

SHSU VITA**I. Academic/Professional Background**A. Name: **RODNEY C. RUNYAN**

Title: Dean

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
Ph.D.	2005	Michigan State University	Human Environment	
M.S.	1993	Michigan State University	Merchandising Management	
B.A.	1988	Western Michigan University	Liberal Studies	

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Dean	Sam Houston State University	1/16/18-present
Professor and Director	Texas State University	7/1/12-1/15/18
Distinguished Visiting Scholar	Lancaster University, UK	9/1/13-8/31/16
Associate Professor	University of Tennessee	8/1/08-7/31/12
Assistant Professor	University of South Carolina	8/1/05-7/31/08
Assistant Professor	Oklahoma State University	1/1/05-7/31/05
Associate Professor and Chair	Northwood University	8/1/98-12/1/04
Assistant Professor	University of Wisconsin-Stevens Point	8/1/93-7/31/98

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
President	R. Runyan & Associates	3/1/84-12/1/93
Manager	Northeast Apparel, Inc.	8/15/82-9/1/83
Management	K-Mart Corporation	6/10/78-8/1/82

E. Other Professional Credentials (licensure, certification, etc.)**II. TEACHING****A. Teaching Honors and Awards:**

- 2013- Distinguished Visiting Scholar, Lancaster University School of Management,
2016 Lancaster, UK
- 2011 Top Performer Award- For "Outstanding Space Management- Curriculum
Development," from the Category Management Association, Atlanta, GA (October).
- 1996 Vice-Chancellor's Merit Award: Teaching, UW-SP.
- 1996 Vice-Chancellor's Merit Award: Curriculum Development, UW-SP.
- 1995 Dean's Merit Award: Teaching, UW-SP.
- 1995 Vice-Chancellor's Merit Award: Teaching, UW-SP.
- 1995 Vice-Chancellor's Merit Award: Curriculum Development, UW-SP.

B. Courses Taught:

(at Texas State University)

FCS 4303 Research Methods

MCS 5330 Theory in Merchandising and Consumer Studies

(at University of Tennessee: 2008-2012)

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: 2005-2008)

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: 2001-2004)

HED 261 Introduction to Merchandise Management

HED 362 Human Resources in Merchandise Management

(at Northwood: 1998-2004)

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: 1993-1998)

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)

C. Graduate Theses/Dissertations, Honors Theses, or Exit Committees (if supervisor, please indicate):

- 2016 Leslie Cuevas, M.S. Student, "Fashion bloggers: A critical component of the fashion industry," Supervisor
- 2013 Nathan D. Line Ph.D. *Tourism*: "Destination marketing organizations: How does marketing orientation impact performance"? (defended April), Supervisor.
- 2013 Robert B. Daniell Ph.D. *Hospitality*: "The motives of SEC football away game sport tourists; The roles of subcultural identification, contextual dimensions and destination image," (defended June), Member.
- 2012 Robert Jones Ph.D. *Retailing*: "Shopper value through shopper identification," (defended April), Member.
- 2011 Jeffrey Campbell Ph.D. *Retailing*: "Locally produced food purchasing through retail grocery channels," (defended May), Member.
- 2011 Rachel M. Holmes Ph.D. *Student Psychology*: "An expanded model of young adult identity development," (proposal defended October), Member
- 2010 Vertica Bhardwaj Ph.D. *Retailing*: "Effect of internal/external consumer orientation on functions of attitude and behavior intentions toward counterfeit branded products: Price sensitivity as a moderator," (defended August), Member.
- 2010 Sarah Wilhoit Ph.D. *Retailing*: "Perception of and behavior toward the visual retail environment: Functions of consumers' centrality of visual product aesthetic," (defended April), Member.
- 2010 Brody J. Ruibley Ph.D. *Sport Management*: "Motivations and outcomes of fantasy sport participation," (defended March), Member.
- 2009 Chae Mi Lim Ph.D. *Retailing*: "Luxe-bargain shopping: Consumer orientation, perceived values and satisfaction," (defended June), Member.
- 2008 Madeline Christiansen M.S. *Retailing*: "Craft retailers as cultural brokers: Do craft retailers perceive themselves to be a representative of the local heritage of the region?" (defended October), Member.

D. Courses Prepared and Curriculum Development:

- 2014 MCS 5330 Merchandise and Consumer Theory
- 2011 International exchange agreement (initiated) 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)

E. Funded External Teaching Grants and Contracts:

2010 *National Retail Federation-Education Foundation, and Castle World Wide*, “Advanced Retail Operations Modules: Retail Finance,” Chinese Retail Training and Course Development, January-May.

