

**RODNEY C. RUNYAN**

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**ACADEMIC BACKGROUND**

**Ph.D. Michigan State University**, Human Environment: Design and Management  
“Predicting Downtown & Small Business Success: A Resource-Based View”

**M.S. Michigan State University**, Merchandising Management

**B.A. Western Michigan University**, Applied Liberal Studies

**PROFESSIONAL EXPERIENCE**

Jan 2018 – Sam Houston State University, Huntsville, TX  
Present Dean, College of Health Sciences

**Previous Academic Experience**

July 2012- Texas State University, San Marcos, TX  
Jan. 2018 Professor & Director, School of Family and Consumer Sciences  
College of Applied Arts  
Professor with tenure July 1, 2012

Sept. 2013- Lancaster University Management School, Lancaster, UK  
Sept. 2016 Distinguished Visiting Professor, Department of Marketing

August 2008- University of Tennessee, Knoxville, TN  
July 2012 Associate Professor, Department of Retail, Hospitality and Tourism Management  
College of Education, Health and Human Services  
Promoted to Associate Professor with tenure in June 2011

Aug. 2005- University of South Carolina, Columbia, SC  
Aug. 2008 Assistant Professor, Department of Retailing  
College of Hospitality, Retail and Sport Management

Jan. 2005- Oklahoma State University, Stillwater, OK  
Aug. 2005 Assistant Professor, Department of Design, Housing and Merchandising  
College of Human Environment

Aug. 1998- Northwood University, Midland, MI  
Dec. 2004 Associate Professor & Chair, Fashion Marketing and Management

Aug. 1993- University of Wisconsin-Stevens Point, Stevens Point, WI  
May 1998 Assistant Professor & Coordinator, Retail Studies

College of Professional Studies

**Industry Experience**

- 1984-93      President, R. Runyan & Assoc. Holt, Mi. Apparel product development and sales
- 1982-83      Store Manager, Northeast Apparel, Inc., Southfield, MI
- 1978-82      Store Mgt & Merchandise Planning, Kmart Apparel Corp., North Bergen, NJ

**DEVELOPMENT AND GRANTS**

- 2016      “Jesse and Betty Luxton Endowed Scholarship,” endowment gift to support undergraduates in SFCS, **\$100,000.**
- 2016      “Minority and first generation college student leadership program,” funded through a gift from the J.C.Penney Corporation, **\$25,000.**
- 2016      “Space planning; enterprise planning,” Retail planning software gift and maintenance from *JDA Corporation*; two year agreement, **\$1, 570,000.**
- 2015      “Jesse and Betty Luxton Endowed Research Fellowship,” endowment gift to support graduate research in SFCS, **\$150,000.**
- 2015      “Dorothy Richter, ’42 FCS Scholarship,” gift to support graduate research, **\$32,000.**
- 2013      “Space planning; enterprise planning,” Retail planning software gift and maintenance from *JDA Corporation*; two year agreement, **\$2,098,519**
- 2012      “An assessment of the relationship between market orientation and performance in destination marketing organizations,” (co-PI with Nathan Line and Wanda Costen), *Regan Family Tourism Fund*, **\$2,650.**
- 2009      “International retail management curriculum and instructional module development,” (co-PI with Youn-Kyung Kim-PI and Ann Fairhurst-co-PI), *U.S. Department of Education*, **\$93,070.**
- 2009      “Space planning software from Intactix,” Retail planning software gift and maintenance from *JDA Corporation*; four year agreement, **\$480,000.**
- 2007      “Building bridges in international retailing research: An initial investigation of the Chilean retail industry,” *College of HRSM – USC Competitive International Grant Program*, **\$6,950.**
- 2007      “Brand identity in rural communities as a source of economic development,” (co-PI with Jane L. Swinney-PI), *Oklahoma Agricultural Experiment Station Community Resource and Economic Development Initiative*, **\$40,809.**
- 2006      “Small business disaster preparation and recovery,” (with Patricia Huddleston – PI, and Co-PI’s Susan Smalley, Maria Lapinski, Lisa Lindsey and Kami Silk), *Michigan State University IGRP Center Competitive Grant Program*, Fall (unfunded), \$59,340.
- 2006      “The influence of kiosks at shopping malls on consumer patronage intention,” (co-PI with Jung-Hwan Kim), *College of HRSM – USC Research program*, October, **\$3,500.**
- 2006      “Survival of the fittest?: The antecedents of small business survival and recovery from disasters,” *College of HRSM – USC Research program*, October, **\$6,300**: extends 2005 funded study.

- 2005 “Rebuilding small town economies in the wake of a disaster: The role of the downtown’s small business owners,” *College of HRSM – USC Research program*, October, **\$6,700**.
- 2005 “Rebuilding small town economies in the wake of a disaster: The role of tourism-related small business owners” (with Dave Weaver), *USC Crisis Grant Program*, September (unfunded), \$8,400.
- 2001 “Website feasibility study,” *Downtown Development Authority*, Midland, MI, **\$1,000**.
- 2000- Rollin M. Gerstacker Foundation, annual grants to support Midland Lady Explorers’  
2005 Softball (total funded **\$15,000+**).

