

**RESUMÉ**  
**Marjorie J. (Caballero) Cooper**

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**EDUCATION:**

Ph.D. in Business Administration, Texas A&M University, 1981

Master of Business Administration, Oklahoma City University, 1977

Master of Theology, Dallas Theological Seminary, 2015

Bachelor of Arts, Wheaton College, 1970

## **ACADEMIC EXPERIENCE:**

9/18 – present: Editor, *Keller Center Research Report*

9/92-present: Professor, Marketing Department, Baylor University

9/92 – 12/02: Academic Associate of the Avraham Y. Goldratt Institute

9/90 - 8/92: Associate Professor, Marketing Department, Baylor University

6/87 - 9/90: Associate Professor and Executive Director, Center for Professional Selling, Marketing Department, Baylor University.

7/86 - 5/87: Associate Professor and Director of Research, Center for Professional Selling, Baylor University.

9/85 - 6/86: Associate Professor, Marketing Department, Baylor University.

7/84 - 8/85: Assistant Professor, Marketing Department, Baylor University.

9/80 - 5/84: Assistant Professor, Marketing Department, The University of Texas at Arlington.

9/78 - 8/80: Lecturer, Marketing Department, Texas A&M University. Undergraduate Advisor for Marketing majors. Collaborated with Dr. Richard T. Hise in the development of an instructor's manual to accompany his textbook.

6/78 - 8/78: Research Associate, Marketing Department, Texas A&M University. Revised test bank for *Marketing: Basic Concepts and Decisions*, 2nd ed., by William M. Pride and O. C. Ferrell.

9/77 - 5/78: Lecturer, Marketing Department, Texas A&M University.

## **MEMBERSHIPS:**

Christian Business Faculty Association

Evangelical Theological Society

Mu Kappa Tau (Marketing Honor Society)

Beta Gamma Sigma (National Business Honorary Society)

Pi Sigma Epsilon (National Sales and Marketing Fraternity)

Founding member of TOCICO (currently certified in five areas)

## **COURSES TAUGHT:**

### **Baylor University**

BUS 3303, Managerial Communication  
BUS 3310, Multinational Business  
INB 3333, Doing Business Across  
Cultures  
INB 4325, International Marketing  
INB 4398, Spec Studies in International Bus  
JOU 3320, Advertising Procedures  
MKT 3301, Marketing Concepts  
MKT 3305, Principles of Marketing  
MKT 3310, Pro Selling/Communication  
MKT 3320, Advertising Procedures  
MKT 3325, Consumer Behavior  
MKT 3330, Marketing Research  
MKT 4324, European Business Seminar  
MKT 4325, International Marketing  
MKT 4398, Directed Studies in Marketing

### **Other Teaching Experience**

#### **Lay Institute, Dallas Theological Seminary**

Romans 1-8, (Fall, 2015).

### **Directed Student Learning**

Directed Individual/Independent Study, "An Assessment of Proposed Transportation to Grocery Stores from Food Desert Areas," Marketing. (Spring, 2016).  
Advised: Jonathan Stine

## **CURRENT TEACHING INTERESTS:**

Promotion Strategy and Implementation, Critical Thinking and Problem-Solving Skills,  
Integrated Marketing Communications

## **CURRENT RESEARCH INTERESTS:**

Theory of Constraints applications to business practice in the areas of project management, sales management, business strategy implementation, cross-functional integration, and customer responsiveness.

Biblical perspectives on business practices

Theological and philosophical issues in business ethics

## **BOOKS AND BOOK CHAPTERS:**

Cooper, Marjorie J. (2010), "Traditional Strategy Models and Theory of Constraints," *The Theory of Constraints Handbook*, eds. Jim Cox and John Schleier, New York: McGraw-Hill.

Cooper, Marjorie J. (2003), "How Tight to Draw the Circle?" in *The Baptist & Christian Character of Baylor*, Eds. Donald D. Schmeltkopf and Dianna M. Vitanza with Bradley J. B. Toben, Waco, Texas: Baylor University, pp. 153-158.

Cooper, Marjorie J. (2001), *Retailing*, published @Xanedu.com for O'Donnell & Associates, LLC, Stamford, CT.

Cooper, Marjorie J. (2000), Source Matter Expert for *Advertising and Promotional Strategy*, published @ Xanedu.com for O'Donnell & Associates, LLC, Stamford, CT.

Cooper, Marjorie J. (1996), *Introduction to Marketing*, Ridgefield, CT: Test Yourself Books, Inc.

Cooper, Marjorie J. (1995), *Study Guide* to accompany *Principles of Marketing*, 4th ed. by Kinnear, Bernhardt, and Krentler, New York: HarperCollins College Publishers, Inc.

Madden, Charles S., Marjorie J. Cooper, and Leslie Cole (1994), "George Homer Gribbin," in *The Ad Men and Women: A Biographical Dictionary of Advertising*, Edd Applegate, ed., Westport, CT: Greenwood Press, 174-178.

Easley, Richard W., Marjorie J. Cooper, and Charles S. Madden (1994), "Theodore Lewis Bates," in *The Ad Men and Women: A Biographical Dictionary of Advertising*, Edd Applegate, ed., Westport, CT: Greenwood Press, 25-29.

Cooper, Marjorie J., Richard W. Easley, and Leslie Cole (1994), "John Caples," in *The Ad Men and Women: A Biographical Dictionary of Advertising*, Edd Applegate, ed., Westport, CT: Greenwood Press, 99-103.

Cooper, Marjorie J. and Charles S. Madden (1993), *Introduction to Marketing*, New York: HarperCollins Publishers, Inc.

Lumpkin, James R., Marjorie J. Caballero, and Lawrence B. Chonko (1989), *Direct Marketing, Direct Selling, and the Mature Consumer: A Research Study*, New York: Quorum Books.

Caballero, Marjorie J. (1986), "Specialty Advertising," in *Beacham's Marketing Reference*, Walton Beacham, Richard T. Hise, and Hale N. Tongren, eds., Washington D.C.: Research Publishing, 900-905.

Caballero, Marjorie J. (1986), "Direct Selling," in *Beacham's Marketing Reference*, Walton Beacham, Richard T. Hise, and Hale N. Tongren, eds., Washington D.C.: Research Publishing, 255-260.

Caballero, Marjorie J. (1986), "Direct Mail," in *Beacham's Marketing Reference*, Walton Beacham, Richard T. Hise, and Hale N. Tongren, eds., Washington D.C.: Research Publishing, 249-254.

Hise, Richard T., Peter L. Gillett, F. Anthony Bushman, and Marjorie Caballero, (1985), "How Effective Are Companies' New Products as a Strategic Weapon?" in *Handbook of Business Strategy: 1985/1986 Yearbook*, William D. Guth ed., Boston, MA: Warren, Gorham & Lamont, Inc.

### **JOURNAL ARTICLES:**

Cooper, M. J., Tu, L., Pullig, C. How Does Religiosity Affect Ethical Decision-Making? Attitude Toward Business is Everything. In process.

Cooper, M. J. (2022). "Business in a Time of Escalating Lawlessness". *Christian Business Review*(Fall, 2022), 42-49, . [www.hbu.edu/cbrj](http://www.hbu.edu/cbrj)

Cooper, M. (2022). "A Rhetorical Critique and Proposal for 1 Corinthians 14:34-35". *Presbyterion*, 48(Spring, 2022), 151-162, .  
<https://www.covenantseminary.edu/publications/> (Publisher's URL:)

Cooper, M. J. (2020). Christian Leadership and Forgiveness. *Christian Business Review* (Issue 9, Fall 2020), 35-41.

Cooper, M.J. (2020). Theological Perspectives on the God-fearers with Application to Acts 13:48. *Presbyterion*, XLVI(Spring), 90-99, .

