

Vish Iyer

University of Northern Colorado
Monfort College of Business
(970) 351-2348
Email: vish.iyer@unco.edu

Education

- PhD, Texas A&M University, 1982.
Area of Study: Marketing & Economics
Dissertation/Thesis Title: An Empirical Investigation of the Factors Affecting Formality, Sophistication and Structure of Product Elimination Programs in Manufacturing Firms.
- MA, Western New Mexico University, 1971.
Area of Study: Business Administration
- BS, New Mexico State University, 1968.
Area of Study: Mechanical Engineering

Licensures and Certifications

Master Teacher Program-Certificate of Recognition. (2003 - Present).

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Accepted

Martinez, R., Iyer, V. V. (2014). Openness and Inflation: Evidence From Nine Eastern European Nations. *International Business & Economics Research Journal*, 13(1).

Published

Soltwisch, B. W., Brannon, D., Iyer, V. V. (2019). The Ethics of Maximizing or Satisficing: How Decision-Making Style and Ethical Ideology Impact Moral Judgement. *Business and Professional Ethics Journal*.

Martinez, R., Iyer, V. V. (2018). "Key Factors of Business Communications in Latin America". *Journal of Business Diversity (ISSN# 2158-3889)*, volume 18(3), 2018. jbd@na-businesspress.com

Martinez, R., Iyer, V. V. (2013). U.S. Trade in Goods With Latin America (2001-2010): Trends and Perspectives. *International Business & Economics Research Journal*, 12(5), 503-510.

Veltri, F., Iyer, V., Moody, R. (2011). Cases in Sport Marketing: Instructor's Perception of Case Locations and Instructional Use. *Journal for Advancement of Marketing Education*.

- Martinez, R., Iyer, V. (2011). Openness and Inflation: Evidence from the Seven Largest Latin American Economies. *International Business & Economics Research Journal*, 10(3).
- Martinez, R., Iyer, V. (2008). Latin America's Racial Caste System: Salient Marketing Implications. *International Journal Of Business And Economics*.
- Reed, R. O., Bullock, C., Johnson, G., Iyer, V. (2007). The Impact Of The Sarbanes-Oxley Act Of 2002 On The Business and Accounting Curriculum. *Journal of College Teaching and Learning*, 4(8), 39-46.
- Payan, J., Iyer, V. (2007). Are Female Marketing Students Always More Ethical Than Male Marketing Students? *Journal for Advancement of Marketing Education*.
- Veltri, F. R., Miller, J. J., Iyer, V. (2006). Sport Retailing through Cyberspace: A Content Analysis of Sport Retail Site. *International Journal Of Sport Management*.
- Veltri, F., Stotlar, D., Iyer, R. V. (2003). Athlete Endorsers: Do They Affect Young Consumer Purchasing Decisions? *International Journal Of Sport Management*, 4, 145-160.
- McCorkle, D., Alexander, J. F., Reardon, J., Kling, N. D., Iyer, V. (1999). Undergraduate Marketing Students, Group Projects and Teamwork: The Good, The Bad, The Ugly. *Journal Of Marketing Education*.
- McCorkle, D. E., Reardon, J. F., Alexander, J. F., Kling, N. D., Harris, R. C., Iyer, V. V. (1999). Undergraduate Marketing Students, Group Projects and Teamwork: the Good, the Bad and the Ugly? *Journal Of Marketing Education*, 21(2), 106-117.
- Veltri, F., Stotlar, D., Iyer, V. (1998). Recognition of Athlete-Endorsed Sports Products. *Sport Marketing Quarterly*.
- Hoffman, D. L., Iyer, V. (1997). Strategic Alliances and Small Business. *Journal Of Business & Entrepreneurship*.

Submitted

- Martinez, R., Iyer, V. V. (2017). Mexico's MBAs after 20 Years of Economic Openness. *Journal of Business Diversity*, 17(4), 10.

Conference (Abstract) Proceeding

Accepted

- Iyer, V., Martinez, R. (2018). In WDSI (Ed.), *Key Factors of Business Communication in Latin America* (pp. 2). Long Beach, CA: Western Decision Sciences Institute.
- Iyer, V. V., Martinez, R. (2013). Openness and Inflation: Evidence from Nine Eastern European Nations. *A fully developed paper will be submitted for publication at a later date..* Paris: 2013 Paris International Academic Conference.

Published

- Manshad, M., Brannon, D., Iyer, V. V. (2019). *Haptic-Payment: Stimulating 'Pain' of Payment through Vibration Feedback in Mobile Devices* (vol. Proceedings of the 2019 ACM International Conference on Interactive Surfaces and Spaces (ISS '19),

November 10--13, 2019, Daejeon, Republic of Korea} \acmDOI{10.1145/3343055.3360755} \acmISBN{978-1-4503-6891-9/19/11}). Daejeon: ACM International Conference on Interactive Surfaces and Spaces (ISS) 2019.

Iyer, V. V., Manshad, M., Soltwisch, B., Brannon, D. (2018). Managing Our Classrooms in a Digital Age: Opportunities and Challenges in Learning Through Engagement. *The model developed in this manuscript would lend itself to additional manuscripts..* Sharjah, UAE: SGBED International Research Symposium.

