

KENNETH GARY MCCAIN

Professor of Marketing
Department of Marketing and Finance

EDUCATION

- Ph.D. University of Oregon, 1977
Major Field: Marketing
Minor Fields: Quantitative Methods, Consumer Behavior, Organization Theory, Economics
Dissertation: "Source Credibility and Attitude Change: A Multidimensional Scaling Approach"
- M.B.A. Eastern Washington University, 1971
Major Field: Quantitative Methods
- B.A. Eastern Washington University, 1969
Major Field: Management (top management student of the year)

TEACHING EXPERIENCE

- 1988 to Present Professor of Marketing, Boise State University
- Jan. 1979 to 1988 Associate Professor of Marketing, Boise State University
- Aug. 1977 to Jan. 1979 Assistant Professor, Kansas State University
- Sept. 1971 to June 1973 Visiting Instructor and Instructor, Eastern Washington University

ACADEMIC ADMINISTRATION EXPERIENCE

- August 2005 to July 2008 Chairman, Department of Marketing and Finance, Boise State University

COURSES TAUGHT SINCE FALL 2004

Marketing Planning Applications Customer Behavior New Product Development
Services Marketing Principles of Marketing

SCHOLARLY ACTIVITY

Refereed Journal Articles

Basic Research

"Trailing Along Through Living History: Exploring Our Roots Through Re-enactment," Journal of Scotch-Irish Studies, with Nina Ray, November 2007.

"Lewis, Clark, and the *Corps of Discovery* Re-enactment Event Tourism As Authentic Heritage Travel," Leisure Studies, with Nina Ray, Tracy Melin, and Derick Davis, October 2006.

"The Challenge of Creating and Maintaining Respected Country-of-Origin Assets: The Irish Linen Story," Journal of Business Case Studies, with Kathleen Curtis-Wilson and Nina Ray, July 2006.

"Legacy Tourism: The Search for Personal Meaning in Heritage Travel," with Nina Ray, Tourism Management, December 2003.

"The Search for Personal Meaning in Legacy Travel to Ulster," with Nina Ray, The Journal of Scotch-Irish Studies. Fall 2002.

"Managing Atmospheric Effects on Consumers and Retail Workers," Journal of Business and Economic Perspectives, Fall 1991.

"Black Holes, Cash Pigs, and Other Hospital Portfolio Problems," Journal of Health Care Marketing, Spring 1987.

"Marketing Decision-Making Problems Faced by Small Business Retailers," Journal of the Academy of Marketing Science, (Summer 1985) (with D.J. Lincoln).

"Women in Industrial Sales," Business and Economic Perspectives, Spring 1982, (with T. Hogue).

"An Investigation of Return to Different Shopping Strategies," Journal of Consumer Affairs, (Summer 1979). (with D.I. Hawkins).

"Business Decision Researchers Can't Afford to be Pure," Business and Economic Perspectives, (Spring 1979).

Applied Research

"Rapid Prototyping Technology for Surgeries of the Pediatric Spine and Pelvis - Identifying Best Practices," Journal of Pediatric Orthopaedics, with Joseph Guarino, Steve Tennyson, Laura Bond, Kevin Shea, and Howard King, December 2007.

"Promoting design automation by rural industry," Rapid Prototyping Journal, with Steve Tennyson, Rudy Eggert, and Steve Hatten, October 2006.

"Enhancing Rural Manufacturers' Competitiveness Through Design Automation for New Product Development," Journal of Business and Economic Research, with Steve Tennyson, Rudy Eggert, and Steve Hatten, September 2004.

"Transferring Rapid Prototyping Technology to Idaho Small Business", Final Report to U.S. Department of Commerce Economic Development Administration, Boise State University, Boise, Idaho, (September, 2002), (with Steve Tennyson, Rudy Eggert).

"U.S. Trout Markets: A Survey of Trout Wholesalers and Retailers," University of Idaho College of Agriculture Cooperative Extension System, Bulletin No. 750, November 1993. (with Joseph Guenther).

Instructional Research

"Guiding Tourists to Their Ancestral Homes, (2009), "International Journal of Culture, Tourism, and Hospitality Research, Volume 3, No. 4, pages 296-305. (with Nina Ray).