F. Submitted, but not Funded, External Teaching Grants and Contracts:

G. Funded Internal Teaching Grants and Contracts:

H. Submitted, but not Funded, Internal Teaching Grants and Contracts:

I. Other:

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press)

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

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.

e. Creative Books:

2. Articles

a. Refereed Journal Articles:

- 2019 Suyeon Bae, Rodney C. Runyan, and Anjali Bhalodia, "Theoretical Frameworks in Interior Design Literature between 2006 - 2016 and the Implication for Evidence-Based Design," *The Design Journal*, (in press).
- 2019 Rodney C. Runyan and Jeffrey G. Covin, "Small business orientation: A construct proposal," *Entrepreneurship Theory & Practice*, 43, 529-552. **JCR Impact Factor=4.916**
- 2018 Nathan P. Line, Tracy Gonzalez-Padron, and Rodney C. Runyan, "Multiple stakeholder market orientation: A service-dominant logic perspective of the market orientation paradigm," *Academy of Marketing Sciences Review* (in press).
- 2018 Robert P. Jones, Kerri Camp, and Rodney C. Runyan, "Exploring the impact of shopper ethnicity through the path-to-purchase framework," *Journal of Retailing and Consumer Services*, 45, 152-162.
- 2017 Seth Ketron,* Rodney C. Runyan and Theodore Farris, "Prominent retailing authors and institutions: 2009-2015," *International Journal of Retail & Distribution Management*, 45 (2), 177-194.
- 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*, 44 (8), 776-798.
- 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 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 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.
- 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 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), 240-266.
- 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.
- 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 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, 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 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 Gwendolyn Hustvedt and Rodney C. Runyan, "Labeling for sustainability," *Retail Education Today*, 32 (2), 11-15.
- 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.
- 2012 Nathan Line,* and Rodney C. Runyan, "Hospitality marketing research: Recent trends and future directions," *International Journal of Hospitality Management*, 31 (2), 477-488.
- 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), 35-47.
- 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.
- 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.
- 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.
- 2010 Brody J. Ruihley,* 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, <http://www.westga.edu/~bquest/2009/retail09.pdf>
- 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.
- 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.
- 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.
- 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)

* indicates student author

b. Non-refereed Articles:

- 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.
- 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 Marketing Management*, (in press)
- 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 Rodney C. Runyan and Irene M. Foster, "Disseminating New Knowledge from Professional Conferences: Best Papers from ACRA 2011," *International Journal of Retailing and Distribution Management*, 40 (5), 341 (Editorial).
- 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, "The intersection of sport and retail," *International Journal of Retail and Distribution Management*, 37(4), 305-307 (Editorial).
- 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.
- 1995 Rod C. Runyan and Lisa A. Phillips, "Illiteracy in the USA," *Training Tomorrow*, (Dec/Jan) 22-23.

* indicates student author

3. Conference Proceedings

a. Refereed Conference Proceedings:

- 2013 Mijeong Noh, Rodney C. Runyan and Jon Mosier, "Effect of young consumers' self-concept on hedonic/utilitarian cool attitudes," *Proceedings of the International Textiles and Apparel Association*, New Orleans, October 18 (abstract).
- 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.
- 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.

* indicates student author

b. Non-refereed:

4. Abstracts:

5. Reports:

6. Book Reviews:

- 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, "Managing salespeople" Chonko, L.B., B.M. Enis and J.F. Tanner, in the *Journal of Retailing and Consumer Services*, 2 (1) (book review).

7. Other Works in Print:

B. Works not in Print

1. Papers Presented at Professional Meetings:

- 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 and 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).
- 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).
- 2012 "Young consumers' innovativeness and hedonic/utilitarian attitudes toward cool products," with Mijeong Noh at the International Textiles and 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).
- 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 D. 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. Ruibley,* 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 Ruibley* 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 12th 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 A. Finnegan and Alex Rodrigues, at the 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 16th 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).
- 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 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).
- 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).
- 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).