Soltwisch, B., Brannon, D., Iyer, V. V. (2018). *The Ethics of Maximizing or Satisficing: How Decision-Making Style Impacts Moral Judgement.* Western Decision Sciences Institute.

Conference (Full Paper) Proceeding

Accepted

Iyer, V. V., Brannon, D., Soltwisch, B., Martinez, R. (2018). In Omer Benli (Ed.), *Developing/Establishing Classroom Culture Using Safe Spaces* (Spring 2018 ed., pp. 4). Long Beach, CA: Western Decision Sciences Institute.

Rush, D. E., Soltwisch, B., Iyer, V. V. (2017). *IT's My Choice: How Personality, Emotional Intelligence and Decision Making Impact Technology Adoption in the Classroom.* Vancouver: Proceedings of the Forty-Sixth Annual Meeting of the Western Decision Sciences Institute.

Iyer, V. V., Soltwisch, B., Rush, D. E., Dickey, G. (2017). *The Connection: How can we Effectively Connect Emotional Learning, Emotional Intelligence and Personality types in Our Classrooms for Maximum Learning Impact.* Western Decision Sciences Institute. <http://www.wdsinet.org/default.html>

Iyer, V. (2016). STUDENT ENGAGEMENT AND CLASSROOM EMOTIONAL CLIMATE. In Donna Coelho (Ed.), *Probably.* Chicago, IL: American Marketing Association.

Iyer, V. V., Sedbrook, T. A., Soltwisch, B., Payan, J. (2015). *Modeling Stakeholder Experience and Emotions to Inform Business Reengineering Designs.* Western Decision Science Institute.

Iyer, R. Vishwanathan, Martinez, R. (2014). *Can We Be Entrepreneurs in Our Classrooms?.* Barcelona: EDULearn 6th International Conference on Educaiton and New Learning Technologies..

Iyer, V. V. (2013). *Consumer Recognition of Product Endorsement by Professional Athletes: A Revisit After 15 Years.* 2012 Western Decision Scinece Institute Conference.

Martinez, R., Iyer, V. (2011). *U.S. Trade in Goods with Latin America 2001-2010: Trends and Perspectives.* Western Decision Sciences Institute Annual Conference.

Published

Soltwisch, B., Iyer, V. V. (2016). *Success Factors in Student Exchange Programs: How Emotional Intelligence Improves Intercultural Flexibility.* Western Decision Sciences Institute.

- Iyer, V. V. (2015). In Donna Coelho (Ed.), *Our Responsibilities as Facilitators of Teaching/Learning...Do We Practice What We Preach?*. Chicago, IL: American Marketing Association.
- Church, N., Iyer, V. V. (2014). In Jose Sanchez Gutierrez (Ed.), *The Future of Marketing: Staying Competitive in a Competitive World*. Puerto Vallarta, Jalisco: VIII Congreso De La Red Internacional De Investigadores En Competitividad.
- Iyer, V. V., Church, N. (2014). In Jose Sanchez Gutierrez (Ed.), *The Linking Process: Product Life Cycle, Diffusion Process, Competitive Market Structures and Nature of the Market....* Puerto Vallarta, Jalisco: VIII Congreso De La Red Internacional.
- Martinez, R., Iyer, R. V. (2014). *Mexico's MBA Programs after 20 Years of Economic Openness*. Dubai: International Conference on Techonology.
- Iyer, V. V. (2013). In Peltier and Umashankar (Ed.), *Inside Out Thinking in the Classroom...A Different Paradigm*. Chicago: 2013 AMA International Collegiate Conference.
- Iyer, V. V. (2012). *Consumer Recognition of Product Endorsement: A Revisit*. 2012 Research Conference in Sport Marketing: Focus on Sponsorship.
- Frank, V., Iyer, V. (2011). *Consumer Recognition of Product Endorsement by Professional Athletes*. Sport Marketing Association.
- Martinez, R., Iyer, V. (2011). *Openness and Inflation: Evidence from the Seven Largest Latin American Economies*. Western Decision Sciences Institute.
- Veltri, F., Daughtery, C., Iyer, V. (2010). *Consumer Perceptions of Multiple Product Endorsement by Professional Athletes*. Sport Marketing Association.
- Iyer, R. V., Sedbrook, T. (2009). *A New Curriculum Architecture to Prepare Business Students for Extreme Service Collaborations*. Western Decision Sciences Institute Annual Conference.
- Naito, T., Stotlar, D., Iyer, V. (2009). *Donor Motivations to Olympic Sports: Investigation of Relationships between Demographic Characteristics of Donors and Donor Motives*. Sport Marketing Association.
- Iyer, R. V., Martinez, R. (2009). *The Decline in Remittances is Reducing American Border Exports to Mexico*. Western Decision Sciences Institute Annual Conference.
- Sedbrook, T., Iyer, V. (2008). *A Pedagogical Framework for Introducing a Second-Life Educational Campus..* Western Decision Sciences Institute Conference.
- Iyer, R. V., Martinez, R. (2008). *Latin America's Racial Hierarchy: A Microeconomic Explanation*. Western Decision Sciences Institute Conference.
- Sedbrook, T., Cullom, C., Iyer, R. V. (2007). *Assurance of Learning Governance-A Systems Dynamic Approach to Assessment*. Western Decision Sciences Institute.
- Iyer, R. V., Sedbrook, T. (2007). *Interpretation of Problem Based Learning-A Systems Dynamic Approach..* Western Decision Sciences Institute Annual Conference.
- Iyer, R. V., Martinez, R. (2007). *The Family Firm Continues to Dominate Mexico*. Western Decision Sciences Institute Annual Conference.