"Design and Implementation of an Interdisciplinary Business Language Foreign Study Tour," Global Business Languages, (1996). (G. McCain with Nina M. Ray and Jason T. Ellsworth).

"Choice Criteria Model for Selecting Live-Case Marketing Research Class Projects," Journal of Marketing Education, (Fall 1982) (with D.J. Lincoln).

Other Basic and/or Applied Research

Journal Articles - Nonrefereed

"Trout Distribution Research Findings," Salmonid: The Official Journal of the U.S. Trout Farmers Association, (Winter 1991).

"Trout Distribution Channel Perception Research," Salmonid: The Official Journal of the U.S. Trout Farmers Association, (Summer 1990), p. 15.

"Retailing in Idaho," Idaho's Economy, (Spring 1985) with D.J. Lincoln.

"Must Set, Maintain Academic Publishing Ethical Standards," Marketing Educator, (Winter 1984), with D.J. Lincoln.

"A Contemporary Model of Entrepreneurial Style," Small Business Institute Review, U.S. Business Administration, (Summer 1981), with N.R. Smith.

"A Contemporary Model of the Entrepreneur and His firm," Management Horizons, (Fall 1978) with N.R. Smith.

"The Motivation to Manage and the Successful Entrepreneur," Oregon Business Review, (Winter 1976), with J.B. Minter and N.R. Smith.

Academic Meeting Proceedings and Presentations

"'It Was the Trip of a Lifetime': Viking Ancestors, Their Descendants and Their Legacy Tourism Motivations and Behavior," World Marketing Conference of the Academy of Marketing Science, with Nina Ray, Oslo, Norway (July 2009).

"Legacy Tourism and Genealogical Inquiry: Motivating Factors," Western Decision Sciences Institute, with Nina Ray and Derick Davis, Kona, Hawaii, (April 2006) Round Table Topic

"Enhancing Rural Manufacturers' Competitiveness Through Design Automation for New Product Development," European Applied Business Research Conference, with Steve Tennyson, Rudy Eggert, and Steve Hatten, Edinburgh, Scotland, (June 2004). (best paper award)

"Image and Pseudo-Image: What Do Americans Expect When Seeking Their Ancestors in Ireland?" American Irish Studies Conference/West, with Nina Ray, October, 2003.
Taking the 'Sham' Out of Shamrock: Legacy Tourists Seek the 'Real Thing,' European Advances in Consumer Research, with Nina M. Ray, Durban, Ireland, July 2003.

"Lewis and Clark and the Corps of Discovery: Scotch-Irish Ancestral Values Reflected in 'The Great American Journey'," with Nina Ray, Ulster-American Heritage Symposium, The East Tennessee Historical Society, Knoxville, TN. July 2006.

"Re-enactment Events and Time Travel Service Providers: One Bicentennial Commemoration," with Nina Ray, Cutting Edge Research in Tourism Conference, University of Surrey, UK, July 2006.

"A Bicentennial in Progress: Successful Re-enactment Events and Time Traveler Service Providers," with Nina Ray, EURAM2006, European Academy of Management, Oslo, Norway, April 2006.

"Legacy Tourism and Genealogical Inquiry: Motivating Factors," with Nina Ray and Derick F. Davis, Western Decision Sciences Institute, Kona, Hawaii, April 2006

Subsegmenting the Heritage Tourism Market to Better Focus on Tourists' Personal Heritage Motivations," with Nina Ray, The Marketing Landscape: Signposts for the Future, Proceedings of the Annual Conference, Academy of Marketing, Nottingham Business School, Nottingham, England, July 2002.

"An Engineering and Marketing Collaboration for Live-Case Technology to Rural Manufacturers," with Steve Tennyson and Rudy Eggert, World Association for Case Method Research and Application, Mannheim, Germany, July, 2002

"Cases Without Traditional Case Analysis: Implication for International Business Classes," with Nina M. Ray, 17th Annual EMU Conference of Language and Communication for World Business and the Professions, San Diego State University, CIBER, San Diego, CA, March 1999.

"Using Internet Web Sites for the Marketing of Higher Education: Where Are American Colleges and Universities?" 1997 Symposium for the Marketing of Higher Education, American Marketing Association, with Doug Lincoln.

"Marketing Educator Website Adoption: Where are We?," Proceedings, Western Marketing Educators Association Conference, Scottsdale, AZ, April 1997, with D.J. Lincoln and M. Vega (refereed). Won the Outstanding Paper Award for the Conference.

