

## **CURRICULUM VITA**

**Dr. Craig A. Martin**  
Professor of Marketing  
Western Kentucky University

### **ADDRESS**

Western Kentucky University  
Gordon Ford College of Business  
Department of Marketing  
1906 College Heights Blvd. #21059 - Grise Hall 406  
Bowling Green, KY 42101-1059  
Phone: (270) 745-5707; Email: Craig.Martin@wku.edu

### **EDUCATION**

Ph.D. Major – Marketing; Minor – Management; August 2001  
University of Memphis  
M.B.A. May 1997, University of Southern Indiana  
B.S. Major – Business Administration, Area of Emphasis – Marketing; May 1994  
University of Southern Indiana

### **ACADEMIC HONORS**

2024 Gordon Ford College of Business Faculty Fellow for Teaching and Service  
2022 Nominated for Gordon Ford College of Business Teaching Award – WKU  
2021 Gordon Ford College of Business MBA Teaching Award – WKU  
2020 Nominated WKU CITL Teaching Honors - Center for Innovative Teaching & Learning  
2020 Best Presentation Award – Clute International Academic Conference on Business  
2014, 2015 Second place – *WKU Herald* “Best of the Hill” Best Professor at WKU voting  
2014 Gordon Ford College of Business Research & Creativity Award – WKU  
2011 Research Award – International Academy of Business and Public Administration  
Disciplines Conference  
2007 Teaching Scholars Institute Nominee – WKU  
2006 Gordon Ford College of Business Teaching Award – WKU  
2006 Hormel Meritorious Teaching Award given by the Marketing Management Association  
2005 Best Paper Award – International Business and Economic Research Conference  
2005 Nominated for Gordon Ford College of Business Teaching Award – WKU  
2005 Nominated for the Marketing Management Association's Excellence in Teaching Award  
2004 Nominated for Gordon Ford College of Business Research & Creativity Award – WKU  
2002 American Marketing Association Selling and Sales Management Special Interest Group  
– Fifth Annual Doctoral Dissertation Award  
2000 American Marketing Association Doctoral Consortium Fellow – Univ. of Memphis  
1999 Outstanding Paper in Sales Management – Society for Marketing Advances Conference  
1999 Humko Doctoral Fellow for excellence in doctoral studies – University of Memphis  
1994 Magna Cum Laude Graduate – University of Southern Indiana  
1990-1994 Presidential Scholar – University of Southern Indiana

