

## **Matthew O'Brien, Ph.D.**

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### **Academically Related Work Experience:**

July 2023 – present	Interim Department Chair, Department of Management and Leadership Foster College of Business, Bradley University
August 2022 – present	Professor, Department of Marketing Foster College of Business, Bradley University
February 2018 – January 2022	Interim Dean Foster College of Business, Bradley University
August 2019 – May 2021	Co-Chair, Department of Finance Foster College of Business, Bradley University
January 2017 – February 2018	Associate Dean Foster College of Business, Bradley University
May 2009 – August 2009	Acting Department Chair, Department of Marketing Foster College of Business, Bradley University
August 2008 (promotion)	Associate Professor, with tenure Foster College of Business, Bradley University
August 2004 – July 2008	Assistant Professor, Department of Marketing Foster College of Business, Bradley University
August 2001 – May 2004	Assistant Professor, Retailing and Consumer Sciences, University of Arizona

## Summary of Leadership Experience and Responsibilities

### **Interim Chair, Department of Management and Leadership, 2023-present**

Foster College of Business, Bradley University

- Currently responsible for managing department with 6 full-time, tenure-track faculty. Managing all scheduling, regular meetings, faculty searches, curricular development, faculty development and annual reviews, etc...

### **Interim Dean, 2018-2022**

Foster College of Business, Bradley University, reported to Provost/Senior Vice President of Academic Affairs.

### Served as chief administrative officer and responsible for the effective execution of its academic mission.

- Oversaw hiring and budgeted salary increases as well as other HR functions for 43 full-time faculty comprised of 26 tenured faculty including four endowed chairs and professorships), nine tenure-track faculty, one executive in residence, and seven instructors. Additionally, responsible for up to 17 professional staff across college and centers. Also established and hired for college's first two Assistant Professors In-residence, non-tenure-track, full-time academic positions often called clinical professors.
- Direct Reports (13) included Department Chairs (6), Director of the Turner Center for Entrepreneurship, Director for the Center for Professional Excellence, Associate Dean, Assistant Dean for Planning and Budgeting, FCB Director of Marketing and Communications, FCB Director of Graduate Recruitment, and Administrative Assistant to the Dean.

### Maintained academic excellence and ensured student experience, effective recruitment, program assessment, and career outcomes.

- Added a major and concentration in *Business Analytics* and concentration in *Cybersecurity*. Additionally, added a concentration in *Business Analytics* in the degree of *Master of Science in Data Science and Analytics*, an interdisciplinary degree.
- Worked with 3<sup>rd</sup> party provider to launch two complete online graduate programs in Accounting and Healthcare management. Negotiated contracts for support of marketing programs, student onboarding, instructional design, student support, and retention efforts. Due to impending COVID, investment withdrawn by administration and board of trustees.
- Supported and advocated for the launch of the *Supply Chain Institute* whose dedicated Analytics Lab is offered in partnership with an external sponsor
- Evidence of outcomes include:
  - Worked with Smith Career Center to maintain records surrounding FCB career outcomes rate and knowledge rate, *both* traditionally in the low/mid-90% range.
  - Accounting graduates consistently outperform national averages on CPA Exam Pass Rate by over 10%. Often the Bradley accounting first-time pass rate is the highest in Illinois and was recognized in 2018 as the 28th best in the country for Medium Programs.
  - Recognition of performance in rankings include:

- In 2019, the FCB ranked within the top 170 undergraduate business schools in the country (tied for 167th with 27 other schools, out of 504 overall) in US News & World Report Best Undergraduate Business Program.
- Our MBA was the highest-ranked part-time MBA program in Illinois outside of the Chicago area. The 2020 ranking also placed Bradley's MBA program at #57 in the nation, up from #82 in 2018.

Actively embraced diversity, equity, inclusion, and accessibility efforts for students, faculty, and staff.

- Instituted college's first ad hoc committee addressing gender equity, later developed into DEI. Proposed change to college constitution to formalize DEI committee as a standing committee.
- Worked with University Administration to develop FCB tactical plans to address gender equity issues within the university around compensation, rank, service, and voice.
- Intentional in building size and diversity of the FCB National Council of Advisors, in conjunction with NCA leadership and Director of Development (see Advancement/Development).
- Worked with FCB NCA to gather data and run focus groups with Black and African American FCB students and LatinX FCB students (separately) to address differing needs and concerns.
- Coordinated with University office of DEI to establish pilot program of Black and African American FCB student learning community.
- Proud to support our chapter of the Association of Latino Professionals for America (ALPFA) hosting a Midwest Regional Symposium.
- Completed American Accounting Association's DEIB Foundations 1 and Foundations 2 Certificates in the AAA Learning Series of The Architecture of Inclusion (December 2022).
- Serving on Leadership Team for National Science Foundation (NSF, award number 2303732) funded ADVANCE BU project designed to institute sustainable, systemic changes that address gender and intersectional inequalities at Bradley University (BU). The project will implement new initiatives to improve campus climate and will revise and develop policies and procedures that can be used across the University and in other institutions to create and maintain institutional change.

Managed college budget and departmental resources.

- Executed and advocated for comprehensive margin analysis for areas and programs with Assistant Dean for Budget and Administration (ADBA).
- Managed and approved operating expenses of approximately \$10.9M annually.
- Managed centrally distributed budgets, ranging between \$7.4M to \$8.2M. Cash operating budget represented approximately \$750K.
  - To cover gap between operating budget and expenses, other sources of funding, including college-specific endowment earnings, profit-sharing from self-sustaining center-related activities, donated funds, external grants and contracts, program fees, and revenues generated from associated centers.
- Maintained Contribution Margins from the College of Business to the University.

- Advised Provost and consultant group on developing university-wide incentive-based budgeting system. and advocated for comprehensive margin analysis for areas and programs with Assistant Dean for Budget and Administration (ADBA).
- Successfully managed growth and navigated major budget maneuvers during COVID response over the course of 4 years as Interim Dean.
  - Responsible for managing college for growth and to balance operating budget and expenses until COVID necessitated change in fiscal strategy to counter predicted retraction in early 2020.
  - Implications of COVID projected modeling of 25% and 35% budget cuts. Modeled and proposed line item budgetary cuts to administration as well as non-renewals of contracts. Instituted across the board (university) part-time faculty cuts to near-zero. Increased full-time faculty load to 4/4 from 3/3. Temporary suspension of spending. Successful in maintaining student success outcomes and faculty morale and culture.