"Creating Business-Oriented Site Visitations for Foreign Study Tours," Fifteenth Annual Conference on Language and Communication for World Business and the Professions, April 1996, Ypsilanti, Michigan.

"Menu-Driven Grading for LSP Courses: A Business Spanish Example," Fourteenth Annual Conference on Language and Communication for World Business and the Professions, April 1995, Ypsilanti, Michigan.

"Spanish for Business: A Cross-Campus Collaborative Model," Proceedings, Western Marketing Educators Association, Scottsdale, AZ, April 1994, with S. Loughrin-Sacco and N.M. Ray (refereed).

"Language Influences and Country-of-Origin Perceptions," in Marketing in a Changing World, Proceedings of the 18th International Research Seminar in Marketing, Institut d'Administration des Entreprises, Université d'Aix-Marseille, France, May 1991, with N.M. Ray and M.E. Ryder.

"The Used Merchandise Industry," Proceedings, Southern Marketing Association, New Orleans, November 1987, with D.R. Scudder (refereed).

"Marketing Training for Student Leaders," Proceedings, Western Marketing Educators Association, San Diego, April 1986, with J. Krieder (refereed).

"Lottery Incentive Effect on Mail Survey Response Rates," Proceedings, American Institute for Decision Sciences, San Antonio, November 1983, with D.J. Lincoln (refereed).

"Selecting Live Case Projects for the Advertising Class," Proceedings, Academy of Marketing Science, Miami, May 1983, with D.J. Lincoln (refereed).

"Marketing Strategy Simulation Analysis: The Worksheet Approach," Proceedings, Western Marketing Educators Association, Sacramento, April 1983, with M.S. LaTour (refereed).

"The Worksheet Approach for Simulation Game Strategy Analysis," Proceedings, Association for Business Simulation and Experiential Learning, Tulsa, February 1983, with M.S. LaTour (refereed).

"A Causal Investigation of Retail Patronage Motives," Proceedings, American Marketing Association, Sarasota, March 1983, with J.W. Gentry, T.L. Brown, S.J. Grove and C.E. Young (refereed).

"Developing a Choice Criteria Model for Selecting Live-Case Marketing Research Class Projects," Proceedings, Western Marketing Educators Association, Long Beach, April 1982, with D.J. Lincoln (refereed). One of the Outstanding Paper recognitions.

"Women Entrepreneurs Really Are Different: A Comparison of Constructed Ideal Types of Male and Female Entrepreneurs," Proceedings, Entrepreneurship Research Conference, Boston, April 1982, with N.R. Smith.

"Retail Warranty Disclosure: Still Uneven Compliance," Proceedings, Southwest Marketing Association, March 1982, (refereed).

"Supermarket Background Music: Do Employees and Customers Dance to the Same Tune?," Proceedings, Western Marketing Educators Association, Oakland, April 1981, with D.J. Lincoln, (refereed).

"Testing the Novelty Postage Hypothesis in Mail Questionnaire Response Rates," Proceedings, Southwestern Marketing Association, March 1981, with D.J. Lincoln, (refereed).

"A Contemporary Model of Entrepreneurial Style," Proceedings, International Council for Small Business, June 1980, with N.R. Smith.

"Marketing Planning Preferences of New Manufacturers," Proceedings, Small Business Institute Directors Conference, March 1980.

"A Contemporary Model of Entrepreneurial Style," Proceedings, Midwest Business Administration Association, April 1979, with N.R. Smith.

"Relating Teaching Methods with Educational Objectives in the Business Curriculum," Insights Into Experiential Pedagogy, Association for Business Simulation and Experimental Learning, April 1979, with J. Gentry and A. Burns, (refereed).

"A Segmentation Strategy Test: Two Income Families vs. Single Income Families," Proceedings, Western American Institute for Decision Sciences, April 1979, with N.R. Smith and J.H. Barnes, (refereed).

"Business Decision Researchers Can't Afford to be Pure," Proceedings, Midwest Business Administration Association, April 1978.

"Approaching Cases from Other Angles," Proceedings, Midwest Case Research Association, April 1978.

Chapters In Books

A section of the book Value leadership: Winning Competitive Advantage in the Information Age, Michael C. Harris, 1997, ASQ Quality Press, Milwaukee, Wisconsin.

