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# Sam Cousley, D.B.A.

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## Instructional Associate Professor of Marketing

### Academic Background

D.B.A. Louisiana Tech University, 1974.

M.B.A. Mississippi State University, 1970.

B.S. Mississippi State University, 1967.

### Academic Experience

Instructional Associate Professor of Marketing, University of Mississippi (August, 1999 - Present), University, Mississippi. Taught Marketing Principles, Marketing Policy and Strategy, Consumer and Market Behavior, Marketing Research, Statistics I, Statistics II, Statistical Analysis (MBA), Business Decision Making (MBA), and Operations through the Life Cycle (MBA)

Assistant Professor / Associate Professor, Arkansas State University (1972 - 1984), Jonesboro, Arkansas. Director of MBA Program (1976-1978), Director of Small Business Development Center (1978-1979). Taught Principles of Marketing, Principles of Management, Principles of Economics, Business Policy, Marketing Research, Statistics I, Statistics II, Marketing Management, Sales Management, Consumer Behavior, Marketing Policies, and Marketing Seminar

Instructor, University of Southern Mississippi (1970 - 1971), Hattiesburg, Mississippi. Taught Principles of Marketing, Advertising, and Retailing

### Non-Academic Experience

General Manager, San-Dow Broadcasting (1985 - August, 1999), Tupelo, Mississippi. WWMS-FM, WZLQ-FM, WSYE-FM, and WELO-AM

General Manager, Duke Broadcasting Corporation (1984 - 1985), Jonesboro, Arkansas. KFIN-FM

Officer, U.S. Army (1967 - 1969), Various Locations, Viet Nam. Served as Brigade Personnel Officer and as Battalion Adjutant

### Refereed Articles

Robinson, R. K. (in press, 2021). Defamation and Illegal Economic Boycotts in Gibson's Bakery v. Oberlin College: Applying Unlawful Domination Analysis to Student Organizations? *Southern Law Journal*, 30 (1).

Robinson, R. K., Fairclough, S. J., Nichols, D. L., & Cousley, S. (2013). In Sickness and in Health: Implications for Employers when Bipolar Disorders and Protected Disabilities. *Employee Responsibilities and Rights Journal*, 25 (4), 277-292.

Robinson, R. K., Nichols, D. L., Cousley, S., & Markham, F. (2011). New Process Steel, LP v. NLRB: Quorum Issues and Their Impact on Federal Labor Code Enforcement. *Southern Journal of Business and Ethics*, 3, 110

Robinson, R. K., Nichols, D. L., & Cousley, S. (2011). Ricci v. DeStefano: Radical Change in Disparate Impact Theory or Much Ado about Nothing? *Southern Law Journal*, 21 (1), 29-40.

Robinson, R. K., Nichols, D. L., Goodman, J. M., & Cousley, S. (2009). Employment Non-Discrimination Act: Implications for Employers. *Southern Law Journal*, XIX (1), 109-119.

Cousley, S. (2002). The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research. *Marketing Advances in Pedagogy, Process, and Philosophy*, 73-74.

Cousley, S., & Oldham, F. (1979). The Management Audit. *American Institute of Management*.

Cousley, S., & Oldham, F. (1979). Training by Mail: Management's Alternative. *Journal of Applied Management*, 10-14.

Cousley, S., & Adams, D. (1977). Nonparametric Statistical Tests in Business Survey Research — The Kruskal-Wallis Analysis of Variance. *Delta Psi Epsilon Journal*, 19, 31-40.

Cousley, S., & Stevens, R. E. (1973). Industrial Buying Motives: A Conceptual Model. *Business Ideas and Facts*, 47-52.

## **Invited Articles/Reviews**

Cousley, S. (2004). Review of Managerial Applications of Multivariate Analysis in Marketing, by James H. Myers and Gary M. Mullet. *Journal of Marketing Research*, 41, 234-236.

## **Refereed Proceedings**

### **Full Paper**

Cousley, S. (1976). The Impact of Color Contrast on Advertising Effectiveness. *Southern Marketing Association*, 249-251.

Cousley, S. (1975). An Experimental Study of the Serial Position Effect in Advertising. *Southern Marketing Association*, 7-9.

## **Non-Refereed Proceedings**

### **Full Paper**

Robinson, R. K., Nichols, D. L., & Cousley, S. (2020). Defamation and Illegal Economic Boycotts in Gibson's Bakery v. Oberlin College: Applying Unlawful Domination Analysis to Student Organizations? *Southern Academy of Legal Studies in Business*.

## **Working Papers**

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

Robinson, R. K., Cousley, S., & Nichols, D. L. (2018). "Racial Appeals in Union Organization Campaigns: The Application of the Sewell Doctrine," targeted for Labor Law Journal.

## **Presentation of Refereed Papers**

### **International**

Cousley, S. (1981, June). *Seminar on the Management Audit*. American Institute of Management, Symposium on the Management Audit Process, Kuala Lumpur, Malaysia.

