), University, Mississippi.

Associate Professor (tenured), University of Mississippi (2001 - 2009), University, Mississippi.

Assistant Professor, University of Mississippi (1995 - 2001), University, Mississippi.

Instructor, Christian Brothers University (1994 - 1995), Memphis, Tennessee.

Communications Consultant, University of Memphis (1994 - 1995), Memphis, Tennessee.

Teaching Assistant, University of Memphis (1990 - 1994), Memphis, Tennessee.

Non-Academic Experience

Professional Internship, Foote, Cone & Belding Advertising Agency (1998), Chicago, Illinois.

Media Analyst, Lintas: Campbell-Ewald (1989 - 1990), Detroit, Michigan.

Account Executive, MARS Advertising (1988 - 1989), Detroit, Michigan.

Refereed Articles

Ezell, D., Victoria, B., Shaner, M. B., Huang, K., & Vitell, S. (2022). Challenging the Good Life: An Institutional Theoretic Investigation of Consumers' Transformational Process Toward Well-Being. *Journal of Business Ethics*.

Howie, K., Yang, L., Vitell, S., Bush, V., & Vorhies, D. (2018). Consumer Participation in Cause-Related Marketing: An Examination of Effort Demands and Defensive Denial. *Journal of Business Ethics*, 147 (3), 679-692.

Yang, L., Vitell, S., & Bush, V. (2017). Unethically Keeping the Change While Demeaning the Act. *Journal of Consumer Marketing*, 34 (1), 11-19.

Hill, K., Bush, V., King, R., & Vorhies, D. (2017). Performing Under Pressure: Winning Customers Through Improvisation in Team Selling. *Journal of Relationship Marketing*, 16 (4), 227-244.

Bush, V., Bush, A., Oakley, J., & Cicala, J. (2016). Sales Profession as a Subculture: Implications for Ethical

Decision Making. *Journal of Business Ethics*, 142 (3), 549-565.

Bush, V., Hybnerova, K., & Yang, L. (2015). Consumer Ambivalence toward Salespeople: An investigation of influence tactics. *Journal of Marketing Theory & Practice*.

Bush, V., Bush, A., Oakley, J., & cicala, J. (2014). Formulating Undergraduate Student Expectations for Better Career Development in Sales: A Socialization Perspective. *Journal of Marketing Education*.

Bush, V., King, R., & Racherla, P. (2014). What we know and don't know about electronic word-of-mouth: A systematic review and synthesis of the literature. *Journal of Interactive Marketing*.

Bush, V., Smith, R., & Bush, A. (2013). Ethical Dilemmas and Emergent Values Encountered by Working College Students: Implications for Marketing Educators. *Journal of Marketing Education*, 35 (2), 107-118.

Orr, L., Vorhies, D., & Bush, V. (2011). Improving customer-focused marketing capabilities and firm financial performance via marketing exploration and exploitation. *Journal of the Academy of Marketing Science*.

Bush, V., Bush, A., & Orr, L. (2010). Monitoring the Ethical Use of Sales technology: A Field Investigation. *Journal of Business Ethics*, 95 (2), 239+.

Orr, L., Bush, V., & Vorhies, D. (2010). Leveraging the Integration of Firm-Level Marketing Capabilities with Marketing Employee Development: Implications for Performance. *Journal of Business Research*.

Bush, A., Bush, V., Orr, L., & Rocco, R. (2007). The Role of Ethics in CRM Technology: A Qualitative Field Study. *Journal of Business Research*, 60 (11), 1198-1205.

Bush, V., Bush, A., Shannahan, K., & Dupuis, R. (2007). Segmenting Markets Based on Sports Orientation: An Investigation of Gender, Race, and Behavioral Intentions. *Marketing Management Journal*, 17 (1), 39-50.

Bush, V., Clark, P. W., Bush, A. J., & Bush, R. P. (2006). Girl Power and Word-of-Mouth Behavior in the Flourishing Sports Market. *Journal of Consumer Marketing*, 22 (5), 257-264.

Venable, B., Rose, G., Bush, V., & Gilbert, F. (2005). The Role of Brand Personality in Charitable Giving: An Assessment and Validation. *Journal of the Academy of Marketing Science*.

Bush, A. J., Martin, C. A., & Bush, V. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research*, 44 ((1)), 1-11.

