

Wilke Denton (WD) English

Assistant Professor of Marketing and Business Statistics
Texas A&M University - Central Texas
Killeen, TX 76549

Positions

Assistant Professor of Marketing and Business Statistics: TAMU-CT, Killeen, Texas 2008 - present. Teaching areas: Marketing and Business Statistics. Primary research areas: franchising and channel innovations. Active case writer.

Professor of Marketing and Business Statistics: King College, Bristol, Tennessee. 2007 – 2008

Realtor, Century 21, Cen-Tex Properties, Belton, Texas, 2006 (currently inactive)

Professor of Marketing and Business Statistics: The University of Mary Hardin-Baylor; Belton Texas, 1993 - 2005.

Associate Professor of Marketing: The University of Texas at El Paso; El Paso, Texas; 1982 - 1993.

Associate Professor of Marketing: The University of Arkansas; Little Rock, Arkansas; 1978-1982.

Assistant Professor of Marketing: The University of Georgia; Athens, Georgia; 1975 - 1978.

Assistant Professor of Marketing: The University of Texas; Austin, Texas; 1974 - 1975.

Assistant Professor of Marketing and Statistics, St. Edward's University, Austin, Texas 1973-1974

Academic Background

B.B.A., Statistics, The University of Texas at Austin, 1970.

Ph.D., Marketing, The University of Texas at Austin, 1974.

Dissertation title: "An Investigation of the Operational Validity of Selected Stochastic Models of Buyer Behavior with Respect to Consumer Durables."

Professional Certifications

Licensed Securities Representative – Affiliated with First Star Securities, Member NASD (currently inactive)

Licensed Texas Loan Officer - Affiliated with First Star Securities, Member NASD (currently inactive)

Realtor, licensed by Texas Real Estate Commission - Affiliated with Century 21 (currently inactive)

Business Cases

“Firing vs. Retaining a ‘Valuable’ Employee, A Critical Incident Involving a Painful Managerial Decision”. Accepted for presentation at the Southwest Case Research Association, March 2016, Oklahoma City (with Angela Johns)

“The Killeen Airport Reconsiders a Generous Benefit to the Military, A Critical Incident where Management meets Accounting, or where Generosity meets Reality.” Accepted for presentation at the Southwest Case Research Association, March 2016, Oklahoma City (with James Fullingim)

“An Ethical Accounting Dilemma. A Critical Incident Regarding an Accountant’s Painful Dilemma.” Accepted for presentation at the Southwest Case Research Association, March 2016, Oklahoma City (with Alla Lopez)

(a paper, not a case) “Frontline Dispatches from the ObamaCare Wars III”, presented at Mustang Academic Conference, Dallas, October 2015.

“ ‘Carrots vs. Sticks’ What Should be Done to Boost Morale? A Critical Incident”, Presented at the Southwest Case Research Association, March 2015, Houston (with C. Hughes and J. Fry)

“The 1979 Killeen Municipal Airport Terminal Building: Terminating Expenses for an Obsolete Structure”, Presented at the Southwest Case Research Association, March 2015, Houston (with J. Fullingim)

(a paper, not a case) “Frontline Dispatches from the ObamaCare Wars II”, presented at Mustang Academic Conference, Nashville, October 2014. Later published in the Conference Proceedings, p56-59. ISSN: 2169-3331 Online ISSN: 2169-334x.

“What Should a Convenience Store do to Protect against Embezzlement? An Ethical Critical Incident”, Southwest Case Research Association, March 2014, Dallas (with E. Brown)

“Productivity Ratios: The Missing Tool in Financial Analysis: A Critical Incident Showing the Power of Student Experiences”, Southwest Case Research Association, March 2014 (with M. Kelly)

(a paper, not a case) “Frontline Dispatches from the ObamaCare Wars”, scheduled for presentation at the Mustang Conference, Las Vegas, February 2014. However, an ice storm prevented me from getting out of Central Texas. I was told that I could present the paper at the conference in Nashville in October. I have submitted a revised paper, including data collected during the Summer of 2014, which was accepted and is listed above..

“Tom, Dick and Harry Discuss What a Bank Should Have Done to Protect Against Embezzlement: An Ethical Critical Incident”, Southwest Case Research Association, March 2013, Albuquerque (with J. Robertson and M. Kelly)

“The Killeen Skylark Airport Wrestles with a Break-Even Fuel Pricing Decision: A ‘Critical Incident’ Illustration”, Southwest Case Research Association, March 2013, Albuquerque (with J. Fullingim)

“Tom, Dick and Harry Contemplate What a Store Should Do with an Assistant Manager who gives Very Large Employee Discounts: An Ethical Critical Incident”, Southwest Case Research Association, March 2013, Albuquerque (with M. Lehman and B. Altman)

“Tom, Dick and Harry Contemplate a Law Firm that has a Mandated Policy of ‘Padding’ their Paralegals’ Billable Hours: An Ethical Critical Incident”, Southwest Case Research Association, March 2013, Albuquerque (with L. Loafman)

“Tom, Dick and Harry Contemplate What a Bank Should have Done with their “25¢ to open” Bank Accounts: An Ethical Critical Incident”, Mustang International Academic Conference, October 2012, Oklahoma City (with K. Kelley and M. Kelly). This submission was later included in the *Mustang Journal of Business and Ethics*, Vol 4, May 2013, p86-92.

“Tom, Dick and Harry Contemplate what Price to Charge for a Fund-Raising Calendar”, Southwest Case Research Association, March 2012, New Orleans

“Michael Milken. Friend or Foe to the Financial Markets?”, Southwest Case Research Association, March 2012, New Orleans (with M. Kelly)

“Tom, Dick and Harry Contemplate How to Help Loftin Distribution Off-Set the Effects of a Recession”, Southwest Case Research Association, March 2011, Houston (There were three of us who were promised that our cases would be published in the journal published by SWCRA...as yet, they have not been published.)

- “Tom, Dick and Harry Debate the Difficult Decision of What to do with Brother McGoo?” Southwest Case Research Association, March 2010, Dallas (with A. English and S. Vitucci)
- “Tom, Dick and Harry Help Determine Whether Some Employees are being Drug ‘Re-tested’ Too Often”, Southwest Case Research Association, March 2010, Dallas (with S. Villanueva)
- “Tom, Dick and Harry See the Destructive Power of Fixed Costs”, Southwest Case Research Association, March 2009, Oklahoma City (with T. McGee)
- “Tom, Dick and Harry Learn that Satisfaction Equals Performance Minus Expectations, and Marketing Sets the Expectations”, Southwest Case Research Association, March 2008, Houston.
- “Tom, Dick and Harry Examine PolySpec’s Account TurnOver”, Southwest Case Research Association, March 2006, Oklahoma City.
- “Will Tom, Dick and Harry Make a Fortune Short-Selling Stock?”, Southwest Case Research Association, March 2005, Dallas (with L. Woodward).
- “Tom, Dick and Harry Face A Life-Threatening Situation”, Southwest Case Research Association, March 2005, Dallas.
- “The Camping Bag #2 or The Value of Trade Associations”, Southwest Case Research Association, March 2005, Dallas (with H. Horton).
- “Tom, Dick and Harry Wonder about a Mutual Fund: Is the Stein Roe Young Investor Fund Any Good?” Southwest Case Research Association, March 2004, Orlando, (with L. Woodward).
- “Tom, Dick and Harry Help Save Marylee’s Job, or, An Illustration of how Assignment of Overhead Can Determine Profitability”, Southwest Case Research Association, March 2004, Orlando, (with K. Turner).
- “Tom, Dick and Harry Wrestle with the Difficult Sales Call: Why Won’t Thelma Give Tom Her Business, When he Really Has the Better Price?” Southwest Case Research Association, March 2003, Houston, (with J. Duncan).
- “Tom, Dick and Harry in a Quandary over Mexican Pesos, ¿Should Tom Take the Mexican Stock or the Mexican Pesos?” Southwest Case Research Association, March 2003, (with L. Woodward).
- “The Belton Beef Barn Ponders a Perilous Expansion,” Southwest Case Research Association, March 2003, (with H. Horton).

