

CURRICULUM VITAE

June, 2009

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EDUCATION

Year	Degree	Major	Universities Attended
1984	Ph.D.	Marketing	Purdue University
1980	M.S.M.	Marketing	Purdue University
1975	B.S.	Psychology	University of Maryland

ACADEMIC EXPERIENCE

Dates	Position	Organization	Location
Fall 1997- present	Professor of Marketing	New Mexico State University	Las Cruces, NM
Fall 1993- Sum. 1997	Associate Professor of Marketing	New Mexico State University	Las Cruces, NM
Fall 1992	Visiting Professor of Marketing	Limburgs Universitair Centrum	Diepenbeek, Belgium
Fall 1990- Sum. 1992	Associate Professor of Marketing	University of North Texas	Denton, TX
Fall 1989- Sum. 1990	Assistant Professor of Marketing	University of Houston- Clear Lake	Houston, TX
Fall 1982- Sum. 1989	Assistant Professor and Instructor of Marketing	University of Houston- University Park	Houston, TX
Fall 1980- Sum. 1982	Instructor of Marketing; Assistant Director, Office of Retailing Management and Research	University of Illinois- Chicago	Chicago, IL
Fall 1977- Sum. 1980	Lecturer and Graduate Instructor of Management	Purdue University	W. Lafayette, IN

ACADEMIC EXPERIENCE (continued)Courses Taught

Introduction to Marketing (Undergraduate, Undergraduate Honors)
 Marketing Management and Policy (Undergraduate and M.B.A.)
 Marketing Research (Undergraduate [in-class and online] and M.B.A.)
 Sports Marketing (Undergraduate [online])
 International Marketing Management (Masters)
 Negotiating Tactics in Marketing (M.B.A.)
 Capstone Project Course (M.B.A.)
 Marketing Ethics (M.B.A./Ph.D.)
 Marketing and the Scientific Method (Ph.D.)
 Marketing Theory (Ph.D.)
 Marketing Models (Ph.D.)
 Marketing Colloquium (Ph.D.)

PROFESSIONAL EXPERIENCE

Beginning/ Ending Date	Position	Organization	Location
May 1977- Aug. 1977	Staff Economist	OSHA Policy Office	Washington, D.C.
May 1975- May 1976	Research Assistant	U.S. Agency for International Development	Washington, D.C.
May 1974- Aug. 1974	Staff Aid in Office of Federal Elections	General Accounting Office	Washington, D.C.
May 1973- Nov. 1973	Staff Aid to Senator William Proxmire	U.S. Senate	Washington, D.C.

PROFESSIONAL ACTIVITIESMembership in Professional Organizations (current)

Academy of Marketing Science
 American Marketing Association
 American Academy of Advertising
 Society for Marketing Advances

PROFESSIONAL ACTIVITIES (continued)

Consulting (university-based)

With Dr. Shaun McQuitty, created the content for a brochure on the Medical Assistance Division of the New Mexico Human Services Department. Work was completed in Summer 2005.

Helped Mr. Quentin Pirtle of the Office of Emergency Management, Las Cruces, to revise a questionnaire on public awareness of emergency procedures. Work was completed in Fall 2001.

Helped Dr. William Eamon, Director of the NMSU Honors Program, to revised a questionnaire on space utilization for the old YMCA building. Work was completed in Spring 1999.

Worked with Mr. Jim Paul, the Athletic Director of NMSU, to conduct two football-related surveys: one of NMSU students and one of game attendees. Completed during Fall 1997, I assisted with study design, questionnaire design, and statistical analysis of survey data.

Worked with Ms. Carolyn Cordova, of the NMSU Business Office, to assess the viability of alternative tuition payment plans. Completed during Spring 1997, I assisted with study design, questionnaire design, and statistical analysis of survey data.

Worked with the NMSU Marketing Department to assess the undergraduate marketing curriculum and student satisfaction with NMSU in general and the Marketing Department in particular. Completed in Spring 1996, I designed the study and four questionnaires, coordinated data collection and data entry, and analyzed respondent data from the four questionnaires. Copies of the questionnaires for current students, recent alumni, and marketing faculty are available at <http://business.nmsu.edu/~mhyman/assess.htm>. (Note: Employer questionnaire available on request.)

Worked with Mr. Pat Gavin, Assistant Director of the Professional Golf Management (PGM) Program at NMSU, to conduct several marketing research studies. Completed during Fall 1994, these studies included (1) a survey of students enrolled in the four current PGM programs, (2) an image study of golf equipment/accessories manufacturers, (3) a survey of annual equipment/accessories purchases by PGM students, (4) a feasibility study for an executive nine-hole golf course, and (5) a survey of area golfers regarding ways to improve the driving range at NMSU. Research projects continued into Spring 1995.

Worked with Mr. Freddie Covington, of White Sands Missile Range, to conduct several marketing projects. Begun during Spring 1995, these projects included (a) a SWOT analysis, (2) the creation of a World Wide Web (WWW) home page, (3) an evaluation of promotional materials, and (4) an assessment of attitudes toward marketing by civilian employees.

PROFESSIONAL ACTIVITIES (continued)

Consulting (university-based) (continued)

Worked with Dr. Cara Wilson, Director, Employee Assistance Program (EAP) for the City of Las Cruces, to assess the EAP service needs of city employees. Completed during Fall 1993, I assisted with study and questionnaire design, analyzed all data collected, and presented the results of the study to Dr. Wilson.