Advancement/Development work on strategic fundraising.

- Worked collaboratively with centralized advancement office of Bradley university including the Vice President for Advancement (VPA) and, particularly, Director(s) of Development (DD) and Director of Planned Giving (DPG) for the Foster College while Interim Dean.
  - Consulted with naming opportunities of areas within new building.
  - Launched inaugural campaign of day of giving for Bradley University. Single day of giving in addition to planned and developed giving. Outreach and marketing efforts brought in over \$40,000 for FCB accounts aimed at prioritized programming including interdisciplinary programs, business analytics, cybersecurity, diversity efforts, and graduate education offerings. The “Building Bradley” campaign is now an annual event (although retitled).
  - Reviewed alumni and other partner list to grow Foster College National Council of Advisory Board by 30% with aim to increase diversity (accomplished).
  - Met with potential donors on specific requests ranging from \$1,500 to \$750,000.
  - Participated and travelled in advancement trips to meet with key partners, past donors, and future prospects. Shifted these visits from physical, in-person to virtual during pandemic.
  - Organized virtual meetings with donors and prospects when *without* DD (over 6 months) to maintain continuity of relationships.
  - Established goals surrounding growth of pipeline of prospects, enhancement of awareness of donor interest, review and improve FCB and Bradley University messaging, strengthen alumni and donor engagement, number of visits, major gift solicitations (and number closed), number of annual leadership support requests, (\$1,000-\$2,5000 gifts), stewardship plans for endowed gifts, among others.
  - Attended “Fundraising for Deans” conference October 2019 conducted by Academic Impressions with advancement/development officer to deepen our fundraising knowledge and skills including cultivation and solicitation processes.
- With DPG:
  - reviewed efforts of planned giving and assisted where necessary.

- provided support for estate gifts (largest planned gift \$300,000) and coordinated transfer of funds from realized estates to ensure donor wishes (largest realized gift \$1,000,000).

#### Lead re-accreditation processes (2020 standards) for the College and Department of Accounting.

- Addressed concerns from 2015 reports for both the College and Accounting in application for reaccreditation and continuous improvement reports. Including updated the Academic Qualification standards and with better definition behind Practicing Academic designation.
- Determined peer, aspirant, and competitive schools for AACSB reporting and comparisons.
- Compiled and submitted CIR reports for the Foster College and Accounting in timely and professional manner.
- Coordinated Peer Review Team visit including agenda and logistics.
- Successfully reaccredited decision announced in Spring 2021.
- Since reaccreditation we have:
  - Begun addressing minor concerns brought to attention by the AACSB Peer Review Team.
  - Updated the Foster College Mission Statement to better reflect our identity and provide clarity.
  - Investigated and narrowed definition of FCB area of social-impact for next accreditation cycle.

#### Outreach/Marketing and Community Engagement:

- Collaborated with college Director of Marketing and Communications (DMC) to establish comprehensive FCB marketing and outreach plan including budget, target audiences, communication strategies and tactics and identified budgets for each identified action.
- Worked closely with Bradley's Office of Marketing and Communications on college-specific communication tactics including direct mailers, alumni outreach, and developing content for the annual Foster College Magazine, "Experience".
- Chaired, then delegated, Business Engagement committee to coordinate external facing entities in the FCB. Oversaw the directors for two associated centers:
  - The Turner Center for Entrepreneurship, whose focus on service to hundreds of companies that have received counseling and training in the areas of business start-up, financing, strategy, export development, technology commercialization, and government procurement and includes the Illinois SBDC International Trade Center and the Illinois Procurement Technical Assistance Center.
  - The Center for Professional Excellence, supports the mission of the FCB focusing on improving individual, team, and organizational performance, primarily for external clients which generated \$500,000-\$700,000 annual revenue.
- Served as Bradley co-lead (with Dean of Engineering) on the Caterpillar Corporation/Bradley University Strategic Alliance. Assisted with strategic initiatives including leadership development, recruiting, research, and philanthropy.
- Served as the Bradley co-lead on the OSF/Bradley University Strategic Alliance Co-Chair for Organization & Curriculum Development, and for Leader Development. Engaged the FCB Center for Professional Excellence to pilot executive development program in conjunction with OSF's learning community.

### Strategic Planning

- Chaired and led FCB Strategic Leadership team. Established process to collaborate with stakeholders in developing and executing on strategic plan.
- Primary author on the Foster College Strategic Plan which addressed personnel, curriculum, and process issues within the college.
- Served extensively on the University Strategic Planning Committee. Including work prior to Interim Dean I have university strategic planning experience across two university strategic plans, two Provosts who led such endeavors, in collaboration with three Presidents of the University.
- Worked with leadership in the Caterpillar College of Engineering and Technology to comprehensively restructure support for a two-college, combined dean model.

### Other Administrative Roles and Responsibilities:

- As Interim Dean served in the following university-level committees:
  - Chair for the Dean Search Committee for the Caterpillar College of Engineering and Technology.
  - Served as member (in Dean role, assigned by Provost) on the Dean Search Committee for the College of Education and Health Sciences.
  - Member of Administrative Council, Academic Council, Council of Academic Deans, University Strategic Planning Committee, University Curriculum & Regulations Committee (Chair), and on the only two University Strategic Alliances (CAT/BU and OSF/BU).
- Navigated move of college home from temporary facility to new permanent location. The Business and Engineering Convergence Center is a \$100M+ facility with over 200,000 ft<sup>2</sup> of space with 28 classrooms, eight computer labs, and 46 specialized labs.

### **Co-Chair, Department of Finance, 2019-2021**

Foster College of Business, Bradley University

- Served as co-chair and shared administration with Associate Dean.
- Responsible for managing department with 5 faculty including one executive-in-residence. Managed all scheduling, oversaw regular meetings, curricular changes, handled student issues, conducted annual reviews, etc...

### **Associate Dean, 2017-2018**

Foster College of Business, Bradley University, reported to the Dean of Foster College.

- Served in this role which was identified as ½ administration and ½ faculty (with teaching and research expectations).
- Supported Dean in responsibilities detailed above and primary manager for all student-related issues.
- Direct Reports (5) included Undergraduate Academic Coordinator, Data Coordinator, Director of Graduate Programs, Undergraduate Admissions Coordinator, and the Administrative Assistant to the Associate Dean.
- As Associate Dean served in the following *college-level* committees:

- Undergraduate Curriculum Committee and Chair of the Graduate Curriculum Committee, Business Engagement Committee, Executive Committee.
- As Associate Dean served in the following *university-level* committees:
  - Higher Learning Commission Quality Initiative, Associate Provost Search Committee, Associate Deans Council, and Student Grievance Committee.
- Significantly addressed 2015 reaccreditation concerns surrounding Assurance of Learning processes.