Cooper, M. (2019). Analysis and Conclusions Regarding 1 Tim 2:9-3:1a. *Presbyterion*, XLV(1)(Spring), 96-107.

Cooper, M. (2018). Wisdom: Skill for Living in a Complex World. *Christian Business Review*, Fall, 2018(7), 22-29.

Cooper, M. (2018). The Prohibition in 1 Tim 2:12 in Light of Eve's Having Been Deceived. *Presbyterion*, XLIV(1), (Spring), 115-125, .

Cooper, M. J., Caballero, J. G. (2017). Reasoning Through Creation Order as a Basis for the Prohibition in 1 Tim 2:12. *Presbyterion*, XLIII(1) (Spring), 30-38, .

- Cooper, M., Pullig, C., Dickens, C. (2016). Effects of Narcissism and Religiosity on Church Ministers With Respect To Ethical Judgment, Confidence, and Forgiveness. *Journal of Psychology and Theology*, 44(1), 42-54.
- Cooper, M., Caballero, J. G. (2015). The Centrality of Worship to Life and the Sabbath: Implications for Business. *Journal of Biblical Integration in Business*, 18(1), 21-33.
- Cooper, M., Pullig, C. (2013). I'm Number One! Does Narcissism Impair Ethical Judgment Even For the Highly Religious?. *Journal of Business Ethics*, 112(1), 167-176.
- Cooper, M. (2012). Perspectives on the Augustinian/Neocene-Aquinian/BAM Discussion. *Journal of Biblical Integration in Business*, 15(2), 90-97.
- Cooper, M. (2010). "Traditional Strategy Models and Theory of Constraints," in Cox, J., & J. Schleier, eds., *Theory of Constraints Handbook*, New York, NY: McGraw-Hill. (pp. 501-518).
- Cooper, Marjorie J. (2008), "Competitive Positioning of Promotional Products Sources Based on Client Perceptions and Experience," *Journal of Promotion Management* 14(3), 375-389.
- Cooper, Marjorie J., Carol F. Gwin, and Kirk Wakefield (2008), "Cross-functional Interface and Disruption in CRM Projects: Is Marketing from Venus and Information Systems from Mars?" *Journal of Business Research* 61(4), 292-299.
- Cooper, Marjorie J. (2007), "Are We Sending Mixed Messages? How Philosophical Naturalism Erodes Ethical Instruction," *Journal of Business Ethics* 75(2), 171-180.
- Cooper, Marjorie J. and Charlene Spoede Budd (2007), "Tying the Pieces Together: A Normative Approach to Integrating Business Development, Sales, and Project Delivery," *Industrial Marketing Management* 36(2), 173-182.
- Cooper, Marjorie J., Kirk Wakefield, and Jeff Tanner (2006), "Industrial Buyers' Risk Aversion and Channel Selection," *Journal of Business Research* 59(6), 653-661.
- Budd, Charlene Spoede and Marjorie J. Cooper (2005), "Improving On-time Service Delivery: The Case of Project as Product," *Human Systems Management* 24(1), 67-81.
- Cooper, Marjorie J., Nancy Upton, and Samuel Seaman (2005), "Customer Relationship Management: A Comparative Analysis of Family and Non-Family Business Practices," *Journal of Small Business Management* 43(3), 242-256.
- Cooper, Marjorie J. and Charlene W. Spoede (2004), "A Project Management Approach to Increasing Agency Margins," *Journal of Promotion Management* 11(1), 29-49.

- Straughan, Robert D. and Marjorie J. Cooper (2002), "Managing Internal Markets: A Conceptual Framework Adapted from SERVQUAL," *The Marketing Review* 2 (3), 253-265.
- Cooper, Marjorie J. (2002), "Employee Perceptions of Award and Incentive Programs," *Journal of Promotion Management* 8 (1), 35-51.
- Cooper, Marjorie J. (2002), "Addressing the Conflicts Between Production & Marketing," *The Journal of Enterprise Resource Management* 9 (First Quarter), 23-32.
- Budd, Charlene Spoede, Marjorie J. Cooper, and James R. Holt (2001), "Work Flow Case: Linking Marketing, Production, and Accounting in an Experiential Exercise," published online in *Cases from Management Accounting Practice*, [www.imanet.org/content/Interest\\_Groups/Academic/Volume16.pdf](http://www.imanet.org/content/Interest_Groups/Academic/Volume16.pdf).
- Cooper, Marjorie J. and Terry W. Loe (2000), "Using Theory of Constraints' Thinking Processes to Improve Problem-Solving Skills in Marketing," *Journal of Marketing Education*, 22 (2), 137-146.
- Cooper, Marjorie J. and Robert D. Straughan (1997), "Promotional Products as Internal Marketing Communication Vehicles: A Case Study," *Journal of Promotion Management*, 4(2), 51-64.
- Cooper, Marjorie J. and Richard W. Easley (1994), "An Experimental Investigation Into the Use of Promotional Products as Gifts in a Business-to-Business Marketing Context," *Journal of Promotion Management*, 2 (3-4), 177-184.
- Madden, Charles S., Marjorie J. Cooper, Gerald B. Speen, and Victoria Morgan (1994), "The Impact of an Internal Marketing Program on Accounts Receivable," *Journal of Hospital Marketing*, 8 (2), 33-41.
- Cooper, Marjorie J. and James B. Hunt (1994), "Generating Goodwill with Direct Mail and Specialty Advertising," *Journal of Promotion Management*, 2 (2), 59-72.
- Cooper, Marjorie J. and Lawrence B. Chonko (1992), "Two Studies on Using Specialty Advertising in Retail Sales Contests," *Journal of Promotion Management*, 1 (3), 75-93.
- Madden, Charles S. and Marjorie J. Cooper (1992), "Expectations of Users of Specialty Advertising," *Journal of Advertising Research*, 32 (4), 45-52.
- Cooper, Marjorie J., Charles S. Madden, James B. Hunt, and John E. Cornell (1991), "Specialty Advertising as a Tool for Building Goodwill: Experimental Evidence and Research Implications," *Journal of Promotion Management*, 1 (1), 41-54.

- <sup>1</sup>Chonko, Lawrence B. and Marjorie J. Caballero (1991), "Marketing Madness or How Marketing Departments Think They're in Two Places at Once When They're Not Anywhere at All (At Least According to Some)," *Journal of Marketing Education*, (Spring), 14-25.
- Chonko, Lawrence B., Marjorie J. Caballero, and James R. Lumpkin (1990), "Do Retail Salespeople Use Selling Skills?" *Review of Business & Economic Research*, 2 (Spring), 36-46.
- Caballero, Marjorie J., Charles S. Madden, and James R. Lumpkin (1989), "Using Physical Attractiveness as an Advertising Tool: An Empirical Test of the Attraction Phenomenon," *Journal of Advertising Research*, 29 (4), 16-22.
- Caballero, Marjorie J. (1989), "Baylor University's Center for Professional Selling," *Journal of Personal Selling & Sales Management*, IX (Spring), 55-57.
- Caballero, Marjorie J. (1988), "A Comparative Study of Incentives in a Sales Force Contest," *Journal of Personal Selling & Sales Management*, VIII (May), 55-58.
- Madden, Charles S. and Marjorie J. Caballero (1987), "Perceptions of the Specialty Advertising Industry: Implications for Business Marketers," *Journal of Business & Industrial Marketing*, 2 (Fall), 37-44.
- Caballero, Marjorie J. and Alan Resnik (1986), "The Attraction Paradigm in Dyadic Exchange," *Psychology & Marketing*, 3 (1), 17-34.
- Caballero, Marjorie, Roger Dickinson, and Anthony Herbst (1986), "Four-Year Undergraduate Business Administration," *Journal of Education for Business*, 61 (May), 354-359.
- Caballero, Marjorie J. (1986), "Book Review: *Mighty Minutes: An Illustrated History of Television's Best Commercials* by Jim Hall," *Journal of Advertising*, 15 (1), 54.
- Madden, Charles S., Marjorie J. Cooper, and Shinya Matsukobo (1986), "Analysis of Information Content in U.S. and Japanese Magazine Advertising," *Journal of Advertising*, 15 (3), 38-45.
- Caballero, Marjorie J. and William M. Pride (1984), "Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements," *Journal of Marketing*, 48 (Winter), 94-100.
- Caballero, Marjorie J. and Paul J. Solomon (1984), "Effects of Model Attractiveness on Sales Response," *Journal of Advertising*, 13 (1), 17-23, 33.
- Caballero, Marjorie J. and Roger A. Dickinson (1984), "Beyond Rationality," *Business Horizons*, 27 (July-August), 55-58.