Worked with the Athletic Department at the University of North Texas (UNT) to assess the attitudes of alumni toward intercollegiate sports at UNT. Completed during Summer 1992, I designed the survey instrument and sampling plan, analyzed all data collected, and presented the results of the study to the Athletic Director.

Worked with Houston's Better Business Bureau (BBB) to survey consumers, BBB members, and BBB non-members about their perceptions and experiences with the BBB. Completed during Spring 1990, I designed the questionnaire, coordinated the field work, and analyzed the data provided by consumers.

Worked with Houston International Festival Director of Marketing to profile visitors to the Houston International Festival. Completed during Spring 1987, I designed the questionnaire, analyzed all data collected, and wrote all reports and executive summaries.

Coordinated marketing research projects for Boise Cascade, RealSec, Ketchum Advertising, the Park, Schlumberger, David Weekly Homes, Southwestern Bell, United Way, and the Houston AMA professional chapter during my tenure as faculty advisor to the student chapter of the AMA at the University of Houston-University Park (Spring 1983 to Spring 1986).

Other Consulting

Hospitality industry clients include Ramada (1987 and 1988 National ad tracking studies), Laventhol and Horwath, New Orleans Hilton, O'Hare Hilton, Palmer House (Chicago Hilton property), Holiday Inn Crowne Plaza (Dallas), Greater Houston Convention and Visitors Bureau, Palace Station (Las Vegas), Chicago Hyatt, Mayfair House (Miami), Hotel Ibis (Atlanta), Budgetel, Laguna Del Mar (Mexico), and Bay Oaks Country Club (Houston).

Expert witnessing client: Shook, Hardy & Bacon, L.L.P. (Kansas City) (2005).

PROFESSIONAL ACTIVITIES (continued)

Editorial Responsibilities

Editor: Journal

Co-editor, *Journal of Business and Entrepreneurship* (1997 to 2002)

Co-editor, special issue of *Journal of Business Ethics* on Confucian marketing (forthcoming)

Co-editor, special issue of *Journal of Business Research* on anti-consumption (2009)

Co-editor, special issue of *Journal of Advertising* on responsibility in advertising (2007)

Co-editor, special issue of *Journal of the Academy of Marketing Science* on the interface between marketing and finance (2005)

Co-editor, special issue of *Journal of Advertising* on advertising ethics (1994)

Reviewer: Journal (Editorial Review Board)

Academy of Marketing Science Review (2000 to 2008)

Archives of Marketing Education (2005 to present)

Asian Journal of Business Research (2008 to present)

Journal of the Academy of Marketing Science (1995 to present)

Journal of Advertising (1994 to present)

Journal of Current Issues and Research in Advertising (2001 to present)

Journal of Empirical Generalisations in Marketing Science (1996 to present)

Journal of Business and Entrepreneurship (1995 to 1997)

Journal of Marketing (1991 to 1996)

Journal of Marketing History (2001 to present)

Journal of Marketing Theory and Practice (2007 to present)

Marketing Education Quarterly (2003)

The Open Ethics Journal (2007 to present)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Journal (Ad hoc)

Assessment (2000, 2002)

Business and Professional Ethics Journal (1992)

Choice (2008, 2009)

Consumption, Markets and Culture (2007)

Ethics and Information Technology (2009)

European Journal of Marketing (2004)

The International Executive (1995)

International Journal of Internet Marketing and Advertising (2004, 2007, 2008)

International Marketing Review (2007, 2008)

Journal of the Academy of Marketing Science (1989 to 1994)

Journal of Advertising (1991 to 1994)

Journal of Business Ethics (2002, 2005 to 2009)

Journal of Business and Industrial Marketing (2004)

Journal of Business Research (1997, 2000, 2005)

Journal of Business Strategies (1999)

Journal of Managerial Issues (1996, 1999, 2001, 2004)

Journal of Marketing (1997, 2006, 2009)

Journal of Marketing Education (2008)

Journal of Marketing Theory and Practice (2003, 2004)

Journal of Personal Selling and Sales Management (2000)

Journal of Retailing (2002, 2005)

Journal of Services Marketing (2001)

Marketing Science (2002, 2003, 2006, 2007)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Journal (Ad hoc) (continued)

Marketing Education Review (2008)

Marketing Theory (2003)

New Media & Society (2007)

Reviewer: Proceedings

Academy of Business Administration (2000)

Academy of Collegiate Marketing Educators Conference (2008)

Academy of Marketing Science Conference (1992, 1994, 1997 to 2001, 2006)

Academy of Marketing Science World Marketing Conference (2003)

American Academy of Advertising Conference (1999 to 2009)

American Marketing Association Summer Educators' Conference (1992, 1995 to 1997, 2003, 2007, 2008, 2009)

American Marketing Association Winter Educators' Conference (1992 to 1997, 1999, 2000, 2002, 2003, 2005 to 2009)

American Marketing Association Marketing and Public Policy Conference (1995, 1996, 2004 to 2009)

American Marketing Association Relationship Marketing Conference (1997)

Atlantic Marketing Association Conference (1999, 2000, 2003)

Society for Marketing Advances Conference (1998, 1999, 2002)

Southern Marketing Association Conference (1990, 1993 to 1997)

Southwestern Marketing Association Conference (1990, 1999)

Western Decision Science Institute Conference (1990)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials

Reviewed the previous edition and proposal for a revised edition of *Qualitative Market Research: A Comprehensive Guide* by Mariampolski, Sage (2009)

The Questioning Difference—Marketing in Play, a manuscript submitted for possible publication by Routledge Publishing (2009).