**University Senate Leadership, 2010-2014**

Bradley University, reported to the Dean of Foster College.

- The University Senate is “the legislative body of the University in all academic matters relating to, or affecting, two or more of the Colleges or the Graduate School, or the University as a whole. (Bradley University Senate Constitution, of the Bradley Faculty Handbook).
- While President:
  - Chaired Senate Executive Committee and served on the university level committees of Strategic Planning, the Presidential Ad-Hoc Committee on Program Viability, the Presidential Ad-Hoc Committee on University Resources, the University Board of Trustees Academic Planning Committee, the Clery Act Compliance Committee, and the Fulbright Advisory Committee. Served as University Senate President (2012-2014) and Vice-President (2010-2012). Both positions elected annually.

**Education:**

Ph.D.	2001	University of Oklahoma, Norman, OK Major Field: Marketing      Chair: Dr. Robert F. Lusch
M.B.A.	1994	Southern Illinois University at Edwardsville, IL Concentration in Marketing and Management
B.A.	1992	Purdue University, West Lafayette, IN Major: Political Science      Minors: Psychology and History

**Publications:** Reported after the citation are metrics including:

- **AJG** is Academic Journal Guide (<https://charteredabs.org/academic-journal-guide-2021/>) with the most recent AJG2021 impact factor and the immediately preceding AJG impact factor (or ABS, as it was previously called), if available. Journals are rated 4-1 (4 highest) in the domain of Marketing, unless otherwise noted. Very few 4 level journals are designated with an \* which are “recognized world-wide as exemplars of excellence.”
- The **ABDC** Journal Quality List (<https://abdc.edu.au/research/abdc-journal-quality-list/>) which endorses over 2500 journals with the following classification: A\* 7.41% (199), A 24.27% (651), B 31.69% (850). C 36.61% (982). The most current 2019 list is reported.
- Journal Impact Factor (**JIF**) is reported via Scopus Citescore. (<https://www.scopus.com/sources.uri>)

- Vargo, Stephen L., Wieland, Heiko, and Matthew O'Brien, (2023), "Service-Dominant Logic as a Unifying Theoretical Framework for the Re-Institutionalization of the Marketing Discipline," *Journal of Business Research*, 164, 1-8.  
<https://doi.org/10.1016/j.jbusres.2023.113965>. (AJG2021: 3) (ABDC: A)
- Vargo, Stephen L., Akaka, Melissa Archpru, Nariswari, Angeline, and Matthew O'Brien (2021), "Microfoundations for Macromarketing: A Metatheoretical Lens for Bridging the Micro-Macro Divide, *Journal of Macromarketing*, Special Issue "Extending Robert F. Lusch's 'Big Picture' Thinking", 1-15.  
<https://doi.org/10.1177/02761467211054349> (AJG2021: 2) (ABDC: A) (JIF: 3.5)
- O'Brien, Matthew (2021), "Bob Lusch: Mentor and Friend," *Journal of Macromarketing*, Special Issue *commentary* (Special Editor review) celebrating the life of Robert F. Lusch.  
<https://doi.org/10.1177/02761467211014934> (AJG2021:2) (ABDC: A) (JIF: 3.5)
- Matthew O'Brien, Liu, Ying, Chen, Hongyu and Robert Lusch† (2020), "Gaining insight to B2B Relationships Through New Segmentation Approaches: Not All Relationships Are Equal," *Expert Systems with Applications*, 161, ISSN 0957-4174, † deceased  
<https://doi.org/10.1016/j.eswa.2020.113767>  
 (AJG2021: 1 AJG2018: 3, Information Management Area) (ABDC: C) (JIF: 12.7)
- Gehrt, Kenneth C., Rajan, Mahesh N., Shaineth, G., Czerwinski, David and Matthew O'Brien (2012), "Emergence of Online Shopping in India: Shopping Orientation Segments," *International Journal of Retail and Distribution Management*, 40 (10), 742-758.  
*Lead article.* <https://doi.org/10.1108/09590551211263164>  
 (AJG2021: 2 ABS2010: 1) (ABDC: A) (JIF: 4.6)
- Lusch, Robert F., Brown, James R. and Matthew O'Brien (2011), "Protecting Relational Assets: A Pre and Post Field Study of a Horizontal Business Combination," *Journal of the Academy of Marketing Science*, 39 (2), 175-197. *Lead article.*  
<https://doi.org/10.1007/s11747-010-0197-2>  
 (AJG2021: 4\* ABS2010: 3) (ABDC: A\*) (JIF: 17.0)
- Yurchisin, Jennifer, Park, Jihye and Matthew O'Brien (2010), "Effects of Ideal Image Congruence and Organizational Commitment on Employee Intention to Leave," *Journal of Retailing and Consumer Services*, 17 (5-September), 406-414.  
<https://doi.org/10.1016/j.jretconser.2010.04.002>  
 (AJG2021: 2 ABS2010: 1) (ABDC: A) (JIF: 9.0)
- O'Brien, Matthew, Hill, Donna J., and Chad W. Autry (2009), "Customer Behavioral Legitimacy in Retail Returns Episodes: Effects on Retail Salesperson Role Conflict," *Journal of Marketing Theory and Practice*, 17 (3), 251-266.  
<https://doi.org/10.2753/MTP1069-6679170304>  
 (AJG2021: 2 ABS2010: Not evaluated) (ABDC: B) (JIF: 3.0)