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<sup>1</sup> Received 1991 Outstanding Article Award from the *Journal of Marketing Education*.



Caballero, Marjorie J., Roger A. Dickinson, and Dabney Townsend (1984), "Aristotle and Personal Selling," *Journal of Personal Selling & Sales Management*, IV (May), 12-18.

Caballero, Marjorie J. and Paul J. Solomon (1984), "A Longitudinal View of Women's Role Portrayal in Television Advertising," *Journal of the Academy of Marketing Science*, 12 (Fall), 93-108.

Futrell, Charles M. and M. J. Caballero (1979), "A Multidimensional Control System's Relationship to Performance and Satisfaction," *Southern Business Review*, 5 (Spring), 7-16.

#### **ACADEMIC PAPERS AND PRESENTATIONS:**

Cooper, M. J., The 74th Annual Meeting of the Evangelical Theological Society, "Union with Christ and Ἐκλέγομαι in Ephesians 1:4," ETS, Denver, Colorado. (November 15, 2022).

Cooper, M. J. The 73rd national meeting of the Evangelical Theological Society, "'A Rhetorical Critique and Proposal for ! Corinthians 14:34-35'," Fort Worth, Texas. (November 16, 2021).

Cooper, M. (Author & Presenter), 71st Annual Meeting of the Evangelical Theological Society, "Theological Perspectives on the God-fearers with Application to Acts 13:48," Evangelical Theology Society, San Diego, CA. (November 2019).

Cooper, M., 70th Annual Conference of the Evangelical Theological Society, "Analysis and Conclusions Regarding 1 Tim 2:9-3:1a," Evangelical Theological Society, Denver, CO. (November 2018).

Cooper, M. J., Evangelical Theological Society, 69th Annual Meeting, "The Prohibition in 1 Tim 2:12 in Light of Eve's Having Been Deceived," ETS, Providence, RI. (2017).

Cooper, M. J., Annual Conference of the Evangelical Theological Society on "The Trinity", "Reasoning Through Creation Order as a Basis for the Prohibition in 1 Tim 2:12," Evangelical Theological Society, San Antonio. (November 2016).

Pullig, C. (Author & Presenter), Cooper, M. (Author), David, M. (Author), AMA Marketing and Public Policy Annual Conference, "Will Donating My Time Make Me Look Good?: Role of Brand and Personality in Determining Donation of Time to Charitable Organizations," Washington, D.C. (June 5, 2015).

Cooper, M. (Author & Presenter), Annual Conference of the Evangelical Theological Society/Southwest Region, "Mirror, Mirror on the Wall: Who's Most Ethical of All?," Evangelical Responses to Neo-Atheist Assaults on God's Goodness and Justice, Dallas, Texas. (March 2, 2013).

- Cooper, M., Making the Familiar Different, CBFA 2011 Annual Conference, "I'm Number One!: Biblical Perspectives on Narcissistic Leadership," Christian Business Faculty Association, Mount Vernon Nazarene University, Mount Vernon, Ohio. (June 2011).
- Cooper, Marjorie J., "Toward a Biblical Theology of Business Operations: The Unity and Diversity Challenge," *Equipping for the Marketplace*, the Christian Business Faculty Association Conference, Lakeland, Florida, October 21-23, 2010.
- Umble, E. M. (Presenter & Author), M. Cooper (Author Only), and M. M. Umble (Author Only), 40<sup>th</sup> Annual Decision Sciences Institute conference, Decision Sciences Institute, New Orleans, Louisiana, "Process Improvement Programs and Their Effects on Perceived Ethical Climate," Academic Track, International, November, 2009.
- Cooper, Marjorie J. (2008), "Legends of the Fall at the Intersection of Theology and Business," presented at the National Faculty Leadership Conference, Washington, DC, June 27-29.
- Cooper, Marjorie (2007), "Lying to Customers: A Theory of Constraints Analysis and a Christian Ethical Perspective," Proceedings of the *Business Serving the World*, 2007 Conference of the Christian Business Faculty Association, Seattle, WA, October, 2007.
- Cooper, Marjorie J. (2006), "Reflections on the Nature of Human Personhood and Some Common Business Practices," presented at *The Two Tasks: Redeeming the Soul, Redeeming the Mind*, 2006 National Faculty Leadership Conference, Washington, DC.
- Upton, Nancy, Marjorie Cooper, Kurt Knapton, and Elisabeth Teal (2003), "Customer Service and Relationship Management: Do Family Businesses Differ?" presented at "Navigating to the Future: An Entrepreneurial Journey," the 2003 USASBE Conference.
- Cooper, Marjorie J. (2002), "Modernity, Post-Modernity, and Economic Loss," presented at "Christianity and Economics: Integrating Faith and Learning in Economic Scholarship Conference," Baylor University, Waco, TX, November 7-9, 2002.
- Cooper, Marjorie J. (2002), "Strengthening Supply Chain Relationships in a Networked Economy," presented at the APICS E&R Foundation Fall Conference, Nashville, TN, October 2002.
- Cooper, Marjorie J. (2001), "Addressing the Conflicts Between Production and Marketing," presented at the APICS E&R Foundation's Academic Workshop, San Antonio, Texas, October, 2001.
- Cooper, Marjorie J., Charlene Spoede Budd, and James R. Holt, (2001), "An Experiential Exercise for Teaching Students the Interrelationships Between Marketing, Operations, and Accounting," presented at the 2001 AMA Summer Educators' Conference. Abstract published in *2001 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*, 146-147.

Straughan, Robert D. and Marjorie J. Cooper (2001), "Internal Customer Satisfaction: A Non-Traditional Application of the SERVQUAL Model," presented at the 10<sup>th</sup> Biennial World Marketing Congress, June 27-July 1, 2001. Abstract published in the proceedings.

Spoede, Charlene W., Marjorie J. Cooper, and James R. Holt (2001), "Work Flow Case: Linking Marketing, Production, and Accounting in an Experiential Exercise," presented at the Management Accounting Section Meeting of the American Accounting Society.

<sup>2</sup>Cooper, Marjorie J. and Terry W. Loe (1998), "Using Theory of Constraints' Evaporating Cloud To Manage Conflict: A Tool for Sales Force Managers," accepted for the Selling/Sales Management Track, Twenty-Fifth meeting, *Southwestern Federation of Administrative Disciplines*.

Cooper, Marjorie J., Charles S. Madden, and Mark G. Dunn (1995), "Reintegrating Business Schools Into the Business Community: Marketing as a Leader, Follower, or Bystander?" in *Marketing: Foundations For a Changing World: Proceedings of the 1995 Southern Marketing Association Conference*, Brian T. Engelland and Denise T. Smart, eds., 386-389.

Lumpkin, James R., Marjorie J. Cooper, and Lawrence B. Chonko (1995), "Determinant Attributes of Mature Consumers' Nonstore Patronage Decisions," presented at *The Cutting Edge IV: Proceedings of the 1995 Symposium on Patronage Behavior and Retail Strategy*, William R. Darden, ed., 215-232.

Cooper, Marjorie J. and James Roberts (1995), "Building Relationships: Gift Giving in a Sales Context and its Impact on Customer Referrals," in *World Marketing Congress: Volume VII-II 1995*, K. Grant and I. Walker, eds., 10-1 - 10-9.

Cole, Leslie, Marjorie Cooper, and John F. Tanner, Jr. (1991), "Gender Differences in Sales Performance: Do Women Bring More to the Table?" in *Marketing: Toward the Twenty-First Century, Proceedings of the Southern Marketing Association*, Robert L. King, ed., 246-249.

Madden, Charles S., Brian M. Johnson, and Marjorie J. Caballero (1990), "A Departmental Examination for the principles of Marketing Course," in *Progress in Marketing Thought: Proceedings of the Southern Marketing Association*, Louis M. Capella, Henry W. Nash, Jack M. Starling, and Ronald D. Taylor, eds., 280-283.

Chonko, Lawrence B., James R. Lumpkin, John J. Burnett, and Marjorie J. Caballero (1986), "Assessing Nonresponse Bias in Sales Force Mail Surveys," in *Proceedings of the 1986 National Decision Science Institute*, 823-825.

Caballero, Marjorie J., James R. Lumpkin, and Lawrence B. Chonko (1986), "Males' Role Portrayal Preferences: The Influence of Sex-Role Orientation," in *Proceedings of the 1986 National Decision Science Institute*, 855-857.

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<sup>2</sup> Received 1998 Distinguished Paper Award from the Southwestern Marketing Association.

- Chonko, Lawrence B., James R. Lumpkin, and Marjorie J. Caballero (1986), "Perceptions of Ethical Situations by Purchasing Managers: A Preliminary Explanation of Differences," in *Proceedings of the 1986 American Marketing Association Educators Conference*, Terence A. Shimp, George John, John H. Lindren, Jr., Meryl P. Gardner, Subhash Sharma, John A. Quelch, William Dillon, and Robert F. Dyer, eds., 93-98.
- Madden, Charles S. and Marjorie J. Caballero (1986), "Perceptions of the Specialty Advertising Industry," in *1986 Proceedings of the American Academy of Advertising*, Ernest F. Larkin, ed., R23-R26.
- Lumpkin, James R. and Marjorie J. Caballero (1985), "Locus of Control and the Information Sources of the Elderly," in *Marketing: The Next Decade, Proceedings: Southern Marketing Association 1985*, 28-31.
- Caballero, Marjorie J., James R. Lumpkin, David Brown, Rebecca Katsinas, and Susan Werner (1985), "Waiting in Line: A Primary Investigation," in *Marketing: The Next Decade, Proceedings: Southern Marketing Association 1985*, David M. Klein and Allen E. Smith, eds., 46-49.
- Resnik, Alan J. and Marjorie Caballero (1984), "Exploring the Unthinkable: Do Marketers Manipulate?" in *Proceedings of the 1984 AMA Educators Conference*, Russell W. Belk *et al.*, eds., 332-336.
- Caballero, Marjorie J. and Tom Ingram (1982), "The Physical Attractiveness Stereotype and Its Role in Advertising: An Overview," in *Proceedings: Southwestern Marketing Association*, 4-8.
- Caballero, Marjorie J. and Tom Ingram (1982), "The Marketing Profession: Analytic, Synthetic, and Practical," in *Marketing Theory: Philosophy of Science Perspectives*, Ronald F. Bush and Shelby D. Hunt, eds., 39-42.
- Caballero, Marjorie J. (1980), "Marketing: Science and Art," in *Proceedings: Southern Marketing Association 1980 Conference*, 338-341.
- Smart, Denise T. and Marjorie J. Caballero (1980), "An Experiment on the Effects of Advocacy Advertising," *Proceedings: Southern Marketing Association 1980 Conference*, 59-62.

#### **OTHER ACADEMIC ARTICLES**

- Cooper, Marjorie J. (1993), "How Gifts Improve Customer Goodwill," *Baylor Business Review*, 11 (Fall), 13-15.
- Caballero, Marjorie J. and Lawrence B. Chonko (1989), "The Mature Consumer," *Baylor Business Review*, 6 (Winter), 9-13.

Caballero, Marjorie J. (1988), "Stepping Up Performance: Incentives in a Sales Force Contest," *Baylor Business Review*, 6 (Fall), 16-20.

#### **BUSINESS TRADE PUBLICATIONS:**

Cooper, Marjorie J. (2004), "Speak Agency Lingo For Best Results," *Counselor* (November), 76-78.

Cooper, Marjorie J. and Charles S. Madden (2004), "Are You A Hunter-Gatherer Or A Farmer?" *Counselor* (May), 60-62.

Cooper, Marjorie J. and Charles S. Madden (2004), "How To Land the Big One," *Counselor* (March), 56-58.

Madden, Charles S. and Marjorie J. Cooper (2004), "Don't Trip Over Service Quality," *Counselor* (January), 62-64.

Madden, Charles S. and Marjorie J. Cooper (2003), "What Makes Promotional Products Work?" *Counselor* (November), 48-50.

Cooper, Marjorie J. and Charles S. Madden (2003), "Knowing Where To Focus," *Counselor* (September), 52-54.

Cooper, Marjorie J. and Charles S. Madden (2003), "Ten Ways To Open The Door (And Keep It Open)," *Counselor* (July), 56-58.

Madden, Charles S. and Marjorie J. Cooper (2003), "Helping Clients Be Good," *Counselor* (May), 58.

Cooper, Marjorie J. and Charles S. Madden (2003), "Loyalty Rules To Live By," *Counselor* (March), 62-64.

Madden, Charles S. and Marjorie J. Cooper (2003), "The Role of Promotional Products in Business Transformation," *Counselor* (January), 58-59.

Cooper, Marjorie J. and Charles S. Madden (2002), "Pump Up Your Sales Force, And They'll Pump Up Profits," *Counselor* (November), 137-138.

Madden, Charles S. and Marjorie J. Cooper (2002), "Harvesting Value From Service Offerings," *Counselor* (September), 167-168.

Cooper, Marjorie J. and Charles S. Madden (2002), "Five Leadership Flaws That Can Kill a Business," *Counselor* (July), 129-130.

Madden, Charles S. and Marjorie J. Cooper (2002), "Do You Really Know Who You're Targeting?" *Counselor* (May), 147-149.