* indicates student author

2. Invited Talks, Lectures, and Presentations:

- 2018 "Finding common ground in higher education," Special session on Engagement and Leadership, with Bronwyn Fees, Barbara Stewart, Amy Stewart, and Leigh Southward, at the AAFCS Annual Conference, Atlanta, GA (June).#
- 2016 "What happens to our field when no PhD programs remain? Addressing effects from the internal and external political environment," Special Session with Co-coordinator Barbara Frazier, at the ITAA Annual Conference, Vancouver, BC (November).
- 2016 "International outreach efforts by BoHS institutions – Part II," Session Presider, with speakers Linda Serra Hagedorn and Erin French, at the Board on Human Sciences Annual Conference, Alexandria, VA (March).#
- 2016 "The current state of graduate education: Is there a need for an ITAA Alliance,"? Special Session panelist, at the ITAA Annual Conference, Vancouver, BC (November).
- 2015 "Breaking the Barrier: Recruiting Strategies to Enhance Diversity," Featured panelist, Board on Human Sciences' Annual Conference, Washington, DC (March).
- 2013 "Scale development integrating qualitative and quantitative methods," Invited lecture at Lancaster University Management School, Lancaster, UK (October).
- 2013 "Positioning research to enhance publishing outcomes: From submission to revision," Invited lecture at Lancaster University Management School, Lancaster, UK (September).
- 2013 "Why a quality custodian is like a good referee," Keynote speaker for the International Housekeeping Week celebration, Texas State University, San Marcos, TX, (September).
- 2012 "Making the research process successful," Plenary Session, with Michael Brady and Dan Flint, at the Triennial AMA/ACRA Research Conference, Seattle, WA, (March).
- 2006 "Small business recovery from natural disasters," Invited Panelist at the Third Annual Workshop on Property, Citizenship and Social Entrepreneurship, Washington, D.C., (November).
- 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).
- 1998 "U.S. fashion retailing industry," to the Moscow Fashion Federation Meeting, Moscow, Russia, (August).

3. Consultancies:

- 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,”

4. Workshops:

- 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.

5. Other Works not in Print:

- a. Works “submitted” or “under review”
- b. Works “in progress”

C. Grants and Contracts

1. Funded External Grants and Contracts:

- 2013 “Space planning; enterprise planning (GFT),” (Rodney C. Runyan, PI), Retail planning software gift and maintenance from *JDA Corporation*; two year agreement, \$2,098,519. **TX-State**
- 2009 “International retail management curriculum and instructional module development (G),” Youn-Kyung Kim, PI, Rodney C. Runyan, CO-PI and Ann Fairhurst, CO-PI, *U.S. Department of Education*, (funded), \$93,070. **UT-K**
- 2009 “Space planning software from Intactix (GFT),” (Rodney C. Runyan, PI), Retail planning software gift and maintenance from *JDA Corporation*; four year agreement, \$480,000. **UT-K**
- 2007 “Brand identity in rural communities as a source of economic development (G),” (Jane L. Swinney, PI and Rodney C. Runyan, CO-PI), *Oklahoma Agricultural Experiment Station Community Resource and Economic Development Initiative*, (funded), \$40,809. **USC**

2. Submitted, but not Funded, External Grants and Contracts:

- 2010 “The role of virtual brand community in shopper marketing: A retailer perspective (G),” (Rodney C. Runyan, CO-PI, Ann Fairhurst, CO-PI and Heejin Lim-PI), *Marketing Science Institute*, \$6,350. **UT-K**
- 2010 “Small business orientation and family-owned businesses (G),” (Rodney C. Runyan, PI and Jane L. Swinney, CO-PI), *Family Owned Business Institute*, Grand Valley State College, \$5,000. **UT-K**
- 2006 “Small business disaster preparation and recovery (G),” (Rodney C. Runyan and Patricia Huddleston, PIs, Susan Smalley, CO-PI, Maria Lapinski, CO-PI, Lisa Lindsey, CO-PI, and Kami Silk, CO-PI), *Michigan State University IGRP Center Competitive Grant Program*, \$59,340. **USC**

3. Funded Internal Grants and Contracts:

- 2012 “An assessment of the relationship between market orientation and performance in destination marketing organizations (G),” (Nathan Line, Wanda Costen and Rodney C. Runyan, PIs), *Regan Family Tourism Fund*, \$2,650. **UT-K**
- 2007 “Building bridges in international retailing research: An initial investigation of the Chilean retail industry (G),” (Rodney C. Runyan, PI), *College of HRSM – USC Competitive International Grant Program*, \$6,950. **USC**
- 2006 “The influence of kiosks at shopping malls on consumer patronage intention (G),” (Rodney C. Runyan and Jung-Hwan Kim, PIs), *College of HRSM – USC Research program*, October, \$3,500. **USC**
- 2006 “Survival of the fittest?: The antecedents of small business survival and recovery from disasters (G),” (Rodney C. Runyan, PI), *College of HRSM – USC Research program*, October, \$6,300: extends 2005 funded study. **USC**
- 2005 “Rebuilding small town economies in the wake of a disaster: The role of the downtown’s small business owners,” (Rodney C. Runyan, PI), *College of HRSM – USC Research program*, October, \$6,700. **USC**

