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Education

D.B.A., School of Business, Southern Illinois University, Carbondale, Illinois (1992),
Area_of Specialization: Marketing Minor: Research Methods

Ph.D., College of Education, Southern Illinois University, Carbondale, Illinois (1984),
Area of Specialization: Educational Psychology and Counseling.

M.S., College of Education, Illinois State University, Normal, Illinois (1978), Area of
Specialization: Counseling.

M.B.A., School of Business, Eastern Illinois University, Charleston, Illinois (1975), Area
of Specialization: Management, Marketing.

B.S., School of Business, Eastern Illinois University, Charleston, Illinois (1973), Areas of
Specialization: Accounting.

Career History

Southeast Missouri State University (1985-present), I am a faculty member in the
Department of Marketing, Professor and Tenured. I was promoted to the rank of
Professor effective fall 1992, to Associate Professor effective fall 1988, started at
Assistant Professor in fall 1985.

I was Director of Graduate Programs in Business_(MBA-Master of Business
Administration and MSOM-Master of Science in Organizational Management) effective
August 1995 – August 2016. The MBA Program has admitted over 1450 students
between August 1996 and August 2016. Approximately 70% of accepted students
enrolled in classes in the MBA program. There were over 200 active students in the

program in 2016. I coordinated the initial self-study for the program (Accounting and General Management options) that lead to accreditation of the program by The Association to Advance Collegiate Schools of Business (AACSB). Graduate programs in the college are also accredited by the Network of International Business Schools (NIBS) and the Commission of Sport Management Accreditation (COSMA). All of these accreditations attest to the excellent program of graduate programs within the college of business.

I proposed and coordinated the administrative approval process for additional options of: International Business, Financial Management, Industrial Management, Environmental Management, Health Administration, Sport Management and Entrepreneurship under the MBA program. The proposal and development of an online offering of the MBA program was accomplished in 2006. There are currently over 100 students in the online program. Developed and guided the proposal through the approval process of a new Business Administration Minor at Southeast designed for non-business majors. Final state approval for this minor was provided in early summer 1997. A student completing this minor will have completed all course prerequisites for the MBA Program. Enrollment in this minor program runed about 100 students on campus fall 2015. The MSM degree started in the middle of 2012. It is primarily designed for students interested in management and those without an undergraduate degree in business. There were about 40 students in this program fall 2015. This program was offered both as a face to face and as a web delivered program.

I was Director of International Business Programs for the Harrison College of Business effective 1994 - 1997. Developed and processed through the entire College, University and State approval processes (completed in 24 months) a new major in International Business offered by the Harrison College of Business at Southeast Missouri State University. This degree program was given final state approval in 1997. The program grew from its initial student in late 1997 to about 50 majors fall 2015. I served as Acting Department Chair in Marketing at the end of 1992 and beginning of 1993.

I was co-coordinator of the International Business Study Program bringing over 50 students each academic year to Europe for short term study during various terms for a total of over 3000 students since 1993. I have also assisted with the coordination of student travel programs to Mexico, Morocco and Cuba.

While at Southeast I have taught courses at the graduate level, including Quantitative and Qualitative Research Methods (BA620), External Environments of Business (BA661), International Business Study Practicum (BA560), Applied Research Project (BA657), Research Methods in Business Administration (BA610), and Marketing Strategy (MK640). I have teaching experience in Marketing and other related business courses, including Principles of Marketing (MK301), Advertising and Promotion

(MK343), Consumer Behavior (MK344), Business Research (MK345), Marketing Management (MK449), International Marketing (MK460), and Business Statistics (MG257). I have been involved in teaching University Studies courses, including: Business and Ethics (UI400), Bulgaria Today (UI356) (this course was team taught), Transcultural Experiences (UI 343) (this is a course involving travel outside the USA), and Consumers: Buying/Having/Being (UI 359). I taught Marketing Research to participants in the International Business Institute (1986). I taught Marketing Research and Supervisory Management for Southeast Missouri Business Outreach (1986, 1987, and 1988).

I was selected as Educator of the Year (University Division) Cape Girardeau Chamber of Commerce, 2003. I received the Graduate Students' Outstanding MBA Teaching Award for the Academic Year 2003-2004. I was an invited guest lecturer and researcher at the University of Innsbruck, Innsbruck, Austria in the fall 1999 where I taught a segment on Ethical Decision Making in Business while I was on sabbatical leave. During the spring of 2002 I gave a lecture to students at Moscow (Bauman) State Technical University in Russia. In the fall of 2004, I participated in providing a lecture at the University of Palermo in Buenos Aires, Argentina. Additionally, I was a faculty for the Executive Leadership Seminar for top level management for Boy Scouts of America. I have served as outside reviewer for two major federal grants established to internationalize internal and external programs at a southern research university.

I am a Past President of the Business and Health Administration Association, Past President of the North American Management Society, and currently Treasurer of the International Society of Marketing (ISM).

Professional growth activity has included over 94 publications, Journals (34) and Proceedings (60), on business, marketing, international study, and health related topics over the last thirty-seven years.

University of Missouri-Columbia, 2006-2018, Adjunct Professor, Cooperative EdD Program, Department of Educational Leadership and Policy Analysis, College of Education, Committee member on doctoral students committee

Aichi University. 1998 (and 2014 and 2017). School of Business. Nagoya, Japan. Invited Visiting Professor, teaching responsibilities: Consumer Behavior Seminar (Graduate course) and guest lecturer in Consumer Behavior (Undergraduate course). Length of instruction and stay was one month. Additionally, in both 2014 and 2017, I

was invited and returned to this school to provide quest lectures on International Cultures and specifically cultural impact on buying behavior within the United States of America.

Buena Vista College, 1984-1985, School of Business, Storm Lake, Iowa Assistant Professor, teaching responsibilities: Marketing Research, Marketing Management, International Marketing, Principles of Marketing, Principles of Management, Business Institute Seminar. I was coordinator of Business Internships.

Southern Illinois University, 1982-1984, College of Business Administration, Department of Management, Department of Marketing, Carbondale, Illinois. Instructor, teaching responsibilities: Consumer Behavior, Marketing Channels, International Business, Organization Behavior, Principles of Managerial Supervision, Introduction to Business.

Southern Illinois University, 1980-1982, Department of Educational Psychology, Carbondale, Illinois Teaching Assistant, Coordinator of twelve Career Counseling classes which included supervision of twelve graduate students completing practicum in Career Counseling

Eastern Kentucky University, 1977-1980, Student Affairs, Richmond, Kentucky, Administrator, supervised and trained 30 part/full time residence hall staff; assisted with summer orientation, workshops on interpersonal relationships, and staff development.

Illinois Wesleyan University, 1976-1977, Bloomington, Illinois, Resident Director, coordinated staffing and housing functions in a student residence hall, assisted with staff development.

Caterpillar Tractor Company, 1974-1976, Peoria, Illinois, Marketing Representative, a four-month sales training program was completed which consisted of product orientation, professional development, and field surveys. Subsequent responsibilities included engineering applications, development of advertisements, literature, and marketing strategies at the Industrial Division in Mossville, Illinois.

Eastern Illinois University, 1973-1974, Charleston, Illinois, Graduate Assistant, participated in an institutional research study conducted by EIU Data Processing Department.

Archer Daniel Midland Company, 1972 summer, Decatur, Illinois, Accounting Intern, audit of company inventory, accounts receivable, and other internal audit functions.

Velsicol Chemical Company, 1970 & 1971 summer, Marshall, Illinois, Production Accountant, accounted for daily production of chemical products.

Academic Publications

Heischmidt, K. & Gordon, P. (2020). "Different Strategic Planning Models: Considerations for International Study Programs". *Journal of Higher Education Theory and Practice*, 20 (15), 27-35.

Gordon, P. & Heischmidt, K. (2020). "The 4 L's". A Portfolio Approach to Offering International Experiences for Students". *Journal of Higher Education Theory and Practice*, 20 (2), 76-82.

Gordon, P., Heischmidt, K., Redmond, W. (2019). *The 4 Ls - Location, Language, Length and Logistics: A Portfolio Approach...* (4th ed., vol. 16, pp. 255). Conference: Las Vegas, NV: The IABPAD Conference Proceedings 2019. www.iabpad.com

Altintas, M. & Heischmidt, K (2018). "Gender Differences in Self-Identity Motives for Luxury Consumption". *Journal of Behavioral Studies in Business*, 10, 51-78.

Heischmidt, K (2018). "Strategic and Operational Planning: Impacting Results in International Business Study Programs". *Journal of Higher Education Theory and Practice*, 18 (2), 60-68.

Franklin, C, Heischmidt, K, & Thompson, E. (2017). "Online Consumer Behavior: An In-Depth Look at Price Sensitivity and Shopper Hesitation". *Academic and Business Research Institute Proceedings*, SL17026.

Bullerdick, J, Fluegg-Woolf, E, & Heischmidt, K (2015). "Factors Affecting Acceptance of Organizational Change: A Qualitative Analysis in the Pharmaceutical Industry", *Journal of the North American Management Society*, 9 (1), 1-13.

Heischmidt, K., Zimmerman, E., Gordon, P (2015). Understanding Culture and Behavior, A Global Perspective on Culture: Germany, Australia, and the United States of America. *2015 Academy of International Business Proceedings*, 73-76, US Midwest Chapter conference, Chicago, IL.

Heischmidt, K. & Gordon, P (2014). "International Business Study Programs: Outgoing Approaches", *Journal of Higher Education Theory and Practice*, 14 (1), 60-68.

Heischmidt, K. A. (2014). "Administrative Structure of Outbound International Business Study Programs", 2014 *Western Decision Science Institute (WDSI) Proceedings*, 59-62, April 1-4, Napa, California, USA.

