

DR. MICHAEL R. HYMAN
PROFESSOR OF MARKETING, NEW MEXICO STATE UNIVERSITY

PUBLICATIONS

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

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

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%)

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%)

PUBLICATIONS (continued)

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

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%)

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%)

Hyman, Michael R. (2000), "Mail Surveys of Faculty and Acquaintance-of-the-Researcher Bias," *The Journal of Social Psychology*, 140 (April), 255-257. (40%)

PUBLICATIONS (continued)

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

Hyman, Michael R. and Jeffrey K. Sager (1999), "Marginally Performing Salespeople: A Definition," *Journal of Personal Selling and Sales Management*, 19 (Fall), 67-74. (21-30%)

Hyman, Michael R. and Susan D. Steiner (1997), "The Journal of Business and Entrepreneurship: The First Eight Years," *Journal of Business and Entrepreneurship*, 9 (March), 1-31. (21-30%)

Tansey, Richard, Michael R. Hyman, George M. Zinkhan, and Jhinuk Chowdhury (1997), "An Advertising Test of the Work Ethic in the U.K. and the U.S.," *Journal of International Consumer Marketing*, 9 (3), 57-77. (11-20%)

Hyman, Michael R. (1996), "A Critique and Revision of the Multidimensional Ethics Scale," *Journal of Empirical Generalisations in Marketing Science*, 1, 1-35, <http://www.empgens.com/Pubs/jems/MES.pdf>.

Tansey, Richard, Michael R. Hyman, and Richard S. Jacobs (1996), "Realizing the Externalities of U.S. Banned/Restricted Pesticides: The Case of DBCP and the Banana Growers in Costa Rica," *Ethics & Critical Thinking Quarterly Journal*. (80%)

Tansey, Richard, Michael R. Hyman, and Richard S. Jacobs (1996), "Secretly-Sponsored Anti-Green Ads and Environmental Legislation: The Fairness Doctrine Revisited," *Ethics & Critical Thinking Quarterly Journal*. (80%)

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%)

PUBLICATIONS (continued)

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

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%)

Hyman, Michael R. and Robert Skipper (1993), "Advertising: Questioning Common Complaints," *Business Ethics: A European Review*, 2 (April), 87-93.

Skipper, Robert and Michael R. Hyman (1993), "On Measuring Ethical Judgments," *Journal of Business Ethics*, 12 (July), 535-546. (21-30%)

Tansey, Richard and Michael R. Hyman (1993), "Ethical Codes and the Advocacy Ads of World War II," *International Journal of Advertising*, 12 (4), 351-366. (35%)

Tansey, Richard and Michael R. Hyman (1993), "Latin American Dependency Theory and Advertising by Foreign-Based Multinational Corporations," *Journal of Business and Economic Studies*, 3 (1), 90-116. (11-20%)

Tansey, Richard and Michael R. Hyman (1993), "Public Relations, Advocacy Ads, and the Campaign Against Absenteeism During World War II," *Business & Professional Ethics Journal*, 11 (3 & 4), 129-163. (21-30%)

Tansey, Richard, Michael R. Hyman, George M. Zinkhan, and Joaquin Diaz (1992), "A Piecewise Regression Test of Riesman's Theory of Social Character," *Journal of Current Issues and Research in Advertising*, 14 (Fall), 77-95. (6-10%)

Tansey, Richard, Michael R. Hyman, and Gene Brown (1992), "Ethical Judgments About Wartime Ads Depicting Combat," *Journal of Advertising*, 21 (September), 57-74. (11-20%)

Hyman, Michael R. and Richard Tansey (1991), "A Rapprochement Between Advertisers and Jungians," *Current Issues and Research in Advertising*, 13, 105-123. (6-10%)

Hyman, Michael R. (1990), "Deception in Advertising: A Proposed Complex of Definitions for Researchers, Lawyers, and Regulators," *International Journal of Advertising*, 9 (3), 259-270. (35%)

Hyman, Michael R., Robert Skipper, and Richard Tansey (1990), "Ethical Codes Are Not Enough," *Business Horizons*, 33 (March-April), 15-22. (Reprinted in *Business Ethics 91/92* (1991), (Richardson, ed.), Guilford, CT: The Dushkin Publishing Group, Inc., 218-225; Puffer, Shelia M. (1992), *Managerial Insights from Literature*, Boston: PWS-Kent Publishing Company, 319-328.) (21-30%)