## SELECTED PROFESSIONAL ACTIVITIES

- 2017- **President-Elect**, National Council of Administrators for Family and Consumer Sciences  
2018
- 2014- **President**, American Collegiate Retailing Association
- 2016 2010-2012, Secretary; 2012-2014, Vice President
- 2014- **Associate Editor**, *Journal of Marketing Management*  
present
- 2015- **Editorial Board**, *International Journal of Retail and Distribution Management*  
present
- 2012- **Editorial Board**, *Clothing and Textiles Research Journal*  
present

## SCHOLARLY WORK

### REFEREED PUBLICATIONS

- 2017 Seth Ketron\*, Rodney Runyan, and M. Theodore Farris II, “Prominent retailing authors and institutions: 2009-2015,” *International Journal of Retail & Distribution Management*, 45 (2), 177-194.
- 2016 Carol Finnegan, Rodney C. Runyan, Tracey Gonzalez-Padron, and Jonghan Hyun, “Methodological rigor in retailing research: Assessment and guidelines,” *International Journal of Management Reviews*, 18 (1), 51-68. **Impact Factor=3.86**
- 2016 Kimberlee Davis and Rodney C. Runyan, “Personality traits and financial satisfaction: Investigation of a hierarchical approach,” *Journal of Financial Planning and Counseling*, 27 (1), 47-60.
- 2016 Nathan Line, Rodney C. Runyan, Jane L. Swinney and Christopher Sneed\*, “Community stakeholders and the perception of tourism downtowns: An assessment of brand identity,” *Tourism Analysis*, 21 (2/3), 159-172.
- 2016 Robert Jones and Rodney C. Runyan, “Conceptualizing a path-to-purchase framework and exploring its role in shopper segmentation,” *International Journal of Retailing and Distribution Management*, (in press).
- 2014 Nathan Line and Rodney C. Runyan, “Destination marketing and the service-dominant logic: A resource-based operationalization of strategic marketing assets,” *Tourism Management*, 43, 91-102. **Impact Factor=2.57**

- 2014 Kristen Madison, Rodney C. Runyan and Jane L. Swinney, "Strategic posture and performance: Revealing differences between family and nonfamily firms," *Journal of Family Business Strategy*, 5 (3), 239-251.
- 2014 Mijeong Noh, Rodney C. Runyan and Jon Mosier, "Young consumers' innovativeness and hedonic/utilitarian attitudes towards cool," *International Journal of Retailing and Distribution Management*, 42 (4), 267-280.
- 2014 Robert Jones,\* Rodney C. Runyan, Ann Fairhurst, Jewon Lyu,\* Youn-Kyung Kim, and Laura D. Jolly, "Cross cultural consensus: Development of the universal leadership model," *International Journal of Retailing and Distribution Management*, 42 (4), 140-266.
- 2013 Chae-Mi Lim, Youn-Kyung Kim and Rodney C. Runyan, "Segmenting luxe-bargain shoppers using a fuzzy clustering method," *International Journal of Retailing and Distribution Management*, 41 (11/12), 848-868.
- 2013 Rodney C. Runyan, Carol Finnegan, Tracey Gonzalez-Padron, and Nathan D. Line,\* "Publishing productivity for pre-tenure marketing faculty: Uncovering drivers using resource-advantage theory," *Marketing Education Review*, 23 (2), 105-120. **Lead Article**
- 2013 Robert Jones and Rodney C. Runyan, "Brand experience and brand implications in a multi-channel setting," *International Review of Retail, Distribution and Consumer Research*, 23 (3), 265-290.
- 2013 Rodney C. Runyan, Mijeong Noh and Jon Mosier, "What is cool? Operationalizing the construct in an apparel context," *Journal of Fashion Marketing and Management*, 17 (3), 322-340.
- 2012 Rodney C. Runyan, Baoshan Ge, Baobao Dong\* and Jane L. Swinney, "Entrepreneurial orientation in cross-cultural settings: Testing for measurement invariance in the construct," *Entrepreneurship Theory & Practice*, 36 (4), 819-836. **Impact Factor=1.70**
- 2012 Nathan Line,\* and Rodney C. Runyan, "Hospitality marketing research: Recent trends and future directions," *International Journal of Hospitality Management*, 31 (2), 477-488. **Impact Factor=1.94**
- 2012 Nathan Line,\* Rodney C. Runyan, Wanda Costen, Robert Frash, and John Antun, "Where everybody knows your name: The role of homophily in restaurant customers' expectations," *Journal of Hospitality Marketing & Management* 21 (1), 1-19. **Lead Article**
- 2012 Robert Jones,\* Rodney C. Runyan and Youn-kyung Kim, "Brand Experience: Single-Brand Retailers in the On-Line Environment," *Journal of Marketing at Retail*, 1 (2), 17-30.
- 2012 Jane L. Swinney, Chunmin Lang\* and Rodney C. Runyan, "An exploration of rural community branding efforts from the perspective of community residents," *International Journal of Rural Management*, 8 (1/2), 33-45.
- 2012 Rodney C. Runyan, Jung-Hwan Kim and Julie Baker, "The mall as bazaar: How kiosks and salespeople influence consumer shopping behavior," *Journal of Marketing Management*, 28 (1/2), 85-102. **Impact Factor=.49**
- 2011 Jeffrey Campbell,\* Nathan Line,\*Rodney C. Runyan and Jane L. Swinney, "The moderating effect of family-ownership on firm performance: An examination of entrepreneurial orientation and social capital," *Journal of Small Business Strategy*, 21(2).