Heischmidt, K, and Rajaratnam, D. (2013) "Study Abroad: Understanding Multiple Challenges"; *Marketing Management Association Fall Educators' Conference Proceedings: College Outcomes and Industry Expectations*, 126.

Heischmidt, K., Karsaklian, E., McManus, K., Milewicz, C., and Novotorova, N. (2012) "Global Exchanges: Partnering with Foreign Companies and Education Institutions", *Marketing Management Association 2012 Fall Educators' Conference Proceedings*, September, 248-250.

Heischmidt, K, & Damoiseau, Y. (2012) "Dimensions of Quality in Online Business Course Offerings: Content, Format and Feedback", *Higher Education Theory and Practice*, 12 (2), 84-97.

Stinson, M, & Heischmidt, K. (2012) "Patients' Perceptions of Physicians: A Pilot Study of the Influence of Prime-Time Fictional Medical Shows", *Health Marketing Quarterly*, 29 (1), 66-81.

Auer, D.; McMillan, H.; & Heischmidt, K. (2011) "Are Electronic Medical Records Systems Helping to Increase Productivity?" *Business and Health Administration Association Proceedings 2011*, March 24, 176-186.
2011 Best Paper Award in Healthcare Informatics Track

Heischmidt, K., (2011) "Quality Dimensions in Online Business courses". *North American Management Society Proceedings 2011*, March, 167-171.

Heischmidt, K. & Gordon, P (2011) "Comparison of Different Approaches to International Business Study Programs" *15th Cross Cultural Research Conference Proceedings*, December, 2011.

Flanders, G., Furlow, N., Heischmidt, K., & Hensel, P. (2011) "Teaching the Millennial Generation: Shared Experiences" *Marketing Management Association 2011 Fall Educators' Conference Proceedings*, September, 197-199.

Heischmidt, K. & Gordon, P (2010) "International Business Study Programs in a Challenging Economy" *North American Management Society Conference Proceedings 2010*, March 24, 95-101.

Gordon, P., Heischmidt, K., Sterrett, J., & McMillan, H. (2009) "Internationalizing the Business Program: One College's Approach" *Marketing Management Association 2009 Educators' Conference Proceedings*, Fall, 133-137.

Mardanov, I.T., Heischmidt, K., & Henson, A. (2008) Leader-Member Exchange and Job Satisfaction Bond and Predicted Employee Turnover. *Journal of Leadership and Organizational Studies*, Vol. 15, 2, 159-175.

Rottig, D., K. Heischmidt (2007) The Importance of Ethical Training for Improvement of Ethical Decision-Making: Evidence from Germany and the United States. *Journal of Teaching in International Business*, Vol. 18, 4, 5-35.

Rottig, D., K. Heischmidt & I. Khamis (2005) (short abstract published in proceedings and the paper was presented at the conference). "The Impact of Corporate Codes of Conduct and Ethical Training on Managerial Decision Making: An Exploratory Comparative Investigation Between Germany and the United States," *Academy of International Business SE 2005 Proceedings*, November, 2005, Charleston, SC

Kunz, D. & K. Heischmidt (2004). Missouri Solvents: The Capital Investment Division. *Journal of International Academy for Case Studies*, 10, 3, 113-118.

Kunz, D. & K. Heischmidt (2004). Missouri Solvents: The Capital Investment Division. *Journal of International Academy for Case Studies, Special Edition: Instructors Notes*, 10, 4, 123-130.

Matzler, K, Sauerwein, E, & Heischmidt, K (2003) Importance-Performance Analysis Revisited: The Role of the Factor Structure of Customer Satisfaction. *The Service Industries Journal*, Vol. 23, 2, March, 112-129.

Kunz, D. & K. Heischmidt (2003). Missouri Solvents: The Capital Investment Division. *International Academy for Case Studies Proceedings*, Vol. 10, 2, October, 49-52.

Heischmidt, K.A., Elfrink, J. & Mays, B. (2002) Professional Accounting Services: Types of Marketing Communications Used by CPA's. *Services Marketing Quarterly*, Vol.23, No. 3, 63-72.

Heischmidt, K., Gordon, P., Cherry, J., & Spitzmiller, R. (2002) Puzzles in Advertising and Promotion Can Be Fun and Educational. *Advances in Marketing: Association of Collegiate Marketing Educators*, 33, March, 233-238.

Heischmidt, K, Gordon, P, Kellerman, B, & Copeland, D. (2002) Puzzles in International Business Classes Create an Active Educational Environment. *Proceedings of the European Applied Business Research Conference*, Rothenburg, Germany, June, paper 266, 1-5.

Ryali, K. & Heischmidt, K. (2001) SA8000- Social Accountability or Another Quasi Regulation? *The International Journal of Business Disciplines*, 11,(3), 69-78.

Matzler, K., Heischmidt, K.A. & Velentzas, Gabrielle (2001). Experience: A New Source of Customer Value. 103 – 114. Article in the book *IndustrieErlebnisWelten: vom Standort zur Destination*, Erich Schmidt Verlag GmbH & Co., Berlin 2001.

Mays, B., Heischmidt, K.A. & Elfrink, J. (2001). Services Marketing: CPA views of Advertising in Geographic Regions. *Marketing Management Association 2001 Conference Proceedings*, (abstract published) Spring, 143.

Heischmidt, K.A., Kilgore, R.M. & Baremore, M. (2000). Interest of Rural Secondary Education Students in Globalization and International Business: Effects on PostSecondary Educational Needs. *The International Journal of Business Disciplines*, 10 (4), 31-40.

Gordon, P, Heischmidt, K, & Greenwood, R. (2000). How to Internationalize the Business Curriculum: Some Ideas That work Based on Experience. *Proceedings of the Western Decision Science Institute*, Fall, 308-310.

Beard, D. and K.A. Heischmidt (2000). The Relationship of the MBA and Today's Accounting Student. *Marketing Management Association 2000 Educator's Conference Proceedings*. Fall, 21-23.

Gordon, P. and K.A. Heischmidt (2000). Segmenting the Market to Maximize Curriculum Globalization. *Allied Academics, Inc. Proceedings of the Academy of Marketing Studies*, October, 5 (2), 11-12.

Heischmidt, K., Gordon, P., & Dobson, J (2000). How to Increase Student Participation in International Programs: A Discussion of a Program That Works. *North American Management Association Proceeding*, Spring, 14-16.

Gordon, P, Gresham, L, Heischmidt, K, Kellerman, B, & Sherrell, D (2000). Short Term International Study Programs. *Southwest Marketing Association Proceedings*. Spring, 60-63.

- Heischmidt, K.A. and P.J. Gordon (1999). Puzzles in Consumer Behavior Can Be Fun. *Proceedings of the 28th Annual Meeting of the Western Decision Sciences Institute*, 154156.
- Heischmidt, K. A. (1999). Developing a New MBA Program: Secrets for Success. *Marketing Management Association Fall Educators Conference Proceedings*, Fall, 3435.
- Martinez, D. & Heischmidt, K.A. (1998). Puzzles Can Be Fun: Application for the Management Classroom. *Proceedings of the North American Management Society*, 5761
- Gordon, P.J. & Heischmidt, K.A. (1998). Forming Alliances to Provide Lower Cost International Program Opportunities for Students. *Proceedings of the Southwestern Marketing Association*, 70-71.
- Holt, D., Heischmidt, K., Hill, H., Robinson, B.& Wiles, J (1998). When Philosophy and Business Professors Talk: Assessment of Ethical Reasoning in a Cross Disciplinary Business Ethics Course. *Teaching Business Ethics*, 1, 253-268.
- Heischmidt, K.A. (1997). Internationalizing the Business Curriculum. *Marketing Management Association 1997 Educators' Conference Proceedings*, 4-5.
- Gordon, P.J. & Heischmidt, K.A. (1997). Designing Programs to Increase International Learning Opportunities for Students. *Proceedings of the Allied Academics, Inc.* Las Vegas, Spring.
- Hekmat, F. & Heischmidt, K (1996). Information Source Preference and Dental Selection. *International Journal of Public Administration*. 19 (8), 1221 - 1239.
- Heischmidt, K. (1996). Guided Fantasy in Consumer Behavior Class. *Marketing Management Association 1996 Educator's Conference Proceedings, Fall*, 73.
- Gordon, P.J, Heischmidt, K.A. & Hekmat, F. (1996). The Product Life Cycle Concept for Nonprofit Organizations: Directions for Future Research. *Northeast Decision Sciences Institute Proceedings*, 365-367.
- Heischmidt, K.A. & Gordon, P.J. (1996). Business Opportunities to Satisfy the Expressed Needs of Seniors' in Rural America. *American Society of Business and Behavioral Sciences Proceedings*, March.
- Heischmidt, K.A. & Coscarelli, W. (1995). Consumer Attitudes Important in Choosing Lawyers and Accountants According to Decision-Making Style. *Journal of Professional Services Marketing*, 12, 4, 49-67.

Heischmidt, K. A. & Gordon, P. (1995). Multinational Corporations and Business Ethics. *Midwest Management Society Proceedings*, 22-26.

Gordon, P. & Heischmidt, K.A. (1995). Marketing Illiteracy. *Midwest Marketing Association Proceedings*, 257-261.

Heischmidt, C.E. and K.A. Heischmidt (1995). Seniors' Needs In A Rural Area of the USA Midwest. *Association for the Advancement of Health Education Proceedings Abstract*, 146.

Crain K.A. & Heischmidt, K.A. (1995). Implementing Business Ethics: Sexual Harassment. *Journal of Business Ethics*, 14, 299-308.

Heischmidt, K.A., Hekmat, F. & Gordon, P. (1994). A Multivariate Analysis of Choice Criteria for Hospitals. *Journal of Hospital Marketing*, 8, (1), 41-54.

Heischmidt, K. A. & Kellerman, B. J. (1994). How Graduates View General Education: Implications for Marketing in Higher Education. *Journal of Marketing for Higher Education*, 5, (1), 71-85.

Gordon, P. & K.A. Heischmidt (1994). The Who, What, When, Where and How of Organizing and Evaluating Student International Marketing Study Trips. *American Marketing Association Educators' Conference Proceedings*, Summer, 251.

Hekmat, F. & K.A. Heischmidt (1994). Information Source Preference and Dental Choice Behavior. *World Business Trends*, Academy of Business Administration, Summer, 878-885.

Heischmidt, K.A., E. Mangus, G.H. Hoffmeister, and C.E. Heischmidt (1994). Needs of Seniors' in a Rural Area of the Midwest in the United States. *World Business Trends*, Academy of Business Administration, Summer, 721-726.

Gordon, P. & Heischmidt, K.A. (1994). International Management Education Trips: Organization and Evaluation. *Midwest Management Society Proceedings*, 10, 79-82.

Heischmidt, K.A. & Gordon, P. (1993). Rating of Marketing Publications: Impact of Accreditation and Publication History. *Journal of Education for Business*, 68, (3), 152158.

Heischmidt, K.A. (1993). Information Search and Consumer Styles: A Canonical Analysis. *Business Science: Theory and Practice*, Academy of Business Administration Proceedings, 2, Winter, 979-987.

Hekmat, F. & Heischmidt, K. A. (1993). Application of Program Life Cycle Concept for Fund Raising Strategies in Higher Education. *Journal of Marketing for Higher Education*, 4½, Fall, 121-142.

Crain, K.A. and Heischmidt, K.A. (1993). Sexual Harassment and Business Ethics. *Business Topics: New Directions*, Academy of Business Administration Proceedings, International Conference in Nassau, Bahamas, 3, Summer, 52-57.

Elfrink, J., Heischmidt, K.A., Heischmidt, C.E., Hekmat, F., (1993). National Health Care: Background and Options for Change. *Business Topics: New Directions*, Academy of Business Administration Proceedings, International Conference in Nassau, Bahamas, 3, Summer, 472-477.

Hekmat, F., Heischmidt, K.A. & Heischmidt C. (1993). Consumers Attitudes Related to the Importance of Sales Promotion Activities Used by Dentists. *Health Marketing Quarterly*, 11, (½), 223-237.

Gordon, P. & Heischmidt, K. A. (1992). Evaluation of Marketing Publications: Some New Findings. *Enhancing Knowledge Development in Marketing*, American Marketing Association Educators Proceedings, 3, Summer, 319-319. This paper received the Best Competitive Paper Award in the Marketing Education Track, one of a total of 7 best faculty papers out of 150 papers presented and over 300 submitted.

Heischmidt, K. A. & Hekmat F. (1992). Professional Services: Application of the Service-Market-Cost Model of Strategy Development. *Journal of Professional Services Marketing*, 8 (1), 67-82.

Heischmidt, K. A., Hekmat, F. & Gordon P. (1992). Selection Behavior for Hospitals: A Multivariate Analysis of Relevant Criteria. *Contemporary Business Issues*, Academy of Business Administration, 1, 670-679. (This paper received the Best Application and Empirical Paper award at the conference out of 123 papers)

Kellerman, B. & Heischmidt, K.A. (1992). A Comparison of Marketing, Other Business, and Non-Business Graduates Views of General Education. *Association of Marketing Theory and Practice Proceedings*, 132-136.

- Hekmat, F. & Heischmidt, K. A. (1992). Parameter Estimation in the Presence of Multicollinearity: Application of Ridge Regression. *Midwest Marketing Association Proceedings*, 74-80.
- Heischmidt, C., Heischmidt, K.A. & Hekmat, F. (1992). A Descriptive Profile of Midwest Worksite Health Promotion Employees, Their Programs, and Responsibilities. *Business and Health Administration Association Proceedings*, 6, 111-117.
- Gordon, P. & Heischmidt, K.A. (1992). Perception of the Journal of Marketing Management. *Midwest Marketing Association Proceedings*, 138-142.
- Heischmidt, K. A. (1992). Marketing Communication: Understanding Consumers' Rural Newspaper Readership Patterns. *Contemporary Business Issues*, Academy of Business Administration, 1, 400-406.
- Hekmat, F. & Heischmidt, K. A. (1991). Customers and Non-Customers of Chiropractic Services: An Empirical Observation. *Health Marketing Quarterly*, 8, 3/4), 119-137.
- Heischmidt, K. A. & Elfrink, J. (1991). The Changing Attitudes of CPAs Toward Advertising. *Journal of Advertising*, 22, (2), 39-51.
- Heischmidt, K. A. & Heischmidt, C. E. (1991). Hospital Choice Criteria: An Empirical Evaluation of Active Hospital Clients. *Journal of Hospital Marketing*, 5, (2), 5-16.
- Heischmidt, K. A., Elfrink, J. & Hekmat, F. (1991). A Factor Analysis of the Attitudes of CPA's Toward Advertising: Implications for Future Research. *Midwest Marketing Association Proceedings*, 7, 15-20.
- Heischmidt, K. A. (1991). The Cubic Model of Strategy Development: A Pilot of a Conceptual Model. *Midwest Management Society Proceedings*, 7, 112-113.
- Heischmidt, K. A. & Heischmidt, C. E. (1991). Hospital Choice Behavior: A Preliminary Report. *Business and Health Administration Association Proceedings*, 5, 15.
- Elfrink, J. & Heischmidt, K. A. (1991). Advertising by CPAs: A Study of Attitudes in the Late 1980's. *Midwest Accounting Society Proceedings*, 5, 9-17.
- Heischmidt, C. E. & Heischmidt, K. A. (1991). An Ethical Concern: Dental Care Personnel and the HIV Positive Patient. *Business and Health Administration Association Proceedings*, 5, 50-53.

- Heischmidt, K. A. & Heischmidt, C. E. (1990). Past and Future Research Issues in Business and Health Administration. *Business and Health Administration Association Proceedings*, 4, 12-15.
- Wunder, G. C. & Heischmidt, K. A. (Eds.) (1990). *Business and Health Administration Association Proceedings*, 4.
- Heischmidt, K. A. & Kellerman, B. J. (1989). The Parable of 'The Search for the Red Rose'. *Marketing Educator*, 8, (3), 6.
- Kellerman, B. J. & Heischmidt, K. A. (1989). Time to Put Marketing Education to a New Test. *Marketing News*, 23, (15), 5.
- Heischmidt, K. A. & Wunder, G. C. (Eds.) (1989). *Business and Health Administration Association Proceedings*, 3.
- Heischmidt, C. E. & Heischmidt, K. A. (1989). Worksite Health Promotion Programs: Addressing a Multi Billion Dollar Problem in Business. *Business and Health Administration Association Proceedings*, 3, 88-93.
- Heischmidt, K. A. & Hekmat, F. (1988). Consumer Attitudes Related to the Importance of Chiropractic Advertising. *The Journal of Midwest Marketing*, 3 (1), 191-197.
- Heischmidt, K. A. & Sturm, W. C. (Eds.) (1988). *Business and Health Administration Association Proceedings*, 2.
- Heischmidt, K. A. (1987). The Impact of Liability Insurance on Small Business. *New Dimensions and New Directions, Small Business Institute Directors' Association*, 15, 3035.
- Heischmidt, K. A. & Etheridge, E. (1987). Physicians' Attitudes Toward Advertising. *Business and Health Administration Association Proceedings*, 1, 84-86.
- Heischmidt, K. A. & Hekmat, F. (1987). Attitudes of Dentists and Dental Service Consumers Related to the Importance of Dental Advertising. *Journal of Midwest Marketing*. 2 (1), 182-188.
- Kellerman, B. J. & Heischmidt, K. A. (1987). Marketing and General Education: One School's Experience. *Journal of Midwest Marketing*, 2 (1), 34-39.
- Heischmidt, K. A. & Daniels, M. H. (1986). A Developmental Perspective on Leadership Style. *Midwest Management Society Proceedings*, 2, 190-196.

Stonewater, J. K., Daniels, M. H., & Heischmidt, K. A. (1986). The Reliability and Validity of the Student Developmental Task Inventory - Two Pilot Studies. *Journal of College Student Personnel*, 27 (1), 70-74.

Other Publications

Heischmidt, K. A., Gordon, P. and Hekmat, F. (1987). Marketing Research Can Be An Asset. *Business Tips: Southeast Missourian*, (Syndicated Statewide), May 3.

Gordon, P., Hekmat, F. and Heischmidt, K. A. (1987). A Blueprint For A Research Study Plan. *Business Tips: Southeast Missourian*, (Syndicated Statewide), May 10.

Hekmat, F., Heischmidt, K. A. and Gordon, P. (1987). Focus Groups Can Provide Vital Data. *Business Tips: Southeast Missourian* (Syndicated Statewide), May 17.

Buckenmyer, J. A., Domazlicky, B., Heischmidt, K. A., Hekmat, F., Sterrett, J. & Sutton, T. (1986). *Small Business Incubator Study*. Unpublished report, College of Business and Public Administration, Southeast Missouri State University, Cape Girardeau, Missouri.

Heischmidt, K. A. (1984). Developmental Task Resolution As A Predictor of Leadership Style. *Dissertation Abstracts International*, 46, 6, 1562-A. (University Microfilms No. DA 8510025)

Other Research Activities

2021 Journal Reviewer for Journal of International Education in Business

2018-2020 Journal Reviewer for Administrative Issues Journal: Connecting Education, Practice, and Research.

2018-2020 Reviewer for Administrative Issues Journal: Connecting Education, Practice, and Research.

2013-2015 Journal Reviewer for *International Journal of Emerging Markets*

2002-2018 Editorial Advisory Committee member for the *Services Marketing Quarterly*

Journal Reviewer for *Journal of Service Management*

1991-2002 Editorial Advisory Committee member for the *Health Marketing Quarterly*

1995-2002 Editorial Advisory Committee member for the *Journal of Professional Services Marketing*

2010-2015 Editorial Advisory Committee member for the *Journal of Hospital Marketing*

1991 - 2009 Editorial Advisory Committee member for the *Journal of Hospital Marketing and Public Relations*

1994-1997 Editorial Advisory Committee member for the *Journal of Customer Service in Marketing and Management*

1986 - 1990 Journal Reviewer for the *Journal of Midwest Marketing*

1986 Journal Reviewer for the *Journal of Business Ethics*

1996- 2014 Reviewer for the Proceedings of the Marketing Management Association, Chicago, Illinois

1998, 1999, 2009 - 2015 Reviewer for the North American Management Society, Chicago, Illinois

2012 Reviewer for the Proceedings of the Academy of International Business – Southeastern USA, Florida

2002 Reviewer for the Proceedings of the Association of Collegiate Marketing Educators

2000 - 2004 Reviewer for Western Decision Sciences Institute

1985, 1991 - 1996 Reviewer for the Proceedings of the Midwest Marketing Association, Chicago, Illinois

1997 Reviewer for the Proceedings of the Southern Marketing Association, New Orleans, Louisiana.

1999 - 2001 Reviewer for the Southwestern Marketing Association, San Antonio, Texas

1986, 1988, 1990, 1992 - 1997 Reviewer for the Proceedings of the Midwest Management Society, Chicago, Illinois

1987 - 1992, 1994 Reviewer for the Business and Health Administration Association, Chicago, Illinois

1992, 1993, 1994 Reviewer for the Academy of Business Administration conferences in Los Vegas, Bahamas, London

Professional Presentations

Heischmidt, K., Redmond, W., Caldwell, J., MBAA International: Getting Back to the Business of Education as (Un)Normal, "The Impact of Covid 19 on University International Study Programs: Past, Present, and Future," International Society of Marketing, Palmer House, Chicago, IL. (March 24, 2022).

Heischmidt, K. (Presenter), Beard, L. (Presenter), Academy of International Business US-West Chapter, "IB Education- Study Abroad Program," Academy of International Business, Fowler College of Business, San Diego State University, San Diego, CA, United States. (February 29, 2020).

Panel Presenter on Paper Development Session (2019). "Paper Development Session". Evaluation and Review of three professional paper drafts with feedback to noted feedback to authors. North American Management Society, Chicago, March.

Panel Presentation (2019). "Three Different Approaches to Implementing Short Term International Business Study". Heischmidt, K, Gordon, P. & Caldwell, J. North American Management Society, Chicago, March.

Panel Presentation (2018). "Enriching Faculty-led Short-Term International Study". Gordon, P, Redmond, W. Heischmidt, K., & Caldwell, J. Academy of International Business – Southeast. Nashville, TN, November.

Panel Presentation, (2018). "Successfully Developing International Partnerships in Higher Education". Heischmidt, K., Caldwell, J., & Gordon, P. North American Management Society. Chicago, IL, April.

Paper Presentation, (2017). "Gender Differences in Self-Identity for Luxury Consumption". Heischmidt, K., Academy of Business Research Institute conference: Saint Louis, MO, October.

Pater Presentation, (2017). "Online consumer Behavior: An In-Depth Look at Price Sensitivity and Shopper Hesitation". Heischmidt, K, Franklin, C., & Thompson, E., Academic and Business Research Institute conference, Saint Louis, MO, October.

Panel Presentation. (2016) "Leadership and Awareness: The new reality of challenges facing university leaders". North American Management Society, Chicago, IL., April.

Panel Presentation. "Navigating the Tenure and Promotion Process" (2015). Marketing Management Association, Fall Educators Conference, San Juan, Puerto Rico, September,

Panel presentation. "Understanding Culture and Behavior: A Global Perspective on Culture in Germany, Australia, United States of America, and Japan" Zimmermann, E, Heischmidt, K, & Gordon, P.(2015). Academy of International Business US Midwest Chapter Proceedings, Chicago, IL, March

Panel presentation. "International Business Study Programs Panel: Areas for Consideration", Heischmidt, K. A. (2013) Cross Cultural Research Conference, December 9-11, Antigua, Guatemala.

Panel Chair "Study Abroad: Successfully Negotiating Resources and Other Challenges" Heischmidt, K, (2013); Marketing Management Association, Fall Educators Conference, New Orleans, LA, September 18.

Session Chair: Teaching Innovations and Challenges: Teaching Idea Mapping in Principles of Management, LOVE an Available Management Model, Challenges of Teaching Sustainability in Education of Management. North American Management Society; MBAA International Conference: The Challenge of Online Academics: How to Achieve an Effective Balance. Chicago, Illinois, March 29- 30, 2012.

Panel Chair and Member: "Global Exchanges: Partnering with Foreign Companies and Educational Institutions", Heischmidt, K, Karsaklian, E, McManus, K, Milewicz, C, Novotorova, N. (2012); Marketing Management Association Fall Educators Conference, Minneapolis, MN, September 19-21.

Chair and Panel Presenter: Heischmidt, K.; Wallinford, V.; Marzano, M.; Leavens, P. Theme: Developing Online MBA Programs: North American Management Society, MBAA International Conference: The Challenge of Online Academics: How to Achieve an Effective Balance. Chicago, Illinois, March 29-30, 2012.

Chair and Panel Presenter "Organizing and Facilitating Short Term International Study Programs" Heischmidt, K, Gordon,P, Hoyt, F, Dobson, J. (2012); Marketing Management Association, MBAA International Conference: The Challenge of Online Academics: How to Achieve an Effective Balance. Chicago, Illinois, March 29-30.

Chair and Panel Presenter: “Organizing Programs to both Established and Emerging Markets”, Heischmidt, K, Arthur, A, Brunson, M, Gordon, P. (2012); Academy of International Business Southeast USA Chapter, Fort Lauderdale, Florida, October 31- November 2.

Panel Presenter Sid Konnell, Kenneth Heischmidt, and Fred Hoyt (2007) “Short Programs Overseas – Faculty Development and Student Immersion” Fall Marketing Management Association Conference, Saint Louis, Missouri, September, 2007

Panel Presenter Gordon, P., W. Redmond, T. Patterson, and K. Heischmidt (2005) “Simplifying Processes for International Students” presentation at 10th annual Marketing Management Association Meeting, Kansas City, September.

Panel Presenter Engelland, B., B. Erffmeyer, & K. Heischmidt (2005) “Developing the MBA Program of the Future: Content, Delivery, and Promotion” presentation at 10th annual Marketing Management Association Meeting, Kansas City, September.

Panel Presenter Heischmidt, K. and others (2005) “International Programs and Opportunities” Teaching and Student Learning Conference in Cape Girardeau, MO April 1

Panel Presenter Heischmidt, K. and P. Gordon, (2004) “International Business-Importance of Cultural Adjustment”, presentation to MBA students at University of Palermo, November, Buena Aires, Argentina

Panel Presenter Heischmidt, K., McDougall, G., & Sterrett, J. (2003) Human Resource Issues for Professors: Post Professorial Merit Review Process, Marketing Management Association, 8th Annual Fall Educators Workshop, Nashville, TN.

Panel Presenter Southeast Missouri State University (1999), Professional Challenges Seminar: Discussions among Students, Faculty, and Accounting and Finance Professionals, April. Topic: Educational Requirements Impact on Recruiting and Profession, Cape Girardeau, Missouri,

Chair and Panel Presenter Marketing Management Association Fall Educators Conference (1999), MBA Program Issues, September, St. Louis, Missouri

Panel Presenter Marketing Management Association (1997), “Enhancing the Learning Process - Neat Things and Cool Stuff”, March Conference, Chicago, Illinois

Presenter Marketing Management Association (1996), "Unique Teaching Efforts That Work", Fall, Marketing Educators Conference, St. Louis, Missouri

Chair and Panel Presenter Marketing Management Association (1996), "Promotion of Overseas Study Programs: Secrets to Success and Increased Participation." Chicago, Illinois

Panel Presenter Midwest Marketing Association (1995), "The Central European Transitions: Obstacles and Opportunities." Chicago, Illinois

Panel Presenter Business and Health Administration Association (1995), "Compassion vs. Competition: Marketing in the Health Care Industry" Chicago, Illinois

Panel Presenter Midwest Marketing Association (1994), "Past, Present, and Future Experiences of AACSB Standards for Colleges of Business" Chicago, Illinois

Presenter Business Ethics Workshop (1993), "Teaching Business Ethics and Related Support Materials for Faculty" Cape Girardeau, Missouri

Panel Presenter Business and Health Administration Association (1993), "Controlling National Health Care Costs" Chicago, Illinois

Panel Presenter Midwest Marketing Association (1993), "The Marketing Curriculum and the New AACSB Standards" Chicago, Illinois

Panel Presenter Mid-South Marketing Educators Conference (1992), "Integrating Ethics into Marketing Courses" Long Beach, Mississippi

Presenter Association for the Advancement of Health Education (1992), "Professional Development Activities of Worksite Health Promotion Employees: Implications for Practitioners, Educators and Continuing Education Program Developers." Indianapolis, Indiana

Panel Presenter Business and Health Administration Association (1992), "Current Strategic Issues in Health Care Administration" Chicago, Illinois

Panel Presenter Midwest Marketing Association (1992), "Marketing to An Ever Changing World" Chicago, Illinois

Panel Presenter Midwest Marketing Association (1992), "Variations in Marketing Curriculum within AACSB Schools" Chicago, Illinois

Panel Presenter Mid-South Marketing Educators Conference (1991), "Should a Course in Service Marketing be added to the Marketing Curriculum" Gulfport, Mississippi

Panel Presenter Business and Health Administration Association (1991), "Health Care Issues for the 1990s: Where Do We Go from Here?" Chicago, Illinois

Presenter Marketing and Small Business Conference (1986), "Marketing Research in Small Business" Sponsored by the Marketing Department, Southeast Missouri State University Cape Girardeau, Missouri,

Presenter Southern Illinois Personnel Management Association (1983), "Implications of Stress Management for Personnel" Carbondale, Illinois,

Facilitator Kentucky Greek Weekend Conference (1980), Workshop, "Thinking Drinking" Richmond, Kentucky,

Workshop Facilitator Ohio Valley Conference (OVC) Interdorm Leadership Conference (1979), "Leadership and Communication" Richmond, Kentucky

Facilitator Kentucky Student Personnel Conference Workshop (1979), "Alcohol Education Program: How to Get Started" Natural Bridge State Park, Slade, Kentucky,

Selected Service Presentations (1985-1996)

Many services presentation given to various groups since 1996 per my role as Director of the MBA program at Southeast Missouri State University.

"A whirlwind Tour of Europe's Businesses," for the Travel Abroad at Home Lecture Series presented by the Department of Foreign Language, Southeast Missouri State University, Fall, 1996.

"International Business Study Opportunity," for the Phi Beta Lambda conference on the campus of Southeast Missouri State University, Spring, 1994.

"Importance of International Business" guest speaker at induction ceremony for the Future Business Leaders of America conference on the campus of Central High School, April 15, 1994.

"International Business Study Tour," for the Marketing Club at Southern Illinois University, September 23, 1993 and again in the Fall, 1996.

"Southeast International Business Study Tour," for the Phi Beta Lambda at Southeast Missouri State University, February 1993 and November 29, 1993.

“Southeast International Business Study Programs and Graduate Programs in Business,” for Alpha Kappa Psi at Southeast Missouri State University, Fall 1996.

“International Study Program,” for the Accounting and Finance Club at Southeast Missouri State University, January 1996.

Southeast International Marketing Tour," for the Marketing Club at Southeast Missouri State University, September 1993.

"Assessment of the Needs of the Elderly in Southeast Missouri," co presenter on the half hour morning news show Perspectives on KFVS the CBS affiliate in Cape Girardeau, MO., May 19, 1993.

"Southeast International Business Study Tour," Co-presenter for the Towers Complex at Southeast Missouri State University, February 1993.

"Evaluation in the Classroom "for the New Faculty Workshop, Center for Teaching and Learning, Southeast Missouri State University, August 18, 1992.

"Consumers' Attitudes of Sales Promotion Activities Used by Dentists," for the Cape Girardeau Dental Association: Dental Study Group. Presented in Cape Girardeau, Missouri, March 11, 1992

"Marketing in the United States, "Bulgarian Seminar by the International Business Institute, Southeast Missouri State University, October 28, 1991.

"Eastern Europe's' Revolution," colloquium presentation by the College of Liberal Arts, Southeast Missouri State University, September 25, 1991

"Business and Marketing in Bulgaria," presentation to Zeta Alpha Chapter of Phi Beta Lambda, Southeast Missouri State University, November 8, 1991.

"Marketing for Not-For-Profit Organizations," American Cancer Society, Missouri Division Inc., Sikeston, Mo, July 1987.

"Time Management," Professional Secretaries International (PSI), Storm Lake, Iowa, April 1985. The fifty-two seminar critique results from this presentation indicated an overall very beneficial response to this presentation.

Academic Text Books Reviewed

Review of book manuscript, Designing and Implementing a Business Research Project: A Students Guide by Michael Polonsky and David Waller, Sage publications, 2003

Business Ethics: Ethical Decision Making and Cases by O. C. Ferrell and John Fraedrich:Houghton Mifflin Company, 2nd Edition, 1994.

Consumer Behavior by Del. L. Hawkins, Roger J. Best and Kenneth A. Coney: Business Publications, Inc. 5th Edition, 1992.

Consumer Behavior by Del. L. Hawkins, Roger J. Best and Kenneth A. Coney: Business Publications, Inc. 4th Edition, 1989.

Consumer Behavior and Marketing Strategy by J. Paul Peter and Jerry C. Olson: Richard D. Irwin, Inc., 2nd Edition, 1990.

Small Business Institute: Cases Supervised

Horizons Unlimited (1994); Cape Girardeau, MO: Marketing Strategy Study for Audio Cable and Speaker Cabinets in Germany and Australia.

Magnetic Collectables (1994); Cape Girardeau, MO: Marketing Strategy Study of collectable magnetics in Brazil and Argentina.

M & W Packaging USA, Inc. (1994); Cape Girardeau, MO: Marketing Strategy Study for plastic packaging wrap in Venezuela and Chile.

The Hair Repair (1987); Cape Girardeau, MO: Hair Styling Needs of Area Residents.

Kwik Kopy Printing (1987); Cape Girardeau, MO: Printing Needs of Businesses in Southeast Missouri.

Saint Francis Medical Center (1986); Cape Girardeau, MO: Marketing Research Identifying the Media That is Most Likely to Influence Elderly Decision Making.

McDonald Optometry (1986); Jackson, MO: Marketing Research to Assist in Increasing Profits in a Small Optometry Practice.

Coca-Cola Bottling of SEMO (1985); Jackson, MO: Taste Comparison of New Coke and Classic Coke.

Dalcom Services (1985); Cape Girardeau, MO: Cape Girardeau Retail Interests in Full Service Advertising Agencies.

Heckathorn Livestock Auction Company (1985); Storm Lake, IA: Marketing Research and Promotional Program Suggestions.

Lester's Shoe Repair, (1985); Cape Girardeau, MO: A Study of Consumer Awareness.

Moore-Dupont Winery (1985); Benton, MO: Cape Girardeau Citizens Awareness of Missouri Wines, Co-Consultant with Dr. Charles Wiles.

The Corner Pocket (1985); Storm Lake, IA: Marketing Research and Marketing Program Evaluation.

Consulting Experience

Customer use and satisfaction research for a local bank in Cape Girardeau, MO (2007)

External Reviewer for a Federal Grant, "Enhancing International Economic Understanding and enterprise in Tennessee" by Middle Tennessee State University (1998) \$280,000 Grant

One of the faculty for the Executive Leadership Seminar for top level management for Boy Scouts of America, three weeklong sessions during 1995 - 1996.

External Reviewer for a Federal grant to Internationalize the Business curriculum and outreach opportunities by Middle Tennessee State University (1996) \$247,000 Grant "Marketing Banking Services" for representatives of Sirbank and Teximbank of Bulgaria. presentation in Cape Girardeau, Missouri, December 21, 1994.

"The Marketing of Banking and Insurance Services," for the Independent Cultural Institute and Sirbank, Teximbank, Bulstrad Insurance of Bulgaria, presentation in Cape Girardeau, Missouri, May 24, 1994.

"Fundamentals of Services Marketing: Application to Banking," for the Independent Cultural Institute and Tekcnm Bank, Sirbank, and Slavyany Bank Ltd. Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, May 7, 1994.

"Marketing of Services for the Insurance Industry," for the Independent Cultural Institute and OREL LTD. Insurance and Reinsurance Co., Zakrila Health Insurance Company, and Phoenix Ltd. Life Insurance Company of Sofia, Bulgaria. Presentation in Cape Girardeau, Missouri, April, 23, 1993.

"Fundamentals of Financial Services Marketing," for the Independent Cultural Institute and Central Cooperative Bank, Herrosbank, and Teximbank Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, December 10, 1993.

"Marketing and Promotion of Insurance Services," for the Independent Cultural Institute and Bulgaria Insurance and Reinsurance Co Ltd Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, December 1, 1993.

"Marketing of Insurance Services," for the Independent Cultural Institute and OREL LTD, Insurance and Reinsurance Co, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, October 13, 1993.

"Financial Services Marketing," for the Independent Cultural Institute; Mineralbank, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, June, 30, 1993.

"The Foundations of Financial Marketing," for the Independent Cultural Institute and Bank for Agricultural Credit Ltd. Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, May 21, 1993.

"The Foundations of Marketing in the United States," for the Independent Cultural Institute, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, November 4, 1992.

"The Structure of Marketing in the United States," for the Independent Cultural Institute, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, March 9, 1992.

"Development of Marketing Strategy for Business Success," for the Independent Cultural Institute, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, January 27, 1992.

"The Foundations of Marketing in the Western Economies," for the Independent Cultural Institute, Sofia, Bulgaria, presentation in Cape Girardeau, Missouri, January 24, 1992.

Senior Healthcare Network Club (1992); Dexter, MO: "Healthcare Promotion Ideas". CEO is Ed Mangus.

Professional Care Management Services (1992); Cape Girardeau, MO: "Marketing and Promotion of Professional Geriatric Care Services." Owner is Linda Fulton.

Medi-File (1992); Bloomfield, MO: "Marketing and Sales Contact". Owner is Cheryl Bates.

Coad Chevrolet (1992); Cape Girardeau, MO: "Customer and Employee Interviews". Owner is Tim Coad.

Hurley and Associates of Charleston, MO (1992): The Development of a Marketing Plan for Farm Production Marketing, SBDC Project.

M and M Impex Company (IKO) (1991); Sofia, Bulgaria: "Western Marketing Concepts" for Directors and Managers of the 14 Companies of the Holding Company IKO.

Physical Therapy Associates of Southeast Missouri Inc. (1990); Cape Girardeau, MO: Marketing in the Service Sector, SBDC Project.

Cape Girardeau Chiropractors (1987); Cape Girardeau, MO: Marketing Research Identifying Customer Attitudes and Usage Patterns of Chiropractor Advertisements and Services, SBDC Project.

Wayne County Journal Banner (1986-87); Piedmont, MO: Marketing Research Related to Consumer Attitudes and Readership, SBDC Project.

Cafeteria Supervisors (1982); Southern Illinois University at Carbondale, IL: "The Understanding of Perception, Communication, Listening, and Motivation"

Residential Life Staff (1982); Southern Illinois University at Carbondale, IL: "The Use of Feedback in Communication"

Community Bank Tellers (1981); First National Bank in Carbondale, IL: "Employee and Customer Communication and Problem Resolution"

Grant Activities

1994 **Author**, "Faculty Scholarship Grant for the 1994 Asia/Pacific Business Outlook Conference," Submitted to Center for International Business Education and Research (CIBEAR) School of Business Administration at the University of Southern California. Dollar value of the grant was \$950.

1993 **Author**, "Study of Consumer Information Source Preference and Decision Styles" (with Dr. Firooz Hekmat). Office of Research and Grants, Southeast Missouri State University, dollar value of grant was \$1800

1993 **Author**, "Business Ethics Workshop," Submitted to Arthur Andersen & Co., SC Business Ethics Program. Dollar value of grant was \$425.

1993 **Author**, "Books for Bulgaria," Submitted to United States Information Agency: Book Program Division, Washington, D.C. Dollar value of grant was \$600.

1992 **Author**, "Books for Bulgaria," Submitted to United States Information Agency: Book Program Division, Washington, D.C. Dollar value of Grant was \$600.

1992 **Author**, Co-proposer of the Kent Library Program Development Fund Proposals for the year 1993 for the enhancement of holdings at Kent (with Dr. Judy Wiles). The proposal was related to business ethics. The grant was worth \$1800.

1991 **Author**, "Books for Bulgaria," Submitted to United States Information Agency: Book Program Division, Washington, D.C. Dollar value was \$600.

1987 **Author**; "A Survey of Attitudes Related to Advertising by Certified Professional Accountants," funded by the Graduate Office, Southeast Missouri State University (with Dr. J. Elfrink, CPA). Dollar value was \$300.

1987 **Author**; "Proposal for Outcomes Research Related to Departments of Marketing in Higher Education," (with Dr. Bert Kellerman) funded by the Associate Provost, Southeast Missouri State University. Dollar value was about \$400.

Certification and License

National Certified Counselor #3616, National Board of Certified Counselors 1992-1999
Professional Counselor, #CS 482, Missouri State License 1992-1999

Professional Affiliations (current and previous)

International Society of Marketing, current Treasurer, Board of Directors member Beta Gamma Sigma collegiate school of business honor society (current and first chapter President in 1997 at Southeast Missouri State University)

North American Management Society. Past President 1998-1999, current Board of Directors member 1998-2022

Marketing Management Association, current

Academy of International Business, 2011, 2018, 2020

Member of the Rotary Club 2396 District 6060 of Cape Girardeau, Missouri, current, club Number 448, Club President 2014-2015, President Elect 2013-2014, Program Chair 2012-2013

Phi Kappa Phi interdisciplinary honor society (current)

Alpha Mu Alpha marketing honor society (current)

American Marketing Association

Academy of Marketing Science

Midwest Business and Health Administration Association. Past President 1990-1991

Midwest Marketing Association

Midwest Management Society
Southern Marketing Association
Academy of Management
Delta Sigma Pi Professional Business Fraternity (current)
Society for the Advancement of Management (Past Treasurer, President) in college
American Association for Counseling and Development (AACD; formerly APGA)
American College Personnel Association (ACPA)
National Association of Student Personnel Administrators (NASPA)
Associate in the Malibu Center for International Research

Professional Service

Treasurer, International Society of Marketing (2021-2022)

Board of Directors, International Society of Marketing (2021-2022)

Board of Directors: North American Management Society 1998-2022)

Session Chair, International Society of Marketing, Chicato, IL. (March 23, 2022).

Reviewer/Referee, Journal of International Education in Business. (January 2021 - December 2021).

Reviewer/Referee, Administrative Issues Journal: Connecting Education, Practice, and Research. (April 2020).

Attendee, Meeting, Academy of International Business SE division, Nashville, TN. (2018).

Editorial Review Board Member, Services Marketing Quarterly. (January 2010 - December 2018).

Member, Marketing Management Association. (2010 - 2018).

Reviewer/Referee, Administrative Issues Journal: Connecting Education, Practice, and Research. (September 12, 2018).

Reviewer/Referee, Administrative Issues Journal: Connecting Education, Practice, and Research. (May 21, 2018).

Attendee, Meeting, Tri State Advertising and Marketing Professionals, Cape Girardeau, MO. (February 23, 2018).

Guest Speaker, District 4945 Argentina/Uruguay Rotary International, Parana. (May 23, 2019 - May 2019)

President of North American Management Society (1998-1999).

President of the Business and Health Administration Association (1990-91).

Vice President of Membership for the Midwest Management Society (1995, 1996, 1997)

Advisory Council; Midwest Business Administration Association (1992 - 1997).

Board of Directors; Midwest Management Society (1992 - 1995)

Advisory Committee; Business and Health Administration Association (1990 - 1992)

Advisory Committee; Midwest Marketing Association (1986 - 1989).

President Elect and Program Chair of the Business and Health Administration Association (1989-90).

Vice President and Proceedings Editor of the Business and Health Administration Association (1987-1988; 1988-1989).

Marketing Management Publication Council Member, Marketing Management Association (1995, 1996, 1997, 1998)

Invited reviewer for the *Journal of Business Ethics* (1996, 1998)

Primary investigator for a Midwest Marketing Association member survey related to various issues with the Midwest Marketing Association and the Journal of Midwest Marketing (1987)

Program Track Chair; Advertising and Promotion: Academy of Business Administration, London, United Kingdom (1994).

Program Track Chair, Non-Profit Organizations: Academy of Business Administration, Las Vegas, NV (1993).

Program Track Chair, Non-Profit Organizations: Academy of Business Administration, Las Vegas, NV 1993

Session Chair: Marketing Management Association Fall Educators' Conference; Session Theme: MBA Program Issues, (1999)

Session Chair; Midwest Marketing Association; Session Themes: Marketing Research; Marketing Management; Sales Management (1987, 1988, 1989, 1994)

Session Chair, Northeast Decision Science Institute; Session Theme: Marketing Education (1996)

Session Chair; Business and Health Administration Association, Session Themes: Current Issues in Health; Health Marketing, Issues in Health Care (1989, 1991, 1992)

Session Chair; Academy of Business Administration, London; Session Theme: Potpourri in Advertising (1994)

Moderator, North American Management Society; David Gustafson Practitioner Session, Topic: "Managing International Design Teams," Speaker Tom Hull, Managing Engineer, Motorola, Inc. (1998)

Moderator and Presenter for session, Short Programs Overseas – Faculty Development and Student Immersion, Fall Marketing Management Association Conference, Saint Louis, Missouri, September (2007)

Discussant; Academy of Business Administration; Session Theme: Recent Consumer Related Issues (1994)

Discussant; Northeast Decision Science Institute; Session Theme: Innovation in Education, (1996).

Discussant; Business and Health Administration Association, Session Themes: Regulatory Impacts and Implications in Health Care, Health Care Marketing, Modeling and Measurement Approaches in Health Care (1987, 1988, 1992)
Discussant; Midwest Management Society; Session Theme: Productivity Problems in Management (1989)

Discussant; Midwest Marketing Association; Session Themes: Advertising, Marketing Management, Marketing Education, Management Technology, Supply Chain Management (1986, 1988, 1990, 1992, 1996, 2000, 2001)

Discussant: North American Management Society, Chicago; Session Theme: International Management (1999)

Discussant: Association of Collegiate Marketing Educators, St. Louis, MO, Session Theme: Contemporary Issues in Marketing Services (2002)

Participant; Regional Symposium on Teaching Business Ethics, at Memphis State University (1992)

Participant; Business Ethics Symposium: Corporate Implementation of Business Ethics, at Memphis State University (1993)

Reviewer for Western Decision Sciences Institute Proceedings (1998, 2000, 2001, 2002)

Reviewer for the Proceedings of the Marketing Management Association, Chicago, Illinois (1997, 1999, 2000, 2001, 2002)

Reviewer for the Proceedings of the Midwest Marketing Association, Chicago, Illinois (1992, 1993, 1994, 1995, 1996)

Reviewer for the Proceedings of the Southern Marketing Association, New Orleans, Louisiana (1997)

Reviewer for the Proceedings of the Association of Collegiate Marketing Educators (2000, 2001, 2002)

Reviewer for the Southwestern Marketing Association Proceedings, San Antonio, Texas (1999, 2000, 2001)

Reviewer for the Proceedings of the Midwest Management Society, Chicago, Illinois (1992, 1993, 1994, 1995, 1996, 1997)

Reviewer for the North American Management Society Proceedings, Chicago, Illinois (1998, 1999)

Reviewer for the Business and Health Administration Association Proceedings, Chicago, Illinois (1992, 1994)

Reviewer for the Academy of Business Administration conferences and Proceedings in Los Vegas, Bahamas, London (1992, 1993, 1994)

Leader and Panel Presenter for Leadership Cape 99: Panel presentation relative to educational needs, issues and services (1999)

Community Service

Chair, Scholarship committee, Rotary International District 6060 (Eastern Side of Missouri). 2020-2023).

