

CURRICULUM VITAE

ROBERT D. STRAUGHAN

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EDUCATION

Academic Credentials

- B.B.A. Baylor University (May, 1987)
 Major: Marketing/Management
- M.B.A. University of Houston (May, 1990)
 Concentration: Marketing Research
- Ph.D. University of Houston (December, 1995)
 Department of Marketing
 Dissertation: *Consumer Beliefs Regarding Retail Salesperson
 Compensation and Their Effect on Perceptions of Salesperson Honesty*

RESEARCH

Competitive Research Awards and Grants

Recipient of the **2002 Literati Club Highly Commended Award** presented by MCB University Press and *International Marketing Review* for

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), pp. 521-41.

Recipient of 1999 American Marketing Association Winter Educators' Conference Award for ***Best Paper in The Marketing Academy, Marketing Education, and Teaching Innovations*** for:

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Students' Perceptions," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 62-63.

Recipient of the ***McGraw-Hill/Irwin Distinguished Paper Award***, given to the best paper at the Association of Collegiate Marketing Educators Conference for:

Prenshaw, Penelope J., Robert D. Straughan, and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis Across Fourteen Universities," in *Advances in Marketing*, James L. Thomas, ed., Jacksonville, AL: Association of Collegiate Marketing Educators, pp. 203-208.

Recipient of ***2002 Tenure-track research sabbatical***, Washington and Lee University.

Recipient of ***2002 Glenn Grant***, Washington and Lee University.

Recipient of ***2001 Glenn Grant***, Washington and Lee University.

Recipient of ***1998 Hankamer School of Business summer research sabbatical***, Baylor University.

Publications

Straughan, Robert D. and Marjorie J. Cooper (2002), "Managing Internal Markets: A Conceptual Framework Adapted from SERVQUAL," *The Marketing Review*, 2 (3), pp. 253-65.

Straughan, Robert D. and Michael Lynn (2002), "Consumer Beliefs Regarding Retail Salesperson Compensation: Their Effect on Attributions of Salesperson Honesty," *Journal of Applied Social Psychology*, 32 (4), pp. 719-31.

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Exploring Innovative Teaching Among Marketing Educators: Perceptions of Innovative Activities and Existing Reward and Support Programs," *Journal of Marketing Education*, 23 (3), pp. 249-59.

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), pp. 521-41. (***2002 Literati Club Highly Commended Award presented by MCB University Press and International Marketing Review***)

- Albers-Miller, Nancy D. and Robert D. Straughan (2000), "Financial Services Advertising in Eight Non-English Speaking Countries," *International Journal of Bank Marketing*, 18 (7), pp. 347-58.
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "Marketing Education Research: Rewards and Recognition for the Advancement of our Own Profession?" *Journal of Marketing Management*, 16 (7), pp. 793-812.
- Albers-Miller, Nancy D., Thomas D. Sigerstad, and Robert D. Straughan (2000), "Internationalization of the Undergraduate Curriculum: Insight From Recruiters," *Journal of Teaching in International Business*, 11 (4), pp. 55-80.
- Straughan, Robert D. and James A. Roberts (1999), "Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millenium," *Journal of Consumer Marketing*, 16 (6), pp. 558-73.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Student Perceptions of Study Abroad Programs: A Survey of US Colleges and Universities," *Marketing Education Review*, 9 (1), pp. 29-36.
- Straughan, Robert D. (1998), "Delivering a Satisfactory Educational Experience: The Other Half of the Picture," *Marketing Educator*, 17 (2), pp. 1-3 (non-refereed).
- Cooper, Marjorie J. and Robert D. Straughan (1997), "Promotional Products as Internal Marketing Communication Vehicles: A Case Study," *Journal of Promotion Management*, 4 (2), pp. 51-64.

Conference Manuscripts/Abstracts

- Cooper, Marjorie J. and Robert D. Straughan (2002), "Strengthening Supply Chain Relationships in a Networked Economy," American Production and Inventory Control Educational Research Foundation, Academic Program Proceedings, Lynn H. Boyd, ed., pp. 26-31.
- Straughan, Robert D., Nancy D. Albers-Miller, and Penelope J. Prenshaw (2002), "Students' Perceptions of Teaching Innovations: Dimensions and Attitudes," Academy of Business Education (accepted and forthcoming).
- Shallow, Karly and Robert D. Straughan (2002), "Cultural and Demographic Effects on Status Consumption," "Cultural and Demographic Effects on Status Consumption," in *Proceedings of the 2002 Multicultural Marketing Conference*, Enrique Bigne, Vic Johar, and Salah Hassan, eds., Academy of Marketing Science, on CD-ROM.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2001), "Travel Services Advertising: An Examination of Travel Motivations Across Eleven Countries," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.
- Straughan, Robert D. and Marjorie J. Cooper (2001), "Internal Customer Satisfaction: A Non-Traditional Application of the SERVQUAL Model," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.

- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Consumer Response to Product Warning Statements: A Five Country Cross-Cultural Examination," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.
- Prenshaw, Penelope J., Robert D. Straughan, and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis Across Fourteen Universities," in *Advances in Marketing*, James L. Thomas, ed., Southwestern Marketing Association: Jacksonville, Alabama, p. 203-08 (**McGraw-Hill/Irwin Distinguished Paper Award Winner**).
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2000), "Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis with Implications for Managing Student Satisfaction," Academy of Business Education, on CD-ROM.
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "The Semantic Structure of Time Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk," in *Developments in Marketing Science*, Harlan E. Spotts and H. Lee Meadow, eds., Academy of Marketing Science, p. 66.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2000), "Widespread Cheating and Satisfaction with University Choice: An Analysis of Student Perceptions," in *Advances in Marketing*, Ernest A. Capozzoli, R. Keith Tudor, and Daryl McKee, eds., Southwestern Marketing Association, p. 7.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (1999), "A Choice Model of International Internships: A Profile of Students Across Seven Universities," in *Advances in Marketing: Theory, Practice, and Education*, Joyce A. Young, Robert D. Green, and Faye W. Gilbert, eds., Society for Marketing Advances, Terre Haute, Indiana, pp. 139-40.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Students' Perceptions," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 62-63 (**1999 American Marketing Association Winter Educators' Conference Award for Best Paper in The Marketing Academy, Marketing Education, and Teaching Innovations**).
- Straughan, Robert D. and James A. Roberts (1999), "College Students and the Environment: A Look at Green Consumer Behavior in the New Millenium," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 62-63.
- Prenshaw, Penelope J., Robert D. Straughan, and Robert D. Anderson (1998), "The Relative Impact of Expectations, Performance, and Disconfirmation on Customer Satisfaction: The Moderating Role of Buyer Expertise," in *Marketing Advances in Theory, Practice and Education*, J. Duncan Herrington and Ronald D. Taylor, eds., Society for Marketing Advances, Radford, Virginia, pp. 65-70.

- Straughan, Robert D. and Nancy D. Albers-Miller (1997), "Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance" in *Advances in Marketing*, Joyce A. Young, Dale L. Varble, and Faye W. Gilbert, eds., Terre Haute, Indiana: Southwestern Marketing Association, pp. 115-122.
- Straughan, Robert D. and Michael Lynn (1994), "Consumer Evaluation of Retail Salespeople: Dimensionality and the Relationship to Salesperson Compensation" (1994), presented to the Association of Consumer Research.

Conference Panels/Workshops

- Straughan, Robert D. (2003), "Using Co-Curricular Programs as a Path to Interdisciplinarity," 2003 Association of Collegiate Marketing Educators Conference, Houston.
- Straughan, Robert D. and Nancy D. Albers-Miller (2001), "Domestic Retail Loyalty: A Closer Look at Cultural Effects," 2001 Association of Collegiate Marketing Educators Conference, New Orleans.
- Albers-Miller, Nancy D., and Robert D. Straughan (1999), "Development of Internet Assisted Courses: Motivating Students to Utilize Electronic Resources," a special seminar on education presented at the 1999 Society for Marketing Advances Conference, Atlanta.
- Straughan, Robert D. (1998), "The Transition from Doctoral Student to Professor," a panel discussion presented to the 1999 Southwestern Marketing Association, Dallas.
- Straughan, Robert D. (1997), "Management of Customers' (Students') Pre- and Post-enrollment Expectations and Responsibilities Through the Use of Explicit, Tangible Information Transfer," presented at the 1997 American Marketing Association Summer Educators' Conference, Chicago.

Research Interests

Cross-cultural issues in consumer response and retailing, marketing education, services marketing, internal marketing, consumer satisfaction and dissatisfaction.

TEACHING

Competitive Grants and Awards

2002-03 Associated Colleges of the South Student Development and Engagement Grant "Washington and Lee Student Consulting – Environmental Enterprise Corps Partnership" (with Elizabeth Oliver).