PUBLICATIONS (continued)

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

Hyman, Michael R. and Richard Tansey (1990), "The Ethics of Psychoactive Ads," *Journal of Business Ethics*, 9 (February), 105-114. (Reprinted in *Business Ethics for the 21st Century* (1998), (Adams and Maine, eds.), Mountain View, CA: Mayfield Publishing Company, 397-405). (21-30%)

Skipper, Robert and Michael R. Hyman (1990), "Marketing and Logical Deduction," *Journal of Marketing*, 54 (April), 89-92. (6-10%)

Tansey, Richard, Michael R. Hyman, and George M. Zinkhan (1990), "Cultural Themes in Brazilian and U.S. Auto Ads: A Cross-Cultural Comparison," *Journal of Advertising*, 19 (2), 30-39. (11-20%)

Hyman, Michael R. (1988), "The Timeliness Problem in the Application of "Bass-Type" New Product Diffusion Models to Durable Sales Forecasting," *Journal of Business Research*, 16 (1), 31-46. (6-10%)

Gelb, Betsy D. and Michael R. Hyman (1987), "Reducing Reluctance to Transfer," *Business Horizons*, 30 (March-April), 39-43. (21-30%)

Hyman, Michael R. (1987), "The Relation of Long-Distance Geographic Mobility to Retailing Attitudes, Preferences and Behaviors: An Extension and Update," *Journal of Retailing*, 63 (Summer), 187-204. (11-20%)

Skipper, Robert and Michael R. Hyman (1987), "Evaluating and Improving Argument-Centered Works in Marketing," *Journal of Marketing*, 51 (October), 60-75. (6-10%)

Proceedings

Hyman, Michael R., Dongdae Lee, Dennis Kopf, and Marco Wolf (2007), "Private Label Brands: Benefits, Success Factors, and Future Research," in *Advances in Marketing: Concepts, Models and Theories (SMA Conference Proceedings)* (Kehoe and Whitten, eds.). Charlottesville, VA: Society for Marketing Advances, 215-216. (Received Best Paper Award, Retailing and Entrepreneurship track)

Sierra, Jeremy and Michael R. Hyman (2006), "Ethical Antecedents of Cheating Intentions," in *Advances in Marketing: Concepts, Models and Theories (SMA Conference Proceedings)* (Kehoe and Whitten, eds.). Charlottesville, VA: Society for Marketing Advances, 134-135.

Sierra, Jeremy and Michael R. Hyman (2005), "In Search of Value: A Model of Wagering Intentions," in *Advances in Marketing: Concepts, Models and Theories (SMA Conference Proceedings)* (Kehoe and Whitten, eds.). Charlottesville, VA: Society for Marketing Advances, 303-304. (Received Best Paper Award, Sports Marketing and Entertainment track)

PUBLICATIONS (continued)

Proceedings (continued)

Hu, Jing, Bruce Huhmann, and Michael R. Hyman (2004), "The Role of Self-Efficacy on the Relationship between Task Complexity and Information Search: A Test of the Resource-Matching Perspective," in *Advances in Marketing: Concepts, Issues and Trends (SMA Conference Proceedings)* (Kehoe and Whitten, eds.). Charlottesville, VA: Society for Marketing Advances, 129-130.

Sierra, Jeremy and Michael R. Hyman (2004), "The Effects of Ethnic Cues in Print Ads: An Application of Social Identity Theory," in *Advances in Marketing: Concepts, Issues and Trends (SMA Conference Proceedings)* (Kehoe and Whitten, eds.). Charlottesville, VA: Society for Marketing Advances, 15-16.

Hu, Jing and Michael R. Hyman (2004), "Faculty Beliefs About Skills Required for Marketing Jobs," in *AMA Winter Educators' Conference Proceedings* (Cron and Low, eds.) Chicago, IL: American Marketing Association, 18-19.

Hyman, Michael R. and Susan D. Steiner (2002), "Coping with Time/Effort-stingy Students," in *Marketing Educators' Association Conference Proceedings* (Schlee and Schibrowsky, eds.). San Diego, CA: Marketing Educators' Association, 118.