- Cooper, Marjorie J. and Charles S. Madden (2002), "Finding the Direction for Your Competitive Edge," *Counselor* (March), 157-158.
- Madden, Charles S. and Marjorie J. Cooper (2002), "Preserve That Promotional Budget!" *Counselor* (January), 153-156.
- Cooper, Marjorie J. and Charles S. Madden (2001), "The CRM of the Crop," *Counselor* (November), 153-154.
- Cooper, Marjorie J. (2001), "The Internet Enigma," *Counselor* (Special State-of-the-Industry Issue), 86A.
- Cooper, Marjorie J. (2001), "Employee-Centered Programs," *Counselor* (Special State-of-the-Industry Issue), 70.
- Cooper, Marjorie J. (2001), "Face It—Customers Are Procrastinators," *Counselor* (Special State-of-the-Industry Issue), 48.
- Cooper, Marjorie J. (2001), "What Makes A Company Operate Profitably?," *Counselor* (Special State-of-the-Industry Issue), 37.
- Cooper, Marjorie J. (2001), "A Look Behind This Year's Numbers," *Counselor* (Special State-of-the-Industry Issue), 17.
- Madden, Charles S. and Marjorie J. Cooper (2001), "What Do NASCAR And The World Wrestling Federation Have in Common?" *Counselor* (September), 167-168.
- Cooper, Marjorie J. (2001), "The Care and Handling of Lost Customers," *Promotional Products Business*, (August), 76-79.
- Cooper, Marjorie J. and Charles S. Madden (2001), "How To Make Tech Work," *Counselor*, (July), 161-163.
- Madden, Charles S. and Marjorie J. Cooper (2001), "10 Ways To Make Products Work Harder," *Counselor*, (May), 187-188.
- Madden, Charles S. and Marjorie J. Cooper (2001), "When Half A Market Is More Powerful Than A Whole," *Counselor*, (March), 189-190.
- Madden, Charles S. and Marjorie J. Cooper (2001), "Are You Marketing To Your Internal Customers?" *Counselor*, (January), 223-226.
- Cooper, Marjorie J. (2001), "How Do Your Buyers Buy? And What You Can Do About It!" *Promotional Products Business*, (February), 72-74.

- Cooper, Marjorie J. (2000), "Will Distributors Be Squeezed Out of the Buying Process?" cover story for *Promotional Products Business*, (November), 108-125.
- Cooper, Marjorie J. (2000), "Industry Sales Spring Higher Than Ever in 1999," cover story for *Promotional Products Business*, (August), 130-139.
- Cooper, Marjorie J. (2000), "Creative Pricing For Competitive Advantage," *Promotional Products Business*, (August), 62-68.
- Cooper, Marjorie J. (2000), "Marketing and Sales: The Long and Short of It," *Promotional Products Business*, (March), 60-65.
- Madden, Charles S. and Marjorie J. Cooper (2000), "Branding: Stake Your Position And Tell The World," *Counselor*, (November), 177-179.
- Madden, Charles S. and Marjorie J. Cooper (2000), "College Markets - Beyond the Bookstore," *Counselor*, (September), 189-190.
- Madden, Charles S. and Marjorie J. Cooper (2000), "Strategic Planning Despite Uncertainty," *Counselor*, (July), 149-151.
- Madden, Charles S. and Marjorie J. Cooper (2000), "Striking Paydirt in the Professional Services Market," *Counselor*, (May), 189-191.
- Madden, Charles S. and Marjorie J. Cooper (2000), "New Insights for Better Client Relations," *Counselor*, (March), 171-172.
- Cooper, Marjorie J. and Charles S. Madden, (2000), "Turning Market Theory Into Profitable Reality," *Counselor*, (January), 215-216.
- Cooper, Marjorie J. and Charles S. Madden, (1999), "Tackle Orders Faster, Better, Cheaper!" *Counselor*, (November), 153-155.
- Cooper, Marjorie J. and Charles S. Madden, (1999), "Process Improvement: Bear With Us—It'll Be Worth It," *Counselor*, (September), 173-175.
- Cooper, Marjorie J. and Charles S. Madden, (1999), "The Lemonade Stand," *Counselor*, (July), 157-160.
- Cooper, Marjorie J. and Charles S. Madden, (1999), "Relationships are Living Things," *Counselor*, (May), 193-194.
- Cooper, Marjorie J. and Charles S. Madden, (1999), "The Internet Edge," *Counselor*, (March), 193-194.

- Cooper, Marjorie J., (1999), "Securing the Future," *Promotional Products Business*, (December), 82-84.
- Cooper, Marjorie J., (1999), "The Real Enterprise-Wide Solution: Total Functional Integration," *Promotional Products Business*, (September), 60-62.
- Cooper, Marjorie J., (1999), "Industry Sales Soar to \$13+ Billion," cover story for *Promotional Products Business*, (July), 82-86.
- Cooper, Marjorie J., (1999), "The Strategic Planning Imperative," *Promotional Products Business*, (May), 89-91.
- Cooper, Marjorie J., (1999), "Finding Nuggets of Gold in Research," *Promotional Products Business*, (April), 150-151.
- Cooper, Marjorie J., (1999), "Quantifying the Payoff from Promotional Products," *Imprint*, (Spring), 59-62, 66-68.
- Cooper, Marjorie J. (1998), "Using Logic as a Competitive Advantage," *Promotional Products Business*, (November), 38-41.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "Complaints Are Your Friends," *Counselor*, (November), 133-135.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "Holding Your Spot On The Slippery Slope," *Counselor*, (September), 193-194.
- Cooper, Marjorie J. (1998), "Running at an All-Time High: Growth in Promotional Products Breaks All Records," *Promotional Products Business* cover story, (July), 60-65.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "It Pays To Hit The Bull's-Eye," *Counselor*, (July), 195-196.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "How To Put Professionals On The Map," *Counselor*, (May), 197-200.
- Cooper, Marjorie J. (1998), "Jump-Start Your Salesforce," *Promotional Products Business*, (April), 103-105.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "What Do Clients Say About Measuring Effectiveness?" *Counselor*, (March), 197-199.
- Cooper, Marjorie J. and Charles S. Madden, (1998), "Measuring Promotional Products' Effectiveness," *Counselor*, (January), 215-220.



- Cooper, Marjorie J. (1998), "Outside-In Marketing For Suppliers and Distributors," *Promotional Products Business*, (January), 142-146.
- Cooper, Marjorie J. (1997), "Fulfillment: The Next Wave in Promotional Products," *Promotional Products Business*, (December), 64-72.
- Cooper, Marjorie J. (1997), "Bridging the Generation Gap," *Promotional Products Business*, (October), 105-106.
- Cooper, Marjorie J. and Charles S. Madden (1997), "Call Yourself," *Counselor*, (November), 139-141.
- Madden, Charles S. and Marjorie J. Cooper (1997), "All Their Begs Into One Ask It," *Counselor*, (September), 165-166.
- Cooper, Marjorie J. (1997), "An Industry On The Rise," *Promotional Products Business*, (July), 48-53.
- Cooper, Marjorie J. and Charles S. Madden (1997), "How To Foster Change In Your Organization," *Counselor*, (July), 135-137.
- Cooper, Marjorie J. and Charles S. Madden (1997), "Proactive Communication Strategies Improve Client Relations," *Counselor*, (May), 87-88.
- Cooper, Marjorie J. (1997), "Finding Our Misplaced Opportunities," *Promotional Products Business*, (April), 94-95.
- Madden, Charles S. and Marjorie J. Cooper (1997), "Make New Products Succeed For You," *Counselor*, (March), 89-91.
- Cooper, Marjorie J. (1997), "Learning From Our Customers," *Promotional Products Business*, (January), 44-46.
- Cooper, Marjorie J. (1996), "Oh, Those Things We Say!," *Promotional Products Business*, (November), 42-43.
- Cooper, Marjorie J. and Charles S. Madden (1997), "Ride The Wave Of Successful Entrepreneurship," *Counselor*, (January), 147-149.
- Cooper, Marjorie J. and Charles S. Madden (1996), "A Marketing Audit: A Path Out Of The Box," *Counselor*, (November), 75-77.
- Cooper, Marjorie J. and Charles S. Madden (1996), "Sell Solutions, Not Just Promotional Products," *Counselor*, (September), 77-79.

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- Cooper, Marjorie J. and Charles S. Madden (1996), "Ouch, You're Stepping On My Profit Margin!" *Counselor*, (May), 71-73.
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- Madden, Charles S. and Marjorie J. Cooper (1996), "A Give-And-Take Approach Offers Profit," *Counselor*, (March), 69-71.
- Madden, Charles S. and Marjorie J. Cooper (1996), "The Life Blood of a Distributorship," *Counselor*, (January), 103-105.
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- Madden, Charles S. and Marjorie J. Cooper (1995), "Would You Want To Compete With Someone Like You?" *Counselor*, (September), 77-80.
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- Madden, Charles S. and Marjorie J. Cooper (1995), "Customers Will Be Satisfied . . . By Somebody," *Counselor*, (March), 83-86.
- Cooper, Marjorie J. (1995), "Do Employers Give Awards Employees Really Want?" *Promotional Products Business*, (February), 40.