- 2011 Cornelia Droge, Patricia Huddleston and Rodney C. Runyan, "The relationships of local capital and social ties to downtown versus small retailer performance: Do tourist towns differ from non-tourist towns?" *Tourism Analysis*, 16 (5), 557-570.
- 2011 Vertica Bhardwaj,\* Meagan Eickman\* and Rodney C. Runyan "A case study on the internationalisation of a 'born-global' fashion retailer," *International Review of Retail, Distribution and Consumer Research*, 21 (3), 293-307.
- 2011 Jung-Hwan Kim and Rodney C. Runyan, "Where did all the benches go? The effects of mall kiosks on perceived retail crowding," *International Journal of Retail and Distribution Management*, 39 (2), 130-143.
- 2011 Beichen Liang, Rodney C. Runyan and Wei Fu,\* "The effect of culture on the context of ad pictures and ad persuasion: The role of analytic and holistic thinking," *International Marketing Review*, 28 (4), 412-434. **Impact Factor=1.18**
- 2011 Christopher T. Sneed,\* Rodney C. Runyan, Jane L. Swinney and Heejin Lim, "Brand, business mix, sense-of-place: Do they matter downtown"? *Journal of Place Management and Development*, 4 (2), 121-134. **Lead Article**
- 2010 Rodney C. Runyan, Brenda Sternquist and Jae-Eun Chung, "Channel relationship factors in cross-cultural contexts: Antecedents of satisfaction in a retail setting," *Journal of Business Research*, 63 (11), 1186-1195. **Impact Factor=1.48**
- 2010 Brody J. Rauhley\*, Rodney C. Runyan and Karen E. Lear, "The use of sport celebrities in advertising: A replication and extension," *Sport Marketing Quarterly*, 19(3), 132-142.
- 2010 John M. Antun, Robert E. Frash, Wanda Costen and Rodney C. Runyan, "Accurately assessing expectations most important to restaurant patrons: The creation of the DinEX scale," *Journal of Foodservice Business Research*, 13 (4), 360-379.
- 2009 D. Ma, Baobao Dong, Baoshan Ge, and Rodney C. Runyan, "Entrepreneurial orientation, small business orientation and performance: An empirical investigation of Chinese firms," *Management World*, 9, 109-115.
- 2009 Rodney C. Runyan and Jonghan Hyun,\* "Author and institution rankings in retail research: An analysis of the four retail journals from 1994-2008," *International Review of Retail, Distribution and Consumer Research*, 19(5), 571-586.
- 2009 Karen E. Lear, Rodney C. Runyan and William H. Whitaker, "Sports celebrity endorsements and retailing: Can athletes provide a competitive advantage?" *International Journal of Retail and Distribution Management*, 37(4), 308-321.
- 2009 Rodney C. Runyan, Patricia Huddleston and Jane L. Swinney, "A model of small retailer innovation proneness: Early internet adoption as a measure of innovativeness," *Business Quest*, 14(1), 1-26.
- 2009 Rodney C. Runyan and Patricia Huddleston, "Small business recovery from a natural disaster: Lessons from Katrina," in (Robin P. Malloy, ed.) *Law and Recovery from Disaster: Hurricane Katrina*, Ashgate, Burlington, VT: 127-140.
- 2009 Jonghan Hyun\* and Rodney C. Runyan, "North American author and institution rankings in retailing scholarship: 1994-2008," In (Joel Evans ed.) *Strategic Retail Challenges and Opportunities in Uncertain Times*, Hempstead, NY: Academy of Marketing Science, 12, 136-140.
- 2008 Rodney C. Runyan and Cornelia Droge, "Small store research streams: What does it portend for the future"? *Journal of Retailing*, 84(1), 77-94. **Impact Factor=1.75**

- 2008 Rodney C. Runyan, "Defining a forum for retailing scholars: Academics' rankings of journals in the discipline," *International Review of Retail, Distribution and Consumer Research*, 18(4), 437-446.
- 2008 Rodney C. Runyan, Cornelia Droge and Jane L. Swinney, "Entrepreneurial orientation versus small business orientation: Do their relationships to firm performance depend on longevity," *Journal of Small Business Management*, 46(4), 567-588. **Impact Factor=1.39**
- 2008 Brenda Sternquist, Rodney C. Runyan and Zhengyi Chen, "The use of buying committees by Chinese retailers: The effects of environment and strategy upon structure," *Journal of Retailing and Consumer Services*, 15(2), 93-103.
- 2007 Jane Swinney and Rodney C. Runyan, "Native American entrepreneurs and strategic choice," *Journal of Developmental Entrepreneurship*, 12(3), 257-273. **Lead Article**
- 2007 Rodney C. Runyan, Patricia Huddleston and Jane Swinney, "A resource-based view of the small firm: Using a qualitative approach to uncover small firm resources," *Qualitative Market Research: An International Journal*, 10(4), 390-402.
- 2006 Rodney C. Runyan, "Small business in the face of crisis: Identifying barriers to recovery from a natural disaster," *Journal of Contingencies and Crisis Management*, 14(1), 12-26.
- 2006 Rodney C. Runyan and Patricia Huddleston, "Getting customers downtown: The role of branding in achieving success for central business districts," *Journal of Product and Brand Management*, 15(1), 48-61.
- 2006 Rodney C. Runyan, "Tourist dependent small towns: Understanding competitive advantage" *Journal of Vacation Marketing*, 12(4), 329-343.
- 2006 Jane L. Swinney, Rodney C. Runyan and Patricia Huddleston, "Differences in reported firm performance by gender: Does industry matter?" *Journal of Developmental Entrepreneurship*, 11(2), 99-115. **Lead Article (this article was the top accessed article of 2007 in the Journal of Developmental Entrepreneurship through November.** ([www.worldscinet.com/jde/mkt/top.shtml](http://www.worldscinet.com/jde/mkt/top.shtml))
- 2006 Rodney C. Runyan, Patricia Huddleston and Jane L. Swinney, "Entrepreneurial orientation and social capital as small firm strategies: A study of gender differences from a resource-based view," *International Entrepreneurship and Management Journal*, 2(4), 455-477.
- 2006 Rodney C. Runyan, Brenda Sternquist and Zhengyi Chen, "Environment, marketing orientation and buying committees in Chinese retailing: Does strategy affect structure?" In (Joel R. Evans ed.) *Retailing 2006: Strategic Challenges in the New Millenium*, Hempstead, NY: Academy of Marketing Science, 11, 238-242.
- 2003 Rod C. Runyan, "A resource-based view of internationalization," In (Joel R. Evans ed.) *Retailing 2003: Strategic Planning in Uncertain Times*. Hempstead, NY: Academy of Marketing Science, 10: 174-180.