"The Role of Multi-Lingual Print Advertising," chapter in Global Marketing Perspectives and Cases, ed. Salah Hassan and Roger D. Blackwell, Dryden Press, 1994. (G. McCain with Mary Ellen Ryder, Nina Ray, and Stanley V. Scott).

Book Reviews- Published

Advocacy Advertising and Large Corporations, by S. Prakash Sethi, for Review of Business and Economic Research, (Spring 1979).

Forecasting and Time Series Analysis, by Douglas C. Montgomery and Lynwood A. Johnson, for Industrial Marketing Management, (February 1979).

Research Monographs

"U.S. Trout Aquaculture: A Market Overview," University of Idaho, College of Agriculture. Cooperative Extension System, Extension Bulletin 764, 1995. (G. McCain with Joe Guenther, Wilson Gray, and Carol Hughes).

Development of Instructional Material

Academic Meeting Proceedings and Presentations

"Using a Southeast Asian Experience to Create an In-Class Research Case: A Vietnamese Marketing Research Project," the Sixteenth International Conference on Case Method Research, World Association for Case Method Research and Application, Casáres, Spain, July 4-7, 1999 (refereed).

"Majority Fallacy Game with Independent Student Simulation and A Case," Proceedings, Association for Business Simulation and Experiential Learning, Honolulu, January 1984, with C.M. Bowman (refereed).

Written Cases with Instructional Materials

Intercollegiate Case Clearing House, Harvard University--
9-578-637 Carts in the Mall: Public Relations Problem
5-578-637 Teaching Note
9-579-666 Northwest Construction Company: Storm Windows Division
8-575-667 Teaching Note

PROFESSIONAL ACTIVITIESReviewer for Journal

Journal of Services Marketing, 1986 to present.

Journal of Marketing Education, 2002.

Journal of Business Communication, 1995.

Reviewer for Conference

Association for Consumer Research – Latin America, 2005

Western Decision Sciences Institute, 2003

World Association for Case Method Research & Application, 2000

Western Marketing Educators' Association, 1980 to present

Association for Business Simulation and Experiential Learning, 1984.

Academy of Marketing Science, 1985, 1983.

American Institute for Decision Sciences, 1983.

Other Conference Service

Session Chair, Association for Consumer Research – Latin America, Monterrey, Mexico, January 8, 2006.

Presenter, "The BSU Vietnamese MBA," NIBEN, University of Washington, April 1998.

"Dare to Dream" panel on starting independent businesses at "Voces Unidas Voces Oidas," Hispanic Issues Training Conference, Idaho Commission on Hispanic Affairs, Boise, September 11, 1992.

Round Table Discussion Moderator, "AACSB Documentation Effects on Class Design," Western Marketing Educators Association, April 1990.

Round Table Discussion Moderator, "Tight or Loose Class Rules: What Can (Should) We Expect from Students," Western Marketing Educators Association, April 1989.

Panel Coordinator and Moderator, "Faculty Residencies and Internships," Western Marketing Educators Association, April 1988.

Seminar, "Marketing Planning and Soil Conservation Public Affairs Programming," Soil Conservation Services Public Affairs Specialists Conference and Workshop, May 1987.

Seminar, "Current Marketing Thought," Idaho Marketing Educators Conference, September 1986.

Moderator and panel member, "Ethics in Marketing Academe," Western Marketing Educators Association, November 1983.

"Developing an Awareness of the Various Publics in the Nonprofit Environment," Mountain-Plains Management Conference, Estes Park, CO, November 1978.

"La Motivacion Administrativa y el Empresario Exitosa," First International Marketing Symposium, Instituto Tecnologico y de Estudios Superiores, Monterrey, NL., Mexico, March 1976.

Occasional session chair and/or discussant for European Applied Business Research Conference, Western Marketing Educators Association, Southwestern Marketing Association and Association for Business Simulation and Experiential Learning.

Book Reviews for Publishers

Principles of Services Marketing, Adrian Palmer, Macmillan, Summer 1993.

Marketing Research, blind review, PWS-Kent, Spring 1992.

Marketing Research, Alvin Burns, et al., Harper Collins, Fall 1992.

International Marketing, Eardner Kaynak, chapters and cases, Macmillan, Fall 1990.