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- Cooper, Marjorie J. and Charles S. Madden (1993), "What Do Clients Expect? Too Little!" *Counselor*, (July), 127-128.
- Cooper, Marjorie J. (1993), "Study Shows Promotional Products Boosting Sales," *Sacramento Business Journal*, (June 7).
- Cooper, Marjorie J. and Charles S. Madden (1993), "A Primer On Mature Consumers," *Counselor*, (May), 109-110.
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- Madden, Charles S. and Marjorie J. Cooper (1992), "Listening is Good; Anticipating Is Great!" *Counselor*, (May), 99-100.
- Cooper, Marjorie J. and Charlene W. Spoede (1992), "Systematic Problem-Solving Yields Enhanced Service," *Counselor*, (April), 125-128.
- Cooper, Marjorie J. and Charles S. Madden (1992), "Select Customers To Match Your Strengths," *Counselor*, (March), 117-118.
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- Cooper, Marjorie J. (1991), "What is Most Effective Company Reward?" *Business Press*, (December 6).
- Cooper, Marjorie J. and Charles S. Madden (1991), "Good News And How To Keep It That Way," *Counselor*, (November), 107-108.

- Cooper, Marjorie J. (1991), "Trade Shows Can Be Effective Sales Tool," *Waco Tribune Herald*, (September 10).
- Madden, Charles S. and Marjorie J. Cooper (1991), "When Times Are Tough," *Counselor*, (September), 245-246.
- Cooper, Marjorie J. (1991), "Specialty Advertising Proliferates," *Waco Tribune Herald*, (July 23).
- Madden, Charles S. and Marjorie J. Cooper (1991), "Specialty Advertising On Campus," *Counselor*, (July), 253-254.
- Cooper, Marjorie J. (1991), "Minimizing Costly Employee Attrition," *Waco Tribune Herald*, (June 21).
- Cooper, Marjorie J. (1991), "The Cost of Sales Force Turnover," *Sales Leader*, (Summer), 4.
- Caballero-Cooper, Marjorie J. and Charles S. Madden (1991), "How Not To Get Burned on Hot Items," *Inside Impact*, (Spring), 39-42.
- Madden, Charles S. and Marjorie J. Caballero-Cooper (1991), "Fighting Turnover in the Salesforce," *Inside Impact*, (Spring), 66-72.
- Tanner, John F. and Marjorie J. Caballero, "Trade Show Salesmanship: Networld '90," a report published by the Center for Professional Selling, Baylor University.
- Caballero-Cooper, Marjorie J. and Charles S. Madden (1990), "Specialty Advertising's Image Obstacles," *Counselor*, (November), 147-148.
- Cooper, Marjorie J. (1990), "How Specialty Advertising Can Improve Salesforce Contests," *Sales Leader*, (Fall), 2-3.
- Caballero, Marjorie J. and Charles S. Madden (1990), "The Image of the Specialty Advertising Industry: Part II," *Inside Impact*, (Fall), 98-107.
- Madden, Charles S. and Marjorie J. Caballero (1990), "The Image of the Specialty Advertising Industry," *Inside Impact*, (Summer), 98-107.
- Caballero, Marjorie J. (1990), "Mature Market: Growing and Spending," *Specialty Advertising BUSINESS*, (January), 28-30.
- Caballero, Marjorie J. (1989), "The Conduct of Contests: Playing to Win," *Imprint*, 23 (Fall), 39-40.
- Ebel, Richard G., Charles S. Madden, and Marjorie J. Caballero (1987), "Proactive Image Management," *Association Management*, (July), 47-49.

Caballero, Marjorie J. (1987), "The Many Faces of Specialties," *Imprint*, 21 (Summer), 31-33.

Caballero, Marjorie J. (1987), "Whose Team Are You On?" *Spiritual Fitness in Business*, 5 (2), 3-4.

Madden, Charles S., Marjorie J. Caballero, and Carl E. Rosenfeld (1987), "What Kind of Distributor Are You?" *Counselor*, (January), 361-364.

#### **PUBLISHED CASES:**

Cooper, Marjorie J. (1999), *SBC Internet Services*, a case for the Promotional Products Association International's Annual National Student Competition

Cooper, Marjorie J. (1998), *Operation Worm Drive: Marketing the Skilsaw® Worm-Drive Saw*, a case for the Promotional Products Association International's Annual National Student Competition

Cooper, Marjorie J. (1997), *Fruit of the Loom Activewear™*, a case for the Promotional Products Association International's Annual National Student Competition

Cooper, Marjorie J. (1996), *Motorola SportsTrax*, a case for the Promotional Products Association International's Annual National Student Competition.

Cooper, Marjorie J. (1995), *Hyatt Hotels: Hyatt Business Plan® and the Search for a Strategic Partner*, a case for the Promotional Products Association International's Annual National Student Competition.

Cooper, Marjorie J. (1994), *Making JCPenney a Winner at Cards*, a case for the Promotional Products Association International's Annual National Student Competition.

Cooper, Marjorie J. (1993), *Consumer Loan Conversions: A Case Concerning The Associates Corporation of North America*, a case for the Specialty Advertising Association International's Annual National Student Competition.

Cooper, Marjorie J. (1992), *Announcing American Airlines' New Service to Warsaw: A Hypothetical Case for Specialty Advertising*, a case for the Specialty Advertising Association International's Annual National Student Competition.

Cooper, Marjorie J. (1991), *GTE's Installed Base Program*, a case for the Specialty Advertising Association International's Annual National Student Competition.

Cooper, Marjorie J. (1990), *The Mary Kay Cosmetics Inc. Preferred Customer Program*, a case for the Specialty Advertising Association International's Annual National Student Competition.

## **PUBLISHED INDUSTRY RESEARCH STUDIES**

**The Annual State-of-the-Industry Reports 2001-2009:** Special annual issue of *Counselor* devoted to reporting large-scale data collection from companies within the promotional products industry. Collection of writings based on my original research, analysis, and report. Covers data collected on a wide range of issues for both suppliers and distributors from more than 1,000 respondents each year.

**The Annual Industry Sales Volume (1983-2000):** An annual research project undertaken to estimate total sales volume done by members of the promotional products industry.

**Promotional Products Marketing Survey (2000):** A sample of 1,710 mail survey respondents and 25 in-depth telephone interviews yielded information on promotional products buyers' perceptions of the importance of various source selection criteria and services as well as the performance of six different types of vendors for promotional products. The findings suggest the need for streamlining the supply chain and segmenting the total market of buyers according to buyer preferences.

**Return-on-Investment for Promotional Products Vs. Three Other Media (1998):** Use of promotional products in direct mail was measured against radio and newspaper in terms of effectiveness in persuading customers to visit one of three participating clothing stores to sign up for a drawing for free merchandise.

**Using Promotional Products to Introduce a New Product (1998):** Use of promotional products in direct mail advertising to introduce a new line of outdoor wear to retailers and to consumers increased sales over direct mail advertising that did not include promotional products.

**Fulfillment Program Management: Distributors' Best Practices in Fulfillment (1997):** A series of in-depth interviews with fulfillment company executives uncovers guidelines for successful management of fulfillment programs. Provides insight into pitfalls to avoid and the most effective approaches to meeting customer expectations.