\*=graduate student

## INVITED PUBLICATIONS

- 2017 Mijeong Noh, Rodney C. Runyan, and Jon Mosier, "Hedonic/utilitarian cool attitudes: A comparison of female and male consumers," *Current Trends in Fashion Technology & Textile Engineering*, 1 (1), 1-2. **Lead article**
- 2016 Dhruv Grewal, Anne L. Roggeveen, Rodney C. Runyan, Jens Nordfalt, and Maria Elena Vazquez Lira, *Retailing in today's world: Multiple channels and other strategic decisions*

- affecting firm performance, *Journal of Retailing and Consumer Services*, online at [doi:10.1016/j.jretconser.2016.01.007](https://doi.org/10.1016/j.jretconser.2016.01.007)
- 2013 Dhruv Grewal, Anne Roggeveen and Rodney C. Runyan, "Retailing in a connected world," *Journal of Marketing Management*, 29 (3-4), 263-270 (Editorial).
- 2012 Gwendolyn Hustvedt and Rodney C. Runyan, "Labeling for sustainability," *Retail Education Today*, 32 (2), 11-15.
- 2012 Rodney C. Runyan, "Disseminating New Knowledge from Professional Conferences: Best Papers from ACRA 2011," *International Journal of Retailing and Distribution Management*, 40 (5), 404-406.
- 2010 Jewon Lyu\* and Rodney C. Runyan, "Success in international operations: The key is knowledge sharing," *Advances in Management*, 3(7), 1-2.
- 2009 Rodney C. Runyan, "Where's the real craic?: A resource-based view of authenticity in Irish pubs," *Journal of Business and Retail Management Research*, 3(2), 46-54.
- 2009 Rodney C. Runyan, "The intersection of sport and retail," *International Journal of Retail and Distribution Management*, 37(4), 305-307.
- 2008 Rodney C. Runyan, "Change in centrally-planned economies and adapting in post-Soviet Russia. The case of Sinar: A (newly) vertical apparel company," *Advances in Management*, 1(9) 38-40.
- 1996 Rod C. Runyan, "Marketing beef in Japan," Kerr, W.E., K. K. Klein, J. E. Hobbs and M. Kagatsume, in the *Journal of Asian Business*, 12(3), 102-104 (book review).#
- 1995 Rod C. Runyan and Lisa A. Phillips, "Illiteracy in the USA," *Training Tomorrow*, (Dec/Jan) 22-23.
- 1995 Rod C. Runyan, "Managing salespeople" Chonko, L.B., B.M. Enis and J.F. Tanner, in the *Journal of Retailing and Consumer Services*, 2 (1) (book review).

## EDITORIAL MEMBERSHIPS

- Associate Editor**, *Journal of Marketing Management* (2014-present)
- Editorial Board**, *International Journal of Retail and Distribution Management* (2015-present)
- Editorial Board**, *Clothing and Textiles Research Journal* (2012-present)
- Editorial Board**, *Business Quest* (2012-2014)
- Special Editor**, *International Journal of Retail and Distribution Management* (37, 4, 2009)
- Special Editor**, *International Journal of Retail and Distribution Management* (40, 5, 2012)
- Special Editor**, *Journal of Marketing Management* (29, 3-4, 2013)
- Special Editor**, *Journal of Retailing and Consumer Services* (in press, 2016)

## GRADUATE COMMITTEES

- 2016 Leslie Cuevas, M.S. Student, "Fashion bloggers: A critical component of the fashion industry," **Chair**
- 2013 Nathan D. Line Ph.D. Student, "Destination marketing organizations: How does marketing orientation impact performance"? **Chair**
- 2013 Robert B. Daniell Ph.D. Student, "The motives of SEC football away game sport tourists; The roles of subcultural identification, contextual dimensions and destination image," Member
- 2012 Robert Jones Ph.D. Student, "Shopper value through shopper identification," Member

- 2011 Rachel M. Holmes Ph.D. Student *Psychology*: “An expanded model of young adult identity development,” Member
- 2011 Jeffrey Campbell Ph.D. “Locally produced food purchasing through retail grocery channels,” Member
- 2010 Vertica Bhardwaj Ph.D. "Effect of internal/external consumer orientation on functions of attitude and behavior intentions toward counterfeit branded products: Price sensitivity as a moderator," Member
- 2010 Sarah Wilhoit Ph.D. “Perception of and behavior toward the visual retail environment: Functions of consumers’ centrality of visual productaesthetic,” Member
- 2010 Brody J. Ruihley Ph.D. *Sport Management*: “Motivations and outcomes of fantasy sport participation,” Member
- 2009 Chae Mi Lim Ph.D. “Luxe-bargain shopping: Consumer orientation, perceived values and satisfaction,” Member
- 2008 Madeleine Christiana M.S. “Craft retailers as cultural brokers: Do craft retailers perceive themselves to be a representative of the local heritage of the region?” Member

(unless stated otherwise, graduate students are: Retailing at UTK or Merchandising at TX State)