Guest Speaker, District 4945 Argentina/Uruguay Rotary International, Parana. (May 23, 2019 - May 2019)

Chair, Cape Girardeau Rotary, Camp Enterprise Committee. (January 2013 - December 2017).

President, Rotary International Cape Girardeau Club 2396. (January 2014 - December 2015).

Multiple coaching positions in community and church league baseball, softball, soccer, and basketball leagues (1995-2008)

Basketball coach of the boys' teams at Saint Vincent Grade School in Cape Girardeau (2004, 2005, 2006, 2007)

Community Counseling Center Advisory Council, Cape Girardeau, MO. (1995)

Finance Committee, Saint Vincents' Parish, Cape Girardeau, MO. (1993, 1994, 1995, 1996) \$1.1 Million Budget

Boy Scouts of America, Cape Girardeau, Great Saint Louis Area Council, Advisory Committee (1998, 1999)

Public Relations Committee, Saint Vincents' Grade School, Cape Girardeau, MO. (1993)

Cape Girardeau Chamber of Commerce; Education, Retail Steering and Riverfest Corporate Sponsor Committees (1986 -1988), Simulation leader for the High School Business Symposium (1986)

Friendship Family for International Students at Southeast Missouri State University (1986 -1999)

Small Business Incubator Research Study for the Cape Girardeau, MO, Chamber of Commerce, 1986

Storm Lake Chamber of Commerce; Public Relations Committee, 1985, Chairperson for the development of the Public Relations Brochure for Storm Lake, Iowa

University Service

Academic Advisor, Southeast Graduate Programs in Business. (January 2022 - December 2022).

Graduate Faculty, Graduate School. (January 2022 - December 2022).

Honors Faculty, Honors program Southeast Missouri State University. (January 2022 - December 2022).

Member, HCBC Diversity, Equity, and Inclusion Committee. (2022).

Member, Tenure and Promotion Committee: Marketing Department. (January 2022 - December 2022).

Member Rep for Marketing Department, College Council: Harrison College of Business. (January 2022 - December 2022).

Professional, Alpha Kappa Psi. (January 2022 - December 2022).

Academic Advisor/ letters of recommendation for PhD program for students, Southeast Graduate Programs in Business. (January 2021 - December 2022).

Member, Marketing Department Chair search committee. (2021 - 2022).

Member, Marketing Department Curriculum committee for revisions to majors and minors. (2021 - 2022).

Member, Professional Development and Sabbatical leave committee. (January 2021 - December 2022).

Member, HCBC Diversity, Equity, and Inclusion Committee. (August 2021 - October 2022).

Member, Institutional Review Board. (August 2021 - October 2022).

Member, University Commencement Committee. (August 2021 - October 2022).

Department Representative, SEMO Office of Admissions. (October 1, 2022).

Host, HCBC. (May 2022).

College representative, University Admissions. (April 25, 2022).

Graduate Faculty, Graduate School. (February 2022).

Interviewer, evaluator, DECA: Dept of Management and Marketing. (February 2022).

Interviewer, evaluator, DECA: Dept of Management and Marketing. (February 2022).

Faculty participant, Harrison College of Business and Computing Learning Community.
(February 23, 2022).

Participant, Southeast Missouri State University. (February 23, 2022).

Academic Advisor, Southeast Graduate Programs in Business. (January 2021 - December 2021).

Graduate Faculty, Graduate School. (January 2021 - December 2021).

Honors Faculty, Honors Program Southeast Missouri State University. (January 2021 - December 2021).

Member, Marketing Department. (2021).

Member Rep for Marketing Department, College Council: Harrison College of Business.
(January 2021 - December 2021).

professional, Alpha Kappa Psi. (January 2021 - December 2021).

Professional, Alpha Kappa Psi. (January 2021 - December 2021).

Chair and member, Marketing Department Chair search committee. (2020 - 2021).

College representative, University Admissions. (April 25, 2021).

Interviewer, evaluator, DECA: Dept of Management and Marketing. (February 2021).

Academic Advisor, Southeast Graduate Programs in Business. (November 2020 - February 2021).

Academic Advisor, Southeast Graduate Programs in Business. (January 2020 - December 2020).

Chair and Member Rep for Marketing Department, Harrison College of Business: SWOT Analysis accreditation subcommittee. (January 2020 - December 2020).

Graduate Faculty, Graduate School. (January 2020 - December 2020).

Honors Faculty, Honors Program Southeast Missouri State University. (January 2020 - December 2020).

College representative, University Admissions. (April 25, 2020).

Interviewer, evaluator, DECA: Dept of Management and Marketing. (February 2020).

Chair, SWOT analysis for Harrison College of Business and Computing included in Strategic Plan for Continuous Improvement Report for AACSB. (August 2019 - February 2020).

Department Representative, HCBC. (February 17, 2020).

Faculty participant, Graduation Committee University. (December 2019).

Member, Tenure and Promotion Committee: Marketing Department. (January 2019 - December 2019).

Co-coordinator of international programs to Europe in Spring break and/or summer, HCB International business programs. (January 2010 - September 2019).

Co presenter with two other HCBC faculty, International Study Office. (August 23, 2019).

Reviewer, Graduate programs in Business. (August 21, 2019).

Review of the Program Learning Report from the department, Department of Marketing. (August 19, 2019).

College representative, University Admissions. (April 25, 2019).

Interviewer, evaluator, DECA: Dept of Management and Marketing. (February 2019).

Member, Tenure and Promotion Committee: Management Department. (November 2018 - January 2019).

Member, College Professional Development and Sabbatical review Committee: (October 2018 - January 2019).

Member, Tenure and Promotion Committee: Marketing Department. (October 2018 - January 2019).

Member, Tenure and Promotion Committee: Marketing Department. (October 2018 - January 2019).

Adjunct Assistant Professor (Graduate Faculty), Cooperative EdD Program; Dept of Leadership and Policy Analysis. (January 2010 - December 2018).

Member Rep for Harrison College of Business, Academic Advising Council- University Standing Committee. (August 2017 - May 2018).

Member, Tenure and Promotion Committee: Accounting Department. (January 2018 - February 2018).

Member Rep for Harrison College of Business, Academic Advising Council- University Standing Committee. (August 2016 - December 2017).

College Representative, SEMO Office of Admissions: Regional college fair. (February 2012 - November 2017).

Member Rep for Harrison College of Business, Graduate Council. (January 2010 - August 2017).

Member (Chair 2014) from Graduate Council, Graduate Council: Curriculum committee. (January 2012 - May 2017).

Member Rep for Management and Marketing Department, College Council: Harrison College of Business. (January 2010 - May 2017).

Member, Department of Management and Marketing Promotion and Tenure Review committee. (January 2010 - February 2017).

Department Representative, SEMO Office of Admissions. (November 12, 2016).

Member Rep for Management and Marketing Department, Assurance of Learning Committee for Harrison College of Business. (January 2013 - August 2016).

Chair of committee, Graduate Business Programs advisory council. (January 2010 - August 2016).

Director, HCB Graduate Programs. (January 2010 - August 2016).

Committee Member, Dissertation Committee for Carl Kinnison. (June 2016).

Committee Member, Dissertation Committee for Nicole Buchholz. (June 2016).

Presenter, Southeast Summer Scholars Luncheon. (June 13, 2016).

Participant, Beta Gamma Sigma. (April 2010 - April 2016).

Presenter, HCB IBP program for students from RIBA Denmark. (2013 - 2015).

Chair, HCB Summer Grant Writing Review committee. (February 2015 - May 2015).

Chair, Department of Management and Marketing Promotion and Tenure Review committee. (November 2013 - February 2014).

Chair of Committee on Programs and Courses, Graduate Council (2004, 2005)

Chair of Admission and Graduation Standards Committee Member, Graduate Council Committee (2012)

Assessment Committee Member, Graduate Council Committee (2010-2012)

Honors Faculty Member (1986-Present), assisted with Governor's Scholars Kick-off program (1993).

Graduate Faculty Member (1985-Present)

Graduate Council member (2002 - 2016)

Faculty Centre Ad Hoc Committee, Faculty Senate Committee, 2003

Member of search committee for Director for Strategic Communication and Marketing (2006- 2008)

University Assessment Review Committee (Phase 2, Phase 3), University committee, Graduate Studies Representative (2006 - 2008)

Admission and Graduation Standards Committee Member, Graduate Council Committee (2003 - 2009)

Assessment Committee Member, Graduate Council Committee (2005, 2006, 2009)

Committee member of the Faculty Centre Ad Hoc Committee, researched the need for a SE Faculty Club (2004)

Member of University Ad Hoc Committee that reviewed the Intensive English Program (2005)

Faculty Senator in Faculty Senate (1988, 1995, 1996)

Departmental alternate for the Faculty Senate (1986, 1987, 1992 - 1995)

University Commencement Committee (1990 - 1996)

University Compensation Committee (1993, 1994)

University Budget Committee (1994)

Facilitator and Co-coordinator at the New Faculty Workshop (1992)

University Studies Subcommittee on Freshman Introductory Course, this committee developed the syllabus for the Introduction to Universities Studies course, a required course of all freshmen (1987)

Governor's Scholar mentor, a program intended to foster the educational and personal growth of student scholars (1987- 1994)

Governor's Scholar Advising Committee (1996)

Advisory Committee member for International Student Services at Southeast Missouri State University that advises, recommends, and develops policy and programs impacting international students and international programs at the University (1993)