**Best Business Practices for Success in a Competitive Marketplace (1996):** A series of in-depth interviews with promotional products distributors to determine their most effective ways of responding to increasing competition in the marketplace.

**Top Customers, Emerging Markets, and Distributors' Principal Uses of Promotional Products (1996):** A survey of distributors to determine their top markets in terms of sales volume, the top growth markets, who the buyers are, and a ranking of the frequency of uses for which promotional products are purchased.

**Customer Goodwill Toward the Largest Companies (1994-95):** A large-scale mail survey of consumers to determine their levels of goodwill toward 150 of the largest companies in the United States.

**The Effectiveness of Employee Award/Incentive Programs (1994-95):** A survey of employee and manager attitudes toward employee award and incentive programs.

**A Test of Promotional Products and Lead Generation Using Direct Mail (1993-94):** Using the EduQuest Division of IBM as the subject company, an experiment was conducted to assess the effectiveness of using promotional products and dimensional packaging to generate sales leads through direct mail.

**Measuring Specialty Advertising Effectiveness: Beliefs of Professionals Who Must Evaluate Promotion (1993):** This study used in-depth telephone interviews with representatives of advertising agencies and advertising directors/media buyers from user organizations to assess the ways in which the effectiveness of promotional products might be measured. (With Charles S. Madden.)

**A Test of Promotional Products and Customer Referrals (1993):** American Income Life Insurance and Mary Kay Cosmetics, Inc. participated in an experiment to determine the effectiveness of offering promotional products to customers as an inducement to obtaining referrals.

**Two Studies on Using Specialty Advertising in Retail Sales Contests (1988, 1991):** Two experiments conducted with retail salespeople to determine the effectiveness of specialty advertising products as communication devices and motivators for salespeople during a contest. Participating retailers were Chick-Fil-A and Merle Harmon's FanFair stores.

**A Comparative Study of Specialty Advertising Incentives and Competing Methods for Motivating Employees (1987):** An experiment conducted with a Northwestern Mutual Life Insurance sales force to determine whether salespeople would work harder for cash, travel and entertainment, or merchandise incentives.

**Client Satisfaction/Dissatisfaction with Specialty Advertising Distributors (1987):** A mail survey was conducted to determine the degree of satisfaction that users have with distributors of specialty advertising that call on them. (With Charles S. Madden.)

**Critical Research Issues for the Specialty Advertising Industry (1986):** A list of important research issues for the specialty advertising industry was developed from an initial focus group with distributors followed by individual interviews with users and advertising agencies. (With Charles S. Madden.)

**The Image of the Specialty Advertising Industry: Findings and Implications (1985):** A comprehensive report from interviews with distributors, suppliers, specialty users, key media representatives, advertising agency personnel, and business educators. (With Charles S. Madden.)

## PRESENTATIONS TO BUSINESS

**“Legends of the Fall at the Intersection of Theology and Business,”** presented at the National Faculty Leadership Conference, Washington, DC, June 27-29.

**“Avoiding the Chaos: How to Improve Your Project Performance,”** presented to APICS PDM: The Association of Operations Management, Austin, Texas, March 18, 2008.

**"Lying to Customers: A Theory of Constraints Analysis and a Christian Ethical Perspective,"** Presented at the 2007 Conference of the Christian Business Faculty Association, Seattle, WA, October 2007.

**“Reflections on the Nature of Human Personhood and Some Common Business Practices,”** presented at *The Two Tasks: Redeeming the Soul, Redeeming the Mind*, 2006 National Faculty Leadership Conference, Washington, DC.

**“Five Steps to CRM Bliss,”** presented at ITEC (Information Technology Exposition & Conference), Dallas, April, 2002.

**“Avoiding the Chaos: How To Improve Your Implementations,”** presented at ITEC (Information Technology Exposition & Conference), Dallas, April, 2001.

**“What Marketers Should Know About Promotional Products,”** Featured panel participant and speaker for the Direct Marketing Association’s Brand Management Conference, Chicago, April, 2001.

**"The Sales Dilemma and Tools To Solve It,"** presented to Cyrc, Inc.'s national sales force and account managers, Dallas, January, 2001.

**"Now and the Future in Promotional Products Buying,"** presented at Academy 2000 sponsored by the Promotional Products Association, San Antonio, TX, October, 2000. Also presented in Dallas, January, 2001.

**"Actualizing the Vision: Marketing and Sales,"** presented as the marketing component of the Goldratt Institute's "Real Enterprise-Wide Solution," at TOC World, St. Paul, MN, July 17-21, 2000.

**"Supplier Survival: Speed and How To Get It!"** Education Workshop presentation at the Promotional Products Association's Winter Showcase, Dallas, January, 2000.

**"A Methodologically Structured Approach to Conducting a Case Analysis of EMBA Students' Sponsoring Organizations,"** presented at the 1999 AACSB Executive MBA Conference and Executive MBA Council Annual Meeting, Orlando, October, 1999.

**"Actualizing the Vision: Marketing and Sales,"** presented as the marketing component of the Goldratt Institute's "Real Enterprise-Wide Solution," New Haven, CT, July 26-30, 1999.



**"A Structured Approach to Problem Identification: Managing the Process of Ongoing Improvement,"** (with Charlene Spoede), presented to First Preference Capital Mortgage Corporation, Waco, TX April, 1999.

**"What Is Stopping You From Making More Money?"** Presentation for Education Day at the Promotional Products Association's Winter Showcase, Dallas, January, 1999.

**"Risky Business: Bringing New Products To Market" and "You and Your Client's Marketing Plan: A Primer For New Distributors"** presentations for Education Day at the Promotional Products Association's Summer Showcase, Orlando, August, 1997.

**"Measuring Results: The Effectiveness of Promotional Products in Reaching Customers and Prospects" and "Selling Your Promotional Budget to Corporate Management" (1994):** Presentations for SHOWCASE '94, an end-users show sponsored by Horizons Unlimited of Rockville, MD.

**"Why Promotional Products Work?" "How To Sell Promotional Programs to Your Boss," and "How To Conduct Effective Employee Incentive Programs."** Speaker for Horizon Unlimited's Customer Showcase, Rockville, MD, 1993.

**"How To Use Industry Research in Your Presentations."** Speaker for the Promotional Products Association's Certified Ambassadors Program, Dallas in January and Las Vegas, August 1993.

**"How To Use Specialty Advertising With Your Employees" and "How To Use Specialty Advertising With Your Customers" (1993):** Presentations for the End-User Show presented by Horizons Unlimited of Rockville, MD.

**"The Theory of Constraints Workshop" (1992):** Presented to the PPA's Presidents' Forum in Scottsdale, AZ (with Charlene W. Spoede).

**"An Introduction to the Theory of Constraints: A Continuous Improvement Workshop."** Co-presenter: SAAI's President's Forum, Scottsdale, Arizona, June 1992.

**"Just How Big is the Specialty Advertising Industry?"** Board of Directors' Alumni Association/SAAI in Scottsdale Arizona, September 1991.

**"The Gray Market"** to the International Council of Shopping Centers' Fall 1989 Convention and Exposition.

**"Working With Advertising Agencies," (1988):** SAAI's Sales Management & Marketing Seminar. Done once in January and once in April.

**"Graying of America"** to Marketing Communications Executives International, December 1987.

**“Ad Agencies: Complementing or Competing?”** for 1987 Winter Showcase Education Day, Specialty Advertising Association International and SAAI’s 1987 and 1988 Education Seminars on Sales and Marketing Management.

**“Industry Research”** for the Specialty Advertising Association/Southwest’s semi-annual retreat, May 1987.

**“How To Win with an Advertising Agency” (1987):** Presentation for SAAI’s Education Day.

**“How the Annual Sales Volume Survey Really Works” (1987):** Featured speaker for the Specialty Advertising Association/Southwest’s semi-annual meeting.