## **JOURNAL PUBLICATIONS**

- Craig A. Martin and Dennis P. Wilson (2023), "National Football League television viewing: Why are loyal fans watching less?", *Journal of Behavioral Studies in Business*, 13 (January), 152-160.
- Craig A. Martin and Alan J. Bush (2020), "Do Gender and Length of Employment Impact the Relationship Between Psychological Climate and Subjective Salesperson Performance?" *Journal of Management Policy and Practice*, 21 (5), 28-38.
- Craig A. Martin (2018), "An Empirical Analysis of Adolescent Shopping Motivation and Shopping Enjoyment," *Journal of Management and Marketing Research*, 21 (March), 65-76.
- Craig A. Martin (2017), "Examining Minor League Baseball Season Ticket Buyers' Perceptions and Behaviors," *Journal of Applied Business and Economics*, 19 (1), 70-81. [Google Scholar Citation = 1](#)
- Craig A. Martin (2013), "Investigating National Football League (NFL) Fan Loyalty," *Journal of Marketing Development and Competitiveness*, 7 (1), 42-53. [Google Scholar Citations = 34](#)
- Craig A. Martin (2013), "Examining Children's Perceptions of Parent-Adolescent Communication Quality, Consumption Interaction, And Shopping Enjoyment," The *Journal of Applied Business Research*, 29 (2), 327-338. [Google Scholar Citations = 5](#)
- Craig A. Martin (2012), "An Empirical Examination of the Antecedents of Ethical Intentions in Professional Selling," *Journal of Leadership, Accountability, and Ethics*, 9 (1), 19-26. [Google Scholar Citations = 1](#)
- Craig A. Martin (2009) "Consumption Motivation and Perceptions of Malls: A Comparison of Mothers and Daughters," *Journal of Marketing Theory and Practice*, 17 (1), 49-61. [Google Scholar Citations = 43](#)
- Craig A. Martin and Alan J. Bush (2006), "Psychological Climate, Empowerment, Leadership Style and Customer-Oriented Selling: An Analysis of the Sales Manager-Salesperson Dyad," *Journal of the Academy of Marketing Science*, 34(3), 419-38. [Google Scholar Citations = 329](#)
- Alan J. Bush, Craig A. Martin, and Victoria D. Bush (2005), "De invloed van sporthelden op het koopgedrag van Generatie Y" ("Sports Celebrity Influence on the Behavioral Intentions of Generation Y"), *Tijdschrift voor Strategische Bedrijfscommunicatie (Journal of Strategic Communication)*, September (3). (Published originally in *Jo. of Advertising Research*, 2004)
- Craig A. Martin (2005), "Racial Diversity in Professional Selling: An Empirical Investigation of the Differences in the Perceptions and Performance of African-American and Caucasian Salespeople," *Journal of Business & Industrial Marketing*, 20 (6), 285-296. [Google Scholar Citations = 22](#)
- Craig A. Martin and L. W. Turley (2004), "Malls and Consumption Motivation: An Exploratory Examination of Older Generation Y Consumers," *International Journal of Retail and Distribution Management*, 32 (10), 464-475. [Google Scholar Citations = 340](#)
- Craig A. Martin, Mark L. Gillenson, Robert P. Bush, and Daniel Sherrell (2004), "Retail Store Layout Characteristics as a Mechanism for Enhancing Customer Relationships in a Retail Web Site Environment," *International Journal of Internet Marketing & Advertising*, 1 (4), 413-430. [Google Scholar Citations = 1](#)
- Alan J. Bush, Craig A. Martin, and Victoria D. Bush (2004), "Sports Celebrity Influence on the Behavioral Intentions of Generation Y," *Journal of Advertising Research*, 44 (1), 108-118. [Google Scholar Citations = 797](#)
- Paul W. Clark, Alan J. Bush, and Craig A. Martin (2003), "Parent, Peer, and Media Influences on Generation Xer's Price Perceptions," *Marketing Management Journal*, 13 (2), 71-83. [Google Scholar Citations = 5](#)

- Craig A. Martin and Alan J. Bush (2003), "The Potential Influence of Organizational and Personal Variables on Customer-Oriented Selling," *Journal of Business & Industrial Marketing*, 18 (2), 114-132. [Google Scholar Citations = 102](#)
- Paul W. Clark, Craig A. Martin, and Alan J. Bush (2001), "The Effect of Role Model Influence on Adolescents' Materialism and Marketplace Knowledge," *Journal of Marketing Theory and Practice*, 9 (4), 27-36. [Google Scholar Citations = 196](#)
- Craig A. Martin (2001), "Customer-Oriented Selling: An Empirical Examination of Organizational and Individual Antecedents and Performance Outcomes," *Unpublished Doctoral Dissertation*, Memphis: University of Memphis. [Google Scholar Citations = 7](#)
- Craig A. Martin and Alan J. Bush (2000), "Do Role Models Influence Teenagers' Purchase Intentions and Behavior?" *Journal of Consumer Marketing*, 17 (5), 441-454. [Google Scholar Citations = 513](#)
- Alan J. Bush, Rachel Smith, and Craig A. Martin (1999), "The Influence of Consumer Socialization Variables on Attitude Toward Advertising: A Comparison of African Americans and Caucasians," *Journal of Advertising*, 28 (3 Fall), 13-24. [Google Scholar Citations = 402](#)