Testbank Review, Marketing Research in a Marketing Environment, by Dillon, Madden and Firtle, edition revisions for Richard D. Irwin Co., (Spring 1989).

Marketing Research in a Marketing Environment, by Dillon, Madden and Firtle, edition revisions for Richard D. Irwin Co., (Fall 1988).

Non-Journal Articles

"Who is Your Competitor? [McCain on Marketing]," Business Partner, (October 1996), p. 5,

"Location! Location! Location! [McCain on Marketing]," Business Partner, (November 1996), p. 3.

"Federal Labs Share Their Technology with Business," Marketing News, (February 1987), with S.V. Scott and D.J. Lincoln.

"Background Music Poses Marketing Dilemma for Retailers: Shoppers Like it, Workers Don't," Marketing News, (October 1981), with D.J. Lincoln.

Outside Consulting/Seminars

Presenter, "The BSU Vietnamese MBA," Boise Chamber of Commerce, April 1998.

Presenter, "Business Education in Idaho Universities and Colleges," Joint Special Business Class of Boise High Schools, April 1996.

Seminar, "A Hierarchical Approach to Understanding Advertising Requirements to Reach Diabetics," Snake River Alliance of Diabetes Educators, November 1996.

"Conclusions from the Trout Research Project," Idaho Agriculture Association, May 1991.

"Rainbow Trout Marketing Strategy," U.S. Trout Farmers Association, September 1990, Las Vegas.

"Trout Distribution Research Project," Idaho Agriculture Association, May 1990, Twin Falls.

Faculty, Leadership in Idaho Agriculture, Idaho State Department of Agriculture, December 1988, December 1987, December 1986.

Presenter, "What Marketing Planning Education Can Do For Small System Transit Managers," Idaho Transportation Association, Idaho Falls, Idaho, September 1986.

Presenter and Moderator, "Marketing Concepts for Idaho Agriculture," Leadership in Idaho Agriculture Conference, Boise, January 1986.

Presenter, "Marketing Skills for Apartment Managers," session of Certified Apartment Managers course, Boise, January 1986.

Presenter, "Research Findings and Implications of Demonstration Project," Idaho Transportation Association, September 1985.

Presenter, "Demonstration Project Research Methodology," Idaho Transportation Association, January 1985.

Presenter, "Transit Demonstration Project," Idaho Transportation Association, November 1984.

Attendance at Professional Meetings and Workshops

"Driving Business Growth Through Innovation," Product Development Management Association 2000 Annual Conference, October 2000

"Service Quality: Is Survival a Driving Force?" ASQC Second Annual Service Quality Conference, April 1993, Atlanta.

Customer Satisfaction and Quality Measurement Conference, American Marketing Association, March 1992, San Francisco.

"Staying on the Leading Edge," 10th Annual Services Marketing Conference, American Marketing Association, October 1991, Orlando.

"Marketing Information and Planning Systems," Find/SVP and Infomarketing Systems, April 1985, San Francisco.

Membership in Professional Organizations

Product Management Development Association, 2000

American Marketing Association, 1971 - 1994.

Western Marketing Educators Association, 1981 - 1996

BYU Management Association, 1981 - 1998.

SPONSORED PROJECT ACTIVITIES/RESEARCH REPORTS ISSUED

"Regional Economic Adjustment Technical Assistance," Final Report to U.S. Department of Commerce Economic Development Administration, Boise State University, Boise, Idaho, (June, 2005), (with Steve Tennyson, Joseph Guarino, Steve Hatten, Gary Thompson).

"Transferring Rapid Prototyping Technology to Idaho Small Business", Final Report to U.S. Department of Commerce Economic Development Administration, Boise State University, Boise, Idaho, (September, 2002), (with Steve Tennyson, Rudy Eggert).

Non-user Attitude Change Study of Free Use BUS Trial, Ada Planning Association, July 1993.

U.S. Trout Markets: A Survey of Wholesale and Retail Distributors of Fresh Water Farm-Raised Rainbow Trout, A.E. Research Series, No. 91-3, University of Idaho, March 1991, with J.F. Guenther.

Market Demand Analysis for RONZ Aluminum Producers, Inc., Idaho Small Business Development Center, August 1987, with A. Bassett.

INEL Technology Transfer Project Process Methodology, December 1986, with S.V. Scott and D.J. Lincoln.

How to Design and Write a Marketing Plan for Rural or Small Urban Transit Systems, Urban Mass Transportation Administration, June 1, 1986, with D.J. Lincoln.

Idaho Transit Library Clearinghouse Master Bibliography Index, Ada Planning Association, September 1985.

Warranty Availability: Consumer and Business Congruence, Boise State University Faculty Research Grant, Spring 1984.

Retail Warranty Disclosure: Still Uneven Compliance, Boise State University Faculty Research Grant, November 1981.

GRANT PROPOSALS

Idaho New Product Innovation Partnership, Redesigned and resubmitted in spring 2006, not forwarded from BSU. Submitted in spring 2005, (\$650,000) National Science Foundation, with Gary Thompson, Steve Tennyson, Joe Guarino, and Bill Lathen, only BSU submission, not funded, better scores than 2004 proposal.

Idaho New Product Innovation Center, 2004 (\$657,819), not funded

U.S. – Mexico Training, Internships, Exchanges, and Scholarchips (TIES) Partnership Initiative, 2004 (\$966,983) United States Agency for International Development, Lynn Gabriel local director, with several BSU faculty and ITESM (Instituto Tecnológico de Estudios Superiores de Monterrey, Guadalajara, Jalisco, Mexico). Not funded.

Marketing and Rapid Prototyping for Idaho Economic Development, 2003-2005 (\$956,000) U.S. Economic Development Agency, with Steve Tennyson, Joe Guarino, Steve Hatten, John Gardner, approved Spring 2003, matching grant.

A Rapid Prototyping Technical Assistance Center for Idaho, 2000-2002 (\$308,000) U. S. Economic Development Agency, with Steven Tennyson and Rudy Eggert. (funded, matching grant)

Proposal to Develop an "Online Campus" System of Course Offerings, 1999-2000, Idaho State Board of Education, Directed by John Bigelow (funded), taught two web based marketing courses

Manufacturer's Understanding of Solid Modeling and Prototyping Technologies in Economic Distressed Areas in the State of Idaho, 2000 (\$844) BSU Faculty Research Grant, with Steve Tennyson, (funded)

1994-- The Idaho Connection: Building Links Between Business, Government and Boise State University Title VIB (\$140k) U. S. Department of Education, directed by Nancy Napier

Enhancing the Global Competitiveness of Idaho's Small Businesses, 1998--Title VIB (\$138,000) U. S. Department of Education, directed by Nancy Napier, visited five universities in Guadalajara Mexico to evaluate for internship relations and establish exchange relationships.

Building Linkages Through Languages, 1996--Title VIA (\$115,000) U. S Department of Education, directed by Steve Loghrin-Sacco, taught Spanish for Business and Doing Business in Mexico on a Study tour to three Mexican cities.

Research Priorities on Newly Privatized Economies, FY 1995-96, Infrastructure Fund, (funded for \$16,915, my part \$5,000) with Mohan Limaye leading and others. Funds returned; insufficient time and support to complete project in scheduled time frame.

Consumer Attitudes Toward Organic Meat and Dairy Products, Idaho Department of Agriculture, Summer 1992, not funded.

Cross-Cultural Study Program with Asia University Students (could not get cooperation or interest from Continuing Education) (Spring 1991). (Research initiated without funding, articles were published.)

Expectations and Requirements of American Trout Distributors, Federal-State Market Improvement Program through Idaho Department of Agriculture, Fall 1989-90 (funded at \$46,070, matching grant).

The Service Quality Model: An Operational Set of Tactics, College of Business Grant, 1989, (funded for \$5,000, Summer Research Grant).

1988 Fiscal Year Marketing Plan, Boise Public Transit, (funded through Ada Planning Association at \$20,000 plus \$14,000 staff labor) with D.J. Lincoln.

Seat Belt Use, Compliance, and Attitudes, Idaho Transportation Department subgrant from National Traffic Safety Institute, Fall 1986.

Marketing Plan Development for Coeur d'Alene and Lewiston Transit Systems, Idaho Transportation Department, approved by ITD for submission to Energy Department, Summer 1986.

Channel Attitudes and Implications for Marketing in the Trout Industry, submitted to Idaho Department of Agriculture and U.S. Trout Farmers Association, Fall 1985, with D.J. Lincoln.