- Stotlar, S., Giannoulakis, C., Iyer, V. (2007). *Evaluation and Decisions: Olympic Sponsorship*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V. (2006). *Celebrity Athlete Endorsements & Decision Models: What are the Key Criteria?*. Western Decision Sciences Institute.
- Stotlar, D., Iyer, V. (2006). *Development of a Selection Schema for Celebrity Athlete Endorsement*. Sport Marketing Association.
- Iyer, R. V., Martinez, R. (2006). *Latin America's Racial Caste System: Salient Marketing Implications*. Western Decision Sciences Institute.
- Martinez, R., Iyer, V. (2005). *MEXICO'S RESILIENT CASTE SYSTEM: Salient Marketing Implications*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V. (2005). *Problem Based Learning-Implementation in Classroom Environment*. Korean Academy of Marketing Science.
- Stotlar, D., Iyer, V. (2005). *Sponsorship Decisions...Moving from Theory to Practice*. Western Decision Sciences Institute Annual Conference.
- Hoffman, D. Lynn, Iyer, V., Abbott, D. (2004). *Cooperative Relationships between the SBI and SBDC* (pp. 220). Small Business Institute Directors' Association Conference.
- Hoffman, L., Kranke, K., Bell, J., Iyer, V. (2003). *Appearance Discrimination and Small Business*. Small Business Institute Directors' Association Conference.
- Iyer, R. V., Fowler, K., Reed, R. (2003). *Problem Based Learning in the College of Business Environment*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V. (2001). *Classrooms as Learning Centers!*. Marketing Educators Association.
- Rowley, D. J., Iyer, R. Vishwanthan, Reed, R. (2001). *PBL Technology and the Business Schools: Increasing the Effectiveness of Business Education*. EDINEB.
- Iyer, R. V., Hoffman, L., Cullom, C. (2000). *E-Commerce for Small Business: A Primer*. Academy of Business Administration.
- Iyer, R. V. (2000). *Problem Based Learning (PBL)--Prerequisites for Effective PBL in Marketing Classes*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V., Gordon, P., Kettering, R. (1999). *Development of International Programming in Business*. Academy of Business Administration.
- Iyer, R. V., Hallet, M. (1998). *Career Services and International Students: Myths and Facts*. National Association of Foreign Students Advisors Conference.
- Iyer, R. V., Veltri, F., Stotlar, D. (1998). *Effectiveness of Using Athletes in Advertising Consumer Products*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V. (1998). *Long Distance Education: A System of Delivery--Is it a Competitive Edge?*. Western Decision Sciences Institute Annual Conference.
- Iyer, R. V., Hoffman, L. (1998). *Office Violence: Its Impact on Small Business*. Annual Small Business Consulting Conference.

- Iyer, V., Hoffman, L., Brennan, D. (1997). *Assessing the impact of the loss of federal funding on SBI programs*. Small Business Institute Directors' Association Conference.
- Iyer, V., Gordon, P., Hoffman, L. (1997). *Co-Branding...Strategic Alliance of a Different Color*. Decision Science Institute Fourth International Conference.
- Iyer, R. V., Hoffman, D., Brennan, D. (1997). *Two regression analyses predicting whether schools continued or discontinued their SBI program*. Association for Small Business & Entrepreneurship.
- Iyer, V., Cullom, C., Hoffman, D. (1996). *Electronic data interchange, implications for business and academia*. International Information Management Association Annual Conference.
- Iyer, R. V., Hoffman, D., Brennan, D. (1996). *The effects of loss of federal funding on SBI programs*. Southwestern Federation of Administrative Disciplines.
- Iyer, V. (1996). *Using decision support center (DSC) to build teamwork and group decision making*. Academy of Business Administration International Conference.
- Iyer, V., Hoffman, D., Brennan, D. (1996). *What would SBIs do without federal funding?*. Small Business Institute Directors' Association Conference.

Conference Proceedings Publication

Published

- Iyer, V. V. (2014). In Vish Iyer (Ed.), *TAKE 5: Return of the Marketers* (1st ed., vol. 1). Chicago, IL: American Marketing Association.
- Iyer, V. V. (2012). In Vish Iyer (Ed.), *MARKETING...Always Evolving* (1st ed., vol. 1). Chicago, IL: American Marketing Association.

Other Publications

- Iyer, V. V. (2009). *Issues in Marketing Higher Education*. Chicago, IL: American Marketing Association.