- Gehrt, Kenneth C., O'Brien, Matthew and David Mease (2009), "Enhancing the Communication Competency of Business Undergraduates: A Consumer Socialization Perspective," *Indian Journal of Economics and Business*, 8 (March), 111-120. ISSN: 09725784 (JIF: 3.2)
- Gehrt, Kenneth C., O'Brien, Matthew and Tomoaki Sakano (2008), "A Route to Satisfaction in the Service Sector," *Indian Journal of Economics and Business*, 7 (March), 153-166. ISSN: 09725784 (JIF: 3.2)
- Gehrt, Kenneth C., Rajan, Mahesh, O'Brien, Matthew, Sakano, Tomoaki and Naoto Onzo (2007), "Understanding Preference for High-Speed Rail Service: A Consumer Logistics Perspective," *Innovative Marketing*, 3 (4), 31-41.  
<https://www.businessperspectives.org/index.php/journals/innovative-marketing/issue-115/understanding-preference-for-high-speed-rail-service-a-consumer-logistics-perspective> (JIF: 1.2)
- Autry, Chad, Hill, Donna and Matthew O'Brien (2007) "Attitude Toward the Customer: A Study of Product Returns Episodes," *Journal of Managerial Issues*, Vol. 19, No. 3 (Fall), 315-339. *Lead article.* <https://www.jstor.org/stable/40604572> (ABDC: C)
- Lusch, Robert F., Vargo, Stephen L. and Matthew O'Brien (2007) "Competing Through Service: Insights from Service-Dominant Logic," *Journal of Retailing*, Vol. 83, No. 1, 5-18.  
<https://doi.org/10.1016/j.jretai.2006.10.002>  
 (AJG2021: 4 ABS2010: 4) (ABDC: A\*) (JIF: 11.8)
- Hartman, Jonathan, B., Shim, Soyeon, Barber, Bonnie and Matthew O'Brien (2006) "Adolescents' Utilitarian and Hedonic Web-Consumption Behavior: Hierarchical Influences of Personal Values and Innovativeness," *Psychology and Marketing* Vol. 23, No. 10, 813-840. <https://doi.org/10.1002/mar.20135>  
 (AJG2021: 3 ABS2010: 3) (ABDC: A) (JIF: 4.5)
- Lusch, Robert F., O'Brien, Matthew and Birud Sindhav, (2003) "The Critical Role of Trust in Obtaining Retailer Support for a Supplier's Strategic Organizational Change," *The Journal of Retailing*, Vol. 79, No. 4, 249-258. <https://doi.org/10.1016/j.jretai.2003.09.003>  
 (AJG2021: 4 ABS2010: 4, No ABS record prior) (ABDC: A\*) (JIF: 11.8)
- Zeybek, Ali Yavuz, O'Brien, Matthew and David A. Griffith (2003), "Perceived Cultural Congruence's Influence on Employed Communication Strategies and Resultant Performance: A Transitional Economy International Joint Venture Illustration," *International Business Review*, Vol. 12, No. 4, 499-521.  
[https://doi.org/10.1016/S0969-5931\(03\)00041-6](https://doi.org/10.1016/S0969-5931(03)00041-6)  
 (AJG2021: 3 ABS2010: 3, International Business Area, No ABS record prior)  
 (ABDC: A) (JIF: 8.9)

Shim, Soyeon, Lusch, Robert F. and Matthew O'Brien (2002), "A Hierarchical Model of Values, Leadership, Job Satisfaction, and Commitment: Human Resources Management Implications for the Retail Industry," *Journal of Marketing Channels*, Vol. 10, No. 1, 65-87. [https://doi.org/10.1300/J049v10n01\\_05](https://doi.org/10.1300/J049v10n01_05)  
(AJG2021: 1 ABS2010: No ABS record prior)

Griffith, David A., Zeybek, Ali Yavuz and Matthew O'Brien (2001), "Knowledge Transfer as a Means for a Relationship Development: A Kazakhstan-Foreign International Joint Venture Illustration," *Journal of International Marketing*, Vol. 9, No. 2, 1-18. *Lead article*. <https://doi.org/10.1509/jimk.9.2.1.19884>  
(AJG2021: 3 ABS2010: 3, International Business Area, No ABS record prior)  
(ABDC: A) (JIF: 8.1)

Lusch, Robert F. and Matthew O'Brien (1997), "Measuring and Fostering Professionalism in Market Research," *Marketing Research*, Vol. 9, No. 1, 24-31.

### **Book Chapter:**

Chen, Cuiping, O'Brien, Matthew and Lin Guo (2012), "Consumer Trust and Loyalty in e-Tail," Book Chapter in *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and e-Tail*, Angeline G. Close ed. New York, NY: Routledge: Taylor & Francis Group, 297-322. ISBN: 9780203123911  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9780203123911-23/consumer-trust-loyalty-tail-cuiping-chen-matthew-brien-lin-guo>

### **Refereed Conference Proceedings/Presentations:**

Hill, Donna J. and Matthew O'Brien (2012, October-November) "Relational Closeness and Its Influence on Social Media Appeals," in *Annals of the Society for Marketing Advances*, Volume 1, Kevin J. Shanahan, Editor. Montgomery, AL: Society for Marketing Advances, 2012, p. 152-153.

Gehrt, Kenneth C., Mahesh R. Rajan, G. Shainesh, Matt O'Brien, David Czerwinski (2012, August), "Emergence of Online Shopping in India: Shopping Orientation Segments," American Marketing Association Summer Educators' Conference Proceedings. Chicago, IL.

Hill, Donna and Matthew O'Brien (2011, July) "Store Brand or Manufacturer Brand? The Influence of Green-Mindedness on Purchase Intent of Environmentally Friendly Products," 18<sup>th</sup> Recent Advances in Retailing & Services Science Conference, European Institute of Retailing and Services Studies (EIRASS), San Diego, USA, 78.

Chen, Cuiping, O'Brien, Matthew and Lin Guo (2010, May) "An Empirical Test of an Integrative Model of Consumer Trust in an E-Retailer," Academy of Marketing Science 2010 Annual Conference, Vol. 33, 34.