### **CONFERENCE PROCEEDINGS PUBLICATIONS**

- Craig A. Martin (2023), "Paying College Athletes: Are Name, Image, and Likeness Deals Affecting College Sports Fans?" Abstract, *2023 Academy of Business Research Conference*, November, Biloxi, MS.
- Craig A. Martin (2023), "The Impact of Consumption Motivation on Sports Attendance of Older Consumers," Abstract, *2023 Academic and Business Research Institute (AABRI) Conference*, March, San Antonio.
- Craig A. Martin (2022), "The Impact of Social Justice Initiatives on Professional Sports Fans' Attitudes, Perceptions, and Consumption Decisions," Abstract, *2022 International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, April, Dallas, Texas.
- Craig A. Martin (2020), "NFL vs. NCAA Football: The Battle to Secure Fan Interest and Attendance," Abstract, *2020 Clute International Academic Conference on Business (IACB)*, January, Orlando, 91-92. **Won Best Presentation Award.**  
<https://www.cluteinstitute.com/conference-proceedings/dw20proceedings.pdf>
- Craig A. Martin (2018), "Major League Baseball's Age Problem," Abstract, *2018 International Academy of Business and Public Administration Disciplines Conference*, October, Las Vegas.
- Craig A. Martin (2017), "The Decline in National Football League Television Viewing: An Analysis of Loyal Fans," Abstract, *2017 International Academic Conference on Business*, August, New York City, 19-20.  
<https://www.cluteinstitute.com/conference-proceedings/ny17proceedings.pdf>
- Adam Pendry, Craig A. Martin, Brian L. Goff, and Dennis P. Wilson (2016), "NCAA Conference Realignment: Examining the Impact of Moving to a Different Athletic Conference," Abstract, *2016 American Society of Business and Behavioral Sciences Conference*, February, Las Vegas.
- Craig A. Martin (2015), "Investigating the Potential Relationship Between Adolescent Shopping Motivation and Shopping Enjoyment," Abstract, *2015 International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, April, Dallas, Texas.
- Craig A. Martin and Brian K. Strow (2014), "Minor League Baseball Season Ticket Renewals: An In-Depth Interview Analysis of Fans," Abstract, *2014 Academic and Business Research Institute (AABRI) Conference*. January, Orlando.  
<http://www.aabri.com/OC2014Manuscripts/OC14008.pdf>

