

CURRICULUM VITAE

LENITA M. DAVIS, PROFESSOR

**Executive Director of Center for Sales & Sales Management
College of Business
University of Wisconsin Eau Claire**

Home

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EDUCATION

University of Cincinnati – Cincinnati, OH

Ph.D. in Marketing 2001

Xavier University – Cincinnati, OH

Master of Business Administration (2001)

Tuskegee University- Tuskegee, AL

Bachelor of Science, Mechanical Engineering, Tuskegee University, 1985

ACADEMIC EXPERIENCE

University of Wisconsin Eau Claire

- Executive Director of UWEC Center for Sales and Sales Management

University of Arkansas Little Rock (July, 2015 – July, 2020)

- Department Chair and Professor of the Marketing and Advertising Program
- Executive Director of UALR Professional Sales program

Culverhouse College of Commerce,

The University of Alabama (July, 2001- June, 2015)

- Associate Professor of Marketing; tenured (2008 – 2015)
- Assistant Professor (2001- 2008)
- Founding Executive Director of the University of Alabama Sales Program

UNIVERSITY ADMINISTRATIVE EXPERIENCE

Department Chair UALR College of Business (July 1, 2015 – present)
 Executive Director of the UALR Professional Sales Program (July 1, 2015 – present)
 Founding Director of the University of Alabama Sales Program (2008-2013)

COURSES TAUGHT

Marketing Research, Principles of Marketing, Consumer Behavior, Professional Sales, Sales Management, Advanced Sales, Social Media Marketing, E-commerce, MBA Marketing Principles, “Brand You”(Interim course on self-branding), Accounting

PROFESSIONAL INDUSTRY EXPERIENCE

Martinizing Franchise Owner (1996 – 2000)

Owned and operated two dry cleaning stores in Cincinnati OH

James River Corporation (1995-1997)

Technical Account Manager for Folding Carton Packaging.

Responsible for developing promotional packaging for Kraft Foods, Lipton, Nutrsweet, and General Mills.

Responsible for supporting sales process and commercialization for new packing and printing technologies for Philadelphia cream cheese and General Mills Cereal packaging.

Procter and Gamble (1985-1995)

Process Improvement Manager for Pampers,

Led start up team to install and verify manufacturing process for new product lines using Statistical Quality Control Methods.

Designed manufacturing processes for product improvements

Brand Manager for Puffs Facial Tissue

Developed the quality standard for manufacturing plants. Provided statistical support for advertising claims. Conducted competitive analysis of current product performance and patent filings on future product initiatives.

Project Manager for Always.

Developed and led all aspects of the Always polybag packaging conversion

Responsible for 5 million dollar budget delivered a 20%ROI

Led a team of 10 managers

MAJOR CONTRIBUTIONS OR ACCOMPLISHMENTS

Department Chair of the Marketing and Advertising

Marketing and Advertising Department point of contact for AACSB visit – Clean review with no significant outages cited

- Provided documents for the preparation of the accreditation report,
- Scheduling faculty and preparing them to meet with the accreditation committee
- Reviewing consultants' report regarding fitness for accreditation, and resolving issues cited in the report.

Increased enrollment in the Marketing and Advertising Degree each year by more than 15%.

- Re-branded and added multiple communication modes to departments communication plan including: Instagram, Facebook, and LinkedIn.
- Developed activities to engage students which included the following :
 - Sold in 60 seconds a student competition featuring hiring managers and students
 - Instituted a series of speakers that spoke on topics and themes relevant to students. Topics included: Build your own brand, Build your own business, Goal setting, Marketing careers
 - Partnered with the Athletic Department to conduct a series of marketing promotions aimed at increasing student participation at athletic events.
 - Instituted graduation check out reception, students met with advisors and myself to review their status relative to graduation
- Worked with faculty to transition offer most of the Marketing classes to an online format.
- Worked to recruit students at community events, met with students and community leaders about opportunities in the Marketing and Advertising program
- Represented UALR at statewide meetings for Federal Family and Student Engagement Initiative.

Secured funding for State Farm Business Skills Lab.

