Steven W. Rayburn II
Department Chair of Management
Professor of Marketing
McCoy College of Business
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Education

Ph.D. Business Administration, Oklahoma State University, May 2013
MBA University of Louisville, December 2007
B.S. Marketing, University of Louisville, December 1996

Personal Purpose Statement

Do the most good, for the most people, enabling them to do their best.

Research Statement

My research, and consulting, explores the strategic implications of organizational frontline process and structure design on consumer, worker, and organization outcomes. Through understanding consumer and employee emotional, psychological, and behavioral responses, I help organizations' simultaneously meet the needs of their customers; provide for employee wellbeing; and, reach operational and financial goals. I take a pragmatic approach to research to find solutions to difficult organizational problems. To this end, I form teams of like-minded colleagues from around the world to tackle practical problems faced by local, regional, national, and global organizations to conduct research and deliver solutions. With 15 years of service management experience and over 15 years conducting organizational frontline, employee, and consumer research, I am skilled at helping organizations better understand customers' and employees' experiences, their resulting behaviors, identify needs and opportunity for improvement, and develop programs to improve organizational effectiveness. Through this is help, organizations improve strategic sales, service, and operations processes.

Research Interests

Service Captivity at the Organizational Frontline
Organizational Frontline Leadership, Management, and Work Design
Organizational Frontline Interactions and Customer/Employee Experiences

University Administrative Experience

Department Chair, Management Department, McCoy College of Business, 08/2024-Present (interim 08/2024-05/2025)

Lead strategic visioning, future planning, and program development for department
Partner in strategic visioning, future planning, and program development for college
Oversee department operations and resource management for 45 faculty, 1100+ students

Faculty Director, Service-Learning Excellence 09/2023 – 08/2025

Recognized as "excellent" in all evaluations by Provost and Senior Vice-Provost

- Established new strategic direction, vision, and goals for program
- Codified service-learning definition at Texas State University

  An experiential learning approach in which students apply materials relevant to their coursework and degree program in service-based projects, with community partners, and critically reflect on the service activity.
- Identified new baseline of service-learning activity at university
- Established new program metrics
- Stakeholders served
  - Over 200 faculty
  - Close to 190 courses
  - Served over 7200 students over two years
- Conducted faculty need assessment and developed faculty support programming
  - Oversaw creation of library guide
  - Created networking opportunities
  - Conducted training workshops
- Managed program rebranding and campaign
  - Updated logo, print materials, and promotional merchandise
  - New website and social media
- Provided oversight to new faculty recognition program
  - Awards in teaching and research
  - Digital spotlights and enhanced webpage
- Established new grant in teaching and research
  - Formalized grant processes
  - Eliminated "perpetual" grants
- Oversaw creation of Annual Service-Learning Faculty and Student Showcase
- Conducted student-impact research program
  - Verified increased content self-efficacy
  - Verified increased awareness of community needs
  - Verified increased caring for others
  - Verified increased perceptions of service-learning importance
- Managed Graduate Assistant employees for operations and outreach
- Oversaw service-learning honor cord sales program

Chair, Carnegie Community Engagement Classification Application Task Force – Not Approved

- Report to University Provost - 6 month turn from initiation of task force to submission
- Created data collection tool and collected data from 62 units
- Oversaw data analysis, including use of Artificial Intelligence
- Oversaw completion of application, 82 pages, 31.5K words

Refereed Publications

Rayburn, Steven W., Gil Luria, Dana Yagil, Yoshi Fujikawa, Sidney Anderson, and Mayoor Mohan (online first) "Frontline Employee Improvisation: Uncovering its Meaning, Practice, and Impact in Service Industries," *Journal of Service Research*, https://doi.org/10.1177/10946705251399830

Barros Arrieta, David Antonio, Steven W. Rayburn, and Mario Giraldo (2026) "Value Facilitation Practices in Micro and Small Enterprises: Empirical Evidence from the Tourism Industry," *Journal of Services Marketing*, 40 (6), 788-807 https://doi.org/10.1108/JSM-04-2025-0263

Dávila, Juan Francisco, Mònica Casabayó, and Steven W. Rayburn (2026) "Let's Get Physical! Instagram Engagement and Vanity in Young People," *Media International Australia*, 199 (1), 132-150 https://doi.org/10.1177/1329878X261434606

Arabie, Hope, Corey Fox, and Steven W. Rayburn (2026) "Resource Flows in a Customer Integrated Value Creation Model," *Journal of General Management*, 51 (3), 304-317 https://doi.org/10.1177/03063070231198735

Rayburn, Steven W., Sidney T. Anderson, Luis Garcia, Alejandro Fontana, and Jeremy Sierra (2026) "To Do is to Be: Workplace Design to Support Employee Prosocial Motivation at the Organizational Frontline," *European Journal of Marketing*, 60 (13), 175-201, https://doi.org/10.1108/EJM-02-2025-0166

Fox, Corey and Steven W. Rayburn (2025) "Challenges in Operating an Everyday Venture: Comparing Business Degree Impact," *Small Enterprise Research*, 32 (2/3), 140-158, https://doi.org/10.1080/13215906.2025.2539684

Sidney T. Anderson, Gail Zank, Anna Turri, and Jeremy Sierra (2025) "Future Thinking Climate Change: Consumers' Sustainability Perspectives, Predictions, Preferences, and Paths Forward," *Journal of Macromarketing*, 45(5), 812-830, https://doi.org/10.1177/02761467251335534

Rayburn, Steven W., Sidney T. Anderson, and Yamile C. Jackson (2024) "Healthcare Processes for Parent Participation in NICU Care: A Self-Determination Theory Perspective," *Health Marketing Quarterly*, 41(3), 249-270, https://doi.org/10.1080/07359683.2024.2344926

Giraldo, Mario, Luis Javier Sanchez-Barrios, Steven W. Rayburn, and Jeremy J. Sierra (2024), "Low-Income Consumers' Informal and Formal Financial Service Experiences: Perceptions of Access, Inclusion, and Social Dependence," *Journal of Services Marketing*, 38(8), 994-1011, https://doi.org/10.1108/JSM-04-2024-0152

Fox, Corey and Steven W. Rayburn (2024) "Competitive Strategy in Everyday Ventures: A Self-Determination Theory Perspective," *Entrepreneurship Research Journal*, 14(3), 1485-1518, https://doi.org/10.1515/erj-2022-0028

Rayburn, Steven W., Suzanne C. Makarem, Mayoor Mohan, Todd Arnold, and Yamile C. Jackson (2024) "Development and Validation of a Service Captivity Scale," *Journal of Service Research*, 27(3), 414-431, https://doi.org/10.1177/10946705231185176

Anderson, Sidney T., Steven W. Rayburn, Jeremy J. Sierra, Ken Murdock, and Anthony McGeorge (2022) "Consumer Buying Behavior and Retailer Strategy Through a Crisis: A Futures Studies Perspective," *Journal of Marketing Theory and Practice*, 30(4), 457-475, https://doi.org/10.1080/10696679.2021.1982648

Rayburn, Steven W. and Gideon Ochieng (2022) "Instigating Transformative Entrepreneurship in Subsistence Communities: Supporting Leaders' Transcendence and Self-Determination,"

Africa Journal of Management, 8(3), 271-297, https://doi.org/10.1080/23322373.2022.2071574
Rayburn, Steven W., Anthony McGeorge, Sidney T. Anderson, and Jeremy J. Sierra (2022) "Crisis-Induced Behavior: From Fear and Frugality to the Familiar," *International Journal of Consumer Studies*, 46(2), 524-539, Awarded Top Cited Article 2022-23, https://doi.org/10.1111/ijcs.12698
Rayburn, Steven W., Sidney T. Anderson, Gail Zank, and Imani McDonald (2022) "M-atmospherics: From the Physical to the Digital," *Journal of Retailing and Consumer Services*, 64, 102782, https://doi.org/10.1016/j.jretconser.2021.102782
Rayburn, Steven W., Sidney T. Anderson, and Jeremy J. Sierra (2021) "Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education," *Marketing Education Review*, 31(3), 241-255, 2021 Article of the Year, *Marketing Education Review*, https://doi.org/10.1080/10528008.2020.1837633
Rayburn, Steven W., Vishag Badrinarayanan, Sidney T. Anderson, and Aditya Gupta (2021) "Continuous Techno-Training and Business-to-Business Salesperson Success: How Boosting Techno-Efficacy Enhances Sales Effort and Performance," *Journal of Business Research*, 133, 66-78, https://doi.org/10.1016/j.jbusres.2021.04.066
Rayburn, Steven W., Marlys J. Mason, and Maarten Volkers (2020) "Service Captivity: No Choice, No Voice, No Power," *Journal of Public Policy and Marketing*, 39(2), 155-168, https://doi.org/10.1177/0743915619899082
Rayburn, Steven W, Sidney T. Anderson, and Jeremy J. Sierra; (2020) "Future Thinking: A Marketing Perspective on Reducing Wildlife Crime," *Psychology and Marketing*, 37(12), 1643-1655, https://doi.org/10.1002/mar.21413
Giraldo, Mario, Luis García, and Steven W. Rayburn (2020) "Street Vending: Transformative Entrepreneurship for Individual and Collective Wellbeing," *Journal of Services Marketing*, 34(6), 757-768, https://doi.org/10.1108/JSM-08-2019-0322
Casabayó, Mònica, Juan Francisco Dávila, and Steven W. Rayburn (2020) "Thou Shalt Not Covet: Role of Family Religiosity in Anti-Consumption," *International Journal of Consumer Studies*, 44(5), 445-454, https://doi.org/10.1111/ijcs.12577
Ashford-Hanserd, Shetay, Eric Sarmiento, Colleen Myles, Steven W. Rayburn, Aimee Kendall Roundtree, Mary-Patricia Hayton, Edward Ybarra, Sarai Benitez, Theresa M. Clifford, Christopher Pierce, Chad D Williams, Shadi Maleki (2020) "African American Experiences in the Historic Dunbar Neighborhood in San Marcos, Texas: A Case Study of Counter-Life Stories," *Social Sciences*, 9(10), 177-202, https://doi.org/10.3390/socsci9100177
Anderson, Sidney T., Steven W. Rayburn, and Jeremy J. Sierra (2019) "Future Thinking: The Role of Marketing in Healthcare," *European Journal of Marketing*, 53(8), 1521-1545, https://doi.org/10.1108/EJM-10-2017-0779
Gilliam, David and Steven W. Rayburn (2019) "Support and Participation in Sales Manager-Salesperson Interactions," *Journal of Selling*, 19/2, 21-35
Dávila, Juan Francisco, Mònica Casabayó, and Steven W. Rayburn (2018) "Religious or Secular? School Type matters as a Moderator between Media Exposure and Children's Materialism," *International Journal of Consumer Studies*, 42(6), 779-791, https://doi.org/10.1111/ijcs.12484
Rayburn, Steven W., Sidney T. Anderson, and Karen H. Smith (2018) "Designing Marketing Courses based on Self-Determination Theory: Promoting Psychological Need Fulfillment

and Improving Student Outcomes," *Journal for Advancement of Marketing Education*, 26, 22-32.

Anderson, Sidney T., Linda Nasr, and Steven W. Rayburn (2018) "Transformative Service Research and Service Design: Synergistic Effects in Healthcare," *The Service Industries Journal*, 38/1-2, 99-113, 2019 Best Paper of the Year, *The Service Industries Journal*, https://doi.org/10.1080/02642069.2017.1404579

Davis, Kathryn S., Mayoor Mohan, and Steven W. Rayburn (2017) "Service Quality and Acculturation: Advancing Immigrant Healthcare Utilization," *Journal of Services Marketing*, 31/4-5, 362-372, https://doi.org/10.1108/JSM-03-2016-0118

Bantau, Gabriela and Steven W. Rayburn (2016) "Advanced Information Technology: Transforming Service Innovation and Design," *The Service Industries Journal*, 36/13-14, 699-720, https://doi.org/10.1080/02642069.2016.1272594

Rayburn, Steven W. and David A. Gilliam (2016) "Using Work Design to Motivate FLE Customer Oriented Behaviors;" *The Service Industries Journal*, 36/7-8, 339-355, https://doi.org/10.1080/02642069.2016.1219723

Gilliam, David A. and Steven W. Rayburn (2016) "Propensity for Reciprocity among Frontline Employees," *Journal of Services Marketing*, 30/3, 290-301, https://doi.org/10.1108/JSM-05-2015-0194

Rayburn, Steven W. (2015) "Consumers' Captive Service Experiences: It's YOU and ME," *The Service Industries Journal*, 35/15-16, 806-825, https://doi.org/10.1080/02642069.2015.1090982

Rayburn, Steven W. (2014) "Improving Service Worker Affect: The Transformative Potential of Work Design," *Journal of Services Marketing*, 28/1, 71-81, 2015 Highly Commended Paper, *Journal of Services Marketing*, https://doi.org/10.1108/JSM-02-2012-0042

Gilliam, David A., Karen E. Flaherty, and Steven W. Rayburn (2014) "The Dimensions of Storytelling by Retail Salespeople," *The International Review of Retail, Distribution, and Consumer Research*, 24/2, 231-241, https://doi.org/10.1080/09593969.2013.849611

Rayburn, Steven W. and Kevin E. Voss (2013) "A Model of Consumer's Retail Atmosphere Perceptions," *Journal of Retailing and Consumer Services*, 20/4, 400-407, https://doi.org/10.1016/j.jretconser.2013.01.012

Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. William (2013) "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66/8, 1203-1210, 2016 Winning Paper, Emerald Citations of Excellence, https://doi.org/10.1016/j.jbusres.2012.08.013

Rosenbaum, Mark S. Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011) "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, 19, 1-6, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2643219

Edited Book Chapters

Rayburn, Steven W. and Jana Minifie (2025) "Service-Learning: Pedagogy for Student Growth and Success," The Emerald Handbook of Active Learning For Authentic Assessment; editors: Eliseo Vilalta-Perdomo, Alessandra Scroccaro, David Ernesto Salinas-Navarro, Rosario Michel-Villarreal; Emerald Publishing; Leeds, EN; 223-248

Rayburn, Steven W., Sidney T. Anderson, and Kendra Fowler (2020) "Service Process Design and Management," The Routledge Handbook of Service Research Insights and Ideas; editors: Eileen Bridges and Kendra Fowler; Routledge; New York, NY; 227-240

Research in Review

Rayburn, Steven W., Jeremy Sierra, and Jeffrey Anderson "Exploring and Mapping the Promise and Limitations of AI in Qualitative Research: Applying AI-Assisted Analysis to Marketing Research Pedagogy," first round at *Journal of Marketing Education*

Barros-Arrieta, David, Mario Giraldo, Steven W. Rayburn, Juan Alfredo Lino-Gamiño, Mauricio Junior Santamaria-Ruiz "Beyond Formal Partnerships: Explaining Collaboration in Small Tourism Enterprises Through a Practice Theory Lens," first round at *Tourism Management*

Gilliam, David, Mayoor Mohan, and Steven W. Rayburn "Definitions and Framework of Brand Story and Brand Narrative Phenomena," second round revise and resubmit request at *Journal of Business Research*

Gilliam, David, Mayoor Mohan, and Steven W. Rayburn "Brand Story and Brand Narrative Review and Future Directions," first round at *European Journal of Marketing*

Rayburn, Steven W., Suzanne C. Makarem, Mayoor Mohan, Sidney T. Anderson, Todd Arnold, and Yamile C. Jackson "Customer Participation Under Service Captivity: The Role of Service Providers and Organizational Socialization," first round revise and resubmit at *European Journal of Marketing*

Fox, Corey, Phil Davis, Jeffrey Muldoon, and Steven W. Rayburn "Empowering Intentions: How Leader-Member Exchange Fosters Entrepreneurial Intentions Through Efficacy Beliefs," first round at *Journal of Small Business Management*

Gilliam, David, Mayoor Mohan, and Steven W. Rayburn " Consumers' Perceptions of Stories Told by Retail Service Providers," first round at *Journal of Retailing and Consumer Services*

Rayburn, Steven W., Sidney T. Anderson, Jeffrey Anderson, and Carlin A. Nguyen "Beyond the 7Ps: Consumer-Derived Dimensions of Sustainable Retail Strategy," second round revise and resubmit at *International Journal of Retailing and Distribution Management*

Garcia, Mario, Steven W. Rayburn, Jeremy Sierra, Sidney T. Anderson, Masoud Moradi, Alejandro Fontana "Work Design for Engendering Prosocial Motivation: Facilitating Ethical Conditions for Employee Wellbeing," first round at *Business Ethics Quarterly*