- “Tom, Dick and Harry Play the Stock Options Market”, Southwest Case Research Association, March 2002, St. Louis, (with L. Woodward).
- “Tom, Dick and Harry Debate an Ethical Dilemma: Should a Wholesaler Return an Unpaid Rebate to the Manufacturer?”, Southwest Case Research Association, March 2002, St. Louis, (with H. Sweet).
- “Tom, Dick, and Harry use the Tabloids for Economic Forecasting: Q. Are the Tabloids Ever Right? A. No.” Southwest Case Research Association, March 2000, San Antonio.
- “Tom, Dick, and Harry Investigate Hemlines and Stock Prices,” Southwest Case Research Association, March 1999, Houston (with L. Woodward).
- “Tom, Dick, and Harry Contemplate a Ticklish Problem of Employee Insurrection,” Southwest Case Research Association, March 1999, Houston (with H. Sweet).
- “Tom, Dick, and Harry Meet Dagwood, Where an Afternoon Nap Turns Into a Random Walk (A Functional Case on Probability),” Southwest Case Research Association, March 1998, Dallas. (with W. Kaigh)
- “Tom, Dick, and Harry Contemplate Which Sweepstakes Prize to Take (A Functional Case on Present Value),” Southwest Case Research Association, March 1997, New Orleans.
- “Tom, Dick, and Harry Join the Girl Scouts (And Learn the Limits of Marketing Research),” Southwest Case Research Association, March 1997, New Orleans.
- “Tom, Dick, and Harry Invest in an Emu Ranch (Has Big Bird Bought the Farm?!),” Southwest Research Association, March 1996, San Antonio (nominated by session moderator for consideration as “Best Case” of conference).
- “Tom, Dick, and Harry Consider a Pretzel Franchise,” Southwest Case Research Association, March 1995, Houston. Subsequently published in *Marketing Channels 2e* Pelton, Strutton and Lumpkin, McGraw-Hill/Irwin, pp469-480.
- “Tom, Dick, and Harry Play the Texas Lotto,” Southwest Case Research Association, March 1994, Dallas.

Publications, Referred Journals

- “Mason Haire and the Addition of Keurig”, Published in the *Mustang Journal of Management and Marketing*, Vol 5, Fall 2014, p80-85.
- “Tom, Dick and Harry Contemplate What a Bank Should have Done with their “25¢ to open” Bank Accounts: An Ethical Critical Incident, After presentation, this submission was

- included in the *Mustang Journal of Business and Ethics*, Vol 4, May 2013, p86-92. (with K. Kelley and M. Kelly).
- “Problems at Universal Special Polymers? A Tom, Dick and Harry Saga”, Journal of Applied Case Research, Vol 7 #2, December 2007, p1-4 (with Steven Maranville).
- “Unraveling the Evidence on Franchise System Survivability”, Enterprise and Innovation Management Studies, Vol. 2, No. 1, 2001, pp. 49-64. (With J. Stanworth, D. Purdy, J Williams)
- “Franchising, by its Proper Name, is Wholesaling!”, Journal of Marketing Channels, Vol. 2, #3, Winter/Spring 93, pp. 1-26.
This paper has been selected for inclusion as a “reading” in the text, Marketing Channels A Relationship Management Approach, Irwin, 1997.
- “Videotex: Pandora’s Box for Retailers,” Journal of Direct Marketing, Vol. 4, No. 2, Spring 1990, pp. 7-20.
- “Employee Turnover in Maquiladoras,” Journal of Borderland Studies, Vol. IV, #2, pp. 70-99 (with S. Williams and S. Ibarreche).
- “Commercial Banking on the U.S.-Mexico Border,” Journal of Borderland Studies, Vol. II, #1, pp. 17-35 (with J. Brannon and P. Kriner).
- “Industrial Policy for the U.S. Steel Industry: An Empirical Study,” Southwest Journal of Business and Economics, Vol. LV, No. 3, Spring 1987, pp. 1-17 (with M. Thakur and T. Das).
- “Industrial Policy for the U.S. Steel Industry: An Empirical Study,” Southwest Journal of Business and Economics, Vol. IV, No. 3, Spring 1987, pp. 1-17 (with M. Thakur and T. Das).
- “Mexico Economic Forecast: 1986 Mid-Year Update,” Southwest Journal of Business and Economics, Vol. III, No. 4, Summer 1986, pp. 1-10 (with S. Ibarreche).
- “Cost Containment in Small Hospitals: Targeting Strategies Beyond This Decade,” The Journal of the Foundation of the American College of Health Care Executives, Vol. 31, No. 3, May-June 1986, pp. 33-44 (with M. Thakur and W. Hoffman).
- “Forecasting Demand for Multi-tenant Office Space,” Commercial Investment Journal, Vol. IV, No. 1, pp. 7-10 (with W. Martin.)
- “The Impact of Electronic Technology Upon the Marketing Channel,” Journal of the Academy of Marketing Science, Summer, 1985, Vol. 13, No. 3, pp. 57-71.

- "The Economy of Mexico: 1984 and Beyond," Border Issues and Public Policy, Vol. 12, February 1984 (with J. Brannon and S. Ibarreche).
- "Why are Marketing Academicians so Cowardly?," The Journal of Marketing Education, Vol. 6, No. 2, pp. 2-7.
- "The Pinto Exercise - Debating a Costly Recall," Journal of Experiential Learning and Simulation, 3:1981, pp. 93-102 (with D. Lewison and J. Rogers).
- "Marketing Internship Programs: Striking Out in the Academic Ballgame," Journal of Marketing Education, November 1979, pp. 48-42 (with D. Lewison).
- "The Great Gas Pump Line-up: Consumer Psychology and the Vindication of Queuing Theory," Arkansas Business and Economic Review, Vol. 12, #3, Fall 1979, pp. 16-21 (with D. Lewison).
- "Socio-Psychological Characteristics of Undergraduate Marijuana Use," Journal of Genetic Psychology, 1974, Vol. 125, pp. 3-12 (with W. Cunningham)
- "Nonfinancial Incentives for Salesmen," Journal of Marketing, October 1972, pp. 35-43 (with H. Pruden and W. Cunningham).

Publications: Published Proceedings

- "The El Paso Restaurant Attrition Study - Summary Statistics from Year Fourteen of a Yellow Pages Longitudinal Analysis - A Research Note", International Society of Franchising, London, May 2005.
- "Churches as Franchises", International Society of Franchising, London, May 2005.
- "Year 10 of the El Paso Restaurant Attrition Study, 'News Flash: Tenure Does correlate with Investment!'" 14th Annual Society of Franchising conference, Proceedings published as Franchising: Quo Vadimus, Auhesh Paswasn, editor, February 2000, (with J. Willems, J. Stanworth, and D. Purdy)
(This research was also presented at the International Franchise Research Centre, University of Westminster, London, July 2000).
- "Unravelling the Evidence on Franchise System Survivability," 14th Annual Society of Franchising Conference, Proceedings published as Franchising: Quo Vadimus, Auhesh Paswasn, editor, February 2000, (with J. Stanworth, D. Purdy, and J. Willems). (This paper was honored as best paper of the 2000 Conference, and cited earlier as a publication in the Journal of Enterprise and Innovation Management Studies.)