Hyman, Michael R., Gopala Ganesh, and Shaun McQuitty (2002), "Augmenting the Measure of Household Affluence," in *AMA Winter Educators' Conference Proceedings* (Evans and Scheer, eds.). Chicago, IL: American Marketing Association, 274-275. (Received Best Paper Award, Consumer Behavior track)

Sautter, Elise Truly, Shaun McQuitty, Michael R. Hyman, and Eric Pratt (2002), "Status Quo or Innovation? The Influence of Instructional Variability on Student Evaluations of Teaching," in *Marketing Educators' Association Conference Proceedings* (Schlee and Schibrowsky, eds.). San Diego, CA: Marketing Educators' Association, 66.

Steiner, Susan D. and Michael R. Hyman (2002), "Creating a Values-Driven University," in *Marketing Advances in Pedagogy, Process, and Philosophy (SMA Conference Proceedings)* (Venable, ed.). Greenville, NC: Society for Marketing Advances, 241-243.

Hyman, Michael R. (2001), "The Eight Ds: A Framework for the Discipline of Marketing Management," in *Marketing Advances in Pedagogy, Process, and Philosophy (SMA Conference Proceedings)* (Suter, ed.). Stillwater, OK: Society for Marketing Advances, 122-123. (Received Best Paper Awards, Marketing Education track and overall conference)

Lukosius, Vaidotas, Michael R. Hyman, and Andreas Stratemeyer (2001), "A Model for Online Information Search," in *AMA Winter Educators' Conference Proceedings* (Krishnan and Viswanathan, eds.), Chicago, IL: American Marketing Association, 353-354.

PUBLICATIONS (continued)

Proceedings (continued)

McQuitty, Shaun, Pookie Sautter, Richard Oliver, Eric Pratt, and Michael R. Hyman (2001), "Service Variability and its Consequence for Pricing," in *Western Decision Sciences Institute Proceedings*, 204. (Received Best Paper Award, Consumer Behavior and Marketing Mix track)

Shanahan, Kevin and Michael R. Hyman (2001), "Unintended Consequences of the U.S. Television Ratings System," in *Developments in Marketing Science—Volume 24 (AMS Conference Proceedings)* (Moore and Moore, eds.). San Diego, CA: Academy of Marketing Science, 103.

Fontenot, Renée and Michael R. Hyman (2000), "The Legal Implications of Relationship Marketing," in *Marketing Advances in the New Millennium (SMA Conference Proceedings)* (Deeter-Schmelz and Hartman, eds.). Athens, OH: Society for Marketing Advances, 201-202.

Shanahan, Kevin and Michael R. Hyman (2000), "A Virtue Ethics Scale," in *Marketing Advances in the New Millennium (SMA Conference Proceedings)* (Deeter-Schmelz and Hartman, eds.). Athens, OH: Society for Marketing Advances, 195-196.

Jacobs, Richard S., Michael R. Hyman, and Shaun McQuitty (2000), "Exchange-Specific Self-Disclosure, and Personal Selling," in *AMA Summer Educators' Conference Proceedings* (Gundlach and Murphy, eds.), Chicago, IL: American Marketing Association, 261-262.

Leisen, Birgit and Michael R. Hyman (2000), "A Measure of Patient-Physician Trust," in *AMA Winter Educators' Conference Proceedings* (Workman and Perreault, eds.), Chicago, IL: American Marketing Association, 330-331.

Curran, Catharine, Michael R. Hyman, and Kevin Shanahan (1999), "Shaping Harmonious Marketing Departments," in *Western Marketing Association Conference Proceedings* (Curren and Harich, eds.), Palm Springs, CA: Western Marketing Educators' Conference, 80-84.

Curran, Catharine and Michael R. Hyman (1999), "Ensuring Fit in Faculty Hiring," in *AMA Winter Educators' Conference Proceedings* (Menon and Sharma, eds.), Chicago, IL: American Marketing Association, 31-32. (Received Best Paper Award, Marketing Education track)

Curran, Catharine and Michael R. Hyman (1998), "Children and Advertising: The Influence of Cognitive Development Models on Research Questions and Results" (Research Brief), in *Marketing Advances in Theory, Practice, and Education (SMA Conference Proceedings)* (Herrington and Taylor, eds.), Radford, VA: Society for Marketing Advances, 106-109.