Published

- Iyer, V. V. (2010). *Faculty Track Proceedings of the AMA International Collegiate Conference*. Chicago, IL: American Marketing Association.
- Iyer, V. V. (2008). *Faculty Track Proceedings of the AMA International Collegiate Conference*.

Non-juried

Journal Article

Published

- Iyer, V., Hoffman, D. (1996). Time based competencies a a marketing edge for small businesses. *American Business Perspectives (NBDC Report)*.

Conference (Full Paper) Proceeding

Published

Iyer, R. V. (2007). *Competitive Market Structures and Effective Marketing Strategies*.
First Congreso De La Red Internacional De Investigadores En Competitividad.

Professional Presentations

Invited

Non-juried

Iyer, V. V., International Conference on competitive investigations, "Competitive Market Structures and Effective Marketing Strategies," First Congreso De La Red Internacional De Investigadores En Competitividad, Guadalajara, Mexico. (December 2007).

Not Invited

Juried

Daly, S. (Author & Presenter), Morse, A. (Author), oja, B. (Author), Larson, M. (Author), Iyer, V. V. (Author), College Sport Research Institute, "Perceived Servant Leadership Behavior and Employee Outcomes in NCAA Division III Athletics Departments: The Moderating Role of Trust-in-Leader and Organizational Tenure," University of South Carolina. (February 2020).

Martinez, R. (Author & Presenter), I. (Author), WBM 2018 Bordeaux Conference, "In Latin America It Is Time for Socially Responsible Economic Policies," Western & Business Management International Research Conference, Bordeaux, France. (September 22, 2018).

Martinez, R., Iyer, V. V., International Conference on Technology and Business Management, "Mexico's MBA Programs after 20 Years of Economic Openness," The American University in the Emirates, Dubai, UAE. (March 2014).

Martinez, R., French, J. J., Iyer, V. V., Western Decision Sciences Institute, "Decline in Remittances Is Reducing American Border Exports to Mexico," Western Decision Sciences Institute, Lake Tahoe, California. (April 2010).

Sedbrook, T., Iyer, V., "A Pedagogical Framework for Introducing a Second-Life Educational Camous," Western Decision Sciences Conference, Lihue, Hawaii. (2009).

Sedbrook, T. A., Cullom, C., Iyer, V. V., "Assurance of Learning Governance-A Systems Dynamic Approach to Assessment," Western Decision Sciences Institute, San Diego, California. (December 2007).

Iyer, R. V., Sedbrook, T., "Interpretation of Problem Based Learning-A Systems Dynamic Approach," Western Decision Sciences Institute, San Diego, California. (December 2007).

Iyer, R. V., Martinez, R., "The Family Firm Continues to Dominate Mexico," Western Decision Sciences Institute Annual Conference, San Diego, California. (December

2007).

Iyer, R. V., "PBL, Technology, and the Business School: Increasing the Effectiveness of Business Education," EDINEB, Nice, France. (June 2001).

Non-juried

Soltwisch, B. (Author & Presenter), Brannon, D. (Author), Iyer, V. V. (Author), WDSI, "The Ethics of Maximizing or Satisficing: How Decision-Making Style Impacts Moral Judgement." (April 5, 2018).

Iyer, V. V., "This was a conference that was staged by the Associated Landscape Contractors of Colorado in October of 2008, in Loveland, Colorado.," Fall Landscape Business University Growing Profitability, Loveland, Colorado. (2008).

Iyer, V. V., "I was invited to conduct a workshop on resume writing and composition for INROADS interns.," INROADS, Denver, CO. (2005).

Iyer, V. V., "I was invited to conduct a half-day workshop on Resume writing and composition for INROADS students.," INROADS: Conducted resume workshop for interns. (2004).

Iyer, V., Hallett, M., "Career Services and International Students, NAFSA," Association of International Educators Conference, Provo, Utah. (1999).

Iyer, V., "Special Session-Issues in Education...Problem Based Learning: Can We Use this Method of Teaching in our Business Classes?," Academy of Business Administration Global Trends Conference, St. Thomas, Virgin Islands. (1999).

Iyer, V., Hair, J., D'Amico, M., "Marketing Into The Next Millennium, Panel Discussion," Southwest Missouri State University Symposium, Cape Girardeau, Missouri. (1998).

CONTRACTS, FELLOWSHIPS, GRANTS AND SPONSORED RESEARCH

Funded

Iyer, V. V. (Supporting), "Profiles in Entrepreneurship: North American Models of Innovation. Creativity, and Entrepreneurship," Sponsored by FIPSE. (2012).

Iyer, R. V., "Profiles in Entrepreneurship: North American Models of Innovation. Creativity, and Entrepreneurship," Sponsored by FIPSE. (2011).

Iyer, R. V., "Profiles in Entrepreneurship: North American Models of Innovation, Creativity, and Entrepreneurship (PENAMICE)," Sponsored by FIPSE. (2010).

Iyer, R. V., "Strategic Market Expansion in NAFTA Nations," Sponsored by North American Mobility in Higher Education. (2009).

Iyer, R. V., "Strategic Market Expansion in the NAFTA Nations," Sponsored by North American Mobility in Higher Education. (2008).