“Quasi-Franchises: Chains that ‘Look Like’ Franchises, but Aren’t,” 13th Annual Society of Franchising Conference, proceedings published as Franchising Beyond the Millennium: Learning Lessons from the Past, J. Stanworth, editor, March 1999 (with R. Justis).

“The El Paso Attrition Study - Summary Statistics from Year Nine of a Yellow Pages Longitudinal Analysis: A Research Note,” 13th Annual Society of Franchising Conference, proceedings published as Franchising Beyond the Millennium: Learning Lessons from the Past, J. Stanworth, editor, March 1999 (with J. Willems).

“Obtaining the Benefits of Franchising Without Officially Registering as a Franchise: Can You Have Your Cake and Eat it, Too?” 12th Annual Society of Franchising Conference, proceedings published as Franchising Research: Legal, Economic and Managerial Developments, F. Lafontaine, editor, March 1998 (with O. Martinez and R. Justis (similar titles since this was an extension of a 1997 paper).

“Having Your Cake and Eating it Too! Obtaining the Benefits of Franchising, But Without Officially Registering as a Franchise,” 11th Annual Society of Franchising Conference, proceedings published as Winning Strategies for Franchising: Current Research and Future Directions, M. Spriggs, editor, March 1997 (with R. Justis).

“‘Auld Lang Syne’ Franchise vs. Non-Franchise Restaurant Attrition: Year Six of a Yellow Pages Longitudinal Analysis,” 10th Annual Society of Franchising Conference, proceedings published as Partners for Progress...A Move to New Opportunities, A. Dugan, editor, February 1996 (with J. Willems).

“Franchising vs. Company Outlets: Do Customers Know or Care? The Strange Predicament of Martin Mull and Red Roof Inns,” 10th Annual Society of Franchising Conference, proceedings published as Partners for Progress...A Move to New Opportunities, A. Dugan, editor, February 1996.

“‘Auld Lang Syne’ Franchise vs. Non-Franchise Restaurant Attrition: Year Five of a Yellow Pages Longitudinal Analysis,” 9th Annual Society of Franchising Conference, January 1995, proceedings published as The International Challenge...Toward New Franchising Relationships, D. Welsh, editor (with J. Willems).

This series of papers has been expanded and was presented at an InterNet conference, and is scheduled for inclusion in the *Journal of Contemporary Hospitality Management* under the title, “Restaurant Attrition: A Longitudinal Analysis of Restaurant Failures” (with B. Josiam, R. Upchurch, and J. Willems).

“Are Franchisees Actually Entrepreneurs? Some Exploratory Survey Findings,” 9th Annual Society of Franchising Conference, proceedings published as The International Challenge...Toward New Franchising Relationships, D. Welsh, editor, January 1995 (with F. Hoy)

This paper is scheduled to be reprinted in *Franchising Magazine*, Australia, under its original title (with F. Hoy)..

“Franchise vs. Non-Franchise Restaurant Attrition: Year Four of a Yellow Pages Longitudinal Analysis,” 8th Annual Society of Franchising Conference, February 1994, proceedings published as Understanding and Accepting Divergent Perspectives, S. Swerdlow, editor (with J. Willems).

“Franchising in China: A Look at KFC and McDonald’s,” 8th Annual Society of Franchising Conference, February 1994, proceedings published as Understanding and Accepting Divergent Perspectives, S. Swerdlow, editor (with C. Xau).

This research was subsequently reprinted under that same title in *World Franchise and Business Report*, published by Franchise UPDATE Publications, San Jose, CA, Spring-Summer 1994, pp. 10-11.

“Franchise vs. Non-Franchise Restaurant Attrition: Year Three of yellow Pages Longitudinal Analysis,” 7th Annual Society of Franchising Conference, February 1993, proceedings published as Excellence ‘93: A Bridge to Success, R. Dant, editor (with J. Willems).

Too Close? Site Selection and the Iowa Act,” 7th Annual Society of Franchising Conference, February 1993, proceedings published as Excellence ‘93: A Bridge to Success, R. Dant, editor (with J. Willems).

“Franchise vs. Non-Franchise Restaurant Attrition: Year Two of a Yellow Pages Longitudinal Analysis,” 6th Annual Society of Franchising Conference, February, 1992, proceedings published as Franchising: Passport for Growth and World of Opportunity, P. Kauffman, editor (with J. Willems).

“Franchising: There is More to it Than McDonald’s,” 6th Annual Society of Franchising Conference, February 1992, proceedings published as Franchising: Passport for Growth and World of Opportunity, P. Kauffman, editor (with J. Willems).

“¿Pizzas en Mexico? ¡Si!” 6th Annual Society of Franchising Conference, February 1992, proceedings published as Franchising: Passport for Growth and World of Opportunity, P. Kauffman, editor (with J. Willems and V. Ito).

“Franchise vs. Non-Franchise Restaurant Attrition: Beginning a Longitudinal Analysis Using the Yellow Pages,” 5th Annual Society of Franchising Conference, February 1991, proceedings published as Franchising: Embracing the Future, J. Nevin, editor (with J. Willems).

“The Many Ps of Marketing,” proceedings of the Midwest Business Administration Association, April 1991 (with M. D’Amico).

- “Good at Participating Outlets,” 4th Annual Society of Franchising Conference, February 1990, proceedings published as Franchising, Evolution in the Midst of Change, R. Robicheaux, editor (with R. Hodgson and I. Muus).
- “Yellow Pages: Some Exploratory Findings,” Small Business Institute Director’s Association National Conference, February 1990, proceedings published as Changing Profiles: Challenges and Opportunities, G. Fontenot, editor (with M. Zampini).
- “The Effects of Mexico’s 1982 Peso Devaluations Upon Retail Credit Policy in El Paso, Texas,” Rocky Mountain Council on Latin American Studies, February 1989, RMCLAS Proceedings, pp. 30-37 (with J. Montanez and J. Brannon).
- “Pricing Strategies and Techniques Among Franchises,” 3rd Annual Society of Franchising Conference, January 1989, proceedings published as Franchising Challenges and Opportunities in the 1990s and Beyond, J. Brown, editor (with A. Bruner).
- “Minority Participation in Franchising - Hispanic Franchising in El Paso,” 2nd Annual Society of Franchising Conference, February 1988, proceedings published as Forging Partnerships for Competitive Advantage, R. Dwyer, editor (with F. Lopez).
- “Franchising, by Any Other Name, Is Wholesaling!” 1st Annual Society of Franchising Conference, February 1987, proceedings published as Society of Franchising, First Conference, R. Mittelstadt, editor.
- “Industrial Policy: What Is It?” proceedings at Southwest Business Symposium, April 1985, pp. 162- 176 (with M. Thakur and R. Foster).
- “An Exploratory Study of Miscomprehension of Spanish Language Advertising by Hispanic Consumers,” Southern Marketing Association, November 1984, proceedings published as Marketing Comes of Age, D. Klein, editor, pp. 118-121 (with V. Perez and R. Foster).
- “The Decline of the American Competitive Position: Does it Mandate a Comprehensive Industrial Policy?” National Academy of Management Proceedings, August 1984 (with M. Thakur).
- “The Decline of Individual Accountability: Is it a Signpost on the Way to Orwell’s Nightmare?” Proceedings of the Southwest Business Symposium, April 1984 (with R. Foster).
- “Assessing the Impact of Electronic Retailing Upon Competition: A Buyer Perspective,” Southern Marketing Association, November 1983, proceedings published as Marketing: Theories and Concepts for an Era of Change, J. Summey, editor, p. 153-155 (with R. Foster).
- “The Electronic Retreat into Wholesaling,” Academy of Marketing Science, May 1983, proceedings published as Developments in Marketing Science, J. Rogers, editor (with R. Foster).

“Striking a Balance in the Teaching of Quantitative Courses,” Western Marketing Educators Association, May 1983, proceedings published as Striking a Balance in Marketing Education, I. Lange, editor, pp. 15-18.

“Will Changing Technology Cause ‘Reverse’ Economies of Scale?” Southwest Small Business Institute, March 1983, proceedings published as Contemporary Issues and Technologies in Small Business, R. Peterson, editor pp. 85-88 (with M. Thakur).

“The Electronic Rebirth of the Cottage Industry,” Small Business Development Centers National Conference, June 1982, proceedings published as Energizing Small Business Management and Entrepreneurial Development, R. Wokutch, editor.

“The Wholesaler-Like Institution: Its Threat to, and Opportunities for, Small Retailers,” Small Business Directors’ Institute, May 1981, proceedings published as Marketing and Small Business Entrepreneurship, G. Hills, editor, pp. 42-50 (with M. DeLozier and D. Lewison).

...plus seventeen additional papers presented at conferences which did not have proceedings.

Books, Book Chapters, Cases included in texts, and Book Manuscripts

Marketing Strategy – A Certification Text, this manuscript was prepared spring 2014.

Bible Stat! Basic Behavioral Statistics with Biblical Illustrations, an introductory statistics textbook featuring conceptual and numerical illustrations from the Bible. May 2014, this manuscript was converted into a Microsoft Word format. It is currently being revised for online use with Blackboard.

Contributed two chapters, “Franchising in China: A 1994 Look at KFC and McDonald’s” and “Franchising in China: Y2K Update” to International Franchising in Emerging Markets: CHINA, INDIA, AND OTHER ASIAN COUNTRIES, September 2001, edited by Dr. Dianne H. B. Welsh and Dr. Ilan Alon.

Introduction to Business Statistics, Study Guide to accompany Kvanli, West publishing Company (1st edition, 1986; 2nd edition, 1989; 3rd edition, 1992; 4th edition, 1995; 5th edition, 1998). (They asked me to participate in a vastly revised 6th edition, I said ‘no thanks’.)

Basic Business Statistics (aka: The World’s Easiest Stat Book), privately published 1985, Irwin Custom Publishing.

¿Pizzas en Ciudad Juarez?,” Southwest Case Research Association, March 1993, New Orleans (with J. Willems). Included in Cases in Strategic Management, by Kroll, Wright, and Parnell; Allyn and Bacon Publishers, 1995.

Practical Marketing Strategy: Small Business Success Through Relationship Marketing, a strategic marketing text designed for small business, revised for custom publishing by Irwin Publishing, Fall 1994.

“Anderson’s Old-Fashioned Gourmet hamburgers,” case published in Retailing, by D. Lewison, MacMillan, 4th edition, Spring 1991.

“Shaw’s Department Store,” case published in Retailing: Cases and Applications, Lewison and DeLozier, editors, Merrill, 1982, pp. 153-169 (with D. Lewison).

Provided five chapters for Marketing Research: Text and Cases, by K. McGown, Winthrop Publishing Company, 1979.

Awards and Honors

Trustee Scholarship Award, given by the trustees to one professor each year as selected by a campus-wide faculty vote, The University of Mary Hardin-Baylor, Belton, 2003.

Trustee Scholarship Award, given by the trustees to one professor each year as selected by a campus-wide faculty vote, The University of Mary Hardin-Baylor, Belton, 1997.

Student Appreciation Plaque given by senior marketing students, The University of Mary Hardin-Baylor, Belton, 1995.

Outstanding Marketing Professor, given by the Business College Council, The University of Texas at El Paso, 1989.

Service to Students Award, given by the Business College Council, The University of Texas at El Paso, 1988.

Faculty Brother of the Year Award, given by the Delta Sigma Pi Professional Business Fraternity, The University of Texas at El Paso, 1987.

Outstanding Marketing Professor, given by the Business College Council, The University of Texas at El Paso.

Outstanding Marketing Professor, given by the collegiate chapter of the American Marketing Association, the University of Texas at El Paso, 1985.