PUBLICATIONS (continued)

Proceedings (continued)

Hyman, Michael R. and Catharine Curran (1998), "The Volitionist's Manifesto," in *AMA Marketing Exchange Colloquium*, (Pelton and Schnedlity, eds.), Chicago, IL: American Marketing Association, 18-25.

Hyman, Michael R. and Susan D. Steiner (1997), "Mail Surveys of Faculty and Acquaintance-of-the-Researcher Bias" (Research brief), in *Enriching Marketing Practice and Education (SMA Conference Proceedings)* (Stuart and Moore, eds.), Rock Hill, SC: Winthrop University School of Business Administration, 235-236. (Received Best Paper Award, Marketing Research track)

Court, Birgit and Michael R. Hyman (1997), "A Social Penetration Theory Perspective in Dyadic Service Interactions: The Client-Service Provider Relationship," in *AMA Summer Educators' Conference Proceedings* (Pride and Hult, eds.), Chicago, IL: American Marketing Association, 322-323.

Court, Birgit and Michael R. Hyman (1996), "The Undergraduate Marketing Curriculum and Computing Skills: An Action Grid Analysis," in *Marketing: Moving Toward the 21st Century (SMA Conference Proceedings)* (Stuart, Ortinau, and Moore, eds.), Rock Hill, SC: Winthrop University School of Business Administration, 211-216.

Hyman, Michael R. and Susan D. Steiner (1996), "The Vignette Method in Business Ethics Research: Current Uses and Recommendations," in *Marketing: Moving Toward the 21st Century (SMA Conference Proceedings)* (Stuart, Ortinau, and Moore, eds.), Rock Hill, SC: Winthrop University School of Business Administration, 261-265.

Tansey, Richard, Michael R. Hyman, and George M. Zinkhan (1995), "An Advertising Test of the Work Ethic in the U.K. and the U.S.," in *AMA Winter Educators' Conference Proceedings* (Stewart and Vilcassim, eds.), Chicago, IL: American Marketing Association, 156-159.

Hyman, Michael R. and Richard Tansey (1994), "Marketing Success and the Puritan Legacy," in *Advances in Marketing (SWMA Conference Proceedings)* (Sherrell, et al., eds.), Baton Rouge, LA: Louisiana State University, 72-82.

Matthyssens, Paul, Anita Van Gils, and Michael R. Hyman (1994), "Strategic Alliances in Perspective: A Management Process and Research Questions," in *Advances in Marketing (SWMA Conference Proceedings)* (Sherrell, et al., eds.), Baton Rouge, LA: Louisiana State University, 89-97.

Sager, J. K. and Michael R. Hyman (1993), "The Marginally Performing Salesperson," in *AMA Winter Educators' Conference Proceedings* (Varadarajan, et al., eds.), Chicago, IL: American Marketing Association, 240-244.

Waguespack, Blaise and Michael R. Hyman (1993), "Consumer Behavior: Still Normative After All These Years," in *Advances in Marketing (SWMA Conference Proceedings)* (McKee, et al., eds.), Baton Rouge, LA: Louisiana State University, 29-35.

PUBLICATIONS (continued)

Proceedings (continued)

Hyman, Michael R. and Richard Tansey (1992), "The Evolution of Applied Marketing Theory as Evinced by Textbook Definitions," in *AMA Winter Educators' Conference Proceedings* (Allen, et al., eds.), Chicago, IL: American Marketing Association, 328-338.

Hyman, Michael R., Robert Skipper, and Richard Tansey (1991), "Two Challenges for the Three Dichotomies Model," in *AMA Winter Educators' Conference Proceedings* (Childers, et al., eds.), Chicago, IL: American Marketing Association, 417-422.

Hyman, Michael R. (1990), "Unbounded Collaboration: A Way to Broaden and Improve Marketing Theory," in *AMA Winter Educators' Conference Proceedings* (Lichtenthal, et al., eds.), Chicago, IL: American Marketing Association, 1-4.

