

DOUGLAS J. LINCOLN

Ada Burke Fellow, Professor of Marketing, Chair, Department of Marketing and Finance, and Editor, *[Journal of Marketing Education](#)*

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FORMAL EDUCATION

Ph.D., Marketing, Virginia Polytechnic Institute and State University, 1978.
M.B.A., Business, Eastern Illinois University, 1972.
B. S., Business Administration, State University of New York at Buffalo, 1971

TEACHING EXPERIENCE

Boise State University – 31.5 years
The University of Mississippi – 1.5 years
Virginia Polytechnic Institute and State University – 3 years
Wake Forest University – 3 years

ADMINISTRATIVE EXPERIENCE

Department Chair (x3), Associate and Acting Dean, Boise State University.
Research Director, Private Sector, Clearwater-Research, Inc., Boise Spring/Summer 1999

AWARDS AND RECOGNITION

Awarded the Ada Burke Fellowship, summer 2011.

Named as most influential undergraduate faculty member/mentor by the State of Montana's 2005 CASE Professor of the Year (Dr. Jakki Mohr) as noted at <http://www.umt.edu/cte/newsletter/Feb2006/Feb06pg2.htm>

John Elorriaga Fellow, competitively chosen for positive (lifetime) impact on students. Includes three year salary supplement funded by Boise State University alumnus. May 2005-August 2008.

Marketing Educator of the Year award given by the [Marketing Educators' Association](#), April 2004.

Runner-up for Marketing Educator of the Year award given by the Marketing Educators' Association, spring 2003.

Semi-finalist for Boise State University Foundation Teacher of the Year Award, spring 2002.

Board of Directors Emeritus, Bogus Basin Recreational Association (aka Bogus Basin Ski Resort), Served for eight consecutive years on its Board of Directors (1992-2000).

Outstanding conference paper-Western Marketing Educators Association April 1997.

Spring 1995, College of Business received national recognition at AACSB Annual Meeting as a result of Boise School District Strategic Planning Project co-authored with K. Learned and N. Napier.

Spring 1993, Inducted into Beta Gamma Sigma Honorary Business Society Spring

1992, Boise State University, Bricker Award (services category) finalist.

Spring 1990, Boise State University Alumni Association. Selected as Professor Contributing Most to Academic Success of One of BSU's Top Ten scholars (1989-90 year).

March 1988 and 1989, nominated (1 of 8 out of 70) to receive Alpha Kappa Psi (professional business fraternity) Outstanding Teacher of the Year Award in the College of Business.

Outstanding conference paper – Southwestern Marketing Association, March 1988

April 1987, selected as the one B.S.U. professor most significantly affecting the academic performance of a new Phi Kappa Beta inductee.

March 1987, awarded one of two dozen (Western U.S.) full scholarships to attend an academic seminar sponsored by the Direct Selling Education Foundation, San Diego.

May 29-June 1, 1984. Awarded one of 28 national fellowships to participate in the Direct Marketing Professors Institute sponsored by the Direct Marketing Association, Chicago.

Spring 1982, Boise State University Alumni Association. Selected as Professor Contributing Most to Academic Success of One of BSU's Top Ten scholars (1981-82 year).

Spring 1981, Boise State University Alumni Association Academic Award for contributing to academic excellence through outstanding teaching performance.

SCHOLARLY CONTRIBUTIONS

Refereed Journal Articles

“Student Response Systems Adoption and Use in Marketing Education: A Status Report,” Marketing Education Review, fall 2009.

Drama in the Classroom: How and Why Marketing Educators Can Use Nonverbal Communications and Enthusiasm to Build Student Rapport,” Marketing Education Review, fall 2008.

“A Practical and Effective Marketing Plan Assignment for Principles of Marketing Students,” (co-authored with N. Frontczak), Journal for Advancement of Marketing Education, summer 2008.

“Teaching with Clickers in the Large-Size Principles of Marketing Class,” Marketing Education Review –Special Issue on Teaching Innovations, spring 2008.

“Student Authored Cases: Combining the Benefits of Traditional and Live Case Methods of Instruction,” Marketing Education Review (spring 2006).