Reviewed submissions to Academy of Marketing Science's Mary Kay Doctoral Dissertation Commissions (2009)

"Technology Marketing," a chapter intended for *Handbook of Technology Management* by John Wiley & Sons (2008)

Sports Marketing, a sports marketing textbook by Fullerton, McGraw-Hill, Irwin (2007)

Integrative case for *Exploring Marketing Research, 9th edition*, a marketing research textbook by Zikmund, Thomson/South-Western (2006)

Served on panel to select American Academy of Advertising's research fellowship award (2005 to 2008)

Globalization and the Ethical Imperative, a manuscript submitted for possible publication by Sage Publications, Inc. (2005)

Marketing Research, 8th edition, a marketing research textbook by Aaker, Kumar, and Day, John Wiley and Sons (2005)

Proposal for a marketing research textbook, submitted to McGraw-Hill/Irwin, for first-generation college students who will work for small firms (2005)

Reviewed submissions to University of Florida's Levy and Weitz doctoral dissertation proposal award (2005)

Marketing Management, 2nd edition, a marketing management textbook by Winer, Prentice Hall (2005)

Exploring Marketing Research, 8th edition, a marketing research textbook by Zikmund, Thomson/South-Western (2004)

Marketing Research Project Manual, an ancillary pedagogical text by Molinari, McGraw-Hill/Irwin (2004)

Marketing Research, 5th edition, a marketing research textbook by McDaniel and Gates, John Wiley and Sons (2003)

Marketing Research, a marketing research textbook by Parasuraman, Grewel, and Krishnan, Houghton Mifflin (2003)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials (continued)

Marketing Research, a marketing research textbook by Cooper and Schindler, McGraw-Hill/Irwin (2003, 2004) (first and second pre-publication drafts)

Marketing Research, 2nd edition, a marketing research textbook by Hair, Bush, and Ortinau, McGraw-Hill/Irwin (2002)

Proposal for marketing research textbook, entitled *Scientific Inquiry in Marketing: Applying a Theory of Method* (by Brinberg), Prentice-Hall (2001)

Marketing Research: An Aid to Decision Making, a marketing research textbook by Shao, Southwestern Publishing Company (2000)

Reviewed submissions to American Marketing Association's George Day doctoral dissertation proposal award (2000)

Contemporary Marketing Research, 4th edition, a marketing research textbook by McDaniel and Gates, Southwestern Publishing Company (2000)

Reviewed submissions to American Marketing Association's John Howard doctoral dissertation awards (1999, 2001)

Reviewed submissions to Society for Marketing Advances' doctoral dissertation awards (1999 to 2001)

External promotion and tenure reviews: University of Texas at San Antonio (1997); Eastern Carolina University (2008)

Served on panel for American Marketing Association Special Interest Group in Advertising to choose most influential advertising article from an American Marketing Association journal (1998, 1999)

Reviewed submissions to American Academy of Advertising's doctoral dissertation awards (1998, 2000, 2002 to 2006)

Served on Blue Ribbon Panel to select the Academy of Marketing Science's doctoral dissertation awards (1997)

Markstrat3, a marketing simulation by Larréché and Gatignon, Southwestern Publishing Company (1996)

Served on Blue Ribbon Panel to select "Best Paper" for American Marketing Association Summer Educators' Conference (1995)

Member of advisory panel to assist Dr. Michael Solomon in writing a new principles of marketing textbook (1995)

PROFESSIONAL ACTIVITIES (continued)

Reviewer: Textbooks, Computer Software, and Other Materials (continued)

The Market Place, a marketing simulation by Cadotte, Irwin (1989)

Marketing, a principles of marketing textbook by Berkowitz, Kerin and Rudelius, Times Mirror/Mosby College Publishing, 1st Edition (1986) and 2nd Edition (1989) (also reviewed student's study guide (1988))

Prospectus for text in Marketing Research by Anderson and Harris, John Wiley and Sons (1988)

Marketing Research: A Computer-Assisted Approach, an ancillary pedagogical package by Schellinck and Maddox, Dryden Press (1987)

Marketing Research, by Parasuraman, Addison Wesley (1986)

Basic Marketing: A Managerial Approach, by McCarthy and Perreault, Irwin (1984)

Conference Discussant or Session Chair

Academy of Marketing Science Annual Conference (1990, 1992)

American Marketing Association Winter Educators' Conference (1994, 1997, 2000, 2002)

American Marketing Association Student Leadership Conference (1984)

Society for Marketing Advances (1998 to 2000)

Southern Marketing Association Conference (1994, 1995, 1997)

Southwestern Marketing Association Conference (1995, 1996, 1999)

Western Marketing Educators' Conference (1995)

Conference Track Chair (or co-chair)

American Marketing Association Summer Educators' Conference (2002)

American Marketing Association Winter Educators' Conference (1999, 2000)

American Marketing Association International Marketing Strategy Conference (1998)

Academy of Marketing Science Multi-cultural Marketing Conference (2004)

Southwestern Marketing Association Conference (1996)

PROFESSIONAL ACTIVITIES (continued)

Student-Related Duties

Served on panel to judge marketing plans submitted by students in Future Farmers of American (2004)

Seminar Coordinator for the Department of Marketing (1993 to 1998)

Ph.D. Coordinator for the Department of Marketing (1990 to 1992, 2008 to present)

Faculty Advisor to the Student Marketing Association (1990 to 1992)