## **National**

Robinson, R. K., Nichols, D. L., & Cousley, S. (2020, March). *Defamation and Illegal Economic Boycotts in Gibson's Bakery v. Oberlin College: Applying Unlawful Domination Analysis to Student Organizations?* Southern Academy of Legal Studies in Business, San Antonio, Texas.

Robinson, R. K., Cousley, S., & Nichols, D. L. (2018). *What Is Old Is New Again: Are there Pitfalls in Returning to Racial Appeals in Union Organizing Campaigns?* Southwest Decision Sciences Institute, Albuquerque, New Mexico.

Cousley, S. (2002, November). *The Exact Partitioning of Chi-Square Contingency Tables in Marketing Research.* Society for Marketing Advances Conference, St. Pete Beach, Florida.

Cousley, S. (1980, March). *Increasing Bank Profitability through Management Audits.* American Bankers Association, Community Bank Executives Conference, Miami, Florida.

## **Regional**

Cousley, S. (1982, April). *Innovative Developments in Teaching Advertising.* Mid-South Marketing Educators Conference, Long Beach, Mississippi.

Cousley, S. (1981, March). *Developing College-Community Relations.* Mid-South Marketing Educators Conference, Mobile, Alabama.

Cousley, S. (1979, March). *Bank Marketing Research.* Arkansas Bankers Association's Bank Marketing School, Little Rock, Arkansas.

Cousley, S. (1978, February). *A review of 'A Percentage-Based Factor Analytic Approach to Compare Cross-National Economic Growth Variables'.* Mid-South Academy of Economists, Jackson, Mississippi.

## **Service to the University**

### **University of Mississippi**

#### **Department Assignments**

##### **Chair:**

2018-2019: Search committee for Instructional Assistant/Associate Professor of Marketing and General Business

2017-2018: Chair, Search Committee for Instructor of Marketing/Operations and Supply Chain Management

2008-2009: Assessment Committee. I was responsible for coordinating the Marketing Department Assessment Plans and Reports

2008-2009: Assessment Committee

2002-2003 – 2003-2004: Marketing Department, Search Committee for Clinical Assistant Professor of Marketing

##### **Coordinator:**

2017-2018: Assurance of Learning Coordinator

##### **Member:**

2021-2022: Search Committee for Instructional Assistant Professor of Marketing

2018-2019: Search committee for Chair Department of Marketing

### **School Assignments**

#### **Member:**

2021-2022 – 2022-2023: Curriculum Committee

2017-2018 – 2022-2023: Curriculum Committee

2007-2008 – 2022-2023: MBA Committee

2021-2022: Search Committee for Instructional Assistant/ Associate / Full Professor of Business Administration

2018-2019: Curriculum Committee

2017-2018: Finance Department Search Committee

2007-2008: Marketing Clinical Search Committee

2004-2005: MBA Committee

2001-2002: School of Business Administration, Strategic Planning Committee

### **University Assignments**

#### **Committee Member:**

2022-2023: External Academic Affairs Committee

2021-2022: Honors Thesis Committee

2019-2020 – 2020-2021: Support and Research Faculty Promotion Review Committee

2017-2018 – 2019-2020: Support and Research Faculty Promotion Review Committee

2017-2018 – 2018-2019: External Academic Affairs Committee

2015-2016: External Academic Affairs Committee

#### **DS: Thesis / Dissertation - Chair:**

2022-2023: Honors Thesis Committee

#### **Member:**

2010-2011 – 2015-2016: External Academic Affairs Committee

### **Thesis Assignments**

#### **Chair:**

2022-2023: Chair Honors Thesis Committee

2011-2012: Honors Thesis Committee

#### **Member:**

2009-2010: Honors Thesis Committee

## **Service to the Profession**

### **Reviewer - Article / Manuscript**

2012: Journal of Business Ethics.

## **Service to the Community**

### **Member of a Committee**

1998: Oxford Planning Commission, (1995-1998) Member for four years and Chair for one year.

### **Other Community Service Activities**

1993: Mississippi Association of Broadcasters Board of Directors, (1992-1993)

1984: Arkansas Broadcasters Association Board of Directors, (1983-1984)

### **Positions Held in Civic Organizations**

2021 – 2023: Oxford Rotary Club Member Board of Directors

2016 – 2019: Oxford Rotary Club Member Board of Directors

2004 – 2007: Oxford Rotary Club Member Board of Directors

1996: Oxford Rotary Club President, Club President

1995: Oxford Rotary Club Vice President, Vice President

1984: Sales and Marketing Executives Club of Jonesboro, Arkansas, President and Board Member (1979-1984).

1984: Greater Jonesboro, Arkansas, YMCA Board of Directors, Chair of Long Run Planning Committee (1982-1984).

## **Teaching Honors and Awards**

### **Award**

2021: Outstanding Teacher of the Year, School of Business Administration.

2017: Outstanding Professional MBA Professor, School of Business Administration.

2014 – 2015: Outstanding Professional MBA Professor, School of Business Administration.

2013 – 2014: Outstanding Professional MBA Professor, School of Business Administration.

2009: Outstanding Professional MBA Professor, School of Business Administration.

2004: Outstanding MBA Professor, School of Business Administration.