4. Submitted, but not Funded, Internal Grants and Contracts:

- 2005 “Rebuilding small town economies in the wake of a disaster: The role of tourism-related small business owners” (Rodney C. Runyan, PI and David Weaver, CO-PI), *USC Crisis Grant Program*, September, \$8,400. **USC**

D. Fellowships, Awards, Honors:

- 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

IV. SERVICE

A. Institutional

1. University:

Council of Academic Deans, (2018-present)
 Strategic Scheduling Committee; Large class scheduling subcommittee, (2018-present)
 Resignation Appeals Committee, (2018-present)

(at previous institutions)

Texas State University:

Council of Chairs, (2012-2018), Vice-Chair, (2016-2017); Chair, (2018)
 University M&O Evaluation Committee, (2014)
 Strategic Plan for Research Committee, (2012-2013)
 Strategic Plan for Research Committee, Chair, Subcommittee on Increasing Research Funding and Productivity (2012-2013)

University of Tennessee:

University Graduate Council, College Representative, (2011-2012)

University of South Carolina:

University Faculty Senate, Senator (2006-2007)

Northwood University:

Academic Advisor, Merchandise Management Association, (1998-2001)
 Academic Advisor, Business Professionals of America, (1999-2002)
 Faculty Advisor, Sigma Alpha Epsilon fraternity, (1999-2001)

University of Wisconsin-Stevens Point:

University Affirmative Action Committee, 1996-1997
 Faculty Advisor, Ten Percent Society (LGBT), 1994-1998

2. College:

(at previous institutions)

Texas State University:

College Council, SFCs Representative, (2012-2018)
 College T&P Review Committee, (2012-2018)
 Search Committee, College Research Coordinator, (2013)

University of Tennessee:

College Strategic Planning – Research and extramural funding sub-committee, (2011)
 College Undergraduate Curricular Review Committee, Dept. Representative, (2010-2012)
 Search Committee, Associate Dean for Research, (2012)

3. Department/School:

(at previous institutions)

Texas State University:

Interim Graduate Coordinator, Merchandising and Consumer Studies (2014-2015)
 Personnel Committee, Chair, (2012-2018)

University of Tennessee:

Ad hoc committee on Graduate Program processes, (2008-2009).

Retail Graduate Curriculum Committee, (2005-2007)

University of South Carolina:

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

Michigan State University:

Academic Advisor, Minority Apparel & Design Entrepreneurs, 2002-2004

Co-Chair, Human Ecology Spring Research Conference, 2004

University of Wisconsin-Stevens Point:

Academic Advisor, Merchandise Management Association, 1993-1998

Chair, Faculty Search Committee, 1994

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

B. Professional:

President, Council of Administrators of Family and Consumer Sciences, (2018-2019)

Associate Editor, *Journal of Marketing Management* (2014-present)

(at previous institutions)

Texas State University:

President, American Collegiate Retailing Association (2014-2016)

Associate Editor, *Journal of Marketing Management* (2014-present)

Vice-President, American Collegiate Retailing Association (2012-2014)

Editorial Board, *Clothing and Textiles Research Journal* (2012-2017)

Co-Special Editor, *Journal of Marketing Management*, (2013)

Editorial Board, *Business Quest* (2011-2018)

University of Tennessee:

Conference Co-Chair, AMA/ACRA Triennial Conference (2012)

Conference Co-Chair; Research Paper Chair, ACRA Annual Conference (2011)

Co-Special Editor, *International Journal of Retail and Distribution Management*, Special Issue on Best papers from the 2011 ACRA Conference, (2011)

Secretary, American Collegiate Retailing Association (2010-2012)

Tenure Evaluator, University of North Texas, Department of Marketing and Logistics (2011)

Conference Chair, Southeast Graduate Consortium, University of Tennessee, Knoxville, TN (2011)

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," 16th 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 21st Century*, (2010).

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)
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,” *11th International Conference: Sports and Entertainment Business*, USC (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)
University of Wisconsin-Stevens Point:
 Track Coordinator, International Retailing: Fifth Triennial AMS/ACRA Retailing Conference, St. Louis, MO (November) 1997

C. Community:

Director, **UWSP** Federal Credit Union, Stevens Point, WI (1995-1998)

Founder and Director, Midland Lady Explorers’ Softball Program, Midland, MI (2000-2005).

D. Service Honors and Awards:

E. Service Grants and Contracts

1. Funded External Service Grants and Contracts:

2. Submitted, but not Funded, External Service Grants and Contracts:

3. Funded Internal Service Grants and Contracts:

4. Submitted, but not Funded, Internal Service Grants and Contracts: