

JOHN E. TIMMERMAN

CURRICULUM VITA

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EDUCATIONAL BACKGROUND.

- 1981 Memphis State University - D.B.A.
Major – Marketing; Minors - Transportation and Sociology.
Dissertation: *The Effects of Temperature, Music, and Density on the Perception of Crowding and Shopping Behavior of Consumers in a Retail Setting.*
- 1977 Oklahoma State University - Marketing – Leveling Courses
- 1975 Delta State University - Marketing – M.B.A.
- 1974 Delta State University - Marketing – B.B.A.
- 1969 Freed-Hardeman College - Business Administration

EXPERIENCE IN EDUCATION.

- 2007 to present The Citadel, Professor of Marketing
- 1998 to 2007 Abilene Christian University - Professor of Marketing, Tenured
- 1999 to 2007 Abilene Christian University - Board Member and Campus Representative for the Cooperative Center for Study Abroad (CCSA) Program
- 1990 – 1998 University of Tennessee at Martin - Professor of Marketing, Tenured
- 1988 – 1992 University of Tennessee at Martin - Director of Graduate Programs in Business
- 1985 – 1990 University of Tennessee at Martin - Associate Professor of Marketing and Hardy M. Graham Distinguished Professor of Marketing
- 1987 – 1998 University of Tennessee at Martin - Faculty Coordinator for the Cooperative Center for Study Abroad (CCSA) Program
- 1988 – 1992 Goodyear Tire and Rubber Company Management Institute, Marketing Faculty
- 1980 – 1985 Abilene Christian University - Assistant Professor of Marketing
- 1979 – 1980 Memphis State University - Teaching Assistant
- 1975 – 1977 Murray State University - Instructor of Marketing

NON-ACADEMIC EXPERIENCE.

- 1986 – 1988 Freedom Wear Manufacturing, Inc. - Vice President of Marketing
- 1975 – 1977 The Bookmark - Owner/Manager
- 1972 – 1975 Mississippi State University - Statistical Analyst
- 1969 – 1972 United States Army Security Agency - Traffic/Crypt-Analyst

AREAS OF PRIME TEACHING INTEREST

Marketing Research
International Marketing
Marketing Strategy

INTELLECTUAL AND SCHOLARLY ACTIVITY.

REFEREED PUBLICATIONS IN ACADEMIC JOURNALS (OTHER THAN PROCEEDINGS):

- “Hodges Book Company: Business to Business E-Commerce Interfaces,” *Annual Advances in Business Cases*, 2008, with Ian Shepherd.
- “Exercises in Tourism Empowerment Practice,” *International Journal of Culture, Tourism and Hospitality*, Volume 1, No. 4, 2007, with Richard S. Lytle.
- “Hodges Book Company: Making the Transition to E-Commerce,” *Annual Advances in Business Cases*, 2007, with Ian Shepherd and Jozelle Brister.
- “Extending the Pedagogical Attention Given Elasticity of Demand in Marketing,” *Journal of Economics and Finance Education*, Volume 5 Number 1, 2006 with Jonathan D. Stewart.
- “Service Orientation and Performance: An Organizational Perspective,” *Journal of Services Marketing*, Volume 20 Numbers 2 and 3, 2006, with Rick Lytle.
- “The Albany County Sheriff’s Department: The War on Crime (Statistics),” *Business Case Journal*, Winter 2002, with Jeff Seaton.
- “When In Rome...Or Riga... The Ethics of Little Things,” *Annual Advances in Business Cases*, published by The Society for Case Research, 1999, with Monty Lynn.
- “Choosing a Strategic Thrust for your International Marketing Effort,” *The Journal of Marketing Theory and Practice*, Spring 1999, Vol. 7 No.2, with Sangeeta Ramarapu and Narender K. Ramarapu.
- “A Stage-Wise Application of Total Quality Management Through the Product Life Cycle,” *The Journal of Industrial Management and Data Systems*, for 1997, with Narender Ramarapu.
- “International Marketing Implications for the 'Form Follows Function' Paradigm,” *The Journal of Marketing Theory and Practice*, Fall 1996, with Narender Ramarapu.
- “Assessment of Vendor Value for the Small Business,” *Journal of Business and Entrepreneurship*, March 1990, with Tommy A. Cates.
- “Obligation Formation,” *Journal of Personal Selling and Sales Management*, August 1989, with Robert C. Greene.
- “Goal Programming as a Decision Tool for New Products Planning: A Case Study,” *Journal of Business Strategy*, Spring 1989, with James A. Petty.
- “A Wave Theory of Development for Market Economies,” *Journal of Business and Economic Perspectives*, Fall 1987 with Saul Z. Barr.
- “Systematic Vendor Analysis Yields Two-Way Benefits,” *Management Accounting*, December 1987, with Michael A. Robinson.
- “Medico-Marketing Concerns Regarding A Commercial System of Human Organ Transplant Supply,” *Journal of Macromarketing*, Spring 1987, with Brad Reid.
- “An Approach to Vendor Performance Evaluation,” *Journal of Purchasing and Materials Management*, Winter 1987

- “Invited Misuse: A Societal Response to Marketing Promotion,” *Journal of Macromarketing*, Fall 1984, with Brad Reid.
- “Positioning the Management Curriculum,” *The Journal of the National Association of Management and Marketing Educators*, Spring 1984, with Phillip V. Lewis.
- “Marketing in Admissions: The Information Systems Approach,” *The Journal of the American Association of Collegiate Registrars and Admissions Officers*, Vol. 58, No.1, Fall 1982, with Douglas O. Wofford.

PUBLICATIONS IN TRADE AND PROFESSIONAL OUTLETS:

- “10 Elements of Service Excellence,” *Texas Banking*, Vol. 93, No. 6, June 2004, with Rick Lytle.
- “S.44 Would Provide Uniform Product Liability Legislation,” with Brad Reid, *Marketing News*, Spring 1984.
- “Retail Atmosphere Affects Shoppers,” *Research*, Spring 1983.
- “Doing Business Globally: Marketing Morality, and Multinational Firms,” with Brad Reid, *The Collegiate Forum*, Spring 1982

CHAPTERS IN SCHOLARLY BOOKS:

- “Employee Empowerment: A Key to Tourism Success,” *Advances in Tourism Management*, ed. Arch Woodside and Drew Martin, with Richard S. Lytle, 2007.
- “Developing an Organizational Service-Oriented Among Employees,” a chapter in *Managing Employee Attitudes and Behaviors in the Tourism Industry*, ed. Salih Kusluvan, 2003, with Rick Lytle.

ACADEMIC TEXTBOOKS:

Consumer Behavior and Marketing Action, 4th Ed., Test Bank, 1992.

REFEREED PROCEEDINGS FROM SCHOLARLY MEETINGS:

- “The Application of Online Business Education Best Practices to Small Schools: One Size Does Not Fit All,” *Proceedings of the 3rd Annual American Institute of Higher Education Conference*, Nashville, TN, April 2009, with Al Lovvorn, Mike Barth, and Frank Morris.
- “Measuring Marketing Crises as a Guide to Response,” *Proceedings of the Southeast Decision Sciences Institute*, Charleston, SC, February 2009, with Ian Shepherd.
- “Neuromarketing: Probing the consumer Brain,” *Proceedings of the Fifteenth International Conference Promoting Business Ethics*, New York, NY, October 2008, with Ian Shepherd and Scott Stovall.
- “Implications of E-Procurement for Vendor Analysis: Reassessing the Supplier Evaluation Process,” *Proceedings of the Association for Marketing Theory and Practice*, Savannah, GA, April 2008 with Frank Morris.
- “Evolving Issues Surrounding Vendor Analysis,” *Proceedings of the Southeast Decision Sciences Conference*, Orlando, FL, February 2008.
- “An Ethics Critique of Select eMarketing Practices,” *Proceedings of the Fourteenth International Conference Promoting Business Ethics*, Chicago, IL, November 2007, with Ian Shepherd and Scott Stovall.