- Chen, Cuiping, O'Brien, Matthew and Lin Guo (2010, May) "Under What Conditions Does Trust Make a Consumer Re-Patronize or Even Stay Loyal to an E-Retailer?" Academy of Marketing Science 2010 Annual Conference, Vol. 33, 194.
- Chen, Cuiping, Tang, Chuanyi and Matthew O'Brien (2010, February) "An Empirical Test of the Drivers of Consumer Trust in an E-Retailer and Its Outcomes Directed Toward Customer Retention," AMA Winter Educators' Conference: Marketing Theory and Applications.
- Rajan, Mahesh, Gehrt, Kenneth C. and Matthew O'Brien (2009, January) "The Emergence of Internet Shopping in India: Identification of Shopping Orientation-Defined Segments." 2009 Asia-Pacific Association for Consumer Research Conference (AP-ACR).
- Gehrt, Kenneth C. and Matthew O'Brien (2007, November) "The Evolution of Consumer Banking Service Encounters: A Structural Equations Approach," 2007 Annual Conference of Applied Business and Entrepreneurship Association International (ABEAI). *Awarded Best Paper in track*.
- Wheeler, Anthony R. and Matthew O'Brien (2007, August) "The Multilevel Influence of Perceptions of HRM Effectiveness on Hospitals," Academy of Management Annual Meeting: Doing Well by Doing Good.
- Gehrt, Kenneth C., Rajan, Mahesh, O'Brien, Matthew, Sakano, Tomoaki, Onzo, Naoto (2007, May) "Understanding Preference for High-Speed Rail Service: A Consumer Logistics Perspective," Academy of Marketing Science 2007 Annual Conference, Making Marketing Accountable in a Turbulent World.
- Autry, Chad W., Hill, Donna and Matthew O'Brien (2006, February) "The Effect of Return Legitimacy upon Retail Salesperson Role Stress" AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 17, 40-41.
- Chen, Cuiping and Matthew O'Brien (2006, February) "A Test of the Effect of Consumer Trust and Transaction Costs on E-Loyalty," AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 17, 61-62.
- Chen, Cuiping and Matthew O'Brien (2005, November) "An Integrative Model of Consumer Trust in an E-Retailer," in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whitten, editors. Society for Marketing Advances, 140-141.
- Chen, Cuiping and Matthew O'Brien (2005, November) "The Determinants of Customer E-Satisfaction," in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whitten, editors. Society for Marketing Advances, 234-235.

- Chen, Cuiping, O'Brien, Matthew and Soyeon Shim (2005, March), "Consumer Trust in an E-Retailer: Its' Sources and Impact on Consumer Patronage Behavior" in *Exploring New Frontiers in Marketing*, Michelle B. Kunz, Dee Ann Larson and Judy Wiles, editors. Marketing Management Association, 170.
- O'Brien, Matthew, Gehrt, Kenneth C., Sakano, Tomoaki and Hiromichi Ezawa (2003, February), "Consumer Logistics: Scale Development in a Services Market and Exploration of Influence on Value and Satisfaction." AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 14, 324-325.
- Vargo, Stephen L., O'Brien, Matthew and David A. Griffith (2003, February), "A Process Model of Inter-Organizational Governance: Beyond Dyads, Opportunism, and Compliance." AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 14, 105-106.
- Gehrt, Kenneth C., Matthew O'Brien, Sakano, Tomoaki and Hiromichi Ezawa (2002, December), "The Choice between Traditional, ATM, and Online Banking: A Consumer Logistics Perspective." Academy of Consumer Financial Services Conference, Fukuoka, Japan.
- O'Brien, Matthew and Soyeon Shim (2001, March), "Developing Retail Managers' Intrinsic Satisfaction through Personal Values of Job Characteristics," ACRA Spring Conference, March 21-24 in Birmingham, Alabama and sponsored by Auburn University.
- Griffith, David A., Zeybek, Ali Yavuz and Matthew O'Brien (2000, November), "The Relationship Effects of Knowledge Transfer in Transitional Economy International Joint Ventures." Academy of International Business 2000 Annual Meeting, Phoenix, AZ.
- O'Brien, Matthew (1999, April), "An Investigation of Perception of Organizational Change: A Qualitative Study in Marketing Channels," Southwest Business Symposium Proceedings, Vol. 16, 201-213.
- Vargo, Stephen L. and Matthew O'Brien (1997, February), "Compliance and Cooperation in Marketing Channel Relationships," AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 8, 256-258.

**Other Conferences/Papers/Presentations/Invited:**

- Lusch, Robert F., Vargo, Stephen L. and Matthew O'Brien (September, 2012) "Service Dominant-Logic: Foundational Premises & Perspectives," Invited presentation at Forum on International Markets and Institutional Logics at Meiji University School of Commerce, Tokyo, Japan.

O'Brien, Matthew (July, 2011) "Investigating Embedded B2B Exchanges," and Donna J. Hill "Group and Individual Level Influences in Social Media Marketing." Invited presentations to faculty at Kobe University Research Seminar Series, Kobe, Japan.

"The Future of Marketing," (April, 2010), Panelist on discussion to the Central Illinois Chapter of the American Marketing Association, Bloomington, IL. Invited.

O'Brien, Matthew (February, 2009) "Sustaining the Unsustainable: Supply Chain Contribution," invited presentation at Sustainable Business Superiority joint seminar offered by TEKES The Finnish Funding Agency for Technology and Innovation at Finlandia Hall, Helsinki, Finland.

Yurchisin, Jennifer, Park, Jihye and Matthew O'Brien (2005, November) "Effects of Employee Image Congruence on Employee Commitment and Intention to Leave," Presentation of poster at the International Textile and Apparel Association Annual Meeting.

O'Brien, Matthew, Kenneth C. Gehrt, Hiroshi Domoto, et al. (2002, December), "The Consumer Finance-Information Technology Interface (Panel Discussion)." Academy of Consumer Financial Services Conference, Fukuoka, Japan.

Gehrt, Kenneth C. and Matthew O'Brien (2002), "The Emergence of Internet Banking: Augmented Consumer Effectiveness and Diminished Consumer Efficiency."

- ❑ Colloquium, Keio University, Faculty of Business and Commerce, Tokyo, Japan.
- ❑ Colloquium, Tama University, School of Graduate Studies, Tokyo, Japan.
- ❑ Colloquium, Waseda University, School of Commerce, Tokyo, Japan.

O'Brien, Matthew (2001), "Needs and Wants." peer reviewed article written for Research Issues section of the Global Marketing Special Interest Group of the American Marketing Association (December).

O'Brien, Matthew and Matthew Myers (1999, November), "An Investigation of Product Related Variables on Exporters' Decision of Degree of Channel Integration." Poster presentation at Academy of International Business 1999 Annual Meeting. Charleston, SC.

### **Grants and Sponsored Projects:**

Online Course Design Institute, Internal Bradley University grant awarded on behalf of the Office of Summer and Interim Sessions and the Center for Teaching Excellence and Learning (CTEL) to support online offering of MTG 350 Consumer Behavior and awarded \$3,000 (2016).

"Theoretical and Practical Implications of Social Media in Marketing," Co-principal investigator with Dr. Donna J. Hill. Grant proposal accepted by Bradley University's Office of Teaching Excellence and Faculty Development Awarded \$9,975 (2010).

“Photo-Ethnography Study of Experiences of Foreign Consumers in Slovenia.” Student Research Grant proposal accepted by Bradley University’s Office of Teaching Excellence and Faculty Development with Ms. Diane Cronin (undergraduate). Funding awarded for \$490 (January-May 2008).