Faculty Advisor to the Student American Marketing Association Chapter (1983 to 1986)
(in 1985, won Best Chapter Award for Southwestern region)

Professional Society Duties

Member, American Academy of Advertising Research Committee (1998 to present)

Member, American Academy of Advertising Membership Committee (1995)

Vice President for SIG Development, Dallas Chapter (1992)

SCHOOL/COLLEGE COMMITTEES AND COUNCILSUniversity Committees

- Co-chair, Library Collection Management Advisory Committee (1997 to present)
- Member, Westhafer Award Committee (2006)
- Member, Faculty Senate (1997 to 2001)
- Member, Scholastic Affairs Committee (1998 to 2001)
- Member, Long Range Planning Committee, Faculty Senate (1997, 1999)
- Member, University Research Council (1994 to 1996, 1997 to 1999)
- Member, Research Roundtable Project (1996)

College of Business Committees

- Chair, Library and Database Committee (1999 to 2003)
- Chair, Promotion and Tenure Committee (2003, 2004)
- Member, Budget and Bylaws Committee (2004 to 2008)
- Member, Promotion and Tenure Committee (2002)
- Member, Applied Doctorate in Business Committee (2002, 2003)
- Member, Ph.D. Advisory Committee (1998 to 2001)
- Member, Research Excellence Committee (1998 to 2003)
- Member, College Appeals Committee (1997, 1998)
- Member, Library and Database Committee (1994 to 1999)
- Member, Faculty Council (1995, 2008, 2009)
- Member, Undergraduate Curriculum and Policy Committee (1985 to 1989, 1993 to 1995)
- Member, Ph.D. Policy Committee (1990 to 1992)
- Member, Computer Policy Committee (1989 to 1992)
- Member, College Computer Planning Committee (1985 to 1988)
- Member, Ad Hoc Committee on Computer Literacy (1987, 1988)

SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)

College of Business Committees (continued)

- Member, Scholarship and Fellowship Committee (1985, 1986)
- Member, Committee on General Studies Option for Business Students (1983)

Departmental Committees

- Liaison, NMSU Library (1994 to present)
- Chair, Goals and Assessment Committee (1993 to 1995)
- Chair, Faculty Search Committee (1998)
- Member, Department Assessment Committee (1994, 1995)
- Member, Chair Search Committee (1991, 1992)
- Member, Department Executive Committee (1991, 1992)
- Member, Curriculum Committee for Marketing Programs (1990 to 1992)
- Member, Departmental Planning Committee (1990 to 1992)
- Member, Faculty Search Committee (1989, 1990)
- Member, Ph.D. Symposium Committee (1986 to 1988)
- Member, Health Care Marketing Institute Board (1986 to 1988)
- Member, Ph.D. Student Review Committee (1986 to 1988)
- Member, Computer Usage Committee (1987, 1988)
- Chair, Computer Usage Committee (1984 to 1986)
- Member, Audio-visual Teaching Materials Committee (1983, 1984)

SCHOOL/COLLEGE COMMITTEES AND COUNCILS (continued)Dissertation Committees

Chair,	Jeremy Sierra (2003 to 2005) (New Mexico State University)
Chair,	Renée Fontenot (1999 to 2001) (New Mexico State University)
Chair,	Catharine Curran (1998) (New Mexico State University)
Chair,	Birgit Leisen (Pollack) (1996 to 1998) (New Mexico State University)
Co-chair,	Jared Hamilton (2007 to 2009) (New Mexico State University)
Co-chair,	Kirk Moore (2009) (New Mexico State University)
Co-chair,	Jing Hu (2003 to 2005) (New Mexico State University)
Member,	Sarita Ray Chaudhury (2007 to 2009) (New Mexico State University)
Member,	Robert Heiser (2004, 2005) (New Mexico State University)
Member,	Beth Mott-Stenerson (2004, 2005) (New Mexico State University)
Member,	Vaidotas Lukosius (2002, 2003) (New Mexico State University)
Member,	Andreas Stratemeyer (2000, 2001) (New Mexico State University)
Member,	Zhilin Yang (2000, 2001) (New Mexico State University)
Member,	Richard Tansey (1989, 1990) (University of Houston)
Member,	Karen Dale Hankel (1984 to 1986) (University of Houston)
Member,	William C. Green (1983, 1984) (University of Houston)
Reader,	Ahmad Shammout (2008) (Victoria University, Australia)

Thesis Committees

Member,	Vito Di Bona (2005) (New Mexico State University)
Member,	Patty Feeney (2003) (New Mexico State University)
Member,	Dong Xu (2002) (New Mexico State University)
Member,	Chadelle R. Henry (1998) (New Mexico State University)

HONORS AND AWARDS

Stan Fulton Chair, College of Business, New Mexico State University (endowed chair, three-year term) (2009-)

Best Paper Award, Retailing and Entrepreneurship Track, *Society for Marketing Advances Conference* (2007)

Outstanding Professional Service Award, College of Business, New Mexico State University (2006)

Wells Fargo Professorship, College of Business, New Mexico State University (endowed chair, three-year term) (2005-2007)

Best Paper Award, Sports Marketing and Entertainment Track, *Society for Marketing Advances Conference* (2005)

College of Business nominee for University Research Council's Award for Exceptional Achievements in Creative Scholarly Activity, New Mexico State University (2004)

Best Paper Award, Consumer Behavior and Advertising Track, *American Marketing Association Winter Educators' Conference* (2002)