Iyer, R. V., "Strategic Market Expansion in the NAFTA Nations," Sponsored by North American Mobility in Higher Education. (2007).

Iyer, R. V., "Strategic Market Expansion in the NAFTA Nations/North American Mobility in Higher Education 2007-2010," Sponsored by North American Mobility in Higher Education,

\$53,000.00. (2006).

Iyer, R. V., "Scholar's Incentive Grant," Sponsored by MCB, \$500.00. (2002).

Not Funded

Iyer, R. V., "Center for Excellence in Learning," Sponsored by FIPSI, \$632,636.00. (2002).

Iyer, R. V., "The MCB Learning Center," Sponsored by The Ford Motor Company, \$865,950.00. (2002).

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

BA 460, International Business and Culture, 6 courses. 3.00 credit hours.

BA 495, Executive Professor Special Topics II, 3 courses. 3.00 credit hours.

BAMG 407, Small Business Counseling, 1 course. 3.00 credit hours.

BAMK 260, Introduction to Marketing, 25 courses. 3.00 credit hours.

BAMK 360, Marketing, 53 courses. 3.00 credit hours.

BAMK 361, Consumer Behavior, 1 course. 3.00 credit hours.

BAMK 365, Advertising and Promotion, 2 courses. 3.00 credit hours.

BAMK 366, Retailing, 1 course. 3.00 credit hours.

BAMK 407, Small Business Counseling, 1 course. 3.00 credit hours.

BAMK 422, Directed Studies, 2 courses. 3.00 credit hours.

BAMK 461, Advertising Campaigns, 12 courses. 3.00 credit hours.

BAMK 464, Global Marketing Strategies, 1 course. 3.00 credit hours.

BAMK 490, Marketing Strategies, 6 courses. 3.00 credit hours.

BAMK 492, Internship in Marketing, 2 courses. 1.00 credit hours.

BAMK 690, Marketing Management, 1 course. 3.00 credit hours.

MBA 622, Directed Studies, 3 courses. 3.00 credit hours.

MBA 660, Marketing Management, 4 courses. 3.00 credit hours.

Directed Student Learning

Dissertation Committee Member. (August 2019 - Present).
Advised: Brian Fowler

Dissertation Graduate School Representative. (April 2019 - Present).
Advised: Bomim Paek

Dissertation Graduate School Representative. (September 2018 - Present).
Advised: Hoyoon Jung

Dissertation Graduate School Representative. (March 6, 2017 - Present).
Advised: Jacob Augustin

Dissertation Committee Member. (November 15, 2016 - Present).
Advised: Sean Daly

Dissertation Committee Member. (January 15, 2016 - Present).
Advised: Ouyang Lei

Graduate Faculty appointment with Doctoral Research Endorsement from 2008-2013. (2015 - 2019).

Dissertation Graduate School Representative. (January 15, 2017 - May 15, 2017).
Advised: Catherine Otieno

Dissertation Graduate School Representative. (2015 - 2016).
Advised: Nicole Furuive

Dissertation Committee Member. (2014 - 2015).
Advised: Kurt Mayer

Dissertation Committee Member. (2014 - 2015).
Advised: Noni Zaharia

Graduate Faculty appointment with Doctoral Research Endorsement from 2008-2013. (2008 - 2013).

Dissertation Committee Member. (2011).
Advised: Hsin-Chung Chen

Dissertation Committee Member. (2011).
Advised: Lamar Reams

Dissertation Committee Member. (2010 - 2011).
Advised: Jeffrey Kensmore

Dissertation Committee Member. (2010 - 2011).
Advised: Kee-Jae Kang

Dissertation Committee Member. (2010 - 2011).
Advised: Tariq Ahmad

Dissertation Committee Member. (2010).
Advised: Christopher Repka

Dissertation Committee Member. (2010).
Advised: Terrence-Eddy Terry

Dissertation Committee Member. (2009).
Advised: Christopher Hill

Dissertation Committee Member. (2009).
Advised: Julia Ganske

Dissertation Committee Member. (2009).
Advised: Yu Jui Li

Dissertation Committee Member. (2008).
Advised: Brendan Dwyer

Dissertation Committee Member. (2008).
Advised: Issadee Kutintara

Dissertation Committee Member. (2008).
Advised: James Binns

Dissertation Committee Member. (2008).
Advised: Jeff Kensmore

Dissertation Committee Member. (2008).
Advised: Joel White

Dissertation Committee Member. (2008).
Advised: Julia Ganske

Dissertation Committee Member. (2008).
Advised: Sungick Min

Dissertation Committee Member. (2008).
Advised: Takuya Naito

Dissertation Committee Member. (2008).
Advised: Yu Jui Li

Dissertation Committee Member. (2004).
Advised: Peter Chiu

Dissertation Committee Member. (2004).
Advised: Peter Finley

Dissertation Committee Member. (2004).
Advised: Sung Bae Park

Dissertation Committee Member. (2003).
Advised: Chien Shing Lee

Dissertation Committee Member. (2003).
Advised: Jeff Fountain

Dissertation Committee Member. (2001 - 2003).
Advised: Nathan Thomasini

Dissertation Committee Member. (2002).