Phillips, J., Tandoh, M., Noble, S. M., & Bush, V. D. (2004). The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation. *Journal of Interactive Advertising* (5 (1)).

Bush, V., & Martin, S. (2004). Do Ad Agencies Add Up? Advertising as an Investment. *Cast Polymer Connection*, 14-20.

Bush, V., Ferrell, L., Bush, A., & Ferrell, O. C. (2003). Investigating the Relationship Between Corporate Values and Practices of Marketing Organizations and Internet Ethics: An Exploratory Study. *Marketing Management*, 13 (2).

Bush, V., Smith, R., & Bush, A. J. (2002). Developing an International and Technology-Driven Business School Program: Perspectives from the International Business Community. *Journal of Teaching in International Business*, 14 (1), 83-100.

Bush, V., & Gilbert, F. (2002). The Web as a Medium: An Exploratory Comparison of Internet Users versus Newspaper Readers. *Journal of Marketing Theory & Practice*, 10 (1), 1-10.

Bush, V., & Ingram, T. (2001). Building and Assessing Cultural Diversity Skills: Implications for Sales Training. *Industrial Marketing Management*, 30 (1), 65-76.

Bush, V., Rose, G., Gilbert, F., & Ingram, T. (2001). Managing Culturally Diverse Buyer-Seller Relationships: The Role of Intercultural Disposition and Adaptive Selling in Developing Intercultural Communication Competence. *Journal of the Academy of Marketing Science*, 29 (4), 391-404.

Bush, A., & Bush, V. (2000). The Potential Challenges the Internet Brings to the Agency-Advertiser Relationship. *Journal of Advertising Research*, 40 (4), 7-16.

- Bush, V., Venable, B., & Bush, A. J. (2000). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. *Journal of Business Ethics*, 23, 237-248.
- Blackwell, S. A., Szeinbach, S. L., Garner, D. W., Barnes, J. H., & Bush, V. (1999). Relationship Marketing: A Missing Component in Customer Loyalty. *Journal of Pharmaceutical Marketing and Management*, 13 (2), 1-26.
- Blackwell, S. A., Szeinbach, S. L., Barnes, J. H., Garner, D. W., & Bush, V. (1999). The Antecedents of Customer Loyalty: An Empirical Investigation of the Role of Personal and Situational Aspects on Repurchase Decisions. *Journal of Services Research*, 1 (4), 362-375.
- Bush, A., Bush, V., & Harris, S. (1998). Advertiser Practitioners' Perceptions of the Internet as a Marketing Communications Tool. *Journal of Advertising Research*, 38 (2), 17-28.
- Rose, G., Bush, V., & Kahle, L. (1998). The Influence of Family Communication Patterns on Parental Reactions Toward Advertising: A Cross-National Examination. *Journal of Advertising*, 27 (4), 71-86.
- Bush, V., Ferrell, O. C., & Thomas, J. (1998). Marketing the Business School: An Exploratory Investigation. *Journal of Marketing Education*, 20 (1), 16-23.
- Wakefield, K., & Bush, V. (1998). Promoting Leisure Services: Economic and Emotional Aspects of Consumer Response. *Journal of Services Marketing*, 12 (3), 209-222.
- Bush, V., Bush, A., & Smith, R. (1998). Preparing Students for the International Marketplace: Practitioners' Perceptions of Tasks Needed to be Successful. *Journal of Teaching in International Business*, 10 (2), 1-16.
- Bush, V., Harris, S., & Bush, A. (1997). Establishing Ethical Boundaries for Service Providers: A Narrative Approach. *Journal of Services Marketing*, 11 (4, 5), 265-277.
- Bush, V., & Ingram, T. (1996). Adapting to Diverse Customers: A Training Matrix for International Marketers. *Industrial Marketing Management*.
- Bush, V., Pedrick, D., & Westbrook, K. (1996). Measuring Perceived Quality Orientation in the Health Insurance Marketplace. *Journal of Health Care Marketing*.
- Bush, A. J., & Bush, V. (1994). The Value of the Narrative Paradigm in Improving Ethical Evaluations of Advertising,. *Journal of Advertising*, 23, 31-42.
- Bush, V., Bush, A. J., & Boller, G. (1994). Social Criticisms Reflected in TV Commercial Parodies: The Influence of Popular Culture on Advertising,. *Journal of Current Issues and Research in Advertising*.
- Bush, A. J., & Davies-Bush, V. (1989). State Governments' Response to the AIDS Crisis: An Advertising Perspective, . *Journal of Public Policy and Marketing*, 3, 53-63.