McGraw-Hill/Irwin Steven J. Shaw Award for best paper, *Society for Marketing Advances Conference* (2001)

Best Paper Award, Marketing Education Track, *Society for Marketing Advances Conference* (2001)

Best Paper Award, Consumer Behavior and Marketing Mix Track, *Western Decision Sciences Institute Conference* (2001)

International Research Grant, College of Business Administration and Economics, New Mexico State University (2000)

Best Paper Award, Marketing Education Track, *American Marketing Association Winter Educators' Conference* (1999)

Best Paper Award, Marketing Research Track, *Southern Marketing Association Conference* (1997)

NationsBank Professorship, College of Business Administration and Economics, New Mexico State University (endowed chair, three-year term) (1997-2000)

Mini-Grant Awards, College of Business Administration and Economics, New Mexico State University (1995-2001, 2003, 2004, 2008)

Outstanding (Senior) Researcher Award, College of Business Administration and Economics, New Mexico State University (1994, 2003)

HONORS AND AWARDS (continued)

Commendation for Service to the Dallas/Fort Worth AMA Chapter (1992)

Outstanding Researcher Award, Professional Development Institute Grant, University of North Texas (1991)

Research Initiation Grant, University of North Texas (1990)

Summer Research Grant, College of Business, University of Houston–University Park (1984, 1987)

Beta Gamma Sigma (1981)

Outstanding Teacher Award, Krannert School of Management, Purdue University (1979)

Carnegie-Mellon University Fellowship (1977)

Outstanding Scholarship, University of Maryland–College Park (1975, 1976)

Phi Kappa Phi (1975)

Phi Eta Sigma (1972)

RESEARCH GRANTS

Unmasking Subtle Research Stereotypes in Ads, COB Mini-grant, \$1000 (2008)

Vividness in Computer-Mediated Environments, CBA&E Mini-grant, \$750 (2004)

A Multi-country Study of Household Affluence, CBA&E Mini-grant, \$750 (2003)

Consumer's Constructive Online Searching for Non-Durable Goods, CBA&E Mini-grant, \$554 (2001)

Virtue Ethics: The Definitive Scale Refinement and Multi-country Study, CBA&E International Research Grant, \$4040

Applying the Ethics of Aristotle in a Business Environment, CBA&E Mini-grant, \$600 (2000)

Seed funds for ethics surveys conducted in MKTG 523, CBA&E Mini-grant, \$350 (1999)

Metaphysical Beliefs and Research Productivity of Marketing (Business) Faculty, CBA&E Mini-grant, \$1000 (1998)

Patients' Trust in Their Physician, CBA&E Mini-grant, \$640 (1997)

Undergraduate Marketing and PGM Program—Assessment and Comparison, CBA&E mini-grant, \$500 (1996)

The Role of Information Technology, CBA&E mini-grant, \$600 (1995)

Household Affluence—A State of Wealth or State of Mind?, CBA&E mini-grant, \$500 (1995)

PUBLICATIONSJournal Articles (Published acceptance rate, when available, in parentheses)

Hyman, Michael R. (forthcoming), "Responsible Ads: A Workable Ideal," *Journal of Business Ethics*. (21-30%)

Fam, Kim-Shyan, Zhilin Yang, and Michael R. Hyman (forthcoming), "Confucian/ Chopstick Marketing," *Journal of Business Ethics*. (21-30%)

Meade, William K., Michael R. Hyman, and Larry Blank (forthcoming), "Promotions as Coopertition in the Soft Drink Industry," *Academy of Marketing Studies Journal*.

Shanahan, Kevin J. and Michael R. Hyman (forthcoming), "Consumer Sharing of Copyrighted or Unauthorized Replications," *Journal of Business Research*. (6-10%)

Sierra, Jeremy J., Michael R. Hyman, and Ivonne M. Torres (forthcoming), "Using a Model's Apparent Ethnicity to Influence Viewer Responses to Print Ads: A Social Identity Theory Perspective," *Journal of Current Issues and Research in Advertising*. (6-10%)

Sierra, Jeremy J. and Michael R. Hyman (2009), "In Search of Value: A Model of Wagering Intentions," *Journal of Marketing Theory and Practice*, 17 (Summer), 233-247. (11-20%)

Lee, Michael, Karen Fernandez, and Michael R. Hyman (2009), "Anti-consumption: An Overview and Research Agenda," *Journal of Business Research*, 62 (February), 145-147. (6-10%)

Hyman, Michael R. Zhilin Yang, Kim-Shyan Fam, and Andreas W. Stratemeyer (2008), "International Business Research: A Retrospective," *The Open Business Journal*, 1, 67-95 (<http://www.bentham-open.org/pages/gen.php?file=67TOBJ.pdf>).

Lee, Dongdae and Michael R. Hyman (2008), "Hedonic/Functional Congruity between Stores and Private Label Brands," *Journal of Marketing Theory and Practice*, 16 (Summer), 219-232. (11-20%)

Sierra Jeremy J. and Michael R. Hyman (2008), "Ethical Antecedents of Cheating Intentions: Evidence of Mediation," *Journal of Academic Ethics*, 6 (March), 51-66.