Bogus Basin Recreational Association, Inc., fall (2002), Case Research Journal. Teaching Note (50 pages with spreadsheets) available through author for case adopters.

“Marketing Educator Internet/E-mail Adoption 1998 vs. 2000: Significant Progress and Remaining Obstacles,” Journal of Marketing Education, August 2001.

“Non-Tariff Barriers and Entry Strategy Alternatives: Strategic Marketing Implications,” Journal of Small Business Management, April 1991, (with E. Naumann).

“A Systems Theory Approach to Conducting Industrial Marketing Research,” Journal of Business Research, September 1989, (with E. Naumann).

“An Identification of the Legal Issues Surrounding the Use of Comparative Advertising: What the Non-Prescription Drug Industry Has Taught Us,” Journal of Public Policy and Marketing, fall 1989, (with M. Bixby).

“The Role of Microcomputers in Small Business Marketing,” Journal of Small Business Management, April 1987 (with W. Warberg).

“Marketing Decision Making Problems Faced by Small Business Retailers,” Journal of the Academy of Marketing Science, Summer 1985 (with G. McCain).

“The Purchase of Components: Functional Areas of Influence,” Industrial Marketing Management, May 1984 (with E. Naumann and R. McWilliams).

“Developing a Successful Small Business Advertising Program: An MBO Approach,” Journal of Small Business Management, April 1982 (with E. Naumann).

“Ethical Beliefs and Personal Values of Top Level Executives,” Journal of Business Research, December 1982 (with M. Pressley and T. Little).

“Choice Criteria Model for Selecting Live-Case Marketing Research Class Projects,” Journal of Marketing Education, Fall 1982 (with G. McCain).

“Assessing the Usefulness of Attribute Advertising for Store Image Enhancement: An Experimental Approach,” Journal of Advertising, Fall 1981 (with A. C. Samli).

Academic Meeting Presentations and Proceedings

“Is Marketing Education ‘Producing’ the Right Product (Student) for Today’s Job Market? Maybe,” presented at the 2010 Marketing Educators Association Conference, Seattle, April

“Marketing Educator Adoption and Use of Student Response Systems: An Empirical Look,” presented at the 2009 Marketing Educators Association Conference, Newport Beach, CA, April

“Improving the Use of Classroom Response Systems (aka “clickers”) in the Principles of Marketing Classroom: Experiences and Recommendation,” presented at the 2008 Marketing Educators Association Conference, Salt Lake City, April.

“Using Student Response Pads (“Clickers”) in the Principles of Marketing Classroom,” Proceedings. 2007 Australian New Zealand Marketing Academy (ANZMAC) Annual Conference, Dunedin, NZ, Dec 1-6.

“The Effects of Using PRDs on Students: Best Practices, Observations, and Recommendations,” Special Session on the Use of Personal Response Devices (Clickers) in Marketing Education. Panelist with Michael Preis and G. M. Kellar 2007 American Marketing Association Summer Educators’ Conference, Washington, D.C., August

“A Practical and Effective Marketing Plan Assignment for Principles of Marketing Students,” Proceedings. 2007 Marketing Educators’ Association Annual Conference, San Antonio, April 26-28.

“Direct and Interactive Marketing in the Curriculum: An Examination of Penetration in AACSB Schools,” (with J. Peltier and J. Schibrowsky) Special Session at the Direct Marketing Educators Foundation Conference, San Francisco, October 2006.

“The Role of Emotional Intelligence (EI) in Teaching Marketing,” Proceedings. 2006 Marketing Educators’ Association Annual Conference, San Francisco, April 27-29.

“Can Undergraduate Students Learn Marketing Management By Researching, Writing, and Presenting Live (Marketing) Cases?” Proceedings abstract. 2005 Marketing Educators’ Association Annual Conference, La Jolla, April 2005.

“Getting Published in Marketing Education Journals,” Presented (with Pookie Sautter and Susan Petroschius) at the Marketing Educators’ Association Annual Conference, La Jolla, April 2005.