Papers Under Review

- Shaner, M. B., Bush, V., & Parajuli, J. (2023). "Deconstructing Chaos: How Improvisation Rewrites the Marketing Mix Playbook," Initial submission to *Journal of the Academy of Marketing Science*.

Book Chapters

Non-Refereed

- Marshall, G. W., Ferrell, O., Bush, V., Johnston, M. W., & Ferrell, L. (2020). The Sales Ethics Subculture. In Lynne Eagle, Stephan Dahl, Patrick De Pelsmacker, and Charles R. Taylor, eds., London: SAGE Publishing (Eds.), *SAGE Handbook of Marketing Ethics*.
- Foley, L., & Bush, V. (2007). The Ethics of Managing Customer Information: Can Customer Relationship Management Backfire?. In Bruce Keillor (Ed.), *Marketing in the 21st Century*. Westport, CT: Praeger Publishers.

Refereed Proceedings

Full Paper

- Bush, V., & Ezell, D. (2015). When Brands Love You Back: Reciprocation in the Consumer-Company Dyad. *Society for Marketing Advances*.
- Foley, L. M., Vorhies, D. W., & Bush, V. (2005). Conceptualizing, Integrating, and Exploring Learning and Marketing Dynamic Capabilities: Implications for Marketing Performance. *AMA Educators' Conference (Winter)*.
- Bush, A., Bush, V., Bush, R., & Shannahan, K. (2004). An Examination into the Attitudes and Motivations of Old School versus New School Sports Fans: Implications for Relationship Marketing. *Sports Marketing Association*.
- Tandoh, M., Kumar, M., Singh, J., & Bush, V. (2004). The Moderating Role of Personality Traits on Propensity to Stay with a Service Provider. *Society for Marketing Advances Conference*.
- Bush, V., Bakir, A., Rice, M. A., & Bush, A. J. (1999). A Comparison of Consumer's Expectations of Traditional versus Cyberspace Shopping Encounters. *Society for Marketing Advances Conference*.
- Bush, V., & Venable, B. T. (1998). Ethics and Marketing on the Internet: Practitioners' Perceptions of Societal, Industry, and Company Concerns. *Ethics and Social Issues Conference*.
- Bush, V., Limpaphayom, T., & Venable, B. T. (1998). The Integrity of Information Acquired from the Internet: An Investigation of Business Students' Perceptions. *Society for Marketing Advances Conference*.
- Bush, A., Sherrell, D., Bush, V., & Gresham, L. (1998). The Role of the Internet in Marketing Strategy: A Pilot Study. *American Society of Business and Behavioral Services*, 8.
- Bush, V. (1997). Motivating Salespeople to Learn about Cultural Diversity: A Simulation Training Exercise. *AMA Educators' Conference (Summer)*.
- Thomas, J., Bush, V., & Reithel, B. (1996). Consumers' Perceptions of Information Systems in the Service Environment: Toward a Conceptual Model. *Southern Marketing Association*.
- Bush, V. (1993). The Disposition of Salespeople Toward Cultural Diversity in Buyer-Seller Relationships: A Communication Perspective. *Southern Marketing Association*.
- Bush, V., & Babakus, E. (1992). Explaining Consumer Complaint Behavior Via the Learned Helplessness Paradigm. *AMA Educators' Conference (Summer)*.

Abstract Only

- Bush, V., Hybnerova, K., & Yang, L. (2013). Reducing Ambivalence toward Salespeople: An Investigation of Persuasion Tactics. *AMA Conference (Summer)*.
- Bush, V., King, R., Wamble, D., & Pepper, W. (2013). I am the Brand: The Investigation and Testing of. *AMA Educators' Conference (Summer)*.
- Keith, M., & Bush, V. (in press, 2011). Loyalty Orientations among Generation Y: A Conceptual Model of the Impact of Mobile Application Attributes and User Behavior. *Society for Marketing Advances*.
- Mathur, M., & Bush, V. (in press, 2011). Increasing Advertising Receptivity through Social Media Engagement. *Society for Marketing Advances*.
- Bush, V., Keith, M., & Robinson, K. (2010). On and Off-line Word-of-Mouth Behavior and Intention to Vote: An Investigation of Generation Y. *Society for Marketing Advances Conference*.
- Vorhies, D., Foley, L., Bush, V., & Clark, M. (2007). Organizational Market Information Processing and Market Learning Capabilities: Implications for Creativity and Performance. *AMA Educators' Conference (Winter)*.