Hu, Jing, Bruce Huhmann, and Michael R. Hyman (2007), "The Relationship between Task Complexity and Information Search: The Role of Self-Efficacy," *Psychology & Marketing*, 24 (March), 253-270. (11-20%)

Polonsky, Michael J. and Michael R. Hyman (2007), "A Multiple Stakeholder Perspective to Responsibility in Advertising," *Journal of Advertising*, 36 (Summer), 3-11. (11-20%)

Shanahan, Kevin J. and Michael R. Hyman (2007), "An Exploratory Study of the Desired Hotel Attributes for Americans Vacationing in China and Ireland," *Journal of Vacation Marketing*, 13 (April), 107-118. (50%)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Sierra, Jeremy J. and Michael R. Hyman (2006), "A Dual-Process Model of Cheating Intentions," *Journal of Marketing Education*, 28 (December), 193-204. (15-20%)

Hyman, Michael R. and Jing Hu (2005), "Faculty Beliefs About Skills Required for Marketing Jobs," *Journal of Education for Business*, 81 (November/December), 105-110. (21-30%)

Hyman, Michael R. and Ike Mathur (2005), "Retrospective and Prospective Views on the Marketing/Finance Interface," *Journal of the Academy of Marketing Science*, 33 (Fall), 390-400. (11-20%)

Fontenot, Renée and Michael R. Hyman (2004), "The Antitrust Implications of Relationship Marketing," *Journal of Business Research*, 57 (November), 1211-1221. (6-10%)

Hyman, Michael R. (2004), "Revising the Structural Framework for Marketing Management," *Journal of Business Research*, 57 (September), 923-932. (6-10%)

Leisen, Birgit and Michael R. Hyman (2004), "Antecedents and Consequences of Trust in a Service Provider: The Case of Primary Care Physicians," *Journal of Business Research*, 57 (September), 990-999. (6-10%)

McQuitty, Shaun, Michael R. Hyman, Eric R. Pratt, and Pookie Sautter (2004), "Recency Effects and Students' Course Evaluations," *Marketing Educator Quarterly*, 3 (Fall), http://www.elmar-list.org/MEQ_Vol_3/recency_effects.pdf (90%)

Sautter, Elise "Pookie," Michael R. Hyman, and Vaidotas Lukosius (2004), "E-tail Atmospherics: A Review of the Literature and Model Extension," *Journal of Electronic Commerce Research*, 5 (1), 14-24. (<20%)

Sautter, Elise "Pookie", Shaun McQuitty, and Michael R. Hyman (2004), "The Influence of Perceived Instructional Variability on Student Evaluations of Teaching," *Academy of Educational Leadership Journal*, 7 (2), 67-74.

Shanahan, Kevin J., Charles M. Hermans, and Michael R. Hyman (2003), "Violent Commercials in Television Programs for Children," *Journal of Current Issues and Research in Advertising*, 23 (Spring), 61-69. (6-10%)

Shanahan, Kevin J. and Michael R. Hyman (2003), "The Development of a Virtue Ethics Scale," *Journal of Business Ethics*, 42 (January #2), 197-208. (21-30%)

Hyman, Michael R. and Susan D. Conte (2002), "Coping with Time/Effort-stingy Students," *Marketing Educator Quarterly*, 1(Fall), http://www.marketingpower.com/live/content.php?Item_ID=15120&Category_ID=4807&Session_ID=dfdbe1cad04a2812e98b512ecdde50fb. (90%)

PUBLICATIONS (continued)Journal Articles (Published acceptance rate, when available, in parentheses) (continued)

Hyman, Michael R., Gopala Ganesh, and Shaun McQuitty (2002), "Augmenting the Household Affluence Construct," *Journal of Marketing Theory and Practice*, 10 (Summer), 13-32. (11-20%)

Wason, Kelly D., Michael J. Polonsky, and Michael R. Hyman (2002), "Designing Vignette Studies in Marketing," *Australasian Marketing Journal*, 10 (3), 41-58.

Hyman, Michael R. and Zhilin Yang (2001), "International Marketing Serials: A Retrospective," *International Marketing Review*, 18 (6), 667-716. (21-30%)

Jacobs, Richard S., Michael R. Hyman, and Shaun McQuitty (2001), "Exchange-specific Disclosure, Social Disclosure, and Personal Selling," *Journal of Marketing Theory and Practice*, 9 (Winter), 48-62. (11-20%)

Leisen, Birgit and Michael R. Hyman (2001), "An Improved Scale for Assessing Patients' Trust in Their Physician," *Health Marketing Quarterly*, 19 (1), 23-42. (40%)

Shanahan, Kevin J. and Michael R. Hyman (2001), "Program-Length Commercials and Host Selling by the WWF," *Business and Society Review*, 108 (4), 379-393. (5%)

Curran, Catharine M. and Michael R. Hyman (2000), "Ensuring Fit in Faculty Hiring," *Marketing Education Review*, 10 (Summer), 69-81. (21-30%)

Hyman, Michael R. and Catharine M. Curran (2000), "The Volitionist's Manifesto," *Journal of Business Ethics*, 23 (February), 323-337. (21-30%)

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Hyman, Michael R. and Albert A. Blum (1995), "Just Companies Don't Fail," *Business and Society Review*, 93 (Spring), 48-50. (5%)

Hyman, Michael R., Varinder M. Sharma, and Parthasarathy Krishnamurthy (1995), "A Provider-Cost/Patron-Effort Schema for Classifying Products," *Journal of the Academy of Marketing Science*, 23 (Winter), 15-25. (11-20%)

Skipper, Robert B. and Michael R. Hyman (1995), "On Foundations Research in the Social Sciences," *The International Journal of Applied Philosophy*, 10 (Summer/Fall), 23-38.