“Getting Published in Marketing Education Journals,” Special session developed and presented (with Pookie Sautter and Susan Petroschius) at the American Marketing Association’s Winter Conference, San Antonio. February 2005. The acceptance rate for special session proposals was 33%.

“Excellence in the Teaching of Marketing: Edutainment not Entertainment,” Three page abstract published in the Proceedings and presented at the Marketing Educators’ Association Annual Conference, Las Vegas, April 2004.

“The Art and Science of Manuscript Reviewing,” Special Session presented to the Marketing Educators’ Association Annual Conference, Scottsdale, April 2003 (with B. Stern).

“Developing and Implementing a Stand-Alone Undergraduate Customer Relationship Management (CRM) Course,” presented at the 15th Annual Direct Marketing Education Foundation’s Conference, Orlando, October 2003.

“A Broader View of Teaching Quality: What Are You Doing For Your Students Outside the

Classroom,” presented at Marketing Educators’ Association Annual Conference, San Diego, April 2002 and abstract published in proceedings.

“*How to Increase Your Chances of Getting Published in Academic Journals,*” presented at the Marketing Educators’ Association Annual Conference, San Diego, April 2002 and abstract published in proceedings, (With B. Stern and C. Kelley)

“*Marketing Educator Home Page and Web Site Adoption: Accomplishments and Challenges,*” presented at Marketing Educators’ Association Annual Conference, Hawaii, April 2001 and published in proceedings, (with M. Exinger).

“*The Independent Contractor Problem: Causes and Solutions,*” panel presentation for Marketing Educators’ Association Annual Conference, Hawaii, April 2001.

“*Designing and Delivering the Undergraduate Customer Satisfaction Measurement and Management Class,*” Proceedings of the 1998 Western Marketing Educators Association Annual Conference, San Diego, April 1998

“*Using Internet Web Sites for the Marketing of Higher Education,*” Proceedings of the Eighth Symposium for the Marketing of Higher Education, American Marketing Association, Boston, November 1997, (with G. McCain).

“*Small Business Exporting Assistance: Defining the Role of a State University,*” Proceedings of the 14th Pan Pacific Business Association Conference, Kuala Lumpur, Malaysia, May 1997.

“*Creating A Statewide Image Campaign for a System of Higher Education,*” Proceedings of the Fifth Symposium for the Marketing of Higher Education, American Marketing Association, New Orleans, November 1994. (with L. Morris and R. LeBlanc)

“*Costs and Benefits of Internet Surveys,*” presented at the Marketing Research Association (MRA) Fall Education Conference, San Antonio, November 1999. (with M. Exinger)

“*Designing and Implementing A Community Based Strategic Issues Future Search Conference,*” presented at the American Association of Community Colleges Annual Conference, Nashville, April 1999. (with L. Barnhardt)

“*On-Line Surveys and Customer Service Internet Applications,*” presented at the Decision Sciences Institute Annual Conference, Las Vegas, November 1998.

“*Small Business Exporting Assistance: Defining the Role of a State University,*” presented at the 14th Pan Pacific Business Association Conference, Kuala Lumpur, Malaysia, May 1997.

“*Using Internet Web Sites for the Marketing of Higher Education,*” presented at the American Marketing Association’s Eighth Symposium for the Marketing of Higher Education, Boston, November 1997, (with G. McCain).

“*Customer Satisfaction Measurement Practices of U.S., Australian, and New Zealand Downhill Ski Areas,*” Proceedings of the 1995 Pan-Pacific Business Administration Conference, Queenstown and Dunedin, NZ, May-June 1995.

“*Qualities of Customer Driven Ski Areas,*” presented at the National Ski Areas Association Annual Conference, Palm Springs, CA, May, 1995.

"A Comparison of Applications of Marketing Research Between Japan, Hong Kong, Korea, and Taiwan," Pan Pacific Business Conference, Seoul, Korea, May 1990. (with Robert McWilliams and Earl Naumann)

"Non-Tariff Barriers to Small Business Exporting," Pan Pacific Business Conference, Seoul, Korea, May 1990. (with Earl Naumann)

"Developing a University Marketing Plan for Emerging Instructional Technologies," presented at the Fifth Annual Conference on Applying New Technology in Higher Education, Kansas City, Missouri, March 1986 (with Jim Baker, and Stan Scott).