Foley, L., Bush, V., & Vorhies, D. (2007). Internal and Externally-Focused Marketing Capabilities . *AMA Educators' Conference (Winter)*.

Sha, M., Bentley, J., McCaffrey, D., Bouldin, A., & Bush, V. (2007). Consumer Opinions and Attitudes toward Corporate Advertising the Pharmaceutical Industry. *Academy of Health Annual Research Meeting*.

Working Papers

Tillman, F. (2023). "Effect of Incidental Emotions on Ethical Decision making," targeted for Journal of Business Ethics.

Bush, V. (2023). "Is sustainability in apparel sustainable? An institutional theoretic investigation of recycled textiles," targeted for Journal of Business Ethics.

Shaner, M., Bush, V., Galvan, J., & Cousley, S. (2023). "Boundary Spanners: The Role of Salespeople in the New Product Development Process," targeted for Journal of the Academy of Marketing Science.

Bush, V., Shaner, M., & Oakley, J. (2021). "Investing in Buyer-Seller Relationships: Does Gender Matter?," targeted for Journal of the Academy of Marketing Science.

Bush, V. & Shaner, M. (2020). "Psychological Safety and Purpose: How Rituals impact Sales Productivity," targeted for Industrial Marketing Management.

Hybnerova, K. & Bush, V. (2017). "Team Intelligence in Sales Interactions," targeted for Journal of the Academy of Marketing Science.

Presentation of Refereed Papers

International

Bush, V., Bush, A. J., Oakley, J., & Cicala, J. (2014). *Formulating Undergraduate Student Expectations for Better Career Development in Sales*. AMA Conference (Summer), San Francisco, California.

National

Bush, V. & Noble, S. (2002). *Cultural Diversity in Marketing Academe*. Marketing Management Association's Doctoral Consortium, Memphis, Tennessee.

Blackwell, S., Szeinbach, S., Garner, D., Barnes, J., & Bush, V. (1997). *Customer Loyalty: The Influence of Value, Situational and Personal Antecedents*. Frontiers in Services Conference, Nashville, Tennessee.

Harris, S., Bush, A., & Bush, V. (1995, October). *Utilization of the Narrative Paradigm in the Establishment of Ethical Boundaries for Service Providers*. AMA Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.

Pedrick, D., Westbrook, K., & Bush, V. (1995, October). *Investigating the Appropriateness of Using End-User Customer Satisfaction Models in Business-to-Business Settings: An Empirical Investigation in the Health Insurance Industry*. Marketing Intangibles: Business-to-Business Services and Service Business Conference, Atlanta, Georgia.

Regional

Bush, V. & Ferrell, O. C. (1995, November). *Marketing the College of Business to Undergraduate Students*. Southern Marketing Association, New Orleans, Louisiana.

Presentation of Non-Refereed Papers

International

Bush, V. (2018). *Digital Marketing and Professional Certificate Workshop*. Invited presentation at Academy

of Marketing Science, New Orleans, Louisiana.

State

Bush, V. (2017). *Subtle Discrimination in Relationship Selling: an Organizational Citizenship Perspective*.
Invited presentation at University of Mississippi Marketing Department, University, Mississippi.

Research Grants

Funded

2014: Bush, V. Summer Research Support.

2013: Bush, V. Summer Research Support.

2012: Bush, V. Outstanding Paper of the year.

2012: Bush, V. Summer Research Support.

2010: Bush, V. Summer Research Support.

2009: Bush, V. Summer Research Support.

2008: Bush, V. Summer Research Grant award.

2007: Bush, V. Summer Research Grant award, Principal Investigator.

2006: Bush, V. Hearin Research Award Summer 2006, Principal Investigator. Award based on research productivity.

2003: Victoria, B. Summer Research Grant: 'The Role of Cultural Diversity in the Sales Organization: An Exploratory Analysis.', Principal Investigator, Hearin Center for Enterprise Science.

2001: Victoria, B. American Advertising Federation Student Advertising Competition, Baton Rouge, LA, Hearin Center for Enterprise Science.

2000: Victoria, B. American Advertising Federation Student Advertising Competition, Chattanooga, TN, Principal Investigator, Hearin Center for Enterprise Science.

Research Honors and Awards

Award

2017: Certificate of Excellence, Journal of Interactive Marketing. Most Cited article: Bush, Victoria, Robert King and Pradeep Racherla "What we know and don't know about electronic word-of-mouth: A systematic review and synthesis of the literature".

2014: , AMA Conference (Summer).

1994: , SWFAD Annual Conference. Doctoral Colloquium.

1993: , SMA Annual Conference. Best Track Paper.

1992: , AMA Summer Educator's Conference. Best Student Paper.

1992: , Southern Marketing Association. Doctoral Dissertation Research Proposal Award.

1990: , Fogelman College of Business and Economics, The University of Memphis. Second Place Award for Applied Research Article.

Honor

2005: , Center for Social Innovation. Press article published in Stanford Social Innovation Review magazine on our research from Journal of the Academy of Marketing Science concerning Nonprofit Brand Personality..

Other Research Activities

Basic or Discovery Scholarship

2005: , , . Dutch Journal: Tijdschrift voor Strategische Bedrijfscommunicatie (Journal for Strategic Business Communication), reprinted article published in the Journal of Advertising -- Sports Celebrity Influence on the Behavioral Intentions of Generation Y, co-authored with Alan Bush and Craig Martin

Service to the University

Department Assignments

Chair:

2010-2011 – 2011-2012: Chair of Recruiting-- Assistant/Associate Professor search

2007-2008: Chair, Clinical Assistant Professor search committee

2002-2003: Marketing Department, Faculty Search Committee for Assistant Professor Position

1998-1999: Marketing Department, Search Committee for Director of Marketing Communications

Faculty Advisor:

2003-2004 – 2009-2010: American Advertising Federation

Member:

2010-2011 – 2011-2012: Dissertation Committee member -- Mitch Price

2010-2011: Search Committee --Assistant Pprofessor of Marketing

2008-2009 – 2010-2011: Dissertation Committee member -- Ceri Nishihara

2004-2005: Marketing and Marketing Communications, Undergraduate Curriculum

2003-2004: Marketing Department, Faculty Search Committee for Clinical Professor Position at Southaven Campus

School Assignments

Mentoring Activities:

2008-2009 – 2010-2011: Marketing Communications Advisor/Liaison

1997-1998 – 2006-2007: Marketing Communications Advisor/Liaison

Member:

2010-2011: Dissertation Committee Miriam Moeller

2008-2009 – 2010-2011: Assurance of Learning Committee

2008-2009: School of Business Search Committee -- Dean

2008-2009: School of Business Scholarship Committee

2007-2008: Undergraduate Curriculum Committee

2005-2006 – 2006-2007: Undergraduate Core Curriculum Development Committee

2004-2005: School of Business Administration, Undergraduate Curriculum

1998-1999 – 2004-2005: School of Business Administration, Steering Committee

University Assignments

Committee Member:

2010-2011: Taylor Medal Selection Committee

2008-2009: Search committee -- Dean of Journalism

2007-2008: UM Competes Task Force Committee

2006-2007 – 2007-2008: University Undergraduate Council

2004-2005: University of Mississippi, Provost Faculty Development Workshop

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate, Committee on Committees

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate, Academic Affairs Committee

2003-2004 – 2004-2005: University of Mississippi, Faculty Senate

2000-2001 – 2003-2004: University of Mississippi, Communications Certification Program

1997-1998: University of Mississippi, Cook Chair of Journalism Search Committee

1996-1997: University of Mississippi, Alumni Development Search Committee

Faculty Advisor:

2011-2012: Honors Thesis Advisor -- Candace Rodriguez

2010-2011: Honors Thesis Advisor -- Emily Laird

2008-2009: Honors Thesis Chair -- Jaime Weaver

2008-2009: Honors Thesis Chair -- Kristen Robinson

2007-2008: Faculty Advisor

2007-2008: Faculty Honors Thesis Advisor

2007-2008: Honors Thesis

2004-2005: Emily Evans (Marketing Department)

2001-2002: Micajah Sturdivant--Marketing Department

1997-1998 – 2001-2002: Ole Miss Student Chapter of American Advertising Federation

Other Institutional Service Activities:

2004-2005: University of Mississippi, Provost Faculty Development Task Force

Program Representative:

2007-2008: Assessment Contact

1998-1999 – 2005-2006: Assessment Contact

Dissertation Assignments

Faculty Advisor:

2002-2003: Meredith Skelton--Marketing Department

Chair:

2004-2005: Linda Horton Foley

Member:

2006-2007: Mansi Shah

2006-2007: Minu Kumar

2006-2007: Melissa Clark

2004-2005: Gary Garrison--MIS

2000-2001: Beverly Venable

1998-1999: Steve Strombeck

1998-1999: Brent Cunningham

1997-1998: Steve Blackwell--Pharmacy

Unassigned**University Assignments****Committee Member:**

2013-2014: Dissertation committee member -- Lauren Flegle, Psych Dept.

University of Mississippi**Department Assignments****Assurance of Learning - Institutional Service:**

2002-2003 – 2018-2019: Assessment for Marketing and Corporate Relations major

Chair:

2021-2022: Franklin Tillman

2018-2019 – 2020-2021: Jennifer Locander Dissertation

2016-2017 – 2018-2019: Derek Ezell

2017-2018: Recruiting for 2 assistant professors -- Cong Feng, Matt Shaner

2016-2017: Search committee, assistant professor

Director:

2021-2022 – 2022-2023: Marketing and Communications Strategy Degree Program and Curriculum Revision

2018-2019 – 2021-2022: Marketing and Communications Strategy Degree Program and Curriculum Revision

Member:

2022-2023 – 2023-2024: Dissertation Committee -- Kenny Huang

2022-2023 – 2023-2024: Sales Committee

2022-2023: Marketing Dept Search Committee
2016-2017 – 2022-2023: Marketing Department Tenure and Promotion
2015-2016 – 2022-2023: PHD Comps committee
2021-2022: Search Committee for Clinical Assistant Professor -- Desoto Campus
2018-2019 – 2019-2020: Digital Marketing Emphasis curriculum
2018-2019 – 2019-2020: Search committee for marketing professor position opening
2018-2019: Franklin Tillmen Dissertation
2018-2019: Search for Chair of Marketing Department
2017-2018 – 2018-2019: Strategic planning for Department of Marketing
2016-2017: Franklin Tillman
2016-2017: Search committee, assistant professor
2015-2016: Katie Griffith
2012-2013: Dissertation -- Manisha Mathur

Mentoring Activities:

2016-2017 – 2021-2022: phd students marketing department
2005-2006 – 2020-2021: marketing and corporate relations majors

Writing Student Recommendations:

2018-2019 – 2019-2020: various phd students and undergrads

School Assignments

Chair:

2007-2008: Marketing Clinical Search Committee
2005-2006: Marketing Curriculum Committee

Member:

2017-2018 – 2022-2023: Curriculum Committee
2015-2016 – 2022-2023: MBA Committee
2012-2013 – 2022-2023: Journal Review Committee
2009-2010 – 2022-2023: Scholarship Committee
2019-2020: Honors Thesis -- Gita Viswanathan
2017-2018: Communications sub committee -- Assurance of Learning
2016-2017 – 2017-2018: Curriculum Committee
2009-2010 – 2017-2018: Assurance of Learning Committee
2010-2011 – 2012-2013: Taylor Medal Selection Committee
2009-2010 – 2012-2013: MBA Committee
2010-2011: Marketing Department Searches
2009-2010 – 2010-2011: Tenure and Promotion

2009-2010: Assistant/Associate/Full Professor of Marketing 10001694

2008-2009: Scholarships

2008-2009: Assurance of Learning

2005-2006: Undergraduate Core Curriculum Task Force

University Assignments

Committee Member:

2015-2016 – 2022-2023: Tenure and Promotion

2015-2016 – 2022-2023: Tenure and Promotion Appeals

2019-2020 – 2020-2021: Brand Advisory Committee -- University of Mississippi

Coordinator:

2022-2023: Mississippi Day 2022

DS: Thesis / Dissertation - Chair:

2018-2019: Honors thesis Lauren Cunningham

2017-2018: Sarah Noser -- honors thesis

Member:

2015-2016: Tenure and Promotion Review Committee

2015-2016: Tenure and Promotion Appeals Committee

Mentoring Activities:

2015-2016 – 2016-2017: Ole Miss Women's Council

Dissertation Assignments

Chair:

2012-2013 – 2013-2014: Katie Hybnerova

Thesis Assignments

Faculty Advisor:

2012-2013: Honors Thesis -- Kayte Charlier

2012-2013: Honors Thesis -- Margaret McDonald

Service to the Profession

Academic Conference: Moderator / Facilitator

2022 – 2023: Academy of Marketing Science Annual Conference, Monterey, California. Chaired the annual Mary Kay Dissertation competition. Recruited reviewers, submissions, finalists, and organized/moderated session.

