

**DANIEL J. FLINT**  
**Academic Vita**

**Academic Address**

Department of Marketing and Logistics  
314 Stokely Management Center, College of Business  
The University of Tennessee  
Knoxville, TN 37996  
Telephone: (865) 974-8314 FAX: x1932  
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**Home Address**

712 Cabot Dr.  
Knoxville, TN 37922  
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**Education**

Doctor of Philosophy in Business Administration, Marketing/Logistics. The University of Tennessee, 1998. Dissertation title: "Change in customers' desired value: A grounded theory study of its nature and process based on customers' lived experiences in the U.S. automobile industry."

Master of Science in Administration, Business Administration. Central Michigan University, 1990.

Bachelor of Science, Mechanical Engineering. The United States Naval Academy, 1985.

**Professional Experience**

7/11 – present

**Proffitt's, Inc. Professor of Marketing**  
Director, Shopper Marketing Forum  
Director, Marketing Ph.D. Program  
Department of Marketing and Logistics  
The University of Tennessee, Knoxville

1/06 – 6/11

**Proffitt's, Inc. Associate Professor of Marketing**  
Director, Marketing Ph.D. Program  
Director/Founder, Shopper Marketing Forum  
Department of Marketing and Logistics  
The University of Tennessee, Knoxville

8/05 – 12/05

**Associate Professor**  
Director, Marketing Ph.D. Program  
Department of Marketing and Logistics  
The University of Tennessee, Knoxville

8/02 – 7/05

**Assistant Professor**  
Department of Marketing and Logistics  
The University of Tennessee, Knoxville

8/98 – 5/02

**Assistant Professor**  
Department of Marketing  
Florida State University, Tallahassee

9/94 - 7/98

**Research Associate/Instructor**  
Department of Marketing, Logistics, and Transportation

The University of Tennessee, Knoxville

- 9/92 - 7/94      **Industrial Sales Engineer**  
Aerospace & Commercial Rolled Products Division/Automotive Group  
Aluminum Company of America
- 11/90 - 8/92      **Research Analyst/Joint Staff Intern (Lieutenant, U.S. Navy)**  
Navy Annex, Arlington (Quality of Life Initiative), VA; Pentagon
- 5/85 - 10/90      **Naval Flight Officer/Maintenance Division Officer**  
Naval Air Station, Key West, FL

### **Executive Workshops / Business projects**

Conduct marketing research and training for business-to-business and business-to-consumer firms focused primarily on proactive customer orientation processes and branding (foresight). Proactive customer orientation work involves examining and refining customer value understanding processes aimed at anticipating future customer desires, linking those insights to innovation and marketing strategy. Branding work involves corporate and product identity and positioning.

### **Projects and significant interaction with:**

Alcoa, Boeing, Bush Bros., Danzas, Eastman Chemical Company, FedEx, Fokker Services, Follet Educational Services, Frito-Lay, Grundfos Pumps, IdleAire (motor carrier service), Inmar/Carolina Logistics Services, Mars Advertising, Nordic Transport Rail, Norfolk Southern Railroad, Pepsico, Rolls Royce (jet engines), Schenker, Timminco, Standard Logistics, U.S. Air Force, USCO Logistics

### **Industries recently explored:**

Consumer packaged goods, aircraft maintenance services, Internet returns management, consumer electronics, water pumps, military radar system test equipment, transportation services, helicopter and aircraft manufacturing, aerospace/satellite industry, railroad, automotive, logistics services, medical devices, computers, chemicals, magnesium, aluminum, education, textbooks

### **Research Focus**

My research is in the midst of a major transformation shifting to the consumer goods/retailing context. Historically, my focus has been predominantly on business-to-business marketing issues related to market sensing and strategy development. Specifically, much of my work revolves around customer value understanding and management at any stage within a supply chain, e.g., consumer, retailer, distributor, manufacturer, supplier. My **proactive customer orientation** program of research is on understanding how changes in customer value perceptions are manifested within buyer/consumer perceptions and behavior as well as buyer-seller relationships (B2B and B2C) and the implications for forwarding-looking market sensing, marketing strategy, brand management, product development and innovation throughout the supply chain. I am currently most interested in **shopper marketing** phenomena that relate to business-to-business relationships, manufacturer and retailer-to-consumer marketing, and shopper insights for consumer packaged goods firms and retailers. A related research area involves **customer-driven supply chain innovation**. In addition to my marketing focus, I have spent a number of years publishing on the customer value and logistics innovation concepts within premier logistics journals as well as working with logistics service providers and industrial firms about these marketing issues in a supply chain context.