- Craig A. Martin and Alan J. Bush (2012) "Psychological Climate And Subjective Salesperson Performance: An Investigation Of The Influences Of Gender And Length Of Employment," Abstract, *2012 International Academy of Business and Public Administration Disciplines Conference*, January, Orlando, 1201.
- Craig A. Martin and Alan J. Bush (2011), "Behavior-Based and Outcome-Based Control Systems, and Their Influence on Customer-Oriented Selling," *2011 International Academy of Business and Public Admin. Disciplines Conference*, January, Orlando, 779-788. Won **Research Award**.
- Craig A. Martin (2010), "Investigating the Influences of Minor League Baseball Fan Attendance, Loyalty, and Purchase Behaviors," the *International Applied Business Research Conference*, January, Orlando.
- Craig A. Martin (2008), "The Impact of Consumption Motivation and Customer Commitment on Professional Sports Fans' Loyalty" the *International Academy of Business and Public Administration Disciplines Conference*, October, Memphis, 5 (3), 284-288.
- Craig A. Martin (2006), "A Conceptual Model of the Effects of Leadership and Empowerment on Salesperson Ethics," the *2006 International Business & Economic Research Conf.*, Las Vegas.
- Craig A. Martin (2005), "Examining the Influence of Parental-Adolescent Communication Quality on Critical Consumer Socialization Outcome Variables," the *2005 International Business & Economic Research Conference*, Las Vegas, abstract. Won **Best Paper Award**.
- Craig A. Martin and L. W. Turley, (2005) "Intergenerational Perceptions of Malls: A Comparison Between Mothers and Their Adolescent Daughters," *Proceedings of the Academy of Marketing Science Annual Conference*, Tampa, FL, Session 1.3: "Differences Among Consumer Segments".
- Craig A. Martin and Lukas P. Forbes (2004), "An Exploratory Analysis of the Impact of Disabled Children on the Decision-Making Styles and Consumption Patterns of Responsible Adults," the *International Business & Economic Research Conference*, Las Vegas, abstract. 1.
- Ronald E. Milliman and Craig A. Martin (2004), "How Academic Marketers Sell in the Recruiting Process," *Proceedings of the International Applied Business Research Conference*, San Juan, Puerto Rico, 1-7.
- Craig A. Martin (2002), "Racial Diversity in Professional Selling: A Conceptual Investigation of the Differences in the Perceptions and Performance of African-American and Caucasian Salespeople," Abstract. *Proceedings of the National Conference in Sales Management*, Atlanta, 11-13.
- Craig A. Martin and L. W. Turley (2002), "A Global Examination of the Influence of Shopping Malls on the Consumer Socialization of Generation Y Consumers," *Proceedings of the Academy of Marketing Science Multicultural Marketing Conference*, Valencia, 59-70.
- Rachel K. Smith, Craig A. Martin, and Paul W. Clark (2001), "Attitude Towards Advertising: Race and Gender Differences," *Proceedings of the Academy of Marketing Science Conference*, San Diego, CA, 104-110. [Google Scholar Citations = 1](#)
- Paul W. Clark, Alan J. Bush, and Craig A. Martin (2001), "A Conceptual Evaluation of Vicarious Role Model Influence on Adolescent Socialization Outcomes," *Proceedings of the American Society of Business and Behavioral Sciences Eighth Annual Conference*, Las Vegas, NE, 261-266.
- Craig A. Martin and Alan J. Bush (2000), "An Investigation of Organizational and Managerial Antecedents of Customer-Oriented Selling: A Research Agenda," Summary Brief, *Proceedings of the Society for Marketing Advances Conference*, Orlando, 229-230.
- Craig A. Martin and Alan J. Bush (2000), "Vicarious Role Model Influence on African-American and Caucasian Adolescents' Purchase Intentions," *Proceedings of the Southwestern Marketing Association Conference*, San Antonio, TX, 121-129.

- Craig A. Martin, Alan J. Bush, Robert P. Bush, and Daniel L. Sherrell (2000), "Athletes as Role Models: Determining the Influence of Sports-Related Role Models on Adolescent Consumer Beliefs and Behaviors," *Proceedings of the American Society of Business and Behavioral Sciences Seventh Annual Conference*, Las Vegas, NE, 77-84. [Google Scholar Citations = 1](#)
- Craig A. Martin and Salvador Trevino-Martinez (2000), "Considerations on the Use of Measurement Scales in the Services Area: The Case of the SERVQUAL Scale," *The Fourth Congress of Management in Mexico: Theory and Practice*, Monterrey, Mexico, 36.
- Craig A. Martin and Coy A. Jones (1999), "The Conceptual Development of a Systems Theory Approach for Appraising Salesperson Performance," *Proceedings of the Society for Marketing Advances Conference*, Atlanta, GA, 218-223. Won **Outstanding Paper Award** in Sales Management Track.
- Craig A. Martin (1999), "The Impact of Race on an Employee's Level of Organizational Commitment: An Examination of the Moderating Effect of Perceived Job Alternatives," Abstract, *Proceedings of the Southwest Business Symposium*, Edmund, OK, 244.

### **PAPERS ACCEPTED FOR PRESENTATION**

- Craig A. Martin and L. W. Turley (2002), "An Empirical Examination of Generation Y Consumers and Malls," *Fifth Annual Retail Strategy and Consumer Decision Research Seminar, Society for Marketing Advances National Conference*, St. Petersburg, FL.
- Alan J. Bush, Paul W. Clark, and Craig A. Martin, (2002), "The Effect of Entertainers' Role Model Influence on Generation Y's Purchase Intentions and Behaviors: A Look at Caucasians and African Americans," *American Society of Business and Behavioral Sciences Ninth Annual Conference*, Las Vegas, NE.
- Craig A. Martin and Robert R. Taylor (1999), "The Impact of Race on an Employee's Level of Organizational Commitment: An Examination of the Moderating Effect of Perceived Job Alternatives," *Academy of Management Annual Conference*, Chicago, IL.

### **UNPUBLISHED DOCTORAL DISSERTATION**

- Craig A. Martin (2001), "Customer-Oriented Selling: An Empirical Examination of Organizational and Individual Antecedents, and Performance Outcomes," University Of Memphis.

### **PUBLICATIONS IN PERIODICALS**

- Craig A. Martin (2006), "Selling Ethics", *The Western Scholar*, 6 (2), 30.

### **CONTRIBUTIONS TO TEXTBOOKS**

- Compensated contributor to *Marketing Research*, written by Joseph F. Hair, Jr., Robert P. Bush and David J. Ortinau, Irwin McGraw-Hill, New York: 2000. Conceptualized and wrote *Small Business Implications* Sections, *Using Technology* Sections, *A Closer Look at Research* sections, *Discussion Questions*, and *Ethics* sections for various chapters in this textbook.

### **RESEARCH IN PROGRESS**

- Craig A. Martin, "The Significant Graying of Major League Baseball's Fan Base," to be submitted to the *Journal of Business and Behavioral Sciences*, 2024. Data analyzed.



### **INTERNSHIP FACULTY ADVISOR**

Bryant Blodgett, Lyndsey Broerman, Emily Dillard, Clay Divine, Kaylee Egerer, Jessica Evangelist, Cassie Guenthner, Jon Hall, Nataia Martin, Clay McMillan, Liz McMurray, Joseph Occhipinti, Meagan Ross, Jasmine Sanchez, Sydney Shrewsbury, Benton Smith, Robert Mark Smith, Emma Steffen, Jon Taylor, Josh Vincent, Kaylin Wells, and Joel Zuber.

### **ADVISORY FACULTY MEMBER**

Karla Prudhomme (Master of Adult Education) (2014)  
Mitchell White (LEAD 597 Capstone in Leadership Studies) (2013)  
Travis Bingham (UC 499 General Studies Capstone Experience) (2006)

### **UNIVERSITY HONORS THESIS COMMITTEE MEMBER**

Holly Coover (2006-2007)

### **GRANTS AND AWARDS**

**Sabbatical – Western Kentucky University** (2010), “Influences of Minor League Baseball Fan Attendance, Loyalty, and Purchase Behaviors,” Spring Semester, 2010.

**Summer Faculty Scholarship – Western Kentucky University** (2008), “The Impact of Consumption Motivation and Customer Commitment on Professional Sports Fans’ Loyalty,” \$5,575.

**Summer Faculty Scholarship – Western Kentucky University** (2006), “Do Leadership and Empowerment Affect Sales Ethics?” \$5,000.

**Junior Faculty Fellowship – Western Kentucky University** (2003), "Family Communication and Adolescent Consumer Goals," \$4,000 research grant to be used in examining the relationship between family consumption communication and shopping experiences of junior high-aged adolescent consumers.

**Action Agenda/Professional Development Award – Western Kentucky University** (2001), "Increasing the Recruiting and Retention of Marketing Students and Business Majors," \$1,200 grant used to create and produce brochures for marketing department recruiting efforts. Completed by my Integrated Marketing Communications class, Fall 2001.

### **SERVICE ACTIVITIES – UNIVERSITY, COLLEGE, AND DEPARTMENT**

Western Kentucky University – Faculty Athletic Representative (2012-2023)  
Chair - Western Kentucky University – University Athletic Committee (2012-2023)  
Chair - Western Kentucky University – Athletic Transfer Appeal Committee (2012-2023)  
Western Kentucky University – Athletic Dept. Jersey Retirement Committee (2012-2022)  
Western Kentucky University – Athletics Restart Committees (2020)  
Western Kentucky University – Sports Medicine Complex RFP Evaluation Committee (2016)  
Western Kentucky University – Student Government Association Awards Committee (2016)  
Western Kentucky University – Co-Advisor for Student Athlete Advisory Committee (2012-2016)  
Western Kentucky University – Athletic Director Search Committee (2012)  
Western Kentucky University – University Athletic Committee (2009-2012)  
Western Kentucky University – Graduate Council Alternate (2009-2011)  
Western Kentucky University – Graduate Council (2007-2009)  
Western Kentucky University – Faculty/Staff Fundraising Committee (2007-2009)  
Western Kentucky University – University Honors Development Board (2007-2008)  
Western Kentucky University – Academic Probation Committee (2003-2006)  
Western Kentucky University – Master Plan Connector (2002-2003)  
Western Kentucky University – OAR volunteer (2001)

*Ballfields and Blackboard* Podcast Contributor (2019-2023)  
GFCOB Tenure and Promotion Committee – Dr. Mary Jane Gardner (2023)  
GFCOB Continuation Committee – Braden Grant (2023)  
GFCOB Task Force to Review Department Chair Policy (2022)  
GFCOB Honors Committee (2006-2023)  
GFCOB Faculty Research/Creativity Award Committee (2015, 2020)  
GFCOB Faculty Summer Research Support Committee (2019)  
GFCOB Sabbatical Review Committee (2018)  
GFCOB Promotion Committee – Dr. Mark Ciampa (2018)  
GFCOB Promotion Committee – Mr. Chris Derry (2018)  
GFCOB Promotion Committee – Dr. Evelyn Thrasher (2018)  
GFCOB Promotion Committee – Dr. Patricia Todd (2018)  
Chair – GFCOB Promotion Committee – Dr. Patricia Todd (2017)  
GFCOB Promotion Committee – Dr. Joanna Melancon (2017)  
GFCOB Promotion Committee – Dr. Shane Spiller (2017)  
Chair – GFCOB Promotion Committee – Dr. Lukas Forbes (2016)  
GFCOB Tenure and Promotion Committee – Dr. Timothy Hawkins (2016)  
GFCOB New Faculty Mentor Program – Faculty Mentor for Dr. Tim Hawkins (2014)  
GFCOB Promotion Committee – Dr. Brian Strow (2014)  
GFCOB Promotion Committee – Dr. Paula Potter (2014)  
GFCOB Tenure and Promotion Committee – Dr. Yung Ling Lo (2012)  
GFCOB Tenure and Promotion Committee – Dr. Joanna Phillips (2012)  
GFCOB Tenure and Promotion Committee – Dr. Patricia Todd (2012)  
GFCOB Search Committee – Marketing Department Chair (2011)  
GFCOB Tenure and Promotion Committee – Dr. Lukas Forbes (2010)  
Chair – GFCOB Search Committee – Marketing Department Chair (2010)  
Interim Chair – GFCOB Honors Committee – Spring semester (2009)  
GFCOB MBA Committee (2005-2008)  
GFCOB University Honors Thesis Committee Member – Holly Coover (2007)  
GFCOB Search Committee - MBA Admissions Director/Advisor (2006)  
GFCOB College Awards Committee (2006-2007)  
Guest Speaker – University Experience Business (2005, 2006, 2007, 2008)  
GFCOB Executive Electronic MBA Committee (2003-2004, 2004-2005)  
GFCOB Tenure and Promotion Revision Committee (2002-2003)  
GFCOB Search Committee – Academic Advisor (2001-2002)  
GFCOB Professional Development Committee (2001-2002)  
Chair - Marketing Department Continuation Review Committee – Dr. Kate Nicewicz Scott (Sep. 2023)  
Chair - Marketing Department Continuation Review Committee – Dr. Ruomeng Wu (2023)  
Chair - Marketing Department Continuation Review Committee – Dr. Kate Nicewicz Scott (Jan. 2023)  
Chair - Marketing Department Continuation Review Committee – Dr. Ruomeng Wu (2021)  
Chair - Marketing Department Continuation Review Committee – Dr. Mary Jane Gardner (2021)  
Chair - Marketing Department Continuation Review Committee – Dr. Timothy Hawkins (2014)  
Chair - Marketing Department Continuation Review Committee – Dr. Gregory McAmis (2014)  
Chair - Marketing Department Assurance of Learning Review Committee (2010)  
Chair - Marketing Department Search Committee – Sales Executive-in-Residence (2009)  
Chair - Marketing Department Basic Marketing Textbook Selection Committee (2003-04), (2007-12)  
Chair - Marketing Department Search Committee – Marketing Faculty (2003-2004), (2004-2005)  
Chair - Marketing Department Video Selection Committee (2001-2004)

Marketing Department Internship Committee (2018-present)  
 Marketing Department Curriculum Committee (2004- present)  
 Marketing Department Continuation Review Committee – Dr. Ruomeng Wu (2020, 2022)  
 Marketing Department Continuation Review Committee – Dr. Mary Jane Gardner (2019, 2020, 2022)  
 Marketing Department Continuation Review Committee – Dr. Gregory McAmis (2015 - 2017)  
 Marketing Department Continuation Review Committee – Dr. Timothy Hawkins (2015, 2016)  
 Marketing Department Continuation Review Committee – Dr. Patricia Todd (2007-2011)  
 Marketing Department Continuation Review Committee – Dr. Joanna Melancon (2008-2011)  
 Marketing Department Continuation Review Committee – Dr. Lukas Forbes (2005 - 2009)  
 Marketing Department Search Committee - Marketing Faculty (2001-2002, 2002-2003, 2005-2006, 2011-2013, 2015-2016, 2018, 2020, 2022)  
 Marketing Department Basic Marketing Textbook Selection Committee (2013-2018)  
 Marketing Department Senior Assessment and QEP committee (2006-2007)  
 Marketing Department Academic Advisor – (2001-2004, 2005-2008)  
 Marketing Department Sales Scholarship Committee (2003, 2005, 2006)  
 Marketing Department Transfer Acceptance Exam Formation Committee (2003-2004)  
 Marketing Department Core Concepts Committee (2003-2004)  
 Marketing Department Student American Marketing Association - Faculty Advisor (2001-2004)  
 Marketing Department Brochure Development (2001-2002)

### **SERVICE ACTIVITIES - PROFESSION**

Member – Conference USA Budget Committee (2023)  
 Reviewer – 2023 Academy of Marketing Science Mary Kay Doctoral Dissertation Competition  
 Reviewer – 2022 Academy of Marketing Science Mary Kay Doctoral Dissertation Competition  
 Session Chair – *International Academy of Business & Public Admin. Disciplines Conference* (2018)  
 Reviewer – *Journal of Management and Marketing Research* (2018)  
 Committee Member – Sun Belt Conference Soccer Competition Committee (2013-2014)  
 Reviewer – *Marketing Management Journal* (2012-2013)  
 Reviewer – Northern Illinois University's Research and Artistry Awards Program (2012)  
 Discussant – *International Academy of Business & Public Administration Disciplines Conf.* (2011)  
 Discussant – *International Applied Business Research Conference* (2010)  
 Reviewer – Sports Marketing Track – *AMA Summer Educator's Conference* (2010)  
 Reviewer – *Journal of the Academy of Marketing Science* (2007-2008)  
 Reviewer – *Marketing Management Association Conference* (2007)  
 Session Chair – Selling and Sales Management – *Society for Marketing Advances Conference* (2006)  
 Reviewer – *Journal of Relationship Marketing* – Special Edition Relationship Marketing & Marketing Productivity (2006)  
 Track Chair – Selling and Sales Management – *AMA Winter Educator's Conference* (2004)  
 Reviewer – Consumer Behavior Track – *Society for Marketing Advances Conference* (2003)  
 Track Chair – Selling and Sales Management – *Society for Marketing Advances Conference* (2002)  
 Reviewer – *Journal of Business Research* (2002)  
 Reviewer – *Academy of Marketing Science Multicultural Conference* (2002)