## CONFERENCE PRESENTATIONS

- 2015 “Cross-country effects of perceived product imitation and perceived innovativeness on product attitude,” with Ahmad Daryanto and Aroean Lukman, at the Sixteenth Conference on Cross-Cultural Research, Playa del Carmen, MX (December).
- 2015 “Hedonic/utilitarian cool attitudes: A comparison of young female and male consumers,” with Mijeong Noh & Jon Mosier, at AMA/ACRA Triennial, Coral Gables, FL (March).
- 2014 “The role of emotion in place attachment,” with Sheila Malone and Nathan Line, at the European Marketing Academy Conference, Valencia, ES (June).
- 2013 “Business owners’ and consumers’ perceptions of the downtown brand: An investigation of brand congruency across stakeholder groups,” with Nathan Line, Jane L. Swinney and Christopher Sneed, at the AMA Pricing and Retailing Conference, Boston, MA (August).
- 2013 “Multiple stakeholder market orientation: A service dominant logic perspective of the market orientation paradigm,” with Nathan Line, at the ACRA Annual Conference, Nashville, TN (March).
- 2012 “Young consumers’ innovativeness and hedonic/utilitarian attitudes towards cool products,” with Mijeong Noh, at the International Textiles & Apparel Association annual conference, Honolulu, HI (November).
- 2012 “Strategic posture and performance: Revealing differences between family and non-family firms,” with Kristen Day and Jane L. Swinney, at the Southern Management Association Annual Meeting, Ft. Lauderdale, FL (November).
- 2012 “Understanding shopper marketing from the retailer’s perspective,” with Daniel Flint, Carol Esmark and Robert Jones, Special Session at the AMA/ACRA Triennial Conference, Seattle, WA (April).
- 2012 “Making the research process successful,” with Michael Brady and Daniel Flint, Plenary Session at the AMA/ACRA Triennial Conference, Seattle, WA (April). #
- 2011 “Research initiatives,” with Stephanie Noble, Panel Session at the UT Shopper Marketing Executive Summit, Knoxville, TN (November).#



- 2011 “Shopper value in a shopper marketing context,” with Robert Jones. Discussion Panel at the Category Management Conference, Atlanta, GA (October).#
- 2011 “Creating retail professionals: A partnership between the University of Tennessee and JDA,” at the JDA FOCUS 2011 Conference, *Thought Leadership Session*, Orlando, FL, (May).#
- 2011 “Your path from Ph.D. candidate to tenured faculty: Focus on publishing,” the Southeast Graduate Consortium, Knoxville, TN (April; Keynote).#
- 2011 “Student’s experience difficulty in a field research project: How can we better prepare students?” with Lacy A. Carbone, at the Annual ACRA Conference, Boston, MA (March)
- 2011 “Brand experience: Single-brand retailers in the on-line environment,” with Robert Jones, at the Annual ACRA Conference, Boston, MA (March)
- 2011 “The moderating effect of family-ownership on firm performance: An examination of entrepreneurial orientation and social capital,” with Jeffrey Campbell, Nathan Discepoli Line, and Jane Swinney, at the USASBE Annual Conference, Hilton Head, SC (January)
- 2010 “The role of virtual brand community for retailers in the Web 2.0 environment,” with Heejin Lim and Kuo-Chuan Chu, at the ACRA Spring Conference, Orlando, FL (June).
- 2010 “Problem-based approach to retail expatriate success: A qualitative investigation to define success attributes for international retail management,” with Robert Jones, Ann Fairhurst, Jewon Lyu, Rodney Runyan, Youn-Kyung Kim and Laura Jolly, the ACRA Spring Conference, Orlando, FL (June).
- 2010 “Schwabism: An investigation of the sport fan who knows it all,” with Brody J. Ruidhley, at the Southern Sport Management Conference, Troy, AL (April).
- 2010 “Strengthening patronage intentions to shop downtown in small rural communities: Is community brand identity a resource,” with Jane Swinney, at the USASBE Annual Conference, Nashville, TN (January).
- 2009 “Entrepreneurial orientation in cross-cultural research: Assessing measurement invariance in the construct,” with Baoshan Ge, Baobao Dong\* and Jane L. Swinney, at the Fourteenth Bi-Annual Cross-Cultural Research Conference, Puerto Vallarta, MX (December).
- 2009 “The use of sport celebrities in advertising: A replication and extension,” with Brody Ruidhley\* and Karen Lear, at The Popular Culture/American Culture Association in the South, Wilmington, N.C. (October).
- 2009 “North American author and institution rankings in retailing scholarship: 1994-2008,” with Jonghan Hyun,\* the 12<sup>th</sup> Triennial AMS/ACRA Conference on Strategic Retail Challenges and Opportunities in Uncertain Times, New Orleans, LA, (October).
- 2009 “Environmental uncertainty and market attractiveness: Do regions matter?”, with Carol Finnegan and Alex Rodrigues, AMS World Marketing Congress, Oslo, Norway (July).
- 2009 “The changing face of the American mall: How kiosks and salespeople affect mall shopping intentions,” with Jung-Hwan Kim and Julie Baker, the 16<sup>th</sup> International Conference on Retailing and Services Science, Niagara Falls, CA, (July).
- 2009 “Internationalization and retailing: The case of Zara,” with Meagan Eickman,\* at the ACRA/NRF Winter Conference, New York, NY (January).