When studying buyer or seller behavior, I typically focus on individuals and small groups as the unit of analysis, primarily drawing on psychological and social psychological theory to understand value change,

meaning, attitudes and behavior, often relying on, but not limited to, qualitative interpretive methods. I link my social psychological insights to marketing strategy and innovation in retail, broker and industrial firms. Methodologically, my work has relied on interpretive, structural equation modeling and experimental approaches. I focus significantly on guiding, mentoring, and publishing with current and former doctoral students of mine.

### **Teaching Areas**

Doctoral:

Qualitative Research Methods; Marketing Thought

Masters in Business Administration:

Shopper marketing management; Global brand and product management; Marketing strategy; Sales and sales force management; Integrated marketing communications

Undergraduate:

Professional selling; Sales force management; Marketing strategy; International marketing management

### **Specific Courses Taught**

Executive:

Marketing Strategy in Aerospace EMBA Program (2004; 2005; 2006; 2007; 2008; 2009; 2010)  
Customer Value Management – Supply Chain Management Certification Program (8 years),  
Norfolk Southern Corporation Program (7 years), US Air Force, Textron

Graduate:

#### At UTK

Qualitative Research Methods Ph.D. Seminar (Sg2006; Sg2007; Sg2008; Sg 2010)  
Marketing Thought Ph.D. Seminar (F2004; F2009)  
MBA Marketing Strategy (Sg2003; Sg2004; Sg2005; Sg2006; Sg 2007; Sg 2008)  
MBA Marketing Communications in Marketing Concentration Course (F2002; F2003; F2004; F2005; F2006; F2007)  
MBA Global Integrated Marketing Communications (F2008)  
MBA Global Product/Brand Management (F2009; F2010 – now heavy shopper marketing emphasis)

#### At FSU

Marketing Strategy (Sr2000; Sr2001; F2001)  
Business-to-Business Sales and Marketing (Sg2001; Sg2002) - developed course

#### Visiting Position

St. Andrews University, Scotland  
MBA Consumer Behavior (Sg 2004)

Undergraduate:

#### At UTK

Sales Force Management (F2002; Sg2003; F2003; F2007; F2008)  
International Marketing Strategy – Study Abroad Program, Australia (Sr 2008; Sr 2010)

### At FSU

Professional Selling (F1998; Sg1999; F1999; Sg2000; F2000; Sr2001)

Sales Force Management (F1995; Sg1998; F1998; Sg1999; F1999; Sg2000; F2000; Sg2001; Sg 2002)

Logistics and Supply Chain Management (F2001)

### Visiting Position

University of Canterbury Visiting Erskine Fellow, Christchurch, New Zealand (Spring 2009)

Marketing Strategy

Advanced Market Research

### At UTK as Teaching Associate

Marketing Management (1997; 1998)

Buyer Behavior (1995)

Materials and Traffic Management (1995)

## **Publications**

### Journal Articles (peer reviewed)

1. Blocker, Christopher P., Mark Houston, and **Daniel J. Flint** (2012) "Unpacking what a 'relationship' means to commercial buyers: How the relationship metaphor creates tension and obscures experience," forthcoming in Journal of Consumer Research.
2. Blocker, Christopher P., **Daniel J. Flint**, Mathew Myers, and Stanley Slater (2011) "The Role of Proactive Customer Orientation in Global Markets," Journal of the Academy of Marketing Science, Vol. 39 (2), 216-233.
3. **Flint, Daniel J.**, Christopher P. Blocker and Philip Boutin, (2011) "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty," Industrial Marketing Management, forthcoming.
4. Satinover, Bridget and **Daniel J. Flint**, (2010) "That item is mine! Consumer Competitiveness and Need for Control: A Study of Online Auction Bidding," International Journal of Electronic Marketing and Retailing, Vol. 3, No. 3, 261-292.
5. Esper, Terry L., Alexander E. Ellinger, Theodore P. Stank, **Daniel J. Flint**, and Mark Moon (2010), "Demand and Supply Integration: A Theoretical and Practical Framework," Journal of the Academy of Marketing Science, Vol. 38 (1), 5-18.
6. **Flint, Daniel J.** and Susan Golicic (2009) "Searching for Competitive Advantage Through Sustainability: A Qualitative Study in the New Zealand Wine Industry," International Journal of Physical Distribution and Logistics Management, 39 (1), 841-860.
7. Mello, John and **Daniel J. Flint** (2009), "A Refined View of Grounded Theory and Its Application to Logistics Research," Journal of Business Logistics, 30 (1), 107-125.
8. Fugate, Brian, John T. Mentzer, and **Daniel J. Flint** (2009), "The Role of Logistics in Market Orientation," Journal of Business Logistics, 29 (2), 1-26.