Academic Conference: Panelist

2004: AMA Educators' Conference (Winter).

Advisor

2007 – 2008: American Advertising Federation. Student Chapter advisor

2007: American Advertising Federation. Advisor to student chapter of the American Advertising Federation

1998 – 2002: American Advertising Federation. Student Team Manager

Chair: Committee / Task Force

1995: Southern Marketing Association. Special Session Chair: "Marketing the Business School"

Chair: Conference / Track / Program

2022: MBAA International Conference -- International Society of Marketing, Chicago, Illinois. Conference Chair for Sales Track

2022: Academy of Marketing Science Annual Conference, Monterey, California. Chair of Mary Kay Doctoral Dissertation Competition

2010 – 2011: AMA Marketing Educators' Conference (Summer), San Francisco, California.

2007: Marketing Management Association. Track Chair for Integrated Marketing Communications Track

1998 – 1999: Society for Marketing Advances. Sales Management

1997: Academy of Marketing Science. Session Chair: Ethics Track

1996: Southwestern Marketing Association. Session Chair: Retailing Track

1995 – 1996: Academy of Marketing Science. Promotion Management

1994: Southern Marketing Association. Session Chair: Global Marketing Track

1993: University of Memphis First Annual Conference. Track Chair: Diversity: Managing for Strategic Advantage

Reviewer - Article / Manuscript

2008: Journal of Business Research.

2007 – 2008: Journal of Business Research.

Reviewer - Book / Textbook

2013 – 2014: McGraw-Hill Publishing Company.

Other Professional Service Activities

2018: Academy of Marketing Science Annual Conference. Digital Marketing Certification program.

2012: AMA (Summer), San Francisco, California. Chair of Recruiting for 3 marketing positions

Presentation

2012: Society for Marketing Advances, Memphis, Tennessee.

Reviewer: Ad Hoc Reviewer for a Journal

2022 – 2023: Journal of Business Research.

2014 – 2022: Reviewer -- Journal of Business Ethics.
2014 – 2022: Journal of Marketing Theory and Practice.
2017 – 2020: Journal of Business and Industrial Marketing.
2013 – 2014: Reviewer -- Journal of Business Ethics.
2005: Journal of Marketing Theory and Practice.
2005: Journal of Business Ethics.
2005: Journal of the Academy of Marketing Science.

Reviewer: Conference Paper

2013: Academy of Marketing Science. Reviewer for academic conference
2013: AMA Conference (Summer), Boston, Massachusetts.
2012: Society for Marketing Advances, Memphis, Tennessee.
2005: Society for Marketing Advances.
2005: Academy of Marketing Science.
2005: AMA.

Service Honors and Awards

2000 – 2001: , University of Mississippi. Nomination: Frist Service Award

Teaching Honors and Awards

Award

2020: MBA Teaching Excellence Award, University of Mississippi.
2016: Certificate of Completion -- Course Design Review, University of Mississippi Online Design ELearning. Received Excellent Score and Stipend for revising and strengthening online MBA 623.
2002: , University of Mississippi. Winner of University-wide Faculty Achievement Award for Outstanding Teacher and Scholarship.
2001: , American Advertising Federation 7th District. 3rd Place Winner: National Student Advertising Competition.
2000: , University of Mississippi. Nomination-Faculty Achievement Award.
2000: , American Advertising Federation, 7th District. 2nd Place Winner: National Student Advertising Competition.

Honor

2007: , EdVenture Partners National Cadillac Competition. Students not only placed in top 10 amongst 50 national universities but made it to top 5 finalist for their campaign..
2005 – 2007: , Edventure Partners National Cadillac Competition. Students not only placed in top 10 amongst 50 national universities, but advanced to the top 5 finalists for their ad campaign in Advanced Campaign Planning (mktg 565)
2005: , Edventure Partners National Cadillac Competition. Students placed in top 20 out of 50 national universities for their marketing communications campaign..

Memberships

Academy of Management Science, 2016-2017

American Advertising Federation

American Marketing Association

Marketing Management Association

Society for Marketing Advances

Certifications

Google Ad Words, 2018