- Established the State Farm Business Skills Lab; led the efforts to secure \$75,000 of the funding from State Farm. The lab is used to record and critique student
- Supervised the design and budget for the State Farm Business Skills lab
- Staffed and trained lab manager for operating the State Farm Business Skills lab
- Worked with faculty so that the lab is an integral part of the classroom. The lab is currently used in the undergraduate and graduate program to improve the interpersonal skills of students
- Marketed the Business Skills lab to the Little Rock community; established relationship with Arkansas Bar Association to generate a stream of income by supporting attorney CLE training.

Improved the quality and accessibility of classes offered in the Marketing and Advertising program

- Successfully petitioned to have marketing degree offered online
- Recruited CEOs and corporate executives to teach upper level marketing electives
- Responsible for advising students and conducting graduation exit interviews.
- Optimize class scheduling for the Marketing and Advertising program showing a consistent increase in Student Semester Credit Hour Production.
- Worked collaboratively with the Engineering and Information Technology Department to create a student certification program in Ecommerce.

Executive Director of the UALR Professional Sales program

Sought and obtain accreditation for UALR Sales Program as an associate member of the University Sales Center Alliance.

- Established a corporate board for the sales program which includes: Meryl Lynch, State Farm, Federated Insurance, Rite Hite, Aflac, and Liberty Mutual.
- UALR Sales program ranked in the top 50 of all Professional Sales programs by the Sales Education Foundation

Established student teams for national sales competition. Students from the UALR sales team every team has had one or more student make it to semi-final round of the sales competition.

- Initiated and managed an internal sales competitions providing over \$1000 in cash prizes to students. Over 25 companies and 70 students participated in the event.

Worked collaboratively with University advisers to encourage student enrollment into the sales certification program. Enrollment grew from 2 to 30 students over the past three years.

Founding Executive Director of the University of Alabama Sales Program

Established curriculum and strategy for student and corporate recruitment

- Led efforts and gained approval to expand course offerings to include a series of advanced coursework in Professional Sales .
- Established a corporate board with Fortune 100 companies for professional sales program.
- Worked collaboratively with the University and College career center to launch a Professional Sales Career Fair.
- Established a funding stream for the UA Sales program by implementing a corporate partnership program, an annual job fair and an annual awards banquet.
- Led accreditation process for University of Alabama Sales program as an Associate member of the University Sales Center Alliance.
- Established Professional Sales Student ambassador program which has been modeled by other sales program including University of Texas at San Marcos.
- Developed and implemented strategies to grow the UA Sales program, enrollment went from 11 students to over 200.

- Founding Academic advisor for Pi Sigma Epsilon.

Collaborated with Interact Solution to develop a hardware/software solution to record sales role-play. The solution is now commercialized and installed in over 40 universities.

RESEARCH

Sales Research

Sohi, R. S., Haas, A., & Davis, L. M. (2021). Advancing sales theory with conceptual papers: what's new and what's next?. *Journal of Personal Selling & Sales Management*, 1-9.

Peesker, K. M., Ryals, L. J., Rich, G. A., & Davis, L. (2021). An ecosystems analysis of how sales managers develop salespeople. *Journal of Business & Industrial Marketing*.

Davis, L.M., Dugan, R., Rang, D., Pullins, E., Deeter-Schmelz, D., LeBon, J., and Agnihotri, R. (2020) Sales Management, Education and scholarship across cultures: early findings form a global study and an agenda for future research. *Journal of Personal Selling and Sales Management*

Houti, A.L., Davis, L., and Butler, T. , (2014) "Unwanted Pursuit Behavior: Understanding Salespeople's Desire to Pursue and Desire to Avoid Customers", *The Journal of Marketing Theory and Practice* 22(44) 385-400.

Campbell, K., Davis, L., and Skinner, L., (2006). Rapport Management during the Exploration Phase of the Salesperson Customer Relationship. *Journal of Personal Selling and Sales Management*, 26(4). 31-46.

Campbell, K., and Davis, L., (2006). The Sociolinguistics -basis of managing rapport when overcoming buying objections. *Journal of Business Communication*, 43(1). 43-66.

Markley, M., and Davis, L., (2008). "Using the Triple Bottom Line Approach to finding Competitive Advantage through Sustainable Supply Chains." *International Journal of Physical Distribution and Logistics Management*, 37(9), 763-774.