- “Hodges Book Company: Business to Business E-Commerce Interfaces,” *Proceedings of the Society for Case Research Summer Workshop*, River Falls, WI, July 2007, with Ian Shepherd.
- “Employee Empowerment: Key to Tourism Success,” *Proceedings of the 5th Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure*, Charleston, SC, June 2007, with Rick Lytle.
- “Hospitality: Key to Service-Oriented Success,” *Proceedings of the Annual Marketing Theory and Practice Conference*, Panama City, FL, with Richard S. Lytle March 2007.
- “Marketing’s Empty Space: The Stage as an Energizing Metaphor,” *Proceedings of the Atlantic Marketing Association Annual Conference*, Charleston, SC, October 2006.
- “Marketing for Art’s Sake: The Role of Situation Assessment,” *Proceedings of the Atlantic Marketing Association Annual Conference*, Charleston, SC, October 2006, with Robert Green.
- “Hodges Fulfillment Services: Making the Transition to E-Commerce,” *Proceedings of the Society for Case Research Summer Workshop*, Ft. Wayne, IN, May 2006, with Ian Shepherd and Jozelle Brister.
- “Safeguarding the Public and the Organization: Lessons for Marketing from Disaster Assessment,” *Proceedings of the Marketing Management Association Conference*, Chicago, March 2006, with Eddie Sharp and Ian Shepherd.
- “A Critical Examination of the Debate Over Virtue Ethics and Situationism,” *Proceedings of the Christian Business Faculty Association Conference*, San Diego, October 2005, with David Perkins.
- “The Christian, Virtue, and the Business Situation,” *Proceedings of the Christian Scholars Conference*, Malibu, July 2005, with David Perkins.
- “Legal Hazards of the Marketing Self-Audit,” *Proceedings of the Annual Marketing Theory and Practice Conference*, Jekyll Island, GA, March 2005 with Brad Reid.
- “What You Say Can Be Used Against You: Perils of the Marketing Apology,” *Proceedings of the Annual Marketing Theory and Practice Conference*, Jekyll Island, GA, March 2005 with Brad Reid.
- “The Lauderdale City Police Department: A Prisoner In-Processing Problem,” *Proceedings of the Society for Case Research Conference*, Chicago, IL, March 2004 with Jeff Seaton.
- “Is Our Concept of Elasticity of Demand Too Small?” *Proceedings of the Annual Marketing Theory and Practice Conference*, Hilton Head, SC, March 2003, with Jonathan Stewart.
- “The Formation of Ethical Perspectives for Management in Business Schools: How Are We Doing?” *Proceedings of the Ninth International Conference Promoting Business Ethics*, Niagara Fall, NY, October 2002, with Eddie Sharp.
- “Beliefs-Based Business Praxis: An Empirical Analysis,” *Proceedings of the Christian Faculty Association*, Boise ID, October 2002 with David Wright and Monty Lynn.
- “The Albany County Sheriff’s Department: The War on Crime (Statistics),” *Proceedings of the Southwest Case Research Association*, St. Louis, MO, March 2002, with Jeff Seaton.
- “The Interactional Effects of Cognitive Development and Socialization on Whistle-Blowing Behavior,” The Institute for Behavioral and Applied Management

- Conference, Charleston, SC, November 2001, with Jeff Seaton.
- “A Conceptual Model of Justice Appraisal and Coping Responses of Consumers.” *Proceedings of the Association of Marketing Theory and Practice*, Jekyll Island, GA, March 2001, with Jeff Seaton.
- “Bad Medicine: Redemptive Marketing Responses to Medication Errors,” *Proceedings of the Association of Marketing Theory and Practice*, Jekyll Island, GA, March 2001.
- “The Artful Marketing of Crime Statistics,” *The Society for Case Research Annual Conference*, Birmingham, AL, June 2000, with Jeff Seaton.
- “One Size Globalization of Promotion Still An Ill Fit For Most Markets,” *Proceedings of the Southwestern Marketing Association*, San Antonio, TX, March 2000.
- “An Exercise in Integrating Faith With the Business Disciplines in Academics,” *Proceedings of the Christian Business Faculty Association Conference*, Dallas, TX, October 1999, with Michael Winegeart and Rick Lytle.
- “Cleaning Up a Mess: A Biblical Strategy for Rehabilitating a Damaged Image,” *Proceedings of the Christian Business Faculty Association Conference*, Dallas, TX, October 1999, with Eddie Sharp.
- “When in Rome... Or Latvia: The Ethics of Little Things,” *Proceedings of the Society for Case Research 1999 Summer Workshop*, Marquette, MI, July 1999, with Monty Lynn.
- “An Analogy for Communicating the Limits of Consumer Research,” *Proceedings of the Association of Marketing Theory and Practice*, Jacksonville, FL, April 1999, with Eddie Sharp.
- “Advances in Information Technology are Changing the Marketing Landscape,” *Proceedings of the Southwest Decision Sciences Institute Annual Conference*, Dallas, TX, March 1996, with Narender Ramarapu.
- “Aligning Information Technology with Marketing Strategies to Gain Global Competitiveness,” *Proceedings of the Southwestern Marketing Association Conference*, San Antonio, TX, March 1996, with Narender Ramarapu and Kevin Hammond.
- “Globalization vs. Localization in International Marketing: Insights From the Three Ps,” *Proceedings of the Association of Marketing Theory and Practice*, Hilton, Head, SC, March 1996, (Top Paper in Track Award) with Sangeeta Ramarapu.
- “The Fit of Information Technology to Global Marketing Strategies,” *Proceedings of the Academy of Marketing Science*, Orlando, FL, March 1995, with Narender Ramarapu and Kevin Hammond.
- “Structure Follows Strategy: A Logic for Cohesive International Marketing,” *Proceedings of the Conference on Marketing Theory and Practice*, Charleston, SC, March 1994, (Top Paper in Track Award) with Narender Ramarapu.
- “Coping With Anti-Japanese Sentiment in the U.S.,” *Proceedings of the Southwestern Marketing Association*, Dallas, TX, March 1994, with Akiko Tasaki.
- “An Empirical Study of a CPA Firm: Image, Satisfaction, and Services,” *Proceedings of the Southwestern Marketing Association*, New Orleans, LA, March 1993.
- “The Japanese Environmental Context for United States Firm’s Marketing Efforts,” *Proceedings of the Association for Global Business*, New Orleans, LA, November 1992.
- “The Corrupt Foreign Practices Act: An Attempt to Legislate Morality Cross-Culturally,” *Proceedings of the Association for Global Business*, Orlando, FL, November

- 1990, with Fonda Gamlin.
- “Ontogeny Recapitulates Cosmology - In Marketing?” *Proceedings of the Southwestern Marketing Association*, Dallas, TX, March 1990.
- “The Confluence of Information and Expectations on Consumer Satisfaction: An Experimental Study,” *Proceedings of the Southwestern Marketing Association*, Dallas, TX, March 1990.
- “The Assessment of Vendor Value for the Small Business,” *Proceedings of the Southwestern Small Business Institute Association*, Dallas, TX, March 1990, with Tommy Cates.
- “Globalization of Advertising? Brazil: A Case in Point,” *Proceedings of the Association for Global Business*, New Orleans, LA, November 1989, with Rita Steele.
- “A Rational Case for Synthetic Experience as a Prime Ingredient in Marketing Curriculum,” the *Proceedings of the Association for Business Simulation and Experiential Learning*, Orlando, FL, March 1989, with Robert C. Greene, Jr.
- “Internal Marketing: The Industrial Relations Challenge for Management,” the *Proceedings of The Institute of Industrial and Labor Relations*, Morgantown, VA, October 1989.
- “Goal Programming as a Decision Tool for Marketing New Product,” *Proceedings of the Southeastern Decision Sciences Institute*, Charleston, SC, February 1989.
- “Ethical Choice: A Marketing Management Imperative,” *Proceedings of the Southeastern Decision Sciences Institute*, Charleston, Sc, February 1989.
- “A Taxonomy of Ethical Systems for Organizational Communication,” *Proceedings of the Academy of Management Annual Meeting*, San Antonio, TX, March 1988, with Phillip V. Lewis.
- “Skills of Management Majors: Management’s Position on a Cognitive/Technical Perception Grid,” *Proceedings of the Academy of Management Annual Meeting*, New Orleans, LA, August 1987.
- “Classifying Ethical Systems for Business Communications,” *Proceedings of the Association for Business Communications - Southwest*, SWFAD, Houston, TX, March 1987.
- “The Economics Major in Schools of Business: What Perceived Cognitive/Technical Skills Position Does It Occupy?” with Phillip V. Lewis, *Proceedings of the MidSouth Academy of Economics and Finance*, Mobile, AL, February 1987.
- “An Ethical Continuum Model for Analyzing and Addressing Ethics in the Management Curriculum,” with Phillip V. Lewis, *Proceedings of the Southern Management Association*, Atlanta, GA, November 1986.
- “A Model of Ethical Orientations for Management Education,” *Proceedings of the Southern Management Association*, Atlanta, GA, November 1986, with Phillip V. Lewis.
- “Perceived Cognitive/Technical Skills of Marketing Majors,” *Proceedings of the Southwestern Marketing Association*, Dallas, TX, March 1986, with Phillip V. Lewis.
- “Ethical Decision Making as a Management Imperative for Organizational Communication,” *Proceedings of the Association for Business Communication International Convention*, Chicago, IL, November 1985, with Phillip V. Lewis.
- “The Corrupt Foreign Practices Act: A Study in Cross-Cultural Ethics,” *Proceedings of the Rocky Mountain Council for Latin American Studies*, Seely Lake, Montana, September 1984.