Advised: Man-Young Han

Dissertation Committee Member. (2001 - 2002).
Advised: Lee Chien-Shing

Dissertation Committee Member. (2001).
Advised: Peter Han

Dissertation Committee Member. (2001).
Advised: Rey Trevino

Dissertation Committee Member. (2000).
Advised: Christine Sims

Dissertation Committee Member. (2000).
Advised: Diane Suhr

Dissertation Committee Member. (2000).
Advised: Greg Combs

Dissertation Committee Member. (2000).
Advised: Kevin Garrity

SERVICE

University Service

Attendee, Meeting, Faculty Senate. (August 15, 2015 - Present).

Committee Member, Board of Athletic Control. (2009 - Present).

Committee Member, Board of Trustees. (August 15, 2017 - August 15, 2018).

Committee Member, Board of Trustees. (August 15, 2016 - August 15, 2017).

Committee Member, Re-elected as the Faculty Trustee to the Board of Trustees. (August 15, 2015 - August 15, 2016).

Committee Member, Senate Executive Committee. (August 15, 2015 - August 15, 2016).

Committee Member, Re-elected as the Faculty Representative on the Board of Trustees of the University. (August 15, 2014 - August 15, 2015).

Other Institutional Service Activities, I was re-elected as the Faculty Trustee on the University Board of Trustees. (2013).

Other Institutional Service Activities, I was re-elected as the Faculty Trustee on the University Board of Trustees. (2012).

Other Institutional Service Activities, I was re-elected as the Faculty Trustee on the University Board of Trustees. (2011).

Other Institutional Service Activities, I was Relected as the Faculty Representative to the university Board of Trustees. (2011).

Other Institutional Service Activities, Faculty Senate. (2009 - 2011).

Other Institutional Service Activities, Faculty Senate-Executive Committee. (2009 - 2011).

Other Institutional Service Activities, Faculty Senate-Salary Equity Committee. (2009 - 2011).

Committee Member, Board of Athletic Control. (2008 - 2011).

Other Institutional Service Activities, I was re-elected as the Faculty Representative on the University Board of Trustees. (2010).

Other Institutional Service Activities, Faculty Representative on the Board of Trustees. (2009).

Other Institutional Service Activities, Faculty Board of Trustee. (2008 - 2009).

Conference-Related, American Marketing Association-Collegiate Division. (2008).

Other Institutional Service Activities, Faculty Trustee to the University of Northern Colorado Board of Trustees. (2008).

Conference-Related, American Marketing Association-Collegiate Division. (2007).

Conference-Related, Academy of Business Administration. (2006).

Conference-Related, Academy of Business Administration. (2006).

Conference-Related, American Marketing Association. (2005).

Committee Member, Commission of Student Success. (2005).

Committee Member, Dissertation Committee. (2005).

Committee Member, Dissertation Committee. (2005).

Committee Member, Dissertation Committee. (2005).

Committee Member, Dissertation Committee. (2005).

Committee Member, Faculty Representative in the Student Representative Council. (2005).

Committee Member, Honors Work-in-Progress Symposium. (2005).

Committee Member, International Trade and Relations Board. (2005).

Committee Member, NCAA Certification Committee (Governance and Compliance Sub-Committee). (2005).

Committee Member, North Colorado Athletic Fund. (2005).

Committee Member, Schulz Endowment Task Force. (2005).

Committee Member, Tenure Appeals Committee. (2005).

Committee Member, University Advancement Committee. (2005).

Committee Member, Board of Athletic Control. (2004).

Committee Member, Student Representative Council. (2004).

Conference-Related, Academy of Business Administration 2003 International Conference. (2003).

Conference-Related, Academy of Business Administration. (2003).

Committee Member, Board of Directors to the Blue and Gold Committee. (2003).

Faculty Advisor, Faculty Advisor-INROADS. (2003).

Committee Member, Financial Aid Appeals Committee. (2003).

Committee Member, Graduate Faculty with Doctoral Research Endorsement. (2003).

Conference-Related, INROADS. (2003).

Committee Member, International Trade and Relations Board. (2003).

Committee Member, International Scholarship Awards Committee. (2003).

Other Institutional Service Activities, Mortar Board National Senior Honor Society. (2003).

Committee Member, Tenure Appeals Committee. (2003).

Committee Member, UNC ROTC Advisory Board. (2003).

Conference-Related, Academy of Business Administration. (2002).

Conference-Related, Academy of Business Administration. (2002).

Committee Member, Graduate Council. (2002).

Conference-Related, INROADS. (2002).

Committee Member, International Trade and Relations Board. (2002).

Committee Member, ROTC Advisory Board. (2002).

Committee Member, UNC Financial Appeals Board. (2002).

Committee Member, Work in Process Symposium. (2002).

Conference-Related, 2001 Western Decision Sciences Institute. (2001).

Conference-Related, Academy of Business Administration. (2001).

Conference-Related, Academy of Business Administration-International Conference. (2001).

Committee Member, Executive Board -Disability Access Center. (2001).