1994 Melcher Award for Excellence in Teaching by a Doctoral Student, University of Houston – College of Business Administration

1994-95 University of Houston Teaching Excellence Award

Washington and Lee University

Marketing Management
Cross-Cultural Issues in Marketing Management
Elementary Applied Statistics

Baylor University

Principles of Marketing
Professional Selling
Advertising Procedures
Services Marketing
Retail Store Management

University of Houston

Principles of Marketing
Services Marketing (undergraduate and graduate)
Retailing Management

Teaching Interests

Principles of Marketing, Marketing Strategy, Services Marketing, Retailing, Personal Selling and Sales Management, Cultural Issues in Business

WORK EXPERIENCE

Industry Experience

Territory Sales Representative, Shell Oil Co.

Michigan Retail District -- Served as salesperson and business advisor for a territory with fifty-five retail outlets. Responsibilities included selling, competitive surveillance, site selection, distribution scheduling, leasing activities, and environmental management, as well as customer counseling on financial management, promotions, and pricing.

Chicago North Retail District -- Served as salesperson and business advisor for ten independent retail outlets.

Academic Experience

Assistant Professor, Washington and Lee University, 2000-present
Assistant Professor, Baylor University, 1996-2000
Visiting Assistant Professor, Baylor University, 1995-96.
Teaching Fellow, University of Houston, 1992-95.
Research Assistant, University of Houston, 1990-95.
Assistant to the Editor, *Journal of Advertising*, 1992-94.
Assistant to the Book Review Editor, *Journal of Marketing*, 1992-94.

Consulting Experience

Project Coordinator, research to forecast drilling well work-over activity for Baker-Hughes, Inc., presented to Jack Moore, Vice-President of Marketing – Western Hemisphere, 1989.
University of Houston Customer Service Training Program - trained approximately fifty customer contact personnel on various aspects of customer service, 1993.

SERVICE ACTIVITIES

Academic Service

Special Programs Chair, *Back to the Future: Interdisciplinary Education and Scholarship*, 2003 Association of Collegiate Marketing Educators/Federation of Business Disciplines.
Track Chair, 2002 Association of Collegiate Marketing Educators Conference
Ad Hoc Reviewer, 2001 American Marketing Association Services Marketing Special Interest Group Conference.
Ad Hoc Reviewer, 2001 American Marketing Association Summer Marketing Educators' Conference.
Ad Hoc Reviewer, 2001 Society for Marketing Advances Conference.
Ad Hoc Reviewer, 2000 Society for Marketing Advances Conference.
Ad Hoc Reviewer, *Marketing Education Review*, 2000-present.
Ad Hoc Reviewer, *Journal of the Academy of Business Education*, 2000-present.
Session Chair, 2000 Southwestern Marketing Association Conference.
Ad Hoc Reviewer, 2000 Southwestern Marketing Association Conference.
Track Chair, *Retailing Track*, 1999 Society for Marketing Advances Conference.
Special Programs Co-Chair, *Marketing Chairperson Colloquium*, 1999 Southwestern Marketing Association Conference.
Track Chair, *Sales Management Track*, 1998 Southwestern Marketing Association Conference.
Ad Hoc Reviewer, 1997 Southwestern Marketing Association Conference.
Ad Hoc Reviewer, *Journal of Business Research*, 1996.

University Service (selected)

Co-Advisor, *Washington and Lee Student Consulting Group*, 2000-present.

Member, *Teaching, Learning, and Technology Roundtable*, Washington and Lee University, 2000-present.

Member, *Spring Term Renewal Committee*, Washington and Lee University, 2001-present.

Chair, *Management Department Assessment Committee*, Washington and Lee, 2001-present.

Chair, *Management Department Faculty Search Committee*, Washington and Lee, 2001.

Director, *Washington and Lee Newcomers' Club*, 2001-02.

Facilitator, *Washington and Lee Alcohol Summit*, 2001.

Professional Service

Moderator, *Forum on Professional Sports Marketing*, 1993.

Featured Speaker, *Houston Business Committee for Educational Excellence*, 1993-94.

Judge, Service Firm Category, *Greater Houston Quality Awards*, 1993-94.

PROFESSIONAL AFFILIATIONS

Academy of Business Education

Academy of International Business

Academy of Marketing Science

American Collegiate Retailing Association

American Marketing Association

Association of Collegiate Marketing Educators

Society for Marketing Advances