- “Positioning the Marketing Curriculum,” *Proceedings of the Southwestern Marketing Association*, San Antonio, TX, March 1984.
- “The Concept of Marketing’s Corporate Social Responsibility,” *Proceedings of the Southwestern Marketing Association*, New Orleans, LA, March 1981.
- “The ABCs of Persuasive Communication,” *Proceedings of the Southeast Regional American Business Communication Association Proceedings*, Nashville, TN, April 1980.

BOOK REVIEWS:

- Contemporary Marketing*, 9th Edition, Louis E. Boone and David L. Kurtz, The Dryden Press.
- The Perfect Memo*, Patricia H. Westheimer, Scott Foresman and Company.
- Views From the Top*, Jerome M. Rosow, Facts of File.
- Clash of Cultures*, Joseph A. Raelin, Harvard Business School Press.
- Business Ethics*, Richard T. DeGeorge, Macmillan Publishing..
- Essential of Marketing Research*, William R. Dillion, Thomas J. Madden, and Neil H. Firtle, Times Mirror/Mosby College Publishing.
- Corporate Ph.D.*, Carol Groneman and Robert N. Lear, Facts on File.
- The Corporate Steeplechase*, Scully Blotnick, Facts on File.
- Compete: A Dynamic Marketing Stimulation*, 3rd Edition (Micro-computer Version), A.V. Fraia, R.O. Nulsen, and D.S. Roussos, Irwin Publishing Co.
- Selling: Marketing Personified*, Ronald Balsley and Patricia Birsner, Dryden Press.
- Contemporary Marketing*, 5th Edition, Louis Boone and David Kurtz, Dryden Press.
- Principles of Marketing*, Joel Evans and Barry Berman, Macmillian Publishing Co.
- Selling: A Conceptual Approach*, Dryden Press.
- Credit Management*, Seibert, Grid Publishing Co.
- Personal Selling: Function, Theory and Practice*, 1st Edition, James R. Young and Robert W. Mondy, Dryden Press.

RESEARCH IN PROGRESS.

- “Proposing a Marketing Disaster Severity Index: Measuring the Dimensions of Damage as a Preface to Recovery,” with Eddie Sharp and Ian Shepherd.
- On-going work on a broader application of elasticity of demand theory to the marketing task.
- Theater as a metaphor for marketing activity.

PROFESSIONAL SERVICE ACTIVITIES.

- Editorial Board Member, *The Journal of Marketing Theory and Practice*, 1993-present.
- Reviewer, Southwestern Marketing Association, Atlantic Marketing Association, and the Association of Marketing Theory and Practice 1993-present.
- Acting Editor, *Journal of Business and Economic Perspectives*, 1989-1990
- Associate Editor, *Journal of Business and Economic Perspectives*, 1987-1989
- Reviewer, Society of Case Research, 1998 – present.

CONSULTING ACTIVITIES.