Dávila, Juan Francisco, Mònica Casabayó, and Steven W. Rayburn "The influence of a system-wide shock on individual insecurity, loneliness and materialism" first round revise and resubmit request at *Journal of Consumer Marketing*

Research in Progress

Anderson, Sidney T. Anderson, Steven W. Rayburn, Jeremy Sierra, and Jeffrey Anderson "So Close, Yet So Far Away: Exploring and Mapping the Promise and Limitations of AI in Qualitative Research" first round at *European Journal of Marketing*

Garcia, Luis, Steven W. Rayburn, Sidney T. Anderson, Alejandro Fontana, Sofia Alvarado, and Masoud Moradi (data analysis) "An Anthropological Model Approach to Promoting Internal and External Citizenship Behaviors," target *Journal of Retailing*

Rayburn, Steven W., Sidney T. Anderson, and Francis Mendez (data analysis) "Training for Frontline Employee Customer Orientation: Using Bayesian Methods to Explore Intervention Effects," target *Journal of Marketing*

Rayburn, Steven W., Mayoor Mohan, and Sidney T. Anderson (data analysis) "Designing Healthcare Interactions: Promoting Patient Engagement for Chronic Disease Treatment," target *Journal of Service Research*

Rayburn, Steven W. and Mario Giraldo (data collected) "Understanding Mechanisms Supporting the Impact of Service Learning: A Cross-Course, Cross-Cultural Approach," target *Journal of Marketing Education*

Rayburn, Steven W. (data collected) "Service-Learning in the Marketing Classroom: From Design to Success," target *Journal of Marketing Education*

Teymouri Athar, Hesam and Steven W. Rayburn (experimental design) "Trapped by Technology: Unraveling AI-Driven Service Captivity and Its Impact on Consumer Well-Being,' target *Journal of Academy of Marketing Science*

Research Philosophy

My personal guiding principles are to Do Good Work and to Lift Others. So, my primary focus is on organizational frontline research that can positively impact people – customers and employees. I adopt a transformative service research focus and all of my research projects have remain practice focused; revealing: how can this inform practice to better experiences and lives of employees and consumers, while reaching organizations' operational and financial goals?

My research generally falls into one of three streams. The first explores *Service Captivity*, a concept I developed through my dissertation and subsequent publication. Service captivity occurs when consumers, and employees, find themselves limited in choice, voice, and power due to service structures and processes. The guiding questions within my research are: What are the service captivity experiences of consumers and providers; what are their perceptions and reactions within these service experiences; what are the wellbeing related outcomes associated with consumers' and employees' service captivity experiences; and, how can services be better designed to alleviate service captivity for consumers and providers?

My second research stream explores the impact of leadership and work design on employee emotional, psychological, and behavior responses. Specifically, I research how training, work design, and leadership can be used to instigate desired employee attitudes and behaviors while providing for work-related well-being. With this research, I develop knowledge of how organizations can simultaneously satisfy customers and employees, and meet operational goals and profitably. Much of this research, I conduct with organizational partners locally and globally.

My third research stream focuses on using my qualitative research expertise to explore under-examined problems, wicked problems, and the future of marketing in the creation of consumers' and providers' preferred future. Recently, within the Future Studies paradigm, I have engaged key stakeholders and allowed them to illuminate collective preferred futures and developed understanding of how marketing can bring about these futures. I employ this technique to understand problems within healthcare, wildlife conservation, the impact of the pandemic on consumers and retail, and climate change and service sustainability. As I move forward with this stream of my research, I am increasingly interested in everyday entrepreneurship in developed and developing economies. Specifically, I am interested in understanding what support services and systems could be employed to assist micro, small, and medium sized entrepreneurs sustain and scale their efforts for the future.

Finally, an extensive portion of my research time is devoted to mentoring others and helping them acquire the tools and learn processes to conduct their own research. In this vein, I combine my research skill with my teaching and training experience to grow others' capacity. A portion

of this research I conduct with students locally, a larger portion is with colleagues in Latin America. Across my research, I take a pragmatic approach to examine substantive problems, to apply theory where possible, to develop theory where needed, and to use methodological approaches best suited for the problems at hand. Since I approach research projects from a transformative service perspective while maintaining a pragmatic approach, findings from my research have implications for future marketing and service strategy, design, and policy.