Center Associate for the Center for Health Professions at Southeast Missouri State University; Primary responsibilities have included chairing the Marketing Committee for the National Healthy Lifestyles Conference; this conference had joint sponsorship by Saint Francis Medical Center, Southeast Missouri Hospital, Southeast Missouri State University, and Procter and Gamble Paper Products Company (1987, 1998)

Associate member of the Institute of Gerontology, College of Health and Human Services at Southeast Missouri State University (1992, 1993, 1994)

Ad-Hoc Committee for Storage/Retrieval System for the University (1990)

Cultural Programs Committee (1986, 1987, 1988)

Served on the Department Chair Search Committee for the Educational Administration and Counseling Department (1996, 1997)

International Council (1995 - 1997)

Campus International Task Force Committee (1996, 1997)

International Student Services Team member (1996, 1997)

Advisory Board Member, Didactic Program in Dietetics at Southeast Missouri State University (1996)

Faculty or Department Chair Search Committees for Department of Educational Administration and Counseling (1987 - 1989, 1996), and for Director of Institutional Research (1986)

Chair, Search Committee for Director of International Programs (1998), Southeast Missouri State University

President's Inauguration Promotion/Publicity Committee (1990)

Human Subjects Committee for the University (1995)

College Level

College Tenure Committee (1993 – 2001, 2004 – 2012)

Promotion Committee (1993 - 2001); (2003 – 2012)

Chaired the College Ad Hoc AACSB MBA Goals and Objectives Committee (2005)

Human Subjects in Research Committee (Chair 2001,2002)

Chaired the MBA Graduate Program Review Advisory Committee (2004)

Director of Graduate Programs in Business (1996-present)

Director on International Business Programs for the Harrison College of Business at Southeast Missouri State University (1995, 1996, 1997)

Co-coordinator of the International Business Study Tour to Europe for January, Spring Break and/or Summer break (1993 - present); This study program, with 60 to 150 students going per year on the programs. Over 2500 students have participated in these programs. This experience provided the vast majority of students with their first experience outside of their home country. As a little background on this tour, we spend one to two weeks in Europe touring various businesses and institutions. In past years we visited the Bank of England, Thomson, British Petroleum, Chartwells, Bausch and Lomb, Motorola, and Parliament (and had a two hour meeting with two MPs) in London; Peugeot and Cadbury in Birmingham; Noord Natie and Palm Brewery in Antwerp; Ingram/Micro D and Delhaize in Brussels; Caterpillar in Gosselies, Belgium; Hewitt Packard in Lyon, France; Siemens and Procter and Gamble in Germany; St. Gobien, IBM, World Trade Center, Galeries Lafayette, Printemps, COLAS and the US Embassy in Paris; MUM in Reims, France; Remy-Cointreau liqueur in Angers, France, Dow Europe in Zurich; and the U.S. Embassy and the Vatican (we saw the Pope) in Rome. We also had lectures at Universities in Birmingham, Aachen, London, Innsbruck and Maastricht as well as attend plays in the theatre district of London. I have also assisted with student study programs to in Morocco and Cuba.

Co-coordinator of the conference: Business Ethics Teaching and Research (1991)

Coordinator of conference: Teaching Business Ethics (1993)

Campus Coordinator for the Arthur Andersen and Co., SC Business Ethics Program and related materials (1992 - 1999)

Phi Beta Lambda Faculty Co-Advisor (1986, 1987, 1988)

Standardized Computer Packages Committee (1988)

Sabbatical Leave Review Committee (1989, 2007)

Survey Planning Committee Faculty Professional Development Committee for AACSB Accreditation (1992)

International Business Programs Committee (Chair, 1996, 1997, 2000, 2001, 2002, 2005, 2006)

Graduate Programs in Business Committee (Chair, 1996 - present)

Faculty Professional Development Committee for AACSB Accreditation (1993, 1998)
Human Subjects Committee (1986, 1987, 1998, 1999, 2000, 2001) (Chair 1988, 1989,
1990, 1991)

Department Level

Chairperson of Departmental University Studies Committee (1988, 1989), This committee developed three University Studies courses; (MK201: Vales and Social Issues in Business), (UI400: Business and Ethics), and (UI367 International Cultural Experiences), all have been accepted for inclusion in the University's Studies Program

Acting Department Chairperson for the end of Fall term in 1992 and at the beginning of the Spring term of 1993.

Chairperson of Departmental Outcomes Measurement Committee (1986, 1987, 1988, 1989)

Chairperson of Department Library Committee (1991, 1992, 1993, 1994, 1995)

Curriculum - Marketing Management (1986, 1987, 1988, 1989); Retail Management (1986, 1987); Promotion Management (1985, 1986); Internship (1985, 1986, 1987, 1988); Departmental Review Committee (1985, 1986, 1987, 1988, 1989)

Professional Development/Travel Committee (1985, 1986, 1987, 1988, 1989, 1990, 1991)

Tenure Committee (1994 – present, chair 2005, 2014, 2018)

Promotion Committee (1986 – present, chair 2014)

Library Committee (1987, 1988, 1990, 1991); Chair (1992, 1993, 1994, 1995)

Visiting Executive/Scholar Program Committee (1987, 1988, 1989)

Chairperson, University Studies Committee (1986, 1987, 1988, 1989, 1990, 1991)

Chairperson, Outcomes Measures Committee (1986, 1987, 1988, 1989)

Textbook Selection Committee for Business Research, Principles of Marketing and Consumer Behavior (1986, 1987, 1988, 1989, 1990, 1991, 1992)

Marketing Club Faculty Co-Advisor (1988, 1989, 1994)

Honors

College nominee for the University PRIDE award, 2009. Provost's Research, Instruction and Development for Excellence (PRIDE) Award recognizes one faculty member demonstrating excellence as a teacher, an extraordinary scholar and provider of service, and whose overall accomplishments are especially noteworthy.

Educator of the Year (University Division) Cape Girardeau Chamber of Commerce, **2003**
Selected to Board of Directors member for the American National Business Hall of Fame (2002 - 2009)

Navel Reserve Readiness Command Mid-South plaque in recognition of your continued support of the United States Naval Reserve Forces (2003)

Selected to be one the College faculty for the Senior Executive Leadership Seminar for the top management of the Boy Scouts of America (1995)

Received the 1994 International Service Award at the International meeting of the Academy of Business Administration, London, England

Noted faculty in the annual follow-up survey of graduates as to faculty who had a positive influence on his or her professional and personal development (1992, 1993, 1994).

Faculty Merit Award (1993, 1994, 1995), Department of Marketing, Southeast Missouri State University

Identified professor in recent survey feedback as to faculty in the college from whom they learned the most: Summer 1993, Fall 1993, Fall 1995.

Participant in Leadership Development Seminar sponsored by Dr. Kala Stroup, President of Southeast Missouri State University (1994), a total of thirteen faculty and staff were selected by the President to participate in this seminar program.

Selected for Faculty Scholarship Grant and Participated in the 1994 Asia/Pacific Business Outlook Conference," Submitted to Center for International Business Education and Research (CIBEAR) School of Business Administration at the University of Southern California.

Best Paper Award in the Marketing Education Track at the Summer Marketing Educators Conference (1992), American Marketing Association

Best Application/Empirical Paper Award at the Academy of Business Administration Meeting (1992), Las Vegas, Nevada

Faculty Merit Award (1990), First Two Year Department Award Winner, Department of Marketing, Southeast Missouri State University

Faculty Merit Award (1988), First Year Department Award Winner, Department of Marketing, Southeast Missouri State University

Direct Marketing Institute Fellowship (1987), Sponsored by the Direct Marketing Education Foundation, Chicago, Illinois

Selected as a member of the Advisory Council of the Midwest Business Administration Association (1992, 1993, 1994)

Voted in by membership to be on the Publications Board of the Marketing Management Association (1995, 1996)

Selected as a member of the Advisory Council; Midwest Marketing Association (1986, 1987, 1988, 1989).

Selected as a member of the Board of Directors of the Midwest Management Society (1992, 1993, 1994)

Selected as a member for professional faculty development travel experience for three weeks in Bulgaria (1991)

Selected as a member of the Advisory Committee of the Business and Health Administration Association (1990 - 1999)

President of the Business and Health Administration Association (1990-91). An affiliated organization with the Midwest Business Administration Association

President of the North American Management Society (1998-1999)

Outstanding Young Men of America, 1980 and 1986 (U.S.Jaycees)

Outstanding Member, 1974, Society for the Advancement of Management (SAM)

Four-year undergraduate scholarship, Illinois Cereal Mill

Travel Experience

International travel experiences include Austria (guest lecturer at University of Innsbruck), Argentina, Belgium, Bulgaria (one month, Faculty Professional Development), Canada, Chile, China, Cuba, Czech Republic, Cyprus, Denmark, France, Germany, Gibraltar, Greece, Guatemala, Hong Kong, Ireland, Italy, Japan (Visiting Professor at Aichi University), Liechtenstein, Luxembourg, Macau, Morocco, Mexico, the Netherlands, Portugal, Puerto Rico, Russia (Guest Lecture, Moscow State University), Slovenia, Turkey, United Kingdom, Spain, Switzerland and Uruguay,.

REFERENCES

Redmond, Willie, Professor and Chair, Department of Marketing, Harrison College of Business, Southeast Missouri State University, Cape Girardeau, MO 63701; (573) 651-2851

Caldwell, Jim; Director of International Business Programs and Professor, Department of Management, Southeast Missouri State University, Cape Girardeau, MO 63701; (573) 651-2851

Sen, Sandy; Professor Department of Marketing, Southeast Missouri State University, Cape Girardeau, MO 63701; (573) 651-2194

Ortiz, Alisha; Professor, Department of Marketing, Southeast Missouri State University, Cape Girardeau, MO 63701; (573) 651-2908