Real-Time Classroom Projects Conducted for Community Businesses and Organizations

Ninety-seven projects conducted with student involvement (1980 - 2004)

Consulting Through the Tennessee State Center for Industrial Service

Twenty-eight cases (1985-1998).

Consulting Through the Small Business Development Center

Thirty-seven cases (1980 - 1998)

Application for Chairman's Quality Award, Emerson Motor Company, 1992 and 1994

Consulting in marketing research, demand, and data mining studies, primarily in the banking, utilities, communications, and service industries and in marketing planning.

PROFESSIONAL GROWTH ACTIVITIES.

International Travel

Australia –study abroad program (2006)

England -- travel/study programs (1987, 1988, 1989, 1990, 1991, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005)

Israel -- personal travel (1999)

Jordan -- personal travel (1999)

Hong Kong, People's Republic of China, Macau -- study abroad program (1997)

Canada -- excursions (1983, 1994)

Mexico -- investigation tour (1994)

Ireland -- study abroad program (1996)

Scotland -- study abroad (1999)

Paraguay - consulting/research/faculty development programs (1992,1997, 2002)

Brazil – excursion to Sao Paulo and Foz do Iguazu (1992)

Trinidad/Tobago—mission effort (1976)

Turkey -- military assignment (1969-1971)

Greece -- tour (1970)

Seminars and Professional Meetings

Competing on Analytics, American Marketing Association, October 2006

Metrics that Matter, American Marketing Association, October 2006

Teaching Data Mining, American Marketing Association, Spring 2003

Problem-Based Learning Workshop, Birmingham, AL, Spring 2000

AACSB Workshop, San Diego, CA, Spring 2000

Internationalizing the Marketing Curriculum, Memphis, TN, Spring 1998

Faculty Development in International Marketing, Center for International Business Education and Research, 1998.

Thirteen-part "Seven Laws of the Learner" series, Teaching Effectiveness Workshop, August 1994.

Two "Teaching for Critical Thinking" Workshops at UTM, 1994-1995.

Participated in the two-week Southeastern Master Teacher Program, 1989.

OTHER PROFESSIONAL PRESENTATIONS.

“Marketing Strategy,” Goodyear Tire and Rubber Institute
“Effective Time Management,” Greenfield Industries
“Marketing Electrical Service,” Gibson County Electric
“Effective Use of Marketing Research in the Cable Industry,” Union City Electric
“Marketing Your Professional Services,” Workshop for the Tennessee Association of Public Accountants

INSTITUTIONAL SERVICE.

Member, Faculty Senate (2004 – 2005)
Member, ACU University Tenure and Promotion Committee (2001 - 2007)
Member, COBA Tenure and Promotion Committee (1998 -)
Member, ACU University Library Committee, (1999 - 2007)
Member, ACU University Study Abroad Committee, ACU (1998 -)
Member, ACU College of Business Administration Outcomes Assessment Committee (1999 - 2007)
Member, UTM Undergraduate Council (1992-1994)
Member, UTM Faculty Senate (1991-1994, 1995-1997))
Member, UTM Graduate Council (1988-1992, 1995-1997)
Member, UTM Graduate Policies Committee (1988-1998)
Chairman, UTM Marketing Curriculum Review Committee (1992-1998)

AWARDS AND HONORS.

Top Paper in Track Award from The Association of Marketing Theory and Practice for "Globalization vs. Localization in International Marketing: Insights From the Three Ps," 1996.
Top Paper in Track Award from The Association of Marketing Theory and Practice for “Structure Follows Strategy: A Logic for Cohesive International Marketing,” 1994.
Outstanding Research Award, School of Business, 1990.
Co-winner of the 1987 Lybrand Award from the National Association of Accountants for “Systematic Vendor Analysis Yields Two-Way Benefits”
Between 1981 and 2005 awarded fifteen grants funding research by university and external agencies
Alpha Mu Alpha, Marketing Honorary
Beta Gamma Sigma, Business Honorary

PROFESSIONAL MEMBERSHIPS.

Member, Southwestern Marketing Association
Member, Society for Case Research
Member, Christian Business Faculty Association
Member, Association of Marketing Theory and Practice

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