"How to Use a Microcomputer to Design a Small Business Decision Support System," Proceedings, Small Business Institute Directors Association National Conference, Washington, D.C., February 1986 (with W. Warberg).

"The Role of Consumers, Influencers and Future Influencers in Positioning within the Diet/Health Conscious Market--A Where's the Beef Application," Proceedings, Southwestern Marketing Association Conference, Dallas, March 1986

"A Contingency Theory Approach to Industrial Marketing," Proceedings, Western Division of the American Institute for Decision Sciences, Hawaii, March 1984 (with E. Naumann).

"Using Lifestyle, Product Image, and Usage Measures to Segment the Diet/Health Conscious Market," Proceedings, American Institute of Decision Sciences National Conference, Toronto, November 1984.

"Lottery Incentive Effect on Mail Survey Response Rates," Proceedings, American Institute for Decision Sciences Conference, San Antonio, November 1983, (with G. McCain).

"Consumer Adoption of Solar Energy and Public Policy Implications," Proceedings, Southern Marketing Association Conference, Atlanta, November 1983, (with E. Naumann).

"Preparing a Marketing Plan for Your New Small Business," Proceedings, Small Business Institute Directors Association Conference, Washington, D.C., February 1983 (with G. Skelly)

"The Purchasing Agent's Bases of Social Power," Proceedings, Southwestern Marketing Association Conference, Houston, March 1983 (with E. Naumann).

"A Managerial Look at Consumer Rebate Programs," Proceedings, American Institute for Decision Science Conference, San Francisco, November 1982 (with E. Naumann).

"How Different Buying Center Members Influence Different Purchasing Phases," Proceedings, Academy of Marketing Science Conference, Las Vegas, May 1982 (with E. Naumann).

"Developing Alternative Retail Marketing Strategies: An Evolutionary Orientation," presented at the Academy of Marketing Science Conference, Las Vegas, May 1982 (with A.C. Samli).

"Buying Center Member Influence as Mediated by Purchase Situation: An Empirical Investigation," Proceedings, Southwestern Marketing Association's Annual Conference, Dallas, March 1982 (with E. Naumann and R. McWilliams).

"Communications Effects of Integrated Advertising--Stretching the Retailer Ad Budget," Proceedings, American Marketing Association Educator's Conference, Washington, D.C.,

August 1981 (with J. Rogers).

"Contrasting Customer Perceived Store Image with Management's Self-Perception: A Diagnostic Approach," Proceedings, Academy of Marketing Science Conference, Miami Beach, May 1981 (with A.C. Samli).

"Retail Information Management Systems (RIMS): Establishing the Key to Retail Success," presented at the American Institute for Decision Sciences Conference, Las Vegas, November 1980 (with A.C. Samli)

"Customer Service: The Key to Improving Profits," presented at Southwestern Marketing Association Conference, San Antonio, March 1980 (with J. Rogers).

"Consumer Panels and Diaries Involving Poverty Level Respondents: Empirical Findings and Notes," presented at Southwestern Marketing Association Conference, San Antonio, March 1980 (with G. Skelly).

"The Next Stop in Retail Strategy--Positioning Through Comparative Advertising: A Conceptual Orientation," presented at Southwestern Marketing Association Conference, Houston, March 1980 (with A.C. Samli).

"Definitions, Dimensions, and Measurement of Store Image: A Literature Summary and Synthesis," Proceedings, Southern Marketing Association Conference, Atlanta, October 1979 (with A.C. Samli).

"Empirical Evidence of Comparative Advertising's Effects: A Review and Synthesis," Proceedings, American Marketing Association Educators' Conference, Minneapolis, August 1979 (with A.C. Samli).

"Consumer Rebates: A Suggested Decision Framework for Marketers and Some Consumer Viewpoints," Proceedings, Southern Marketing Association Conference, New Orleans, November 1978.

"EPA Gas Mileage Ratings: Another Failure in Information Disclosure Requirements?" Proceedings, Southwestern Marketing Association Conference, Dallas, March 1978.

Non-Refereed Publications

"Internet Use by Idaho Small Businesses: The Role of High Speed Access," in Small Business Viewpoint published by the Idaho Small Business Development Center, Boise State University, (Vol. 1 Number 7 Winter 2002).

"Workforce Diversity Laws-Which One is the Greatest Challenge for Idaho's Small Businesses?" in Small Business Viewpoint published by the Idaho Small Business Development Center, Boise State University, (Vol. 1 Number 6 Summer 2001).

"Employee Alcohol and Drug Abuse-No Hangover Yet!" in Small Business Viewpoint published by the Idaho Small Business Development Center, Boise State University, (Vol. 1 Number 5 Summer 2000).

"Competition-How Bad Is It? What Can You Do About It?" in Small Business Viewpoint published by the Idaho Small Business Development Center, Boise State University, (Vol. 1 Number 4 Winter 1999).

"*Successful Direct Marketing,*" Idaho's Economy, Spring 1990, (with J. Acee).

"*Conducting a Survey--Doing It Yourself and Doing It Right,*" Idaho's Economy, Fall 1987, and reprinted in NBDC Report, Nebraska Business Development Center, January 1988, (with N. Ray).

"*Federal Labs Share Their Technology with Business,*" Marketing News, pp 30-31, February 27, 1987 (with G. McCain and S. Scott).

"*Strategic Positioning: Key to Small Business Success,*" Idaho's Economy, Summer 1986 (with R. Pitts)

"*Using Microcomputers to Support Marketing Decisions,*" NBDC Report, July 1986, Nebraska Business Development Center

"*Background Music Poses Marketing Dilemma for Retailers: Shoppers Like It, Workers Don't,*" Marketing News, October 30, 1981 (with G. McCain).

"*Customers or Competitors--Which Should You Worry About?*" Portfolio, College of Business, Boise State University, Spring 1981

Research Monographs

Idaho's Small/Medium Business International Trade Status and Opportunities For Assisting Its Growth College of Business and Economics, Boise State University, December 2000.

An Image Study of Idaho's Publicly Supported Libraries produced for the Idaho State Library, December 1995.

Idaho Small Business Export Survey produced for College of Business, November 1995

Image Study of Idaho Higher Education, presented to the Idaho State Board of Education, October 1994 (with L. Morris and R. LeBlanc)

How to Design and Write a Marketing Plan for Rural or Small Urban Transit Systems, Urban Mass Transportation Administration, June 1986, (with G. McCain).

Attitudes of the Health/Diet Conscious Idahoan Market Segment Toward Beef Products: Implications and Suggested Strategies, Idaho Beef Council, July 1983

Consumer Characteristics Concerning Solar Energy Product Adoption in Idaho, Boise State University Research Center, June 1982.

PROFESSIONAL ACTIVITIES

Editor, Journal of Marketing Education July 2001 to present

Recent Manuscript Reviewing: Marketing Education Review, American Marketing Association's Summer and Winter Conferences. Journal of Marketing Education 1997 to 2001 (includes selection of previous year's outstanding article)

Note: I have stopped counting conference reviews for the past ten years, prior to then:

- Public Policy Conference, American Marketing Association, Washington, D.C. (1990).
- Public Policy Conference and for The Journal of Public Policy & Marketing, American Marketing Association, Atlanta, GA, (1994)
- Public Policy Conference and for The Journal of Public Policy & Marketing, American Marketing Association, Atlanta, GA, (1995)
- American Marketing Association's Winter Conference, San Diego, CA (1994)
- American Marketing Association's Winter Conference, Orlando, FL (1996)
- Western Decision Sciences Institute, Vancouver, BC (1989).
- Journal of Academy of Marketing Science (1984-85).
- "Retail Control" Track Chairman for 1985 Academy of Marketing Science Retailing Conference.
- Journal of Academy of Marketing Science (1984-85).
- "Small Business Management" Track Chairman for 1982 and 1983 Academy of Marketing Science Retailing Conference.
- "Current and Future Topics in Marketing" Track Chairman for 1980 Southwestern Marketing Association Conference.
- Chairman and discussant for Southwestern Marketing Association and Academy of Marketing Science Conferences (1979, 1980, and 1981).
- Southwestern Marketing Association Conference (1978, 1979), American Marketing Association Educators Conference (1980, 1984), Academy of Marketing Science Conference (1981, 1982), American Marketing Association Theory Conference (1982), Southern Marketing Association Conference (1982, 1983, 1984), Western Marketing Educators Association Conference (1982, 1983, 1993, 1994), and American Institute for Decision Sciences (1984).

Publisher Reviewing

Harvard Business School Publishing, consultant/reviewer for marketing cases (fall 2007 to current)

Prentice-Hall, reviewer for first eight chapters of Russ Winer's (Berkeley) Marketing Management (2000) textbook, Second edition of the same text (Summer 2001) and third edition of Roger Best's (paper) text Marketing Management.

Uncompensated Community Service

Idaho Small Business Development Center, assist clients indirectly through non-fee based consulting. Typical involvement includes reviewing and making changes to client surveys (ongoing).

Boise Metro Chamber of Commerce, one of four judges selected small business person(s) of the year award (Spring 2000).

Boise Metro Chamber of Commerce, facilitated the revision of their strategic plan (Fall 1999-Spring 2000) (with J. LaCava)

Boise State University, update of situational analysis for university strategic plan (Fall 1999, Winter 2000)

Board of Directors, Bogus Basin Recreational Association (Ski Resort) (1991-2000).

U.S. Small Business Administration, Idaho. One of seven judges selecting the Idaho (1998) small business of the year award recipient.

Idaho Small Business Development Center, assist clients indirectly through non-fee based consulting. Typical involvement includes reviewing and making changes to client surveys (ongoing).

Eagle Chamber of Commerce, assisted in the development of a quality of life survey to be administered to Eagle area residents early in 1995.

Junior League of Boise, assisted in the development and execution of a one-half day community forum for over 100 individuals in order to develop the future financial and labor donations of this community service organization. Role included serving as the forum leader/moderator. September 1994.

Marketing Committee Ad Hoc Member for Boise Opera.

Chair, Lifestyle Committee of "Boise Visions" (Quality of Life Assessment Project - Assigned by invitation of the mayor of Boise).

President, Western Marketing Educators Association (1989-90)

President-Elect, 1989 Program Co-Chair and Proceedings Co-Editor, Western Marketing Educators Association (1988-89).

Vice President, 1988 Program Co-Chair and Proceedings Editor, Western Marketing Educators Association (1987-88).

Member, Boise State University/Boise High School/Boise-Cascade Corporation Partnership in Education (PIE) Committee (1985-1988).

Member, Boise Chamber of Commerce Western Idaho Fairgrounds Task Force (Summer/Fall 1987).

Board of Directors, Western Marketing Educators Association (1985-87).

Board of Directors, Boise Chapter of Sales and Marketing Executives (1984-87).

Bogus Basin Recreation Association, Chair, Marketing Committee of. Major 1997 responsibilities included help organize and execute a strategic planning workshop. Other responsibilities included conducting focus group research concerning the snowboarder market. (Fall 1987-Summer 1997)

Consulting Assignments

Sprint (through Moffat/Thomas law firm, Boise). Expert survey research witness (Fall 2006-Spring 2010).

Closed-Loop Advertising (Boise). Conducted customer satisfaction study for client (Summer-Fall 2005).

College of Engineering, Boise State University, retained by dean to facilitate strategic planning process (December 2003-June 2004). Contracted through Boise State University's Center for Management Development

Qwest Communications, Inc. conducted marketing research and served as an expert witness for Qwest/Idaho in its request that the IPUC deregulate its landline service in seven Southwest Idaho exchanges. This was a contract through Boise State University's Center for Management Development (fall 2002-summer 2003).

Electronic Controls Company, Inc. (Boise), conducted marketing audit to aid in reorganization of marketing decision-making processes. (Summer 2002).

Clearwater-Research, Inc., (Boise) served a research director in charge of private sector work from January –August 1999. Conducted web based surveys and customer satisfaction studies with high technology clients such as Hewlett-Packard.

Larry G. Selland College of Applied Technology, Boise State University, facilitated an eight-month strategic planning process. Processes included leadership team training, focus group and survey research, and conducting a future search conference. This was a contracted through Boise State University's Center for Management Development (fall 1997-spring 1998).

Naumann & Associates, assisted this consulting firm on two major research projects; one involving focus group research with a multinational corporation while the other involved personal interviewing research with telecommunications provider. Both projects, along with two smaller projects, were in the area of customer satisfaction program development. Publications from projects are proprietary. Spring and summer 1996.

Trus Joist, International-assisted in conducting and interpreting primary market research findings with secondary data to recommend future strategic options with window business unit. Worked with upper level management, including CEO on project. Summer 1994.

Boise School District, on a team of three business faculty members contracted to facilitate the development of a strategic plan for Idaho's largest school district. August 1993-April 1995.

Sun Valley/Ketchum Chamber of Commerce, conducted market research projects to aid the development of marketing plans to increase winter season visits and visitor satisfaction, spring 1989 and Spring 1990 and to increase promotional effectiveness, Fall 1991.

Blue Cross of Idaho, conducted market research to aid in development of promotional and channel strategies, summer 1988.

G2, Inc., Boise, helped develop initial marketing plan and follow-up distribution plan for microcomputer based software product with industrial market applications.

Mountain Bell (U. S. West-Idaho) helped develop marketing planning approach for enhanced telephone services, Summer Faculty Residency Program, summer 1987.

Ada Planning Association, Boise, Idaho, contracted to formulate and manage marketing research program leading to the development of a marketing plan for the City of Boise Mass Transit System, spring 1987.

Learned-Mahn, Inc., Boise, Idaho, conducted marketing audit to provide direction for future marketing efforts of microcomputer software products and services, fall 1986-Winter 1987.

A & H Supply, Inc., Boise, Idaho, conducted marketing research identifying image held by current

and potential customers of company and suggested marketing program changes, Summer 1986.

Bonneville Power Administration, conducted research to identify reasons electric utilities and their customers did not adopt time of day metering/energy usage, Summer Faculty Residency Program, summer 1985.

Other consulting projects include focus-group advertising copy evaluation, new product concept evaluation, media awareness, shopping mall location preference, validation studies, expert witness testimony, restaurant feasibility studies, and retail trade area analysis. Clients included Udell and Elam (attorneys), North's Chuckwagon Restaurants, James Hawkins (founder of Statewide Auto Stores), Twin Falls Bank and Trust, Western Power Sports, and Williamson, Reinhardt, and Kline Advertising Agency.

Participation in Professional Development Courses, Meetings, and Workshops

BSU Online Teacher Training Course (fall 2010)
BSU Online Course Development Course (spring 2010)

Several workshops presented by BSU's Academic Technologies and Center for Teaching and Learning (2007-2010)

Improving Teaching and Learning Workshop, by Dr. Harvey J. Brightman, Georgia State University, winter 2006.

Case Writing/Research Workshop, Ivey School of Business, University of Western Ontario, May 2000. Sponsored by College of Business & Economics faculty development grant.

Attended Direct Marketing Educators and Professional conferences in fall 2003, 2002, 1995, 1993, 1991, and 1989.

Membership in Professional Organizations

Marketing Educators Association
Academy of Marketing Science
American Marketing Association

Recent University/College Service Participation

University "All-Aboard" Employee Giving Campaign (2008-2009), University Honorary Doctorate Selection Committee (2003-2009), University Sabbatical Committee (1999-2010) Chair for 2005-2006, College of Business & Economics New Building Steering Committee (2008-2009), College of Business & Economics Core Improvement Committee (2005-2006) College of Business & Economics Promotion & Tenure Committee (2003-2004), Technology Committee (2002-2003), and Economics Graduate Policy Committee (1999-2001), Faculty Professional Standards Committee (2000-2001).