Atmospherics and Working Conditions: Conflict or Compatibility, Office of Research and External Relations, (funded for Summer 1986 at \$5000).

Tactile and Olfactory Influences on Perceived Quality in Used Clothing, University Research Center and Office of Research and External Relations, with D. Scudder (funded for Summer 1985 at \$3000).

Transit Library, Urban Mass Transportation Administration through Ada Planning Association, (funded for 1984-85 at \$10,000) ended Fall 1985.

Cooperative Small Transit System Program Model Demonstration Project, Urban Mass Transportation Administration. (funded for 1984-85 at \$85,000) ended Summer 1986.

Attitudes on Driving Under the Influence of Alcohol, National Highway Traffic Safety Administration, a subgrant under Idaho Transportation Department, (funded for 1983 at \$8,000).

Consumer Warranty Attitudes, Boise State University Grant, (funded for 1982 at \$1750).

Consumer Business Ethics, Boise State University Grant, (funded for 1982 at \$2300) with D.J. Lincoln.

Retail Warranty Compliance, Boise State University Grant, (funded for 1981).

TECHNICAL ASSISTANCE

"How Does Novellus Systems, Inc. Market," a marketing intelligence report for Semitool, Inc., February, 1999.

Analysis of a Bio-Globe Tech Marketing Plan, December 1997.

Review of the Idaho Parks and Recreation Plan for Managing Payette Lake Cabins, January 1998.

A series of Marketing Planning, Customer Research, and Marketing Review projects for Idaho Power. 1995-1996.

Marketing Plan Review, Humphreys Diabetes Center, December 1996.

Small Group Health Insurance Survey, with D.J. Lincoln, Blue Cross of Idaho, 1988.

Karcher Mall Consumer Survey: Christmas 1986, January 15, 1987.

North's Chuck Wagon Trade Area Analysis, 1983, with D.J. Lincoln.

A Validation Study of the Cloverdale Road Interchange Petition Signatures, 1982, with D.J. Lincoln.

Evaluation of the Gnome Spokesman Appropriateness for the Twin Falls Bank and Trust, 1982, with D.J. Lincoln and D.R. Scudder.

Ada County Resident's Preference for the Location of a Regional Mall, 1982, with D.J. Lincoln.

1981 Horsemen's Survey: Idaho Outfitters and Guides

1981 Whitewater Survey: Idaho Outfitters and Guides

1980 Horsemen's Survey: Idaho Outfitters and Guides

1980 Whitewater Survey: Idaho Outfitters and Guides

OTHER RELATED PROFESSIONAL EXPERIENCE

Member of Idaho Trade Mission to Guadalajara, fall 1999. Met with Mexican university administrators to evaluate prospects of internships and exchanges.

Taught MBA research skills in Hanoi to National Economic University students in Joint MBA degree program, April 1995.

Editorial Board, *Journal of Services Marketing*, 1986-present, review articles.

Test bank development for Marketing Research, Bush and Burns, Harper Collins, Spring 1993.

Designed and taught Spanish for Business, a cross-discipline course, in Spanish, at the junior level, Spring 1994.

Member of Idaho Department of Agriculture Trade Mission to Mexico City and Guadalajara, August 1-8, 1992. Met with important agri-business leaders.

Hosted Luis Orellana Correa, Gerente General of Desarrollo Agropecuario C.A., Cuenca, Ecuador for Partners for America Program, May 1987.

Recruiting for department at American Marketing Association meeting, Washington, D.C., August 1985.

Book Review, Marketing Research: Measurement and Method, by Donald S. Tull and Del I. Hawkins, edition revision review for Macmillan Co., (June 1985).

Book Review, Basic Marketing: A Contingency Approach, by C. Glenn Waters, Sam Bruno and Wayne Norvell. Pre-publishing review of text chapters, (Summer 1980).

Internship Director for Vietnamese MBA students (over 50 in 1998), Fall 1998.

OTHER PROFESSIONAL ACTIVITIES

Internship Director for marketing: coordinate over 30 student internships with businesses each year, 1991 to present.

Represented BSU COBE in the review of "Project Chile" internship program with the University Studies Abroad Consortium, Wright State University, April 1997.

Attended the ASQC Fifth Annual Service Quality Conference, Sept. 1996, Las Vegas.