Tansey, Richard, Michael R. Hyman, Richard S. Jacobs, and Lynn Merrill (1995), "Eradicating the Pesticide Problem in Latin America," *Business and Society Review*, 92 (Winter), 55-59. (5%)

Hyman, Michael R., Richard Tansey, and James W. Clark (1994), "Research on Advertising Ethics: Past, Present, and Future," *Journal of Advertising*, 23 (September), 5-15. (11-20%)

Murrow, Jim and Michael R. Hyman (1994), "Direct Marketing: Definitions, Passages, and Déjà Vu," *Journal of Direct Marketing*, 8 (Summer), 46-55. (21-30%)

Tansey, Richard and Michael R. Hyman (1994), "Dependency Theory and the Effects of Advertising by Foreign-Based Multinational Corporations in Latin America," *Journal of Advertising*, 23 (March), 27-42. (11-20%)

Tansey, Richard, Gene Brown, Michael R. Hyman, and Lyndon E. Dawson, Jr. (1994), "Personal Moral Philosophies and the Moral Judgments of Salespeople," *Journal of Personal Selling and Sales Management*, 14 (Winter), 59-75. (21-30%)

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Sierra, Jeremy J. and Michael R. Hyman (2008), *Anticipated Emotions Matter: Horse-Race Bettors Rely on More than Expected Values*. Saarbrücken, Germany: VDM-Verlag.

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Conte, Susan D., Michael R. Hyman, and Douglas M. Astolfi (2003), "Creating a Values-Driven Organization," in *Rights, Relationships, & Responsibilities: Business Ethics and Social Impact Management, Volume 1* (Ferrell, True, and Pelton, eds.), Kennesaw, GA: Kennesaw State University, 295-316.

Hyman, Michael R. (2000), "Advertising Ethics: It's More than Avoiding Deception and Protecting Children," in *Advertising Research: The Internet, Consumer Behavior, and Strategy* (Zinkhan, ed.). Chicago, IL: American Marketing Association, 253-268.

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Hyman, Michael R. (2008), "Marketing Ethics (by Brenkert)," *Choice*, 45 (October).

Curran, Catharine and Michael R. Hyman (2001), "Selling to Newly Emerging Markets," *Journal of the Academy of Marketing Science*, 29 (July), 323-325.

Hyman, Michael R. (1993), "Antitrust Economics on Trial: A Dialogue on the New Laissez-Faire," *Journal of Marketing*, 57 (January), 131-133.

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Hyman, Michael R. and Kevin J. Shanahan (2008), "An Enlightened Way to Curb Piracy of Digitalized Intellectual Property," *B>Quest* (commentary section).

Hyman, Michael R. (2008), "Why Marketers Should Doubt Social Engineering," *Academy of Marketing Science Quarterly*, 9 (November), 12-13.

Hyman, Michael R. (2008), "Multi-level Marketing is a Pyramid Scheme by Design," *Academy of Marketing Science Quarterly*, 9 (July), 14-15.

Hyman, Michael R. (2001), "The Co-ordinating Author and the Co-author Contract," *Marketing Educator*, 20 (Summer).

Hyman, Michael R. (2001), "Manuscript Doctoring, Code Blue Research, and the Resuscitation Decision," *Marketing Educator*, 19 (Winter).

PUBLICATIONS (continued)Non-academic Publications

Hyman, Michael R. (2009), "The Dangers of Sport Celebrity Idolatry," *New Mexico Business Outlook* (May), <http://bbrs.nmsu.edu/nmbizoutlook/May2009/article3.htm>.

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Hyman, Michael R. (2006), "The Properties of Responsible Ads," *New Mexico Business Outlook* (December), <http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050339>.

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McQuitty, Shaun, Richard Oliver, Michael R. Hyman, Pookie Sautter, and Andreas W. Stratemeyer (2006), "Service Variability and its Effect on Consumers," *New Mexico Business Outlook* (May), <http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050319>.

PUBLICATIONS (continued)Non-academic Publications (continued)

Hyman, Michael R. (2005), "The Eight Ds: A Framework for Marketing Management," *New Mexico Business Outlook* (January), <http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50118>.

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Hyman, Michael R. (1994), "InterNet Romances: They Can Succeed," *Electronic Journal of Virtual Culture*, 2 (July), <http://www.monash.edu.au/journals/ejvc/sqarv2n3.netlove> (Excerpted in Yahoo! Internet Life, November 1998, p.90; excerpted on ZDNet site at URL www.zdnet.com/yil/content/mag/9811/six.html).

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Working Papers

Yang, Zhilin, Michael R. Hyman, Kim-Shyan Fam, and Andreas W. Stratemeyer (2006), "International Business Research: A Retrospective," Working Paper Series No. MKTG 06-3-0, City University of Hong Kong.

McQuitty, Shaun, Michael R. Hyman, Richard Oliver, Pookie Sautter, and Andreas W. Stratemeyer (2005), "Service Variability and its Effect on Consumer Perceptions and Intentions," Working Paper 05-01, Department of Marketing, New Mexico State University, http://business.nmsu.edu/~mktg/McQuitty_Variability.pdf.

Other

Photograph taken of Elephant Butte reproduced in brochure for 7th Annual Conference for New Mexico Water Law.