Marketing Faculty Teaching Excellence Award, given by the collegiate chapter of the American Marketing Association, The University of Texas at El Paso, 1983.

Marketing Faculty Excellence Award, given by the collegiate chapter of the American Marketing Association, the University of Georgia, 1977.

Emil S. Troelstone Distinguished Teaching Award, given by the Alpha Kappa Psi professional business fraternity to one professor selected from college-wide voting, University of Georgia, 1977.

Student Appreciation Plaque given by students of St. Edward's University, 1974.

University and Student Service

Member, Accessibility Committee, TAMU-CT, 2014...

Member, Disability Committee, TAMU-CT, 2012 - 2014

Member, Distance Learning Committee, TAMU-CT, 2012 - 2014

Member, Commencement Committee, TAMU-CT, 2009 – 2012

Member, Admissions Committee, King College, 2008

Member, Marketing Department Committee, UMHB. 1998 -2010

Chair, Faculty Status Committee, UMHB 2000 - 2001, 2001 - 2002, 2002 - 2003

Member, SACS Committee, Section 6.3.4, 2002

Member, Graduate Council, UMHB 1997-2001

Chair, Professional Growth and Recognition Committee, UMHB, 1998-99 and 1997-98

Secretary, Professional Growth and Recognition Committee, UMHB, 1996-97.

Faculty Advisor, Sigma Iota Epsilon professional business fraternity, UMHB, 1996 - 2001.

Faculty Advisor, Student Chapter of the American Marketing Association, UTEP, 1982-93; UALR, 1978-82; UGA, 1975-82; UT, 1974-75.

Chairman, Student Welfare and Grievance Committee, UTEP, 1992-93.

Secretary, Student Welfare and Grievance Committee, UTEP, 1991.

Vice-Chairman, Union and Bookstore Committee, UTEP, 1987-88.

Secretary, Undergraduate Curriculum Committee, UTEP, 1986-87.

Chairman, Institutional Advancement Self-Study Committee for University Accreditation, UTEP, 1985.

Associate Dean, College of Business, UTEP 1984-1987

Director, M.B.A. Program, UTEP, 1984 through 1987.

Chairman, Student Publications Board, UTEP, 1982 through 1985.

Community and Professional Interaction and Outreach

Member, BBA – Interdisciplinary Studies curriculum revision committee, 2014-2015

Member, ACBSP Accreditation Revision, 2013

Secretary, Southwest Case Research Association, 2010-present

Member, Editorial Advisory Board, "1 to 1 Media" magazine, 2005 – 2007.

Featured columnist for The Belton Journal (oldest continually operating newspaper in Texas), providing comments on business topics 2004-2006 (over 30 columns).

President, Southwest Case Research Association, 2005.

Chairman, Publicity Committee, Belton Lions Club, 1999-2006

Member, Tourism Committee, Belton Chamber of Commerce, 2000-2004

Reviewer, Southwest Case Research Association, 2000-present

President, Professional Chapter, American Marketing Association, El Paso, 1989-90.

President-Elect, Professional Chapter, American Marketing Association, El Paso, 1988-89.

Treasurer, Professional Chapter, American Marketing Association, El Paso, 1985 through 1988.

Featured columnist for Southwest Business Journal, providing over 30 columns, 1984 through 1988, El Paso.

Director, Certified Purchasing Manager Review program for the Little Rock Chapter of the Arkansas' Purchasing Managers Association, 1979.

President, Bell County Chapter of the UT Ex-Students Association, 1995 - 1997.

President, Little Rock Chapter of the UT Ex-Students Association, 1980-81. (Talk about behind enemy lines!)

Director, Georgia Consumer/Constituent attitudes survey, a project of the Division of Services, College of Business Administration, University of Georgia, 1977.

Lecturer for the Georgia Downtown Revitalization Program, a project of the University of Georgia Center for Continuing Education, 1976 through 1978.