**“Research Results” (1987):** A presentation to the Chesapeake Specialty Advertising Association.

**“Strategic Marketing Relationships in Specialty Advertising” (1986):** A one-day workshop for the Specialty Advertising Association of California.

**“Advertising for the Small Business” (1985)** presented to the Chamber of Commerce, Lampasas, Texas.

**“How to Construct a Research Questionnaire” (1982)** for the Specialty Advertising Association.

**“How To Listen and Get Results,” (1982)** given for the Executive Development Center at the University of Texas at Arlington.

**“Interpersonal Communication for Managers,” (1982)** given for the Executive Development Program at the University of Texas at Arlington.

#### **ADMINISTRATIVE:**

Director, Baylor in Maastricht Program, Fall Semester 2003.

Chair, Marketing Department Chairperson Search Committee, 2000-2002.

Co-founder (with Tony McGann) of the AMA’s Advertising-Promotion Special Interest Group, 1994.

Chairperson, Promotional Products Association’s Advisory Council on Research 1986-1994.

Chairperson, Placement Committee, American Academy of Advertising 1992-1994.

Executive Director, Center for Professional Selling, Baylor University, 1987-1990.

Director of Research, Center for Professional Selling, Baylor University 1986-1987.

President, Beta Gamma Sigma, Delta of Texas Chapter, 1986-87 and 1987-88.

Chair, Graduate Credentials Committee, Baylor University, 1986-1987.

## **ACADEMIC SERVICE AND AWARDS:**

### **Department Service**

Moderator, Annual Advertising Summit. (February 2019 - 2020).

Committee Chair, Curriculum Committee. (November 2014 – P2020).

Faculty Advisor, Majors Fair. (2021 - 2023).

Committee co-chair, Clinical Faculty Search Committee. (August 2016 - December 2016).

Marketing Faculty Representative, Distinguished Scholars Day. (Fall 2016 – Spring, 2023).

Committee Member, Daniel Jones Advertising Award. (2013 - 2014).

Committee Member, Advisory Committee to the Department Chair. (2007).

### **COB Service**

Committee Member, Strategic Development Council.

Mentor to Student, Fall and Spring Premier. (January 2019 - December 2019).

Committee Chair, Faculty Awards Committee. (January 2018 - September 2019).

Faculty Advisor, Distinguished Scholar Luncheon. (January 2017 - December 2017).

Faculty Advisor, Dean's Welcome Week Mixer. (August 18, 2017).

Committee Chair, HSB Faculty Awards Committee. (November 2014 - April 2016).

Competition judge, Ethics Competition. (2013).

Committee Member, Undergraduate Education Process Committee. (2013).

Designated Qualtrics administrator for HSB, Qualtrics Administrator. (February 2007 - August 2011).

Committee Member, Ethics Forum Committee. (2007).

### **University Service**

Committee Member, University Undergraduate Curriculum Committee. (August 2012 - December 2023).

Committee Member, Marketing Dept. Outstanding Faculty and Student Awards Committee. (January 2022 - March 2022).

Committee Member, HSB Outstanding Faculty Awards Committee, including Committee Chair (2003-2020)

Committee Member, University Outstanding Faculty Committee. (January 2022 - February 2022).

Committee Member, Faculty Center Committee. (August 2010 - May 2019).

Mentor for junior faculty, Mentoring Program. (August 2010 - 2012).

Committee Member, ELG Committee. (2006 - 2009).

Committee Member, Faculty Senate Election Commission. (2007).

Committee Member, Libraries Committee. (2006 - 2007).

Strategic Development Council for the Hankamer School of Business (2003-2005).

Undergraduate Education Process Committee (2003-2005).

Ethics Forum Committee (2007, 2010).

Advisory Committee to the Marketing Department Chair (2007).

Board of Directors, Southern ArtWorks, Birmingham, AL (2006-2009).

54th Annual Jesse H. Neal National Business Journalism Award, American Business Media. Conducted the research on which the 2007 *Counselor* State-of-the-Industry issue was based. *Counselor's* entire editorial team won the Neal Award for the Category 5: Best how-to article or subject-related series of how-to articles.

National ASBPE Silver award for "Best Original Research," American Society of Business Publication Editors. Conducted original research for the 2007 *Counselor* Magazine's State-of-the-Industry issue as part of the team which won this award.

Editorial board for *Journal of Business & Industrial Marketing*

Served on editorial review board at various times for *Journal of Advertising*, *Journal of Consumer Marketing*, *Psychology & Marketing*, *Journal of Personal Selling & Sales Management*, and *Journal of Business and Industrial Marketing*. Have also done ad hoc reviewing for a variety of other journals, such as the *Journal of Marketing Education* and *The Journal of Marketing & Public Policy*.

Baylor University Professor Award for Scholarship, Spring 2001.

Board of Advisors for Skribo.com, an e-commerce startup in South San Francisco, 1998-2000.

College of Business nominee for University Scholarship Award, 2000.

Senior Experience Subcommittee, 1999.

Marketing Department Standards Committee, 1999.

University Grievance Committee, 1995-1996.

University Committee on Equal Opportunity, 1993-1995.

University Faculty Center Committee, 1992-1993.

Track Chair, Southern Marketing Association, 1992.

Faculty sponsor for Pi Sigma Epsilon, Sales and Marketing Fraternity, 1986-1990.

Fifty thousand dollar grant recipient (with James Lumpkin and Lawrence Chonko) from the AARP-Andrus Foundation, 1986-87.

Graduate Credentials Committee, Baylor University, 1985-1987.

Faculty Advisor for third-place winning team in General Motors' 1985 Intercollegiate Marketing Competition.

Grant recipient (\$1,500) of the Point-of-Purchase Advertising Institute, 1982-83.

Fellow at the Advertising Agency Seminar for Advertising Educators: New York, June 1982.

Faculty-Student Coordinator for the 1982 Great Southwest Roundup of Direct Marketing for the Direct/Mail Marketing Association of North Texas.

VIP participant in the Specialty Advertising Association International's 1982 Winter Specialty Advertising Showcase.

Instructor: Young People's University at the University of Texas at Arlington, 1981,

1982, 1983.

Textbook reviewer for Random House, Kent Publishing, Irwin, BPI, HarperCollins, and other publishers.

Discussant, reviewer, and session chair for the Southern Marketing Association numerous occasions since 1981.

### **CERTIFICATIONS:**

TOCICO Certified: (Finance & Measurements, Strategy, Supply Chain Management, Sales & Marketing, Thinking Processes). Also certified by Goldratt Schools in Supply Chain Management (2005).

Member of the Avraham Y. Goldratt Institute's JEMBA team, developing and presenting "The Real Enterprise-Wide Solution," 1998-2002.

Academic Associate of the Avraham Y. Goldratt Institute (AGI), a think tank located in New Haven, CT, 1990-2002.

Completed AGI's Production Workshop, 1989.

Completed AGI's Jonah Program, 1990.

Completed AGI's Management Skills Workshop, 1996.

Completed AGI's External Constraints Workshop, 1998.

### **COMMUNITY INVOLVEMENT:**

Member, Fellowship Bible Church, Waco.

Member and group leader, Fellowship Family Group.

Member, Fellowship Missions Committee

Current: Member, Highland Baptist Church, Waco

### **CONSULTING:**

Proprietary work for Rand McNally, Eli Lilly, the EduQuest Division of IBM, Gill Studios, Admanco, RCC/Norwood Promotions, Brazos Electric Coop, Cen-Plex Mailing Service, the Promotional Products Association International, The Advertising Specialty Institute, CYRK, Inc., Custom Printing, Inc., and others. References provided upon request.