PEDAGOGICAL MATERIALS

Created digitalized, open source version of undergraduate marketing research course. Available online or via WebCT, it includes my lectures as PowerPoint presentations with audio commentary, eight hours of video materials (e.g., focus group sessions), roughly 100 readings from professional and scholarly sources, sample research reports and questionnaires, and free software for accessing these materials (e.g., Adobe Acrobat Reader, PowerPoint viewer, Real Media player). In addition, an electronic lecture-related test bank, with more than 1250 objective questions, was created.

Created digitalized, open source version of undergraduate sports marketing course. Available online or via WebCT, it includes my lectures as PowerPoint presentations with audio commentary, roughly 50 video clips, roughly 125 readings from professional and scholarly sources, and free software for accessing these materials (e.g., Adobe Acrobat Reader, PowerPoint viewer, Real Media player). In addition, an electronic lecture-related test bank, with more than 1000 objective questions, was created.

Syllabi and question sets for doctoral courses on Marketing Theory, Marketing Models, and Marketing and the Scientific Method), as well as an MBA course on Marketing Ethics, are publicly available and linked to WWW site Syllabits (<http://nsns.com>).

RESEARCH IN PROGRESS

Inactivity and the Dynamics of Relationship Development: A Proposed Model (Status: Under review) (with co-authors)

Private Label Brands: Benefits, Success Factors, and Future Research (Status: Under second review) (with co-authors)

Adjusting Self-Reported Attitudinal Data for Mischievous Respondents (Status: Under review) (with co-author)

Ethnic Identity in Advertising: A Review and Meta-analysis (Status: Under review) (with co-authors)

Idolizing Sports Celebrities: A Gateway to Psychopathology? (Status: Under review) (with co-author)

Children's Influence on Consumption-Related Decisions in Single-Mother Families: A Review and Research Agenda (Status: Under revision) (with co-author)

Unmasking Subtle Stereotypes in Ads (Status: Under revision for second review) (with co-author)

Base-load Demand and Game-Day Attendance: When Old-Time Baseball Meets Disneyland (Status: Draft nearing completion) (with co-authors)

Theft at Mousepoint: Explaining and Remediating Personal Online Pirating (Status: Draft nearing completion) (with co-authors)

Changing Consumption Patterns, Feelings of Social Connection, and *Ostalgie* in the German Democratic Republic (Status: Draft nearing completion) (with co-authors)

Marketing and Baseball: Commendable Coalition, Mediocre Marriage, or Profane Partnership? (Status: Draft nearing completion)

A Historiography of Recent Eminent Marketing Scholars (Status: Data collection stage)

PRESENTATIONS

Developed an online lecture, entitled "A Marketer's Look at Baseball: Past, Present, and Future," for NMSU students enrolled in the Economics of Baseball class, March 2005 (http://cbae.nmsu.edu/~mktgwww/hyman/Baseball&Marketing/B-ball_&_Mktg_2005_final_1.ppt).

Delivered guest lecture, entitled "Marketing and Baseball: Commendable Coalition, Mediocre Marriage, or Profane Partnership?" to NMSU students enrolled in the Economics of Baseball class, February 2004.

Panel member, in session entitled "The Delivery of Business Education through Multi-Media Methods," at the Society for Marketing Advances Conference, Orlando, FL, November 2000 (substituting for Lou Pelton).

Delivered presentation, entitled "Marketing Ethics," to NMSU business students enrolled in the Business and Society class, September 1997.

Delivered presentation, entitled "Advertising Ethics: It's More than Avoiding Deception and Protecting Children," at the AMA Advertising SIG Mini-Conference, Chicago, IL, August 1997.

Panel member, in session entitled, "The Role of Advertising and Promotion in Global Expansion: Current Research and Strategy," at the AMA Winter Educators' Conference, San Diego, CA, February 1995 (substituting for George Zinkhan).

Ran CLU Ethics seminar for CLU and ChCF at Hilton Hotel, Las Cruces, New Mexico, August 1993.

Delivered keynote address, entitled "Cultural Differences Between Belgium and the U.S.," at annual alumni banquet for the International Marketing program at Limburgs Universitair Centrum, Belgium, December 1992.

Delivered seminar presentation, entitled "Evaluating and Improving Marketing Thought," to business faculty and doctoral students at Limburgs Universitair Centrum, Belgium, May 1992.

Spoke on the contribution of Jungian psychology to advertising practice at conference called "The Other Half of the Truth: Emotion, Intuition and Irrationality in Company Decision-Making," Lido theatre, Amsterdam, the Netherlands, May 1992.

Panel member, in session entitled, "A SWOT Approach to the Role of Academicians as Consultants," at the Academy of Marketing Science Annual Conference, San Diego, CA, April 1992.

Delivered paper, with Richard Tansey, entitled "The Ethical Nature of World War II Corporate Advocacy Ads," at the National Conference on Ethics & the Professions, Orlando, FL, January 1992.

PRESENTATIONS (continued)

Panel member, with Dr. Shelby Hunt and Dr. Donald Robin, in session entitled, "The Three Dichotomies Revisited," at the AMA Winter Educator's Conference, Orlando, FL, February 1991.

Panel member, with Dr. Barbara Stern and Dr. Ron Fullerton, in session entitled, "Humanizing Marketing Theory: How Can The Humanities Contribute to Marketing Theory?" at the AMA Winter Educator's Conference, Scottsdale, AZ, February 1990.

Delivered one day lecture on marketing for the Management Training Program held at the China Center for Technology Development, Inc., Houston, TX, March 1985.

AREAS OF EXPERTISE

Advertising appeals
Advertising ethics
Marketing ethics

Marketing theory
Philosophy of science
Survey research

REFERENCES

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