Conference and Workshop Award by Bradley University’s Office of Teaching Excellence and Faculty Development for attendance and participation in “Compete Through Service Workshop” held at Arizona State University in November 2007. Awarded \$700.

“A Consumer Logistics Framework for Understanding Preferences for High-Speed Rail Transportation.” Serving as a investigator with Dr. Kenneth C. Gehrt and Dr. Mahesh Rajan. Mineta Transportation Institute (2003-2004). Awarded \$58,450.

“Application of the Conceptualization of Consumer Logistics to Electronic Commerce.” Substantially developed proposal for grant to the University of Arizona's Agricultural Experiment Station. Serving as principal investigator. Awarded \$3,000 (2001-2005).

“College of Agriculture and Life Sciences E-Commerce Minor.” USDA Higher Education Challenge Grant. Purpose of grant is to develop and introduce an E-commerce minor within the RCSC division that would be available to all CALS students. Serving as principal investigator with Dr. Kenneth C. Gehrt (2001) and Dr. Deborah Brown McCabe (2002-2003). Awarded \$100,000.

“Understanding Consumer Financial Services Transactions.” Accepted proposal is administered by Waseda University of Tokyo, Japan for the Academy of Consumer Financial Services in Japan. Co-principal investigator with Dr. Kenneth C. Gehrt and collaborating with Drs. Tomoaki Sakano and Naoto Onzo and Mr. Hiromichi Ezawa from Waseda University in Tokyo, Japan. Awarded 3,000,000 yen, approximately \$25,000 USD (2001).

### **Research in Progress:**

“Investigation of Consumer’s Perceptions of Dishonest Online Reviews,” with Dr. Donna Hill, Dr. Raj Iyer, and Dr. Mark Johlke. data collected and manuscript in development.

“Use of Relationships in Leveraging Social Media Marketing,” with Dr. Donna Hill, multiple data collections complete and data in analysis.

“Antecedents and Consequences of Self-Service Technology (SST) Usage: An Elderly Perspective,” with Dr. Raj Iyer, data collected.

“Do Consumers Differ in their Adoption of SST? Understanding Personality Variables Among US and French Consumers,” with Dr. Raj Iyer, data collected.

## **Teaching and Instructional Experience (recent evaluations provided on request):**

### Undergraduate Courses include:

Principles of Marketing (S.I.U.E., University of Oklahoma, Bradley University)  
Marketing Research (University of Oklahoma)  
Marketing Management (Capstone Course - Bradley University)  
Supply Chain Management (University of Arizona, Bradley University)  
Strategic Advertising (Bradley University)  
Franchising (Bradley University)  
Consumer Behavior (University of Oklahoma, University of Arizona, Bradley University)  
Retail Management (University of Oklahoma, University of Arizona, Bradley University)

### Graduate Courses at both Master and Doctoral level:

Supply Chain Management (M.B.A. - Bradley University)  
Marketing Decision Making (M.B.A. - Bradley University)  
Inter-Organizational Issues (Masters/Doctoral - University of Arizona)  
Current Research in Retail Management (Masters/Doctoral - University of Arizona)  
Consumer Behavior (Masters/Doctoral - Kobe University)  
Marketing Strategy (Masters - Kobe University)

### Undergraduate Research Projects:

Sponsored Project by Diane Cronin for participation in Bradley University's Office of Teaching Excellence and Faculty Development Sixteenth Annual Student Scholarship Exposition on Friday, April 4<sup>th</sup>, 2008.

### Masters Theses:

Sanghvi, Minita (2004) "Fast, Casual Indian Dining: A Consumption Behavior and Business Feasibility Study." Served as member of committee at the University of Arizona.

Carvalho, Sushma (2003) "Influence of Acculturation, Acculturative Stress, and Religious Orientations on Food Consumption of Asian-Indian Immigrants in the United States." Served as member of committee at the University of Arizona.

### Doctoral Dissertations:

Chen, Cuiping (2007) "Consumer Trust in an E-Retailer: An Integrative Model Directed toward Customer Retention." Served as Co-Chair.

Watchravesringkan, Kittichai (2004) "A Hierarchical Model of Values, Price Perception, Ongoing Search and Shopping Behavior: A Cross-Cultural Comparison." Served as member of committee at the University of Arizona.

Hartman, Jonathan B. (2004) "Hierarchical Influence of Personal Values and Innovativeness on Adolescent Web-Consumption." Served as member of committee at the University of Arizona.

#### Executive Education/Development:

Caterpillar Corporation Executive Development Program – Powering Up. Delivered multiple sessions including Service Strategy, Leveraging the Supply Chain, Positioning, etc.. 2013-2015.

Pekin Hospital/Pro Health Leadership Development Institute (LDI) - Marketing Seminar. 2010.

#### **Honors:**

- Theodore C. Burgess Award for Excellence in Interdepartmental Collaboration awarded by Bradley University for Service, University, University. (2014). Awarded to the Fulbright Advisory Committee upon which I served.
- Chair's Citation for Excellence awarded by Bradley University, Department. (August 2011)
- Awarded Fulbright Scholarship to the country of Japan in 2011 awarded by the U.S. Department of State and the Japanese U.S. Educational Commission. Host institution was Kobe University.
- Invited Attendee at Compete Through Service Research Priorities Workshop sponsored by W.P. Carey School of Business at Arizona State University and The Center for Services Leadership (November 2007).
- Best Paper in Track at 2007 annual conference of Applied Business and Entrepreneurship Association International (ABEAI).
- Retail Research Paper Competition in Honor of Myron Gable Honorable Mention (2001), Awarded by International Council of Shopping Centers for paper “Developing Retail Managers' Intrinsic Satisfaction through Personal Values of Job Characteristics,” with Dr. Soyeon Shim.
- Outstanding Marketing Paper at 1999 Southwest Business Symposium.
- 1998 American Marketing Association-Sheth Foundation Doctoral Consortium Fellow.
- Selected for participation at The Cultural Dimension of Business Research II held at Odense University, Denmark in 1997. Academy members included Eric Arnould, Gary Bamossy, Dominique Bouchet, Dominique Desjeux, Guliz Ger, Linda Price, and Majken Schultz.
- 1995 Beta Gamma Sigma- inducted into the honor society for collegiate schools of business.