Villanova, Lisa, George M. Zinkhan, and Michael R. Hyman (1990), "On Defining and Measuring Store Image," in *Developments in Marketing Science--Volume XIII (AMS Conference Proceedings)* (Dunlap, ed.), Cullowhee, NC: Academy of Marketing Science, 466-470.

Hankel, Karen D. and Michael R. Hyman (1989), "A Laboratory Study of Different Corrective Advertising Claims," in *AMA Winter Educators' Conference Proceedings* (Childers, et al., eds.), Chicago, IL: American Marketing Association, 279-283.

Hyman, Michael R. (1987), "A Suggested Approach for Reducing Large Ordinally Scaled Data Sets Without Sacrificing Reliability and Validity," in *AMA Winter Educators' Conference Proceedings* (Belk, et al., eds.), Chicago, IL: American Marketing Association, 27-30.

Hyman, Michael R. and Douglas R. Wedding (1987), "Adapting a Microcomputer Marketing Game for Laboratory-Based Research in Marketing Decision Support Systems," in *Proceedings of the 1987 AMA Microcomputers in Marketing Workshop* (Synodinos, ed.), Manoa, HI: University of Hawaii, 70-81.

Zinkhan, George M. and Michael R. Hyman (1987), "A Guide for Evaluating and Selecting the Most Descriptive Discriminant Variables in Business and Economics Research," in *AMA Winter Educators' Conference Proceedings* (Belk, et al., eds.), Chicago, IL: American Marketing Association, 37-41.

King, Charles W. and Michael R. Hyman (1981), "The Geographically Mobile Consumer: Understanding Retail Patronage Dynamics," in *Retail Patronage Theory 1981 Workshop Proceedings* (Lusch and Darden, ed.), Norman, OK: Center for Economics and Management Research, School of Business Administration, University of Oklahoma, 202-208.

PUBLICATIONS (continued)

Book Chapters

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.

Hyman, Michael R. and Charles W. King (1982), "The Geographically Mobile Consumer: A Conceptual Framework for Retail Management and Patronage Theory Development," in *Patronage Behavior and Retail Management* (Darden and Lusch, eds.), New York, NY: Elsevier Science Publishing Co., Inc.

Academic Book Reviews

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.

Other Academic Publications (non-refereed)

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

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

Non-academic Articles

Hyman, Michael R. (2007), "Multi-level Marketing: A Pyramid Scheme by Design," *New Mexico Business Outlook* (November),
<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50367>.

Hyman, Michael R. (2007), "Why We Should Reject Social Engineering," *New Mexico Business Outlook* (March),
<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50348>.

Hyman, Michael R. (2007), "Responsibility in Business: A Simple Definition," *New Mexico Business Outlook* (January),
<http://bbrs.nmsu.edu/nmbizoutlook/printarticle.php?articleID=50341>.

PUBLICATIONS (continued)

Non-academic Articles (continued)

Hyman, Michael R. (2006), "The Properties of Responsible Ads," *New Mexico Business Outlook* (December),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050339>.

Hyman, Michael R. and Jeremy J Sierra (2006), "Academic Cheating: An Ethics Perspective and Solutions," *New Mexico Business Outlook* (October),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050333>.

Lee, Dongdae and Michael R. Hyman (2006), "Should Private Label Brands Be Used to Alter a Retailer's Image?" *New Mexico Business Outlook* (September),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050329>.

Hyman, Michael R. and Kevin J. Shanahan (2006), "A Better Way to Stop Personal Online Pirating (POPing)," *New Mexico Business Outlook* (August),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=050326>.

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>.

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>.

Hyman, Michael R., Kevin J. Shanahan, and Charles M. Hermans (2005), "Violent Commercials in Television Programs for Children," *New Mexico Business Outlook* (March),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50100>.

Hyman, Michael R. and Andreas W. Stratemeyer (2005), "First-Run Super Bowl Ads: The Effect of Humor on Brand Recall," *New Mexico Business Outlook* (February),

<http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=50218>.

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).

Hyman, Michael R. (1990), "Advertising Ethics: Not an Oxymoron," *World & I*, 5 (December), 545-559 (also available at <http://www.worldandi.com/specialreport/1990/december/Sa17190.htm>).

PUBLICATIONS (continued)

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.