Chapman, J., Jaramillo, F, Plouffe, CR and Davis L, Jung, J.M. and Robertson, B (2010) "Journal of Personal Selling and Sales Management Abstracts," *Journal of Personal Selling & Sales Management* 30 (3), 273-284.

Chapman, J., Jaramillo, F, Plouffe, CR and Davis L, Jung, J.M. and Robertson, B (2006) "Journal of Personal Selling and Sales Management Abstracts," *Journal of Personal Selling & Sales Management* 26 (2), 219-238.

Services Research

Crocket, D, Rockwell, C., and Davis L., (2020) "Consuming while Incarcerated: The Problem of Channel Transparency in Detention" *Journal of Consumer Affairs* AT PRESS

Davis, L.M, Davis, J., and Markley, M. (2016) "Global Cause Awareness: Tracking Awareness Through Electronic Word of Mouth" *Journal of Non-profit and Public Sector Marketing* 28(3) 252-272.

Crockett, D., and Davis, L.M., (2015) "Commercial Mythmaking at the Holy Land Experience" *Consumption Markets and Culture* 19(2) 1-22.

Houti, A.L., Gillespie, E., Chang, W., and Davis, L.M., (2015). "The Thin Line between Love and Hate of Attention: Customer Shopping Experience" *The Journal of Marketing Theory and Practice* 23(4) 415-433.

Rountree, M., and Davis, L. M., (2011) "A Dimensional Qualitative Research Approach to Understanding Medically Unnecessary Aesthetic Surgery." *Psychology and Marketing*, 28(10), 1027-1043.

Funches, V., Markley, M., and Davis, L., (2009) "Reprisal, Retribution and Requit: An Investigation of Customer Retaliation" *Journal of Business Research*, 62(2), 231-238.

Wang, S., and Davis, L., (2008) "Stemming the Tide: Dealing with "Overwhelming" Customer Employee Relationship Quality and its Effect on Customer Defection" *Journal of Services Marketing*, 22(7), 533-549.

Tokman, M, Davis, L., and Lemon, K., (2007). 'WOW-ing The Customers to Win Them Back' *Journal of Retailing*, 83(1), 47-64.

Davis, J., Marino, L., and Davis, L, (2007). "Senior Services: Exploring Nursing Home Services for Community Based Seniors." *International Journal Pharmaceutical and Healthcare Marketing*, 1(4), 304-317.

Online Retailing and Marketing Analytics

Weinberg, B., Davis, L, and Berger, P. , (2014). "Perspectives on Big Data" *Journal of Marketing Analytics* 1 (4), 187-201.

Weinberg, B. D., Davis, L. and Berger P. ,(2011). "Responding to the Sting of Negative Feedback in Online Auctions," *Applied Economic Research Bulletin*, 5 (Spring), 1-32.

Davis, L., Wang, S. and Lindridge, A., (2008). "East Meets West: The Effect of Culture on Emotional Responses to On-Line Store Atmospheric Cues." *Journal of Business Research*, 61(8) 806-812.

Allaway, A., Gooner, R., Berkowitz, R. ,and Davis, L., (2006)." A Taxonomy of Loyalty Patterns in Retail Loyalty Card Program." *European Journal of Marketing*, 40(11/12). 1317-1339.

Weinberg, B. D., and Davis, L., (2005). "Exploring The WOW In Online Auction Feedback," *Journal of Business Research*, 58(11), 1609-1621.

Eroglu, S., Machleit, K., and Davis, L. (2003). "Empirical testing of a model of online store atmospherics and shopper response." *Psychology and Marketing*, 20(22), 139-150.

Eroglu, S., Machleit, K., and Davis, L., (2001). "Atmospheric Qualities of Online Retailing: A Conceptual Model and Implication." *Journal of Business Research Special issue*, 54(2) 177-184.

IN PROGRESS

Davis, L.M., and Rockwell, C., "Ethical Restrictions in Consumption that Violate Consumer Morality." *Target: Journal of Business Ethics*

Davis, L. M. , Thorton, C., and Weinberg, B., "Being overweight is getting expensive: The effect of financial vs physical threat on intent to adopt healthy behaviors" *Target: Journal of Advertising Research*

UNDER REVIEW

Pesker K. , Rich, G., Ryals, L. and Davis, L., " An Ecosystems Analysis of How Sales Leaders Develop Salespeople to Enable Sales" - Second Round at *Journal of Business and Industrial Marketing*

CONFERENCE PAPERS

Davis, L.M. , Dugan, R., and Bolander, W. American Marketing Association "The Update for Global Sales Research Initiative." Chicago, IL 2019.

Deitz, G, Tatara, J., Fernandex, A.J. and Davis, L.M. Global Sales Science Institute "The Application of Biometric Research." Panama City, Panama 2019.

Davis, L.M. , Dugan, R., and Bolander, W. American Marketing Association "The state of Sales Profession Globally – Developing Sales Theory with a global panel." Austin TX 2018.

Davis, L.M., and Rockwell, C., Society of Marketing Advances "Ethical Restrictions in Consumption that Violate Consumer Morality." Louisville, KY 2017

Williams, J., Davis L., and Dellande S., Association for Consumer Research "Institutional Policies, Social Norms and Coping in Academia: Exploring the Strategies that students and professors of color employ as Academic Consumers" New Orleans, LA 2015.

Crockett, D., and Davis, L., Association for Consumer Research " Is it worth it? If So Let's Research it: Exploring the Role of Minority Research in Marketing" Baltimore, MD 2014.

Davis, L., and Crockett, D., Kern Conference on Visual Communication Communicating Identity? Consuming Difference "Visualizing the Servicescapes: Photos from the Holyland Experience" Virginia Beach, VA 2014

Pullins, E., Dixon, A., and Davis L.M., Global Sales Science Institute, "Explicating Global Sales Channels: Developing a Framework for Furthering Research and Practice in Sales Channel Strategy" Finland, August 2013.

Pullins, E., Dixon, A., and Davis L.M., Global Sales Science Institute "Understanding Distribution Channel Differences based on Economic, Technology and Freedom " Germany, August 2012.

Davis, L., Thornton, C., and Davis, J., Cross Cultural Conference "Exploring the Branding of HIV/AIDS" Health Prevention Behaviors" Kona, HI, December 2011.

Davis L.M., Markley, M., and Myles V., Cross Cultural Conference "Me or We: Cultural Influences on Customer Participation" Kona, HI December 2011.

Weinberg, B. D., Berger, P. D., and Davis, L. M. , DMEF Direct/Interactive Marketing Research Summit, "Social Media Mission-Control Command Centers: Monitoring and Managing Social Media," Boston, MA, October 2011.

Houti, A., Davis, L., and Landers, M., Summer Educators American Marketing Association, "Customer Stalking", San Francisco, CA ,August 2011.

Long, M., Davis, L.M., and Alvarez, J., Society of Marketing Advances Conference, "Dehumanization in advertising" Tampa, FL October, 2011.

Alvarez, J., Davis, L.M., Robinson, C., Society of Marketing Advances Conference "Technological Advances in Teaching Sales" Tampa, FL October 2011.

Davis, L., Calamusa, J., Pullins, E., and Dixon, A., Summer Educators American Marketing Association, "Implementing computer technology in the Sales Program", New Orleans, LA January 2010.

Davis, L., Houti, A.L. and Landers, M., Summer Educators American Marketing Association, "The Effects of Corporate Giving on Corporate Reputation across Cultures," Chicago, IL January 2010.

Franke, G., and Davis, L., Sales Educators Conference "Using Short Form Scales for Sales Research," Las Vegas, NV, November, 2009.

Davis, L., Thornton, C., and Lindridge, A., Cross Cultural Research, "A cross cultural perspective of racial profiling in the service context," Honolulu, HI, December 2007.

Davis, L., Ortiz, M., Cooley, D., Cross Cultural Conference, "The use of guilt and shame in advertising", Honolulu, HI, December 2007.

Davis, L., and Markley, M., Society of Marketing Advances, "Planning for the Future: Using the Triple Bottom Line Approach to Finding Competitive Advantage through Sustainable

Supply Chains", San Antonio, TX, October 2007.

Davis, L., Machleit, K., and Lindridge, A., Tenth Retail Strategy and Patronage Behavior Symposium, Society for Marketing Advances Conference, "Using Attitude Strength Attributes to Measure the On-line Store Customer's Ability to Resist Counter-Persuasive Appeals from Competitors," San Antonio, TX 2007

Preyere, O., Lindridge, A., and Davis, L., Cross Cultural Conference, "It's all about the Bling-Bling: Rap and its effect on Brand Consumption Across Cultures", San Juan, Puerto Rico, December 2005.

Davis, L. M., and Thornton, C., Cross Cultural Research Conference, "You are not my type: The role of Stereotypes in evaluating service failure", Puerto Rico, December 2005.

Markley, M., and Davis, L., Fall North American Conference for Association of Consumer Research, "Customer Participation Strategies", San Antonio, TX, October 2005.

Davis, L., Wang, S., and Lindridge, A., Retailing Strategy Conference, Society of Marketing Advances, "East Meets West: The role of culture in customer's response to online atmospherics", San Antonio, TX, October 2005.

Davis, L., and Wang, S., AMS Cross Cultural Convergence, "Visual Pleasure: A Cross Cultural Measure of Consumer Response to Online Atmospherics", AMS, Montego Bay, JA, December 2003.

Weinberg B., and Davis, L., Sixth Annual Retail Strategy and Strategic Decision Making Conference "Exploring the WOW in Online Auction Feedback", New Orleans, LA, November 2003.

Davis, L., Barr, T., and Machleit, K., Academy of Marketing Science, "Can You Keep a Secret? Building Customer Confidence in the Exchange of Personal Identifying Information", Perth, Australia, 2003.

Davis, L., and McCabe, D., International Conference Advances in Consumer Research, "There's Gold in that Grey: The Impact of Multiple Channels on the Shopping Behaviors of Senior Citizens", Dublin, Ireland, 2003.

Davis, L. M., PhD Project Conference, "Getting your PhD", PhD Project, Chicago, IL, November 2003.

Davis, L. M., Crockett, D., Borders, L., Society of Marketing Advances Fall Meeting, "PhD Project", Society of Marketing Advances, Orlando, FL, October 2003.

Davis, L. M., Beatty, S., and Wang, S., Multicultural Conference Academy of Marketing Science, "The Role of Cultural Values in the Online Shopping Experience", Valencia, Spain, 2002.

Davis, L. M., PhD Project Conference, "Interviewing Skills", PhD Project, San Francisco, CA, August 2002.

Davis, L., Machleit, K., Barr, T., World Congress Conference, "Can you keep a secret? The perceived risk of sharing Personal Identifying Information on the Internet", Perth, Australia, May 2002.

Davis, L., Winter Educator's American Marketing Association Conference, "Establishing On Line Loyalty", Austin, TX, 2001.

Barr, T., Boyd, T.C., and Davis, L., Proceedings Society of Consumer Research "Redefining Service Recovery: Changing Customer Relationships for the Web" Austin, TX 2001.

Davis, L., and Dixon, A.L., National Conference in Sales and Sales Management, "Establishing Credibility and Trustworthiness: The Role of Information Control on the Road to Persuasion, 2001.

INVITED PRESENTATIONS

- Panel Discussant "Great Aha moments in Teaching" October 2018
- Presenter to Junior League "Establishing your Digital Brand" September 2018
- Interviewed by TVH11 "I love Little Rock" campaign September 2018
- Panel Discussant "Is it still worth it? Exploring Marketplace Diversity" Association of Consumer Research Conference February 2015
- Discussant on Interviewing Skills, PhD Project August 2013
- Discussant on Researching Skills, PhD Project August 2012
- Discussant on Survey Methods, PhD Project, August 2006.
- Brown Bag Discussant regarding Online Auctions, University of Houston October 2005.
- Discussant, PhD Project Conference, December 2004.
- Session Chair, Society of Marketing Advances, October 2002.

EDITORIAL REVIEW BOARD

- Journal of Interactive Marketing,
- Journal of Retailing,
- International Journal of Retail & Distribution Management.
- Journal for Marketing Theory and Practice
- Journal of Business Research
- Society of Marketing Advances
- International Journal of Culture and Tourism

TEACHING AND STUDENT LEARNING

- Integrated Salesforce CRM and CRM certification into the Sales Management and Advanced sales class
- Created and managed several internal sales competitions awarding cash prizes
- Instituted sales only career fairs for students
- Instituted a “Resume Bootcamp” for students. Corporate recruiters served as mentors and teachers for the bootcamp.
- Worked collaboratively with on-campus sorority, local church and the College of Business to establish a career exploration event.
- Instituted and implemented a change to University of Alabama Marketing curriculum to make Professional Sales coursework mandatory
- Proposed and gained university- wide approval to create an Advanced Sales course
- Proposed and gained university wide approval to teach a “Brand You” course. The course taught students how to brand themselves in the digital space.
- Developed and instituted an online Social Media course
- Re-vamped Marketing Research curriculum to include social media listening and analytics
- Integrated Netbase social medial listening software into the Marketing Research curriculum at University of Alabama
- Expanded Sales Management class to include Customer Relationship Management software and certification in Salesforce.com
- Developed a “Boot Camp” seminar for undergraduate sales career readiness
- Instituted a Sales Award Banquet event to recognize outstanding students as well as provide the Advanced Sales students with cold calling and prospecting experience. Advanced Sales students were responsible for identifying and recruiting sponsors for the Sales Award Banquet.
- Established an Opportunity Fair this event was a series of workshops led by corporate sales professionals and included a career fair

AWARDS AND HONORS

- Visiting Scholar at Tyson Center on Religious Faith and Spirituality in the Workplace Center At University of Arkansas
- Morris B. Mayer Teaching and Service Award
- Inaugural recipient of the University of Alabama Career Center Award
- Journal Retailing Outstanding paper in Services Special issue of Journal of Retailing
- AMA Consortium Fellow
- Haring Symposium Fellow
- University of Cincinnati Outstanding Teaching by a Doctoral Student
- Yates Fellow

COMPETITIVE GRANTS

- Marketing Science Institute, \$5000, January 2011
Pullins, E., Dixon, A., and Davis L. M.,- “Explicating Global Sales Channels: Developing a Framework for Furthering Research and Practice in Sales Channel Strategy”

- Faculty Summer Research Grant \$5000, Summer 2013
- Teaching Technology Grant, University of Alabama, \$5000 September 20002
Davis L.M. – Developed web portal for the UA Sales program
- Direct Sales Education Foundation Research Grant Summer 2000

SERVICE TO PROFESSION

Leadership Positions

- Conference Chair for the 2019 Global Sales Science Institute Conference in Panama
 - First conference in Latin America
 - Largest attendance for GSSI conference
- Co-Track Chair for Marketing at National Decision Sciences Conference (2015 – present)
- Track Chair for m
- President for Sales Special Interest Group for AMA (2017 -2018)
- Obtained 20M in funding from AMA to encourage global research in sales. The funds will be used to conduct a global survey of sales representatives and to fund other global sales research
- President-Elect for Sales Special Interest Group for AMA (2016-2017)
- Vice-President of Finance for Sales Special Interest Group for AMA (2014- 2016)
- Vice-President of Conference Activities for the Sales Special Interest Groups for AMA, (2012 – 2014)
- Faculty Member of Marketing PhD Project Planning Committee, 2010 – 2015

SERVICE TO UNIVERSITY OF ARKANSAS LITTLE ROCK

- Coach for UALR Sales Team
 - Responsible for coaching students for three national competitions each year
 - Responsible for obtaining funding and logistics for student sales competitions
- Advisor for Student Marketing Association
- Graduate Committee Member
- Undergraduate Committee Member
- Mentor for McNair Scholars program
- Mentored two minority undergraduates through the research process
- Qualtrics Administrator for UALR
 - Responsible for digitizing administrative processes through Qualtrics

SERVICE TO UNIVERSITY OF ALABAMA

- Founding Director for UA Sales Program
- Administrator for University of Alabama's Qualtrics Online Survey Software system (2008-2014)
 - Responsible for developing vendor relationship with Qualtrics.
 - Responsible for keeping updated on latest developments and communicating throughout the organizations.
 - Responsible for creating, updating and managing accounts.

- Provide training to faculty, undergraduate and graduate students on using Qualtrics.
- Serve as the technical resource to the University.
- Committee Chair for 1st year exam for PhD students (2011-2014)
 - Responsible for administering policy relative to the 1st year exam.
 - Responsible for meeting with 1st year students and explaining the exam process.
 - Responsible for establishing the evaluation process of 1st year papers by the committee.
 - Responsible for assembling and synthesizing the feedback for students.
 - Responsible for sharing the feedback with students and resolving issues.
 - Responsible for scheduling the presentation of 1st year papers.
 - Lead the committee through the process of 1st year student evaluations.
- Founding Faculty advisor Pi Sigma Epsilon (2008-2010)
 - Largest founding chapter in the history of Pi Sigma Epsilon.
 - Amassed the largest number of chapter points for a new Pi Sigma Epsilon Chapter.
 - Hosted the Regional Conference in its fraternity's first year.
- University of Alabama United Way Representative (2009)
 - Participated on the University Leadership team responsible for the United Way campaign
 - Worked with Associate Provost and University of Alabama President to exceed the United Way fundraising goal for University of Alabama .
 - Developed and Coordinated University of Alabama kick -off meeting.
 - Worked with students to develop and professionally record promotional song for the United Way campaign.
 - Responsible for the University Kick-off program and closing ceremonies.
- PhD Minority Recruitment, Member, December 2003 – 2011
 - Represented University of Alabama at PhD project National Conference.
 - Recruited minority students for doctoral program.
 - Served as a mentor to Minority students that applied to University of Alabama.
- Faculty Executive Board Member, August 2009 - May 2010
 - Voted on policy changes recommended by faculty.
 - Voted on curriculum changes proposed by faculty in the college.
 - Represented proposals made by faculty in the Management and Marketing Department.
- Summer Institute, Member, June 2004 – Present
 - Develop content and make presentations to students in the Summer Institute Program.
 - Secured nationally recognized speakers to speak to students.

- Honors Day Awards Committee, Member, August 2001 - August 2008
 - Responsible for reviewing applications and selecting recipients of scholarships.
 - Responsible for identifying students deserving of recognition during the Honor's Day ceremony.
 - Responsible determining form of student recognition.
- Services Chair Search Committee, Member, January 2008 – 2011
 - Responsible for meeting with Dean to determine criteria and limitations of Chair.
 - Responsible for soliciting for applications for Services Chair.
 - Responsible for reviewing application and selecting candidates for interviews.
 - Responsible for interviewing candidates.
- Faculty Honors Mentor, August 2006- Present
 - Serve as a mentor to promising undergraduate students.
 - Develop small research projects for undergraduate students.
 - Develop projects that will give them exposure or experience in their chosen career.
- Founding Faculty Advisor for UA Sales Team, September 2007 - February 2009
 - Established the 1st ever UA Sales team to compete nationally.
 - Hosted internal competitions to select students to participate on team.
 - Responsible for training student teams to participate.
 - Awarded scholarships to participating sales team members.
 - Traveled with team to National Competition.

DISSERTATION SUPERVISION

Dissertation Chair

2013 Vincent Myles Landers
 Dissertation Title: The Role of Firm Resource Demand in Shoppers' Service Experiences
 Placed at Rochester Institute of Technology

Dissertation Committee Member

2013 Oscar Holmes IV
 Dissertation Title: An examination of the mediators and moderators in the relationship between justifications, organizational contexts, and discrimination in personnel selection

2011 Mia Anderson
 Dissertation Title: 'I Dig You, Chocolate City': Ebony and Sepia magazines' coverage of Black political progress, 1971-1977.

2011 Justice Tillman

Dissertation Title: Character, conditions, and cognitions: The role of personality, climate, intensity, moral disengagement in the unethical decision making process

2008 Melissa Markley

Dissertation Title: In search of perfection: body-enhancing risk investigated

2008 Mandy Ortiz

Dissertation Title: Three Essays on Consumer Devotion

2004 Sijun Wang

Dissertation Title: Store image congruity and consumers' responses to multi channel retailers

2007 Venessa Martin Funches

Dissertation Title: Consumer anger, attributions and negative behaviors: An examination within a service setting

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Marketing Association, National, 1998 – Present.

Global Sales Science Institute 1998- Present

Academy of Marketing Science, National, 2009 - 2010.

Marketing Ethnic Faculty Association 2008 – Present.

Society of Marketing Advances 1998 – Present.

American Marketing Association Sales Special Interest Group 2009 – Present.