#### **Professional Service:**

- Ad-Hoc reviewer, 2023 *Journal of Retailing and Consumer Services*
- Ad-Hoc reviewer, 2023 *Journal of Research in Interactive Marketing*
- Documentary reviewer for the Japan – United States Educational Commission (JUSEC) branch of the Fulbright Grant Program on the selection committee for Japanese applicants for grants to the US. 2022
- Ad-Hoc reviewer, 2021 *Journal of Research in Interactive Marketing*
- Ad-Hoc reviewer, 2020 *Journal of Managerial Issues*
- Ad-Hoc reviewer, 2018 *Journal of Managerial Issues*
- Reviewer, 2018 American Marketing Association’s Summer Marketing Educators' Conference.



- Reviewer, 2018 American Marketing Association's Winter Marketing Educators' Conference.
- Reviewer, 2018 Academy of Marketing Science-World Marketing Congress
- Reviewer, 2017 American Marketing Association's Summer Marketing Educators' Conference.
- Reviewer, 2016 Academy of Marketing Science-World Marketing Congress
- Ad-Hoc reviewer, 2015 *Journal of Managerial Issues*
- Reviewer, 2014 Academy of Marketing Science-World Marketing Congress
- Ad-Hoc reviewer, 2014 *Journal of Managerial Issues*
- Ad-Hoc reviewer, 2013 *International Journal of Physical Distribution & Logistics Management*
- Ad-Hoc reviewer, 2012 *Asia Pacific Management Review*
- Ad-Hoc reviewer, 2012 *International Journal of Physical Distribution & Logistics Management*
- Reviewer, 2012 Academy of Marketing Science annual conference.
- Reviewer, 2012 Marketing Educators' Conference.
- Ad-Hoc reviewer, 2012 *International Journal of Physical Distribution & Logistics Management* Special Issue on Applying Service Dominant (S-D) Logic to Physical Distribution and Logistics Management
- Ad-Hoc reviewer, 2012 the *Journal of Retailing*.
- Ad-Hoc reviewer, 2011 the *Journal of Retailing*.
- Ad-Hoc reviewer, 2010 the *Journal of Retailing*.
- Reviewer, 2010 American Marketing Association's Summer Marketing Educators' Conference.
- Reviewer, 2010 American Collegiate Retailing Association's Summer Conference (Interorganizational Issues Track and the Retailing and Pricing Track)
- Reviewer, 2010 American Collegiate Retailing Association's Winter Conference
- Ad-Hoc reviewer, 2009 the *Journal of Retailing*.
- Reviewer, 2009 American Marketing Association's Summer Marketing Educators' Conference.
- Reviewer, 2009 American Collegiate Retailing Association's Spring Conference.
- Reviewer, 2009 American Collegiate Retailing Association's Winter Conference.
- Reviewer, 2009 American Marketing Association's Winter Marketing Educators' Conference (Sales and Relationship Marketing Track).
- Ad-Hoc reviewer, 2008 the *Journal of Retailing*.
- Reviewer, 2008 for the Morris Meyer Doctoral Dissertation Award presented by the American Collegiate Retailing Association.
- Reviewer, 2008 Academy of Marketing annual conference.
- Reviewer, 2008 American Collegiate Retailing Association's Spring Conference.
- Reviewer, 2008 American Marketing Association's Winter Marketing Educators' Conference (Sales and Relationship Marketing Track and Marketing Management, Strategy, and Channels Track).
- Reviewer, 2007 the *Journal of the Academy of Marketing Science*, Special Issue: Exploring the Relationship Between Marketing and Supply Chain Management.
- Ad-hoc reviewer, 2007 the *Journal of Retailing*.
- Reviewer, 2007 Academy of Marketing annual conference.
- Reviewer, 2007 American Collegiate Retailing Association's Spring Conference.
- Reviewer, 2007 Academy of Marketing Science World Marketing Congress (Marketing Education Track).

- Reviewer, 2007 American Marketing Association's Winter Marketing Educators' Conference (Interorganizational Issues Track).
- Reviewer, 2006 the *Journal of the Academy of Marketing Science*, Special Issue: Evolving to a New Dominant Logic for Marketing.
- Ad-hoc reviewer, 2006 the *Journal of Retailing*.
- Ad-hoc reviewer, 2006 the *Journal of Business and Industrial Marketing*
- Reviewer, 2006 American Marketing Association's Winter Marketing Educators' Conference (Inter-Firm Issues Track).
- Reviewer, 2006 Society for Marketing Advances Supply Chain Management & Industrial Distribution Symposium.
- Reviewer, 2006 Academy of Marketing Science Annual Conference (Supply Chain Management Track).
- Reviewer, 2005 American Marketing Association's Winter Marketing Educators' Conference (Services and Relationship Marketing Track and Inter-organizational Track).
- Reviewer, 2004 *International Journal of Internet Marketing and Advertising* special issue on Relationship Marketing and the Internet.
- Reviewer, 2004 American Marketing Association's Winter Marketing Educators' Conference (Relationship Marketing and Inter-organizational Relationships).
- Discussant, 2004 American Marketing Association's Winter Marketing Educators' Conference (Building Trust and Loyalty among Consumers).
- Reviewer, 2003 American Marketing Association's Summer Marketing Educators' Conference (Global Track).
- Reviewer, 2003 Marketing Management Association's Spring Conference.
- Reviewer, 2002 Special Issue of the *Journal of Business and Industrial Marketing*, dedicated to papers using interpretive methods.
- Reviewer, 2002 Academy of Marketing Science Multicultural Marketing Conference.
- Reviewer, 2002 Academy of Marketing Science Conference.
- Reviewer, 2001 American Marketing Association's Winter Marketing Educators' Conference.
- Session Chair, 2001 American Marketing Association's Winter Marketing Educators' Conference, Issues in Exporting and Trade track.
- Reviewer, 2001 Academy of Marketing Science Annual Conference.
- Ad-hoc reviewer, 2000 *Journal of Marketing*.
- Reviewer, 2000 Academy of Marketing Science Annual Conference.
- Ad-hoc reviewer, 1999 *Journal of Marketing*.
- Discussant, 1996 University of Nebraska Doctoral Symposium.
- Discussant, 1995 University of Nebraska Doctoral Symposium.