Committee Chair, Financial Aid Appeals Board. (2001).

Conference-Related, INROADS. (2001).

Committee Member, International Trade and Relations Board. (2001).

Committee Chair, University ROTC Advisory Board. (2001).

Committee Chair, Search & Screen Committee. (October 2000 - December 2000).

Committee Chair, Center for International Education. (2000).

Committee Member, Graduate Council. (2000).

Committee Chair, Search & Screen Committee. (1999).

Committee Member, Financial Aids Evaluation Committee. (1998).

Committee Chair, Search & Screen Committee. (1998).

Committee Member, Search & Screen Committee. (1998).

Other Institutional Service Activities, Center for International Education. (1997).

Committee Member, Administrative Council. (1996).

Committee Member, Board of Athletic Control. (1996).

Committee Member, Search & Screen Committee. (1996).

Committee Member, Search & Screen Committee. (1996).

Other Institutional Service Activities, International Trade & Commerce Program. (1994).

Committee Member, Graduate Council/Standards Sub-Committee. (1993).

Committee Member, UNC Promotion and Tenure Committee. (1992).

Committee Member, COBA Student Affairs Committee. (1990).

Other Institutional Service Activities, International Student Advisory Council. (1990).

Committee Member, International Trade and Relations Board. (1988).

Committee Member, Graduate Faculty Dissertation Committee Assignment. (1986).

Committee Member, COBA Student Affairs Committee. (1985).

College Service

Committee Member, Accrediation Committee. (August 15, 2014 - Present).

Committee Member, MBA Steering Committee. (September 1, 2013 - Present).

Committee Member, General Faculty Meetings. (September 1, 2013 - August 31, 2014).

Committee Member, Assurance of Learning. (September 1, 2008 - August 31, 2014).

Committee Member, MCB General Faculty Meeting. (September 1, 2010 - August 31, 2013).

Faculty Advisor, Monfort College of Business Marketing Association. (2004 - 2011).

Committee Member, MCB General Faculty Meetings. (September 1, 2004 - August 31, 2010).

Committee Member, MCB Student Affairs. (September 1, 2007 - August 31, 2008).

Committee Member, Board of Athletic Control. (2005).

Other Institutional Service Activities, Preview Days. (2005).

Committee Member, MCB Curriculum. (September 1, 2002 - August 31, 2005).

Faculty Advisor, MCB Marketing Association. (2004).

Committee Member, MCB Administrative Council. (September 1, 2001 - August 31, 2004).

Committee Member, Curriculum Committee. (2003).

Committee Member, MCB Faculty Affairs Committee. (2003).

Committee Member, Baldrige Application Taskforce. (September 1, 2002 - August 31, 2003).

Committee Member, MCB Faculty Affairs. (September 1, 2001 - August 31, 2003).

Committee Chair, Alpha Kappa Psi. (2002).

Committee Member, Baldrige Leadership Development committee. (2002).

Committee Member, Curriculum Committee. (2002).

Committee Member, Faculty Affairs Committee. (2002).

Committee Chair, INROADS. (2002).

Committee Chair, Faculty Advisor, INROADS. (2001).

Committee Chair, Marketing Department Search and Screen Committee. (2001).

Committee Chair, Monfort College of Business Administrative Council. (2001).

Committee Member, Monfort College of Business Dean's Search and Screen Committee. (2001).

Department Service

Faculty Advisor, Faculty Advisor, Marketing Club. (August 15, 2000 - August 15, 2020).

Committee Member, Marketing Department Search and Screen Committee. (May 15, 2014 - February 15, 2015).

Committee Member, Marketing Program. (September 1, 2007 - August 31, 2014).

Committee Member, School of Management and Marketing. (September 1, 2005 - August 31, 2006).

Committee Member, Marketing Department. (September 1, 2004 - August 31, 2005).

Committee Chair, Marketing Dept. (September 1, 2003 - August 31, 2004).

Committee Chair, Marketing. (September 1, 2001 - August 31, 2003).

Committee Member, Marketing. (September 1, 1998 - August 31, 2001).

Professional Service

Member, BMA-Gold Key Committee, Denver, Colorado. (2016 - Present).

Other Professional Service Activities, Business Marketing Association-Colorado Chapter, Denver, Colorado. (2003 - Present).

Member, American Marketing Association, Chicago, Illinois. (1975 - Present).

Editor, Conference Proceedings, American Marketing Association, New Orleans, LA. (August 15, 2013 - April 15, 2014).

Judge for the Gold Key Awards, Business Marketing Association, Denver, Colorado. (March 15, 2014 - March 30, 2014).

Editor, Conference Proceedings, American Marketing Association-Collegiate Division, New Orleans, Louisiana. (2012).

Board of Directors of a Company, American Marketing Association (AMA), Chicago, Illinois. (2011).

Editor, Conference Proceedings, American Marketing Association (AMA), New Orleans, Louisiana. (2011).

Editor, Conference Proceedings, American Marketing Association-Collegiate Division, New Orleans, Louisiana. (2011).

Editor, Conference Proceedings, AMA Winter Marketing Educators' Conference. (2010).