- 2009 "A model of small retailer innovation proneness: Early internet adoption as a measure of innovation proneness," with Jane Swinney and Patricia Huddleston, at the USASBE Annual Conference, Anaheim, CA (January).
- 2008 "Social capital among downtown entrepreneurs in rural communities with distinct cultural demographics," with Jane Swinney, at the USASBE Annual Conference, San Antonio, TX (January).
- 2007 "Where's the real craic?: A resource-based view of authenticity in Irish pubs," at the Finding an Irish Voice Conference, Dublin City University, Dublin, IE (October).
- 2007 "Sports celebrity endorsements in retail products advertising," with Karen Lear and William Whitaker, at the International Conference on Sport and Entertainment Business Annual Conference, Columbia, SC (November).
- 2007 "Indigenous cultural influences on reported sponsorship, community, and social capital assets in indigenous communities," with Jane L. Swinney, at the USASBE/SBI Annual Conference, Orlando, FL (January). ***This paper won the John Jack Award for "Outstanding paper addressing issues in entrepreneurship under conditions of adversity."***
- 2006 "Environment, marketing orientation and buying committees in Chinese retailing: Does strategy affect structure?" with Brenda Sternquist and Zhengyi Chen, at the Eighth Triennial AMS/ACRA Conference on Retailing, Orlando, Florida (November).
- 2006 "Small business recovery from natural disasters," Invited Panelist at the Third Annual Workshop on Property, Citizenship and Social Entrepreneurship, Washington, D.C., November.#
- 2006 "Small business in the face of crisis: Identifying barriers to recovery from a natural disaster," at the ACRA Spring Conference, Springdale, AR (April).
- 2006 "Differences in reported firm performance by gender: Does industry matter?" with Jane L. Swinney, at the USASBE/SBI Annual Conference, Tucson, AZ (January). ***This paper won the John Jack Award for "Outstanding paper addressing issues in entrepreneurship under conditions of adversity."***
- 2006 "Entrepreneurial orientation versus small business orientation: Do their relationships to firm performance depend on longevity?" with Cornelia Droge and Jane L. Swinney, at the USASBE/SBI Annual Conference, Tucson, AZ (January).
- 2003 "A resource-based view of retailer internationalization," at the Seventh Triennial AMS/ACRA Retailing Conference, Columbus, Ohio (November).
- 2003 "Downtown business and technology adoption: The effects of efficacy, owner characteristics and motivation," with Sue Johnson, at the Tenth Annual Conference on Recent Research in Retailing and Service Sciences, Portland, OR (August).
- 2001 "E-commerce Strategies," at the AAID conference on Strategy in the Automotive Aftermarket, Troy Center, Troy MI, (September).#
- 2000 "Customer service strategies in a governmental setting," at the Annual In-Service Retreat: Grace A. Dow Memorial Library, NADA Center, Midland, (October).#
- 1999 "U.S. fashion retailing industry," to the Moscow Fashion Federation Meeting, Moscow, Russia, (August).#
- 1997 "Quick response and global sourcing," with Lisa Fairbairn, at the Fifth Triennial AMS/ACRA Retailing Conference, St. Louis, MO (November).

- 1997 "Family decision making; Replication and extension: Do children matter?" with Lisa Fairbairn, at the Fifth Triennial AMS/ACRA Retailing Conference, St. Louis, MO (November).
- 1995 "Negotiations in retail-supplier channels," with Brenda Sternquist, at the 8th International Conference on Research in the Distributive Trades, Milan, Italy (September).
- 1994 "Negotiations in retailer-supplier channel relations," with Brenda Sternquist, at the Fourth Triennial AMS/ACRA Retailing Conference, Richmond, VA (October).
- 1994 "Illiteracy and its effects on retail hiring: Do retailers recognize the potential problems?" with Lisa Fairbairn, at The Third International Conference in the Distributive Trades, Leeuwarden, The Netherlands (September).
- 1994 "Retail-supplier channel relations: Coercion and reciprocal actions," with Brenda Sternquist, at the Conference on Recent Advances in Retailing and Services Science, Alberta, Canada (May).
- 1994 "A dichotomous workforce: The effects of illiteracy on retail hiring and training practices," with Lisa A. Phillips, at the Conference on Recent Advances in Retailing and Services Science, Alberta, Canada (May).
- 1993 "Retail buyer dependence: The use of coercion and reciprocal actions in the Japanese distribution system," with Brenda Sternquist, at the Association of International Business Annual Meeting, Hawaii, USA (October).
- 1993 "Coercion and reciprocal actions in distribution systems: A comparison of Japan and the United States," with Brenda Sternquist and Tomoyoshi Ogawa, at the 7th International Conference on Research in the Distributive Trades, Stirling, Scotland (September).
- 1993 "Coercion and reciprocal actions in the Japanese distribution system," with Brenda Sternquist and Tomoyoshi Ogawa, at the Annual Conference, American Collegiate Retail Association, Farmington, MI (May)
- \*= graduate student; #= invited presentation

### **SELECTED PROFESSIONAL DEVELOPMENT WORKSHOPS**

- 2015 "Breaking the Barrier: Recruiting Strategies to Enhance Diversity," Featured panelist, Board on Human Sciences Annual Conference, Washington, DC March 4-6.
- 2014 "University Allies Training Workshop" coordinated for the School of Family and Consumer Sciences, Allies-LGBTQ Student Organization – September.
- 2012 "ACE Workshops for Department Chairs," American Council on Education, Miami University, Oxford, OH, July 9-11.
- 2011 "Diverse Faculty Mentoring Workshop," sponsored by the Office of Equity and Diversity, University of Tennessee, Knoxville, TN September 30.
- 2011 "Shopper Marketing Research Initiatives," Shopper Marketing Forum, University of Tennessee, Knoxville, TN November 1-2.
- 2010 "BIE Directors Conference," Business and International Education (Title VIB), Department of Education, Clearwater, FL October 20-23.
- 2010 "Faculty Development in International Business" seminar at the University of Memphis, sponsored by the UM CIBER, Memphis, TN June 2-5.
- 2009 "Multi-level Modeling and Analysis Methods," CARMA at Virginia Commonwealth University, conducted by Paul Bliese, May 11-13.

- 2008 “Intermediate SEM seminar: Assessing model fit,” CARMA at Virginia Commonwealth University, conducted by Larry Williams, January 8-10.
- 2006 “Advanced LISREL Workshop in SEM,” University of Chicago, conducted by Carl Joreskog and Ken Bollen, Sept.7-9.
- 2003 “Intermediate LISREL Workshop in SEM,” University of Chicago, conducted by Carl Joreskog and Dag Sorbom, April.