### **SERVICE ACTIVITIES - COMMUNITY**

South Warren High School CTE Advisory Board (2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023)  
 Junior Achievement – South Warren and Greenwood High Schools (2013-2018)  
 Invited Guest Speak – South Warren High School Sports Marketing class (2017)  
 Invited Guest Speak – South Warren High School Introduction to Marketing class (2017)



South Warren Girls Basketball League Coach (2013-2015)  
 Warren County Southern Little League Board of Directors (2010-2013)  
 Kentucky Bearcats Baseball Assistant Coach (2010-2013)  
 Warren County Southern Little League Baseball Coach (2010-2013)  
 Warren County Parks and Recreation Primary League Basketball Coach (2009-2011)  
 SOKY Soccer League Coach (2010)  
 Upward Youth Basketball League Coach (2007-2008)  
 Cumberland Trace Elementary Parent Teacher Assoc. – 2<sup>nd</sup> Vice-President (2007-2008)  
 Warren County Parks and Recreation PeeWee Baseball Coach (2006-2009)  
 Professional Marketing Association Scholarship Committee (2002-2005)  
 Invited Speaker at the Professional Marketing Association's Panel Discussion (2005)  
 Junior Miss of Kentucky – Scholastic Aptitude Judge (2003)  
 Western Kentucky University fraternity philanthropy project – Volunteer judge – (2003)  
 Invited Speaker at the GFCOB Dean's Community College Luncheon (2002)

### **TEACHING EXPERIENCE**

Professor of Marketing	Western Kentucky University	2014 - Present
Associate Professor of Marketing	Western Kentucky University	2006 - 2014
Assistant Professor of Marketing	Western Kentucky University	2001 - 2006
Lecturer of Marketing	University of Memphis	2000 - 2001
Graduate Asst. Instructor	University of Memphis	1998 - 1999

### **COURSES TAUGHT**

#### ***Western Kentucky University***

Advances in Marketing (MBA, EMBA), Basic Marketing, Sports Marketing, Personal Selling, Integrated Marketing Communications, Sports Marketing (Honors)

#### ***University of Memphis***

Direct Marketing, Retailing Management, Services Marketing, Promotion, Introduction to Marketing

### **CONSULTING**

“A Financial Valuation of WKU Athletics’ Social Media Presence,” Prepared for WKU Athletics; Joanna Melancon, Craig Martin, and Brianna Anderson; October, 2016.

“C-USA Impact Study,” Prepared for WKU Athletics; Craig A. Martin, Adam Pendry, Brian Goff, and Dennis Wilson; September, 2015.

“Meyer Mortgage Promotions Survey”, Prepared for Meyer Mortgage; Craig A. Martin; 2002.

### **CONTINUING EDUCATION**

2020 WKU CITL Using Zoom in the Classroom  
 2016 Senate Bill 1 Training  
 2012 Creating ADA Compliant Courses  
 2007 Online training session – “Use of Tegrity in Online Classes”  
 2006 Online training session – 'Ideas & Skills to Enhance Online Teaching'  
 2006 Automated Advising (ICAP) Information and Presentation Forum  
 2005 Online Training Sessions for EMBA Program

## **WORK EXPERIENCE**

2014-Present Professor of Marketing – **Western Kentucky University**  
2006 – 2014 Associate Professor of Marketing – **Western Kentucky University**  
2001-2006 Assistant Professor of Marketing – **Western Kentucky University**  
2000-2001 Lecturer of Marketing – **University of Memphis**  
1997-2000 Graduate Assistantship, Research and Teaching – **University of Memphis**  
1996-1997 Outside Sales Representative – **United States Cellular (now AT&T)**  
1995-1996 Financial Consultant Trainee – **Merrill Lynch**  
1994-1995 Assistant Basketball Coach – **University of Southern Indiana**