#### **Academically Related Service Experience:**

- Leadership Team Member for National Science Foundation (NSF, award number 2303732) funded ADVANCE BU project designed to institute sustainable, systemic changes that address gender and intersectional inequalities at Bradley University (BU).
- Search Committee Member for Vice President of Marketing and Communications 2023
- Program Co-Director for the Rome Study Abroad experience for Bradley University 2023

- Tenure, Promotion, and Dismissal Committee (University level-Bradley University), 2023
- Administrative Council, monthly invited Member, (University level- Bradley University), 2020-2022
- Caterpillar College of Engineering and Technology Dean Search, Chair (University level-Bradley University), 2020
- Executive Committee, Chair (College level - Bradley University), 2020-2022, Member 2023
- Order of Saint Francis (OSF)/Bradley University Strategic Alliance Steering Committee, Member, Bradley Co-Chair for Organization & Curriculum Development, and Bradley Co-Lead for Leader Development, (University level - Bradley University), 2019-2022
- Caterpillar Professorship Review Committee, Member (University level - Bradley University), 2019-2020
- Ad hoc Senate Faculty Handbook Committee, Member (University level- Bradley University), 2019-2022
- Council of Academic Deans, Member (University level - Bradley University), 2018-2022
- Caterpillar/Bradley University Strategic Alliance Steering Committee, Member (University level - Bradley University), 2018-2022
- Regulations and Degree Requirements Committee, Chair (University level- Bradley University), 2018-2022
- Strategic Planning Committee, Dean Representative and Co-Representative (University level - Bradley University), 2018-2021
- Academic Council, Member, (University level - Bradley University), 2018-2021
- Computer Science and Information Systems Department External Program Review, Internal Chair (University level - Bradley University), 2018
- Internship Faculty Advisory Board Committee for Smith Career Center, Member (University level - Bradley University), 2018
- Academic Administrative Team, Chair (College level - Bradley University), 2018-2020
- Strategic Leadership Team, Chair (College level - Bradley University), 2018-2022
- Higher Learning Commission Quality Initiative Committee, Member (University level - Bradley University), 2017-2018
- Associate Provost Search Committee, Member (University level - Bradley University), 2017-2018
- Associate Deans Council, Member (University level - Bradley University), 2017
- Student Grievance Committee, Member (University level - Bradley University), 2017
- Business Engagement Committee, Member (College level - Bradley University), 2017-2021
- Academic Administrative Team, Member (College level - Bradley University), 2017
- Undergraduate Curriculum Committee, Member (College level - Bradley University), 2017
- MBA Implementation Committee, Member (College level - Bradley University), 2017
- Assurance of Learning Committee, Member (College level - Bradley University), 2017
- Graduate Executive Committee, Member (College level - Bradley University), 2017-2018
- Illinois Board of Higher Education Faculty Advisory council, Alternate Representative for Bradley University on (University level - Bradley University), 2016-2017
- Provost Search Committee, Member (elected, University level - Bradley University), 2015-2016
- Graduate Curriculum Committee, Member (College level - Bradley University), 2016-2017

- Illinois Board of Higher Education Faculty Advisory Council, Representative for Bradley University (University level - Bradley University), 2014-2016
- University Senate Executive Committee, Ex-Officio Member, (University level - Bradley University), 2014-2016
- Curriculum & Regulations Committee, Member (University level - Bradley University), 2014, 2018-2021
- Presidential Ad-Hoc Committee on Program Viability, Member (appointed by President), 2014
- Strategic Leadership Team, Member (College level - Bradley University), 2014-2016
- Presidential Ad-Hoc Committee on University Resources, Member (appointed by President), 2013
- Strategic Planning Committee, Member (University level - Bradley University), 2012-2014, 2016-2017, Dean Representative 2018-2021
- President, Faculty Senate (elected, University level - Bradley University), 2012-2014
- University Board of Trustees Academic Planning Committee, Member (University level - Bradley University), 2012-2014
- University Senate Executive Committee, Chair (University level - Bradley University), 2012-2014
- Clery Act Compliance Committee, Member (University level - Bradley University), 2012
- Curriculum & Regulations Committee Routing System, Member (University level - Bradley University), 2012-2014
- Fulbright Advisory Committee, Member (University level- Bradley University), 2011-2015
- Vice President, Faculty Senate (elected, University level-Bradley University), 2010-2012
- Senate Executive Committee, Member (University level-Bradley University), 2010- Current
- Senator, Marketing Department representative on Faculty Senate (elected, University level - Bradley University), 2012-2014
- Strategic Planning Committee, Co-Chair (College level - Bradley University), 2009-2012
- Senator at Large, Faculty Senate (elected, University level - Bradley University), 2008-2012
- Faculty Advisor for American Marketing Association Collegiate Chapter (Department level - Bradley University), 2005-2010
- Foster College Strategic Planning Committee, Member (College Level - Bradley University), 2008
- Reviewer, Faculty reviewer for Greek communities Grand Chapter Awards for both Interfraternity and Panhellenic Councils (Bradley University), 2008-2009
- Reviewer, Springboard Business Plan Competition (College level - Bradley University), 2007
- New Faculty Forum, Member (Bradley University) 2007
- Recording Secretary, Faculty meetings and minutes (Division level - Bradley University), 2006-2007
- Faculty Search Committee, Member (Department level - Bradley University), 2005-2007
- Reviewer, Faculty reviewer for Greek communities Grand Chapter Awards for both Interfraternity and Panhellenic Councils (Bradley University), 2005-2006
- Human Subjects Committee, Member (University level - Bradley University), 2005
- RCSC Graduate Committee, Member (Division level - University of Arizona), 2003-2004
- Environment Committee, Member (School level - University of Arizona), 2002-2004

- Human Subjects Review Committee, Member (School level - University of Arizona), 2002-2004
- Committee on Committees, Member (School level - University of Arizona), 2000-2003
- Faculty Search Committee, Member (Division level - University of Arizona), 2002
- Search Committee for Undergraduate Advising Position, Member (Division level - University of Arizona), 2002
- RCSC Undergraduate Committee, Member (Division level - University of Arizona), 2001-2002
- Reviewer, AES Grant Proposals (College level - University of Arizona), 2002
- RCSC Graduate Committee, Member (Division level - University of Arizona), 2000-2001
- Participated in the 2000 Western Regional Teaching Symposium conducted at Washington State University.
- Project Director, 1997 & 1998 TRU\*SERV Member Studies conducted by the Distribution Research Program, University of Oklahoma. TRU\*SERV is a wholesale cooperative with annual revenues of \$6 billion. The studies are a result of two comprehensive surveys assessing perceptions and expectations of the retail cooperative members. Integral participation in survey development, design, and data collection.
- *Journal of Marketing* graduate student editorial assistant 1996-1997.
- Consulted for the Home Builders Association of Madison County Illinois concerning viability and success of annual home show. Presented research findings in executive report in March 1995.

**Professional Affiliations:**

- American Marketing Association