## SELECTED CONSULTING EXPERIENCES

- 2010 *National Retail Federation-Education Foundation, and Castle World Wide*, “Advanced Retail Operations Modules: Retail Finance,” Chinese Retail Training and Course Development, January-May.
- 2006 *Manistee Economic Development Office*, Manistee, MI “Impact assessment of Wal-Mart upon the community and local business,” December-January.
- 2001-2004 *South University Area Association*, Ann Arbor, MI “Website development and implementation.”
- 2000 *General Growth Properties*, Chicago, IL “E-commerce and virtual tour initiatives,” February-May.
- 2000-2003 *Downtown Development Authority*, Midland, MI “Website development and implementation.”
- 1999 *Kozak, Ltd*; Moscow, Russia, “Review of marketing procedures and writing of formal business plans,” August-September.
- 1996 *Sinar Company*; Novosibirsk, Russia, “Review and recommendations on marketing and manufacturing processes,” August-September.
- 1994 *Riverbend Sports*; Waupaca, WI, “Review and recommendations for business expansion plans,” April.
- 1994 *Dave Johnson, Firststar Bank*; Wausau, WI “Development of business and marketing plans for a direct marketing and catalog company,” February-May.
- 1992 *Skai, Inc.*; Lansing, MI, “Business and marketing plans: start-up apparel company,”

## AWARDS

- 2016 Finalist- Excellence in Diversity Award, Texas State University
- 2011 **Top Performer Award-** For “Outstanding Space Management- Curriculum Development,” from the Category Management Association, Atlanta, GA (October).
- 2008 **Finalist**-Researcher of the Year, College of Hospitality, Retail and Sport Management, University of South Carolina
- 2007 **John Jack Award for “Outstanding paper addressing issues in entrepreneurship under conditions of adversity.”** USASBE/SBI Annual Conference, Orlando, FL (January).
- 2006 **John Jack Award for “Outstanding paper addressing issues in entrepreneurship under conditions of adversity.”** USASBE/SBI Annual Conference, Tucson, AZ (January).
- 2004 **College Developing Professional Award**, College of Human Ecology, Michigan State University
- 1996 **Vice-Chancellor’s Merit Award: Teaching**, University of Wisconsin-Stevens Point.

- 1996 **Vice-Chancellor's Merit Award : Curriculum Development**, University of Wisconsin-Stevens Point.
- 1995 **Dean's Merit Award: Teaching** , University of Wisconsin-Stevens Point.
- 1995 **Vice-Chancellor's Merit Award: Teaching**, University of Wisconsin-Stevens Point.
- 1995 **Vice-Chancellor's Merit Award : Curriculum Development**, University of Wisconsin-Stevens Point.

## **CURRICULUM DEVELOPMENT**

- 2014 MCS 5330 Merchandise and Consumer Theory
- 2011 International exchange agreement with Universidad de Chile', Santiago, Chile'
- 2010 RCS Minor in Retail Technology (developed, proposed and approved; begins 2011)
- 2010 RCS 425: Retail Category Management (part of Retail Technology Minor)
- 2010 RCS 435: Retail Planning and Allocation (part of Retail Technology Minor)
- 2009 RCS 695: Advanced Research Methods: Introduction to Structural Equation Modeling
- 2002 Marketing 330: Consumer Behavior; Marketing 345: Logistics (Northwood University)
- 2001 Marketing 450: E-Commerce and Value Chain Integration (Northwood University)
- 1996 Retail Studies 471: International Retailing (UWSP)
- 1994 Study abroad program – UWSP and Christelulke Hogeschool, Leeuwarden, Netherlands
- 1994 Retail Studies 439: European Retail Systems (UWSP)

## **PROFESSIONAL ORGANIZATIONS**

American Collegiate Retailing Association: **President**, 2014-2016; Vice-President, 2012-2014; Secretary, 2010-2012 Member (1993-1998; 2003-present)

International Textiles and Apparel Association: Member (2012-present)

American Marketing Association: Member (2004-2009)

Academy of International Business: Member (1993-1996; 2004-2006)

United States Association for Small Business and Entrepreneurship: Member (2005-2008; 2010)

## **COMMUNITY ACTIVITIES**

- 2016- President, Development Board, *Brandywine Schools' Improvement Fund*, Niles, MI
- 2018
- 2000- Director, Midland Lady Explorers' Youth Softball Club, Midland, MI
- 2005
- 1995- Director, UWSP Federal Credit Union Board, Stevens Point, WI
- 1998

## **MEDIA EXPERT INTERVIEWS**

“Forever 21 develops huge store in CoolSprings Galleria,” Interview part of article by Josh Adams in The Tennessean  
<http://www.tennessean.com/article/20101007/WILLIAMSON01/10070313/2024/WILLIAMSON/Forever+21+develops+huge+store+in+CoolSprings+Galleria>, (October 7, 2010).

“Small business remain anti-chain store,” Interview part of article by Soren Kornegay in the *Carolina Reporter* <http://www.datelinecarolina.org/Global/story.asp?S=8220235&nav=1VPx>, (April 14, 2008).

“Online shopping for the holiday season,” Interview for Carolina Minute on *SC Public Radio* (December, 2007).

“Retail Rebound?” Interview part of article by Tom Van Riper, *Forbes.com* (8/2/07)

“Long after the storm, many Gulfcoast small businesses struggling,” exclusive article on *Disaster Recovery* study by Chris Horn, *The Times*, (10/5/2006) pg. 3

“Promotion carries hurricane theme,” Interview part of article by Emma Rich, *The Sun News*, (6/23/06)

“Christmas retailing trends for 2005,” Expert interview with *ETV* (11/27/05)

“Retailing trends for 2005,” Interview for Carolina Minute on *SC Public Radio* (November)

“Online Retailing for Holiday 2005,” Expert interview with *WIS-TV* (11/28/05)

## **COURSES TAUGHT**

### **(at Texas State University)**

MCS 5330 Theory in Merchandising and Consumer Studies

FCS 4303 Research Methods

### **(at University of Tennessee)**

RCS 210 Introduction to Retailing and Consumer Science

RCS 411 Small Business Entrepreneurship

RCS 497 Honors Retailing

RCS 590 Doctoral Seminar

RCS 615 Literature and Thought (doctoral)

RCS 616 Advanced Research Methods (doctoral)