Academic Conference Presentations, Special Sessions, Proceedings

Teymouri Athar, Hesam, Steven W. Rayburn, and Mayoor Mohan "Trapped by Technology: How Agentic AI Shapes Service Captivity," 2026 Summer AMA Conference

Fox, Corey J., Jeffrey Muldoon, Phillip Davis, and Steven W. Rayburn "Leader-Member Exchange and Entrepreneurial Intentions: The Mediating Role of Self-Efficacy," 2025 Small Business Institute Conference

Gilliam, David, Mayoor Mohan, and Steven W. Rayburn "Brand Story and Brand Narrative: State of the Art and Future Directions;" 2024 Summer AMA Conference

Rayburn, Steven W. "Service-Learning in Business Education;" 2024 McCoy College Master Teacher Showcase

Rayburn, Steven W. Luis Garcia, Sidney Anderson, Alejandro Fontana, and Sofia Alvarado; "To Do is To Be: Workplace Design for Employee Wellbeing;" 2023 Summer AMA Conference

Gilliam, David, Steven W. Rayburn, and Mayoor Mohan; "Brand Narratives: A Typology and Archetypal Consumer Narratives;" 2023 Academy of Marketing Science Conference

Rayburn, Steven W. and Sidney T. Anderson, "Designing for Parent Participation in the NICU: A Self-Determination Theory Perspective to Overcoming Service Captivity," 2022 Health Scholar Showcase, Texas State University

Anderson, Sidney T., Steven W. Rayburn, Gail Zank, Karen Smith, and Jeremy Sierra, "Future Thinking Climate Change: Consumer Perspectives, Probable and Preferred Futures, and a Path Forward," 2022 Marketing and Public Policy Conference

Fox, Corey J. and Steven W. Rayburn, "Exploring the Motivations and Success Metrics of Everyday Entrepreneurs: A Qualitative Examination;" 2021 Academy of Management Annual Conference (Virtual)

Anderson, Sidney T., Steven W. Rayburn, and Emily Tanner; "Provider-Captive Healthcare Environments: Impact on Physician Outcomes;" 2021 Health Scholar Showcase, Texas State University

Fox, Corey J. and Steven W. Rayburn; "Understanding Everyday Entrepreneurs: A Qualitative Study of Their Human Capital;" 2021 Virtual Small Business Institute Conference

Fox, Corey J. and Steven W. Rayburn; "Everyday Entrepreneurs: A Qualitative Study of Founder Motivations and Success Metrics;" 2021 Virtual United States Association for Small Business and Entrepreneurship (USASBE) Conference

Gilliam, David, Steven W. Rayburn, and Mayoor Mohan; "Brand Narratives in a World of Fragmented Digital Media;" 2020 Academy of Marketing Science Conference

Rayburn, Steven W., Suzanne C. Makarem, Mayoor Mohan, Yamile C. Jackson; "Customer Coproduction under Service Captivity: The Role of Service Providers and Organizational Socialization;" 2020 Journal of the Academy of Marketing Science: Paper Development Workshop

Giraldo, Mario, Steven W. Rayburn, Mauricio Ortiz, Joshue Catellanos; "Understanding Worker Wellbeing in the Informal Lending;" 2020 SERVSIG International Research Conference

Rayburn, Steven W., Mario Giraldo, and Luis Garcia; "Street Vending: Transformative Service for Individual and Collective Wellbeing;" 2020 Virtual Subsistence Marketplaces Conference

Rayburn, Steven W.; Marlys J. Mason; and Maarten Volkers; "Service Captivity: No Choice, No Voice, No Power;" Special Session: Consumer Power & Access; 2020 Winter American Marketing Association Educators' Conference

Fox, Corey J. and Steven W. Rayburn; "What Do You Know? An Exploration of Differences Between Entrepreneurs With and Without Formal Business Education and Training;" 2020 United States Association for Small Business and Entrepreneurship (USASBE) Conference

McDonald, Imani (graduate student), Steven W. Rayburn, and Sidney T. Anderson; Exploring Consumer M-Shopping by Life-