9. **Flint, Daniel J.**, Everth Larsson and Britta Gammelgaard (2008), "Exploring Processes for Customer Value Insights, Supply Chain Learning and Innovation: An International Study," Journal of Business Logistics, 29 (1), 257-282. **Winner of CSCMP 2009 Bernard J. LaLonde Award** for most significant contribution to thought from articles in The Journal of Business Logistics for 2008.
10. Blocker, Christopher P. and **Daniel J. Flint** (2007), "Customer Segments as Moving Targets: Integrating Customer Value Dynamism into Segment Instability Logic," Industrial Marketing Management, 36 (6), 810-822.
11. Blocker, Christopher P. and **Daniel J. Flint** (2007), "Exploring the Dynamics of Customer Value in Cross-Cultural Business Relationships," Journal of Business & Industrial Marketing, 22 (4).
12. **Flint, Daniel J.** (2006), "Innovation, Symbolic Interaction, and Customer Valuing: Thoughts Stemming from a Service-Dominant Logic of Marketing," Marketing Theory, 6(3), 349-362.
13. Anitsal, Ismet and **Daniel J. Flint** (2005), "Exploring Customers' Perceptions in Creating and Delivering Value: Technology-Based Self-Service as an Illustration," Services Marketing Quarterly 27 (1), 57-72.
14. **Flint, Daniel J.**, Everth Larsson, Britta Gammelgaard, and John T. Mentzer (2005), "Logistics Innovation: A Customer Value-Oriented Social Process," Journal of Business Logistics, 26 (1), 113-147.
15. **Flint, Daniel J.** (2004), "Strategic Marketing in Global Supply Chains: Four Challenges," Industrial Marketing Management, 33 (1), 45-50.
16. **Flint, Daniel J.**, Robert B. Woodruff, and Sarah Fisher Gardial (2002), "Exploring the Customer Desired Value Change Phenomenon in a Business-to-Business Context," Journal of Marketing, 66 (4), 102-117.
17. **Flint, Daniel J.** (2002), "Compressing New Product Success-to-Success Cycle Time: Improving New Product Ideation Through Deep Customer Value Understanding," Industrial Marketing Management, 31, 305-315. **Selected for best paper in issue award.**
18. Giunipero, Larry C. and **Daniel J. Flint** (2001), "Purchasing Practices in Saudi Arabia - An Exploratory Analysis," International Journal of Physical Distribution and Logistics Management, 31 (9), 674-693.
19. Mentzer, John T., **Daniel J. Flint**, and G. Tomas M. Hult, (2001) "Logistics Service Quality as a Segment-Customized Process," Journal of Marketing, 65 (4), 82-104.
20. **Flint, Daniel J.** and Robert B. Woodruff, (2001), "The Initiators of Changes in Customers' Desired Value: Results from a Theory Building Study," Industrial Marketing Management, 30 (4), 321-337.
21. **Flint, Daniel J.** and John T. Mentzer (2000), "Logisticians as Marketers: Their Role When Customers' Desired Value Changes" Journal of Business Logistics, 21 (2), 19-45.

22. Mentzer, John T., **Daniel J. Flint** and John L. Kent, (1999) "Developing a Logistics Service Quality Scale," Journal of Business Logistics, 20 (1), 9-32.
23. **Flint, Daniel J.**, Robert B. Woodruff and Sarah Fisher Gardial, (1997) "Customer Value Change in Industrial Marketing Relationships: A Call for New Strategies and Research," Industrial Marketing Management, 26 (2), 163-176.
24. Kent, John L. and **Daniel J. Flint**, (1997) "Perspectives on the Evolution of Logistics Thought," Journal of Business Logistics 18 (2), 15-29.
25. Mentzer, John T. and **Daniel J. Flint**, (1997) "Validity in Logistics Research," Journal of Business Logistics, 18 (1), 199-216.
26. Gardial, Sarah F., **Daniel J. Flint**, and Robert B. Woodruff, (1996) "Trigger Events: Exploring the Relationships Between Critical Events and Consumers' Evaluations, Standards, Emotions, Values and Behavior," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 9, 35-51.
27. Garver, Michael S. and **Daniel J. Flint**, (1995) "A Proposed Framework for Exploring Comparison Standards at Various Stages of the Business-to-Business Evolution," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 8, 11-21.