RCS 695: Structural Equation Modeling (doctoral)

### **(at University of South Carolina)**

RETL 485 Multi-National Retailing

RETL 444 Store Operations

RETL 551 Advanced Retail Business Planning and Entrepreneurship (graduate)

RETL 745 International Retailing (graduate)

### **(at Michigan State University)**

HED 261 Introduction to Merchandise Management

HED 362 Human Resources in Merchandise Management

### **(at Northwood)**

FMM 101 Introduction to Merchandising

MKT 345 Logistics

MKT 423 Marketing Research Methods

MKT 424 Marketing Management

MKT 404 International Marketing

MKT 450 E-commerce and Value Chain Integration

**(at UWSP)**

Retail Studies 131 Retail Industry Overview  
Retail Studies 325 Product Development  
Retail Studies 331 Retail Management Principles  
Retail Studies 338 Franchise, Catalog and Non-Traditional Retailing  
Retail Studies 425 Retail Management Strategies (writing emphasis)  
Retail Studies 439 European Retail Systems (writing emphasis)  
Retail Studies 471 International Retailing (writing emphasis)

**UNIVERSITY & PROFESSIONAL SERVICE**

**(at Texas State University)**

Chair, College of Applied Arts Website Re-design – 2014-2015  
Conference Co-Chair, AMA/ACRA Triennial, Coral Gables, FL (2015)  
Interim Graduate Coordinator, Merchandising and Consumer Studies (2014-2015)  
M&O Funding Formula Advisory Group, Member (2014)  
Strategic Plan for Research Committee, Member; Chair, Subcommittee on Increasing Research Funding and Productivity (2012-2013)  
Council of Chairs, Member (2012-present)  
College Council, SFCS Representative (2012-present)  
College T&P Review Committee, Member (2012-present)  
Search Committee, College Research Coordinator (2013)  
Personnel Committee, Chair (2012-present)

**(at University of Tennessee)**

Tenure Evaluator, University of North Texas, Department of Marketing and Logistics (2011)  
College Strategic Planning – Research and extramural funding sub-committee (2011)  
Conference Co-Chair, AMA/ACRA Triennial Conference, Seattle, WA (2012)  
Conference Co-Chair; Research Paper Chair, ACRA Annual Conference, Boston, MA (2011)  
**Co-Special Editor**, *International Journal of Retail and Distribution Management*, Special Issue on Best papers from the 2011 ACRA Conference, (2011)  
Conference Chair, Southeast Graduate Consortium, UT-Knoxville, TN (2011)  
University Graduate Council, College Representative, (2011-2013)  
College Undergraduate Curricular Review Committee, Dept. Representative, 2010-2012  
Special Editor, *International Journal of Retail and Distribution Management*, Special Issue on “Sport and Retailing,” (2008)  
Session Chair, “Family/Small Biz: Small Business Value Chain and Support,” USASBE Conference, Hilton Head, SC, (January, 2011).  
Session Chair, “Consumer Behavior and Retailing,” ACRA Winter Conference, New York, NY (January, 2009).  
Session Chair, “Distribution Channels,” 16<sup>th</sup> International Conference on Retailing and Services Science, Niagara Falls, CA (July, 2009).  
Textbook Reviewer: Taylor and Francis Publishing; full review of *Nurse Entrepreneurship for the 21<sup>st</sup> Century*, (2010).  
Member, ad hoc committee on Graduate Program processes (2008-2009).

Ad Hoc Journal Reviewer: Journal of Small Business Management; Journal of Contingencies and Crisis Management; Journal of Retailing and Consumer Services; Journal of Business Research; Journal of Developmental Entrepreneurship; Journal of Marketing Management; Journal of Vacation Marketing; International Journal of Retail & Distribution Management; International Review of Retail, Distribution and Consumer Research; International Entrepreneurship and Management Journal; Tourism Analysis  
Ad Hoc Conference Reviewer: AMS/ACRA (2009), USASBE (2008-2011), ACRA (2008-2011)

**(at University of South Carolina)**

Special Editor, *International Journal of Retail and Distribution Management*, Special Issue on "Sport and Retailing," (2008)

Track Chair, "Sport and Retailing," 11<sup>th</sup> International Conference: Sports and Entertainment Business, USC (2007)

Retail Graduate Curriculum Committee, Member (2005-2007)

University Faculty Senate, Member (2006-2007)

Faculty Search Committee member (Spring 2006); Chair (Fall 2007)

DECA Judge (DECA Regional competition) Brookland-Cayce High School (Dec. 2005)

DECA Judge (DECA State competition) Charleston Civic Arena (Feb. 2006)

Ad hoc reviewer: Journal of Small Business Management; Journal of Contingencies and Crisis Management; Journal of Retailing and Consumer Services; Journal of Developmental Entrepreneurship; International Management and Entrepreneurship Journal;

Ad Hoc Conference Reviewer: AMS/ACRA (2006), USASBE (2005-2008), ACRA (2005-2008)

**(at Michigan State University)**

Academic Advisor, Minority Apparel & Design Entrepreneurs (M.A.D.E.) 2002-2004

Co-Chair, Human Ecology Spring Research Conference 2004

**(at Northwood)**

Academic Advisor, Merchandise Management Association 1998-2001

Academic Advisor, Business Professionals of America 1999-2002

**(at UWSP)**

Academic Advisor, Merchandise Management Association, 1993-1998

Director, UWSP Federal Credit Union, 1995-1998

Faculty Advisory, Ten Percent Society 1994-1997

Chair, Faculty Search Committee, 1994

Member, University Affirmative Action Committee, 1996-1997

Program Advisor, Retail Studies Internship and Exchange Programs 1993-1998

Track Coordinator, International Retailing: Fifth Triennial AMS/ACRA Retailing Conference, St. Louis, MO (November) 1997