Co-Director/instructor for Mexico travel courses, "Business Spanish for Mexico (S-497) and "Doing Business in Mexico" (MK 297 and MK 497), May 13-June 2, 1996, Boise, Mexico City, Morelia, and Guadalajara

Managed over 150 Small Business Institute projects, 1991 to present, summer 1987, plus some in early 1975 and 1980.

Co-director/instructor for Mexico travel courses, "Introduction to Business Spanish" (S-297), "Business Spanish for Mexico" (S-497), and "Doing Business in Mexico" (MK-297/497), May 15-June 4, 1995, Boise, Mexico City, Morelia, and Guadalajara.

Coordinator for a workshop on "Effects of North American Free Trade Agreement," with Idaho Department of Commerce, May 15, 1995.

Taught research presentation skills and provided 1st draft review and guidance to first BSU MBA class research projects in Hanoi, Vietnam, April 1995.

Represented BSU at "The Challenge of Curricular Change," American Assembly of Collegiate Schools of Business, November 1994, Orlando, Florida.

Supervisor of a Field Research Project for the National Technical University Masters Program in Management of Technology, Fall 1994.

Workshop participant in "Teaching Spanish for International Business," Faculty Development in International Business, University of South Carolina, July 25 - August 4, 1994.

CONSULTING AND PUBLIC SERVICE

CONSULTING

Mai Thai Restaurant, Boise
Garden Fresh of Idaho, Idaho Falls
Semi-Tool, Kalispel, Montana
Idaho Consulting International, Boise
BioGlobe Technologies, Spokane
Bobbie Burns, Inc. and related companies, Sun Valley
Idaho Power, Boise and related companies, Boise
Blue Cross of Idaho, Boise
Boise Urban Stages, Boise
IDEA, Nampa
Standard Management Company (Karcher Mall), Los Angeles
Small Business Development Center, Boise State University
Small Business Development Center, Treasure Valley Community College, Ontario, Oregon
North's Chuck Wagon Restaurants, Medford, Oregon
Idaho Industrial Commission, Boise
Eagle Road Interchange Committee, Boise
Quong-Watkins Properties, San Marcos, California
Twin Falls Bank and Trust, Twin Falls, Idaho
Idaho Migrant Council, Boise
Brown, Guillermo, and Awes, Architects, Boise
Idaho Outfitters and Guides Association, Boise

WORKSHOPS AND/OR SEMINARS GIVEN

New Product Development - Stage Gate Process: Nampa, Boise, Post Falls, Idaho Falls, Twin Falls, American Falls, 2003-2004
New Product Development Opportunities: Nampa, Post Falls, Lewiston, 2003
Stage Gate Method for New Product Development: Boise, Post Falls, 2003
College of Business Professional Development Program, "Marketing Research," 1982
College of Business Professional Development Program, "Pricing Strategy for an Uncertain Future," 1982

Treasure Valley Community College, "Business Forecasting," 1982
Idaho Health Care Association, "Health Care Marketing," 1981
University of Alaska, Juneau, "Motivation and Leadership," 1981
University of Alaska, Juneau, "Advertising for Small Business," 1981

PUBLIC SERVICES

Council member, Boise chapter of the American Diabetes Association, June 1992-September 1993

Unit committee member, Boy Scouts of America, 1978-1992

Judge, Idaho State Delta Epsilon Chi Student Leadership Conference, February 1990, 1989, 1987

Speech, "What Makes Consumers Buy What They Do?," Treasure Valley Sales Club, Boise, January 1987

Moderator and Coordinator, "Achieving Excellence in Services Marketing," teleconference, Boise, Fall 1984

Better Business Bureau, Certified Consumer Arbitrator, Boise, 1980-85

Futura Corporation, Learning Partnership Faculty Advisor, Image National Sign Company, Fall 1980

AWARDS AND RECOGNITIONS

2004 Albertsons Library Annual Faculty Award.

Who's Who in the West, 1987-present.

BSU Alumni Association Distinguished Faculty Member Award, 1993.

Small Business Institute Top Case of the Year (Undergraduate), 1992.

Department of Marketing and Finance nominee for College of Business Annual Service Award, 1991-92.

Department of Marketing and Administrative Services Outstanding Researcher of the Year, 1982-83 (only year the award was given).