**Conference Papers** (peer reviewed)

1. Nichols, Bridget and Daniel J. Flint, "Creating memories and bonding through competitive shopping: Evidence of co-creating experiential retail value," 15<sup>th</sup> Bi-annual Academy of Marketing Science World Congress, Reims, France.
2. Flint, Daniel J. and David Schumann, "Plugging social responsibility into shopper marketing," 15<sup>th</sup> Bi-annual Academy of Marketing Science World Congress, Reims, France.
3. Flint, Daniel J., Susan L. Golicic and Paola Signori, "Sustainability through resilience: the very essence of the wine industry," 6<sup>th</sup> Academy of Wine Business Research Conference, France.
4. Lyu, Jewon, Daniel J. Flint and Heejin Lim (2011), "Exploring the phenomenon of Facebook page implementation and the role of retailers on social media marketing success," American Collegiate Retailing Association, Boston, MA, March 2011.
5. Stolze, Hannah, Diane Mollenkopf and Daniel J. Flint (2010), "Environmental Customer Value" *Australia New Zealand Marketing Consortium annual conference*, fall.
6. Stolze, Hannah, Diane Mollenkopf and Daniel J. Flint (2010), "Environmental Corporate Social Responsibility as a Core Competence for the Firm," *American Marketing Association Annual Conference*, Summer.
7. Golicic, Susan L. and Daniel J. Flint (2010), "The Tension Between Business and Romance: A Qualitative Study in the Global Wine Industry," *Academy of Marketing Science Annual Conference*, spring.

8. Kim, Jiho and Daniel J. Flint (2009), "Understanding the Relationship Between Team Identification, Team Involvement and Adaptation Patterns of Korean Immigrants," *Sport Marketing Association 2009 Annual Conference*,.
9. Flint, Daniel J. and Susan L. Golicic (2009), "Searching for an Edge Through Sustainability: A Qualitative Study in the New Zealand Wine Industry," *Society of Marketing Advances 2009 Annual Conference*. **El-Ansary Award – Best Paper in Channels**
10. Blocker, Christopher P., Daniel J. Flint, and Matthew Myers (2009), "Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization," *Developments in Marketing Science, 2009 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed. **Winner of M. Wayne DeLozier Best Conference Paper Award**
11. Rader, Scott and Daniel J. Flint (2008) "Driving and Surviving: A Cross-cultural Investigation of Truck Drivers' Consumption-Related Experiences in the United States and Vietnam," *Society of Marketing Advances 2008 Annual Conference*.
12. Satinover, Bridget and Daniel J. Flint (2008) "Struggling for Control: How Members of an Online Community Work Together for Independent Goals," *Developments in Marketing Science, 2008 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed..
13. Walls, Simon, David Schumann, and Daniel J. Flint (2006), "The Consumer-Firm Bond: An Existential-Phenomenological Description of the Nature of the Consumer-Firm Bonding Experience," *Society of Consumer Psychology conference*, Miami, February.
14. Blocker, Christopher P. and Daniel J. Flint (2005), "Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change" *12th Biennial AMS World Marketing Congress*, Münster, Germany, 356.
15. Flint, Daniel J. and Christopher P. Blocker (2004), "Expanding on the Emotional and Symbolic Interactionist Aspects of Business Customer Desired Value Change: A Conceptual Model," *Developments in Marketing Science, 2004 Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts ed., 27, 18-26.
16. Anitsal, Ismet and Daniel J. Flint (2003), "Understanding Customer Productivity in Shopping: Preliminary Qualitative Insights From Technology-Based Self-Service," *Marketing in a Dynamic Global Environment, Proceedings of the 2003 Atlantic Marketing Association Annual Conference*, Jerry W. Wilson ed., 200-206.
17. Anitsal, Ismet and Daniel J. Flint (2003), "Understanding Customer Labor in Shopping: Insights From Technology Based Self-Service," *Retailing 2003: Strategic Planning in Uncertain Times*, Joel R. Evans eds., special conference series X, Hempstead, NY: Academy of Marketing Science, 148-154.
18. Flint, Daniel J., Britta Gammelgaard, and Everth Larsson (2003), "Setting the Stage for Supply Chain Learning and Logistics Innovation," *Proceedings of the 15<sup>th</sup> Annual Conference for Nordic Researchers in Logistics (NOFOMA)*, Jari Juga eds., 497-511.

19. Flint, Daniel J. and Isabelle Maignan (2001), " The Value of Corporate Citizenship to Business Customers: Research Directions," *Developments in Marketing Science, 2001 Proceedings of the Annual Conference of the Academy of Marketing Science*, Melissa Moore and Robert Moore eds., 24, 119-123.
20. Flint, Daniel J. and Robert B. Woodruff, (1999) "The Initiators of Changes in Customers' Desired Value: Results from a Theory Building Study," *Developments in Marketing Science, 1999 Proceedings of the Annual Conference of the Academy of Marketing Science*, Charles H. Nobel, ed., 22, 174. **Winner of M. Wayne DeLozier Best Conference Paper Award.**
21. Flint, Daniel J. and John T. Mentzer, (1998) "Evaluating Contributions to Logistics Knowledge," *Proceedings of the Twenty-Seventh Annual Transportation and Logistics Educators Conference*, James M. Masters, ed., Anaheim, CA: Ohio State University and Council of Logistics Management, 1-12.
22. Flint, Daniel J. and Robert B. Woodruff, (1997) "Issues in a Grounded Theory Study of Customer Desired Value Change: Resolutions Using Phenomenology, Ethnography and Hermeneutics," *Developments in Marketing Science, 1997 Proceedings of the Annual Conference of the Academy of Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr. eds., 20, 134-139.
23. Cathey, Amy, Michael S. Garver, Daniel J. Flint, David W. Schumann, (1995) "Scanning the Higher Education Environment: Strategies Universities are Using to Respond to Change," *Sixth AMA Symposium for the Marketing of Higher Education*.

**Invited Essays/Presentations/conference papers** (not peer reviewed)

1. Autry, Chad and Daniel J. Flint, "Missing questions, missing answers: What can the fields of operations and supply management learn through further qualitative inquiry?" *Journal of Operations Management*.
2. Flint, Daniel J. "Sustainability Research at the University of Tennessee," panel discussion at *2010 Annual Winter American Marketing Association* conference, New Orleans, LA.
3. Flint, Daniel J., Christopher P. Blocker and Philip Boutin (2008), "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty," *The Otago Forum 2 on Service Dominant Logic of Marketing*, University of Otago, Dunedin, New Zealand
4. Flint, Daniel J. (2005), "Innovation and the Symbolically Interacting Customer," *The Otago Forum on Service Dominant Logic of Marketing*, University of Otago, Dunedin, New Zealand.
5. Flint, Daniel J. (2005), "Qualitative Research Methods in Supply Chain Management Research," *2005 Supply Chain Management Doctoral Symposium*.
6. Flint, Daniel J., Everth Larsson, Britta Gammelgaard, Veronica Moyer, and Mats Franson (2004), "Customer Value Driven Logistics Innovation: 2003 Cross-National Benchmarking Survey," *2004 Council of Logistics Management Annual Conference*.

7. Flint, Daniel J. (2003), "Academic Writing: Being Part of the Discussion," 2003 Nordic Logistics Doctoral Consortium, Oulu, Finland.
8. Flint, Daniel J. and Joel Sutherland, (2000), "Innovative Ways to Anticipate and Create Significant Logistics Value," *2000 Annual Conference Proceedings of the Council of Logistics Management*, 407-426.
9. Flint, Daniel J. (2000), "SMA Great Teacher Comments: Passionately Focused on Caring for Individuals," *Marketing Advances in the New Millennium*, 2000 Society for Marketing Advances Proceedings, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., 6.
10. Flint, Daniel J. (2000), "Wrestling with Customers' Changing Desires Throughout Supply Chains," *Distribution Business Management Association*
11. Flint, Daniel J. and John T. Mentzer (1998), "Criteria for Significant Contribution to Logistics Knowledge," 1998 Logistics Doctoral Student Consortium.

### **Book Chapters**

1. Flint, Daniel J. (2012 forthcoming), "Shopper marketing's true potential" in Shopper Marketing 2<sup>nd</sup> Edition.
2. Flint, Daniel J. and Everth Larsson (2006), "Supply Chain Innovation" in The Handbook of Global Logistics and Supply Chain Management, John T. Mentzer, Theodore Stank, and Mathew Myers eds.
3. Flint, Daniel J. and Britta Gammelgaard (2006), "Value and Customer Service Management" in The Handbook of Global Logistics and Supply Chain Management, John T. Mentzer, Theodore Stank, and Mathew Myers eds.
4. Flint, Daniel J. and John T. Mentzer (2006), "Striving for Integrated Value Chain Management Given a Services Dominant Logic for Marketing," Chapter 11 in Toward a Service-Dominant Logic of Marketing: Dialogue, Debate, and Directions, eds. Robert F. Lusch and Stephen Vargo, M.E. Sharpe, Inc., 139-149.
5. Woodruff, Robert B. and Daniel J. Flint (2006), "Marketing's Service-Dominant Logic and Customer Value" Chapter 14 in Toward a Service-Dominant Logic of Marketing: Dialogue, Debate, and Directions, eds. Robert F. Lusch and Stephen Vargo, M.E. Sharpe, Inc., p183-195,
6. Woodruff, Robert B. and Daniel J. Flint (2003), "Research on Customer Value and Satisfaction in Business-to-Business Marketing," book chapter in Advances in Business Marketing and Purchasing series, ed. Arch Woodside, JAI Press, Vol. 11, 515-547.

### **Manuscripts in Progress**

1. Nichols, Bridget and Daniel J. Flint, "Creating memories and bonding through competitive shopping: A theory building study of bridal gown shoppers," rejected from Journal of Consumer Research – being repositioned and revised

2. Nichols, Bridget, Daniel J. Flint and David W. Schumann, "Toward the conceptualization and framework of 'consumer competition'" rejected from Journal of Marketing – being repositioned and revised
3. Flint, Daniel J., Carol Esmark, Brian Spaid. "Shopper marketing: what we know and what we still need to learn" targeted for Journal of the Academy of Marketing Science.
4. Stolze, Hannah; Diane Mollenkopf, and Daniel Flint. "Environmental Sustainability as a Core Competence of the Firm," planned submission to Industrial Marketing Management, April 2011.
5. Stolze, Hannah; Diane Mollenkopf; and Daniel Flint. "A Qualitative Study of Logistic Service Innovation and Environmental Operations,' planned submission to Journal of Operations Management, Winter 2010.
6. Spaid, Brian and Daniel J Flint, "Use of mobile devices while shopping."

### **Working Paper**

1. Flint, Daniel J., John T. Mentzer, and Eric Haley, "Eclectic theory and practice: Combining multiple philosophical perspectives in supply chain management"

### **Executive Reports**

Over-the-Road Truck Driver Customer Value Study (2007)  
 Sport Turf Management Customer Value Survey (2005)  
 Innovation Benchmarking Survey (2004)  
 Innovation Theory Building Study (2003)  
 Customer Desired Value Change Theory Building Study (2001)

### **Current/Recent Research Projects**

Use of mobile devices while shopping (writing stage)

Increasing numerator value for salty snacks shoppers (data collection stage)

Collaboration for Shopper Marketing (data collection and analysis stage)

Innovation and Creativity in Customer Engagement Platforms, Supply Chain Management, and Sustainability in the Global Wine Industry (data collection and analysis stage)

Trying to survive as a small business (data analysis and writing stage)

Bidding on eBay (led by Bridget Nichols (formerly Satinover)) (2007)

Over-the-Road Truck Drivers as Consumers (led by Scott Rader) (2007)

Supply Chain Innovation (ongoing with Britta Gammelgaard)

## **Companies Recruited for MBA Projects**

Frito-Lay

Eastman Chemical Company (2008)

Weigel's, Knoxville, TN (2007)

Knoxville Museum of Art, Knoxville, TN (2006)

Do-it-Yourself (DIY) Network, Scripps Networks, Knoxville, TN (2005)

Jacobsen, a Textron company, Turf Management (2004)

Cingular Wireless/U30 Group (2003)

## **Fund Raising**

\$125,000 in funding in annual corporate support of Shopper Marketing Forum (2010, 2011)

\$5,000 Marketing Science Institute grant (use of mobile devices while shopping) (2010)

\$10,000 Scholarly Research Grant from University of Tennessee College of Business and Department of Marketing, Logistics and Transportation for development of a manuscript on grounded theory in marketing research (2003)

\$28,000 from six corporate sponsors in U.S. and Sweden for customer value driven innovation benchmarking survey (2003)

\$20,000 from three corporate sponsors for customer-driven logistics innovation benchmarking qualitative study (2000)

\$11,000 in research funding from University of Tennessee College of Business Office of Research for customer value change theory validation survey (1999)

## **Awards and Honors**

- ◆ **Jefferson Prize**, for significant contribution to the university (2011)
- ◆ Finalist, CBA Distinguished Research, Teaching, and Service Award (2010, 2011)
- ◆ Finalist, CBA Distinguished Research Award (2010)
- ◆ **El Ansary Award** for best paper in channels, Society of Marketing Advances (2009)
- ◆ **2009 Bernard J. LaLonde Award** for best journal article in The Journal of Business Logistics in 2008
- ◆ **M. Wayne Delozier Award** for best conference paper, Academy of Marketing Science (2009)
- ◆ **MBA Teaching Award**, University of Tennessee (2007)
- ◆ **MBA Teaching Award**, University of Tennessee (2006)
- ◆ **Allen H. Keally Outstanding Teaching Award**, College of Business, University of Tennessee (2005)
- ◆ **MBA Teaching Award**, University of Tennessee (2004)
- ◆ Doctoral dissertation chair qualified (2004)
- ◆ Finalist, **Outstanding Teaching Award**, College of Business, University of Tennessee (2004)
- ◆ **MBA Teaching Award**, Florida State University (2002)
- ◆ **Strength in Teaching Award**, Garnet and Gold Key/ODK Leadership Societies at FSU (2001) - student nominated
- ◆ **Best article in issue award**, Industrial Marketing Management special issue, (2001)

- ◆ **Honorary Member** Golden Key National Honor Society, FSU, (2000-2002) - student nominated
- ◆ **Distinguished Teacher Finalist**, Society for Marketing Advances (2000)
- ◆ **M. Wayne DeLozier Award**, for best conference paper, Academy of Marketing Science (1999)
- ◆ **Exceptional Quality in Reviewing**, Society for Marketing Advances (1999)
- ◆ American Marketing Association Doctoral Consortium (1996)
- ◆ Council of Logistics Management Doctoral Consortium (1995)

### Service Activities

#### Administrative

Director/Founder, UT Shopper Marketing Forum (launched Nov. 2009)

This is a major initiative that has required significant executive interaction at the President and CEO level of numerous Fortune 100 firms as well as significant on-campus faculty interaction to build an organization that not only provides financial support for the department but also provides faculty, PhD students, and MBA students access to leadership thinking, research opportunities and an enhanced/refined curriculum.

The vision of the Shopper Marketing Forum is to make UTK the birth place for shopper marketing leaders of the future.

Director, Marketing Ph.D. Program (summer 2005 – present)

#### Doctoral Committees

##### Not Yet Defended

1. Marcel Zondag, **Chair**, Marketing, UTK
2. Phil Boutin, **Co-Chair**, Marketing, UTK
3. Allen Pannell, member, Statistics, Operations and Management Science, UTK
4. Robert Jones, member, Retailing
5. Chris Koch, member, Marketing, UTK

##### Defended

6. Jeff Campbell, member, defended summer 2011, Retailing, UTK (U. of South Carolina)
7. Huan Chen, member, defended Spring 2011, Advertising, UTK
8. Jiho Kim, member, defended 2010, Sports Management, UTK (George Mason University)
9. Bridget Satinover, **Co-Chair**, 2010, Marketing, UTK (Northern Kentucky University)
10. Aseem Kinra, external opponent, Operations Management, Copenhagen Business School
11. Karen Hood, member, Marketing, UTK
12. Scott Rader, **Chair**, Marketing, UTK (U. of St. Thomas)
13. Xiajing Sheng, defended 2008, member, Marketing, UTK (U. of Texas Pan Am)
14. Pawinee Petchsawang, defended Spring 2008, member, Human Resource Management, UTK (Thailand)
15. Christopher Blocker, **Chair**, defended Spring 2007, Marketing, UTK (Baylor University)
16. Brian Fugate, defended Spring 2006, Logistics and Marketing, UTK (Lehigh U.)
17. John Mello, **Co-Chair**, defended Spring 2006, Logistics and Marketing, UTK (Arkansas State U.)
18. Allen Broyles, defended Summer 2005, Marketing, UTK (Wichita State U.)

19. Mee-Shew Cheung, defended Spring 2005, Marketing, UTK (Xavier U.)
20. Ismet Anitsal, defended Spring 2005, Marketing, UTK (Tenn. Tech U.)
21. Maria Bjorklund, defended Spring 2005, Logistics, Lund University, Sweden
22. Mark Palazesi, defended Spring 2004, Educational leadership, FSU
23. Simon Walls, defended Fall 2003, Marketing, UTK (Fort Lewis College, CO)
24. Dawn Percy, defended Summer 2002, Marketing, FSU
25. Annette Tolson, defended Spring 2002, Marketing, FSU
26. Dag Naslund, external opponent, defended Fall 1999, Logistics, Lund University, Sweden (UNF)

#### Conference Chair

2002 Logistics Educators Conference

#### Track Chair

B2B Marketing, 2011 Academy of Marketing Science World Congress, Riems, France  
 B2B, 2011, Academy of Marketing Science Annual Conference  
 Supply Chain Management, 2010 Australia/New Zealand Marketing Conference  
 B2B Marketing, American Marketing Association Annual Winter Conference, 2010  
 Marketing Your Logistics Expertise, Council of Logistics Management, 2001 annual conference  
 Managing Customers Track, 2000 Academy of Marketing Science annual conference

#### Session Chair

American Marketing Association 2010 Winter Educators Conference  
 Multiple sessions, AMS World Congress, 2007, Verona, Italy  
 Alternative Research Methods, 2005 Supply Chain Management Doctoral Symposium  
 Co-Creation of Value under a Service-Dominant Logic in Marketing, 2005 American Marketing Association Annual Summer Educators Conference

#### Association Officer Position

VP Development, Academy of Marketing Science (2010-2012)

#### Special Issue Journal Editor

International Journal of Physical Distribution & Logistics Management, co-editor with Dr. Britta Gammelgaard, Copenhagen Business School, special issue on qualitative research in logistics

#### Editorial Review Board membership

Journal of the Academy of Marketing Science (2009-)  
Journal of Business Logistics (2010-)  
Journal of Business-to-Business Marketing (2010-)  
Industrial Marketing Management (2009-)  
Journal of Marketing at Retail (2010-)

#### Ad-hoc Reviewer

Journal of Marketing  
Journal of Service Research  
Journal of Services Marketing  
Decision Sciences  
Journal of Marketing Education

### Marketing Theory

American Marketing Association annual conferences and competitions  
Academy of Marketing Science annual conferences and competitions  
Society of Marketing Advances annual conferences  
Decision Sciences annual conferences  
CSCMP annual conferences  
Reviewer for CSCMP Undergraduate Student Paper Competition (2004, 2005)

### Committee Member

Faculty search committee, Dept. of Marketing and Logistics, UTK (2010)  
Faculty search committee **chair**, Dept. of Marketing and Logistics, UTK (2008)  
Faculty search committee **co-chair**, Dept. of Marketing and Logistics, UTK (2007)  
Faculty search committee, Dept. of Marketing and Logistics, UTK (2006)  
Faculty search committee, Dept. of Management (I/O Psych), UTK (2006)  
College of Business MBA Task Force Committee Member (2006/7)  
Department Strategic Planning Committee (2006-present)  
Faculty peer evaluation committee (Fall 2005)  
UTK CBA MBA Director Search Committee (Spring 2005)  
College of Business Strategic Initiatives Evaluation Committee (2004)  
ML PhD Programs Committee (2004-present)  
ML Communications Committee (2003-present)  
Council of Logistics Management Education Strategies Committee (1999-2002)  
FSU University Undergraduate Policy Committee (2000 - 2002)  
FSU Masters Policy Committee/Task Force (1999-2002)  
FSU Faculty Selection Committee (1999-2002)

### Additional University Service

Life of the Mind incoming freshman book review facilitator, UTK (2005, 2006, 2008)  
Member of DSI Forums Policy Board  
AEMBA student advisor (2005; 2006; 2007; 2008; 2009; 2010)  
MBA student advisor  
Award committee for FSU chapter of International Golden Key Honor Society Outstanding Undergraduate Scholar Award (2000, 2001, 2002)  
UTK Coach for 2003 National Collegiate Sales Competition, Kennesaw State University.  
FSU's Coach for 2000 National Collegiate Sales Competition, Baylor University

### Community and Other External Service

Assistant Scoutmaster, Troop 444, Boy Scouts of America  
Finance Chair, Westside Unitarian Universalist Church, Farragut, TN (2007/8 – 2008/09)  
External Tenure packet reviewer (twice)  
Religious education co-instructor, Westside United Universalist Church, Farragut, TN (2005)  
Junior Achievement Volunteer, Farragut Primary School (Fall 2005)  
Assistant Baseball Coach, Little League, Farragut, TN (2004)  
International exposure volunteer, Farragut Primary School (2003, 2004)

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