Board of Directors of a Company, American Marketing Association-Collegiate Division. (2010).

Board of Directors of a Company, American Marketing Association-Collegiate Division. (2009).

Editor, Conference Proceedings, American Marketing Association-Collegiate Division, New Orleans, Louisiana. (2009).

Committee Member, Business Marketing Association, Denver, Colorado. (2009).

Board of Directors of a Company, American Marketing Association-Collegiate Division, New Orleans, Louisiana. (2008).

Committee Member, Business Marketing Association Golden Key Awards, Denver, Colorado. (2008).

Board of Directors of a Company, American Marketing Association-Collegiate Division, Orlando, Florida. (2006).

Board of Directors of a Company, American Marketing Association. (2005).

Reviewer, Journal Article, Bryant Editorial Development: Handbook for New Instructors: Getting Started with Great Ideas. (2004).

Reviewer, Textbook, McGraw-Hill Publishing Company: Textbook Review. (2004).

Committee Member, Business Marketing Association Golden Key Awards. (2003).

Reviewer, Textbook, McGraw Hill Publishers. (2003).

Reviewer, Textbook, Pearson Education Group. (2003).

Reviewer, Journal Article, Small Business Directors' Association Annual Conference. (2003).

Reviewer, Journal Article, Southwest Council for Education in Journalism and Mass Communications. (2003).

Reviewer, Journal Article, Academy of Business Administration. (2002).

Committee Member, Business Marketing Association. (2002).

Reviewer, Textbook, Irwin McGraw Hill. (2002).

Reviewer, Textbook, Irwin-McGraw Hill. (2002).

Reviewer, Journal Article, Marketing Educators' Association. (2002).

Reviewer, Journal Article, Academy of Business Administration-International Conference. (2001).

Reviewer, Journal Article, Marketing Educators' Association. (2001).

Other Professional Service Activities, Academy of Business Administration. (2000).

Other Professional Service Activities, Academy of Business Administration. (1999).

Other Professional Service Activities, Academy of Business Administration. (1999).

Other Professional Service Activities, Western Decision Sciences Conference. (1999).

Other Professional Service Activities, Academy of Business Administration. (1998).

Other Professional Service Activities, Academy of Business Administration. (1998).

Other Professional Service Activities, Western Decision Sciences Conference. (1998).

Reviewer, Journal Article, Association of Marketing Theory and Practice. (1997).

Reviewer, Journal Article, Southern Marketing Association. (1997).

Reviewer, Journal Article, The AMA Marketing Education Track papers. (1997).

Other Professional Service Activities, Western Decision Sciences Conference. (1997).

Reviewer, Journal Article, Association of Marketing Theory and Practice. (1996 - 1997).

Reviewer, Journal Article, Western Decision Sciences Conference. (1996 - 1997).

Other Professional Service Activities, Academy of Bus Adm Int'l Conference. (1996).

Committee Member, Small Business Institute Director's Association. (1990).

Committee Member, American Marketing Association. (1982).

Committee Member, Beta Gamma Sigma. (1982).

Committee Member, Mu Kappa Tau. (1982).

Committee Member, Pi Sigma Epsilon. (1982).

DEVELOPMENT ACTIVITIES ATTENDED

Assurance of Learning - Professional Development, AACSB-Assurance of Learning-Assessment Conference, Atlanta, Georgia. (2011).

Conference Attendance, Faculty Conference on Learning and Research, Tampa, Florida. (2009).

Conference Attendance, Atlanta, Georgia. (2003).

AWARDS AND HONORS

Other

Alpha Kappa Psi. (2004).

University of Northern Colorado. (1997).

University of Northern Colorado. (1996).

University of Northern Colorado. (1996).

Service

Lifetime Achievement Award For American Marketing Association Faculty Advisors, American Marketing Association. (2013).

Monfort College of Business. (2007).

University of Northern Colorado. (1998).

University of Northern Colorado. (1996).

University of Northern Colorado. (1996).

Teaching

Marketing Professor of the Year, MCB. (April 2018).

Marketing Professor of the Year, MCB. (April 2017).

Marketing Professor of the Year, Monfort College of Business. (April 2016).

Marketing Professor of the Year, MCB. (April 2015).

2014 Outstanding Faculty, Center for Human Enrichment. (2014).

Marketing Professor of the Year, Monfort College of Business. (2014).

Marketing Professor of the Year, Monfort College of Business. (2013).

Mortar Board-Favorite Professor, Mortar Board. (2013).

Marketing Professor of the Year, Monfort College of Business. (2012).

Monfort College of Business-Marketing Professor of the Year. (2010).

Professor of the Year. (2010).

Marketing Management Association. (2008).

Monfort College of Business. (2007).

Monfort College of Business. (2006).

Marketing Department Professor of the Year. (2004).

Mortar Board. (2004).

University of Northern Colorado-Academic Excellence in Undergraduate Teaching. (2004).

MCB. (2003).

Mortar Board. (2003).

PROFESSIONAL MEMBERSHIPS

Small Business Institute Director's Association.

Business Marketing Association. (August 2000 - Present).

American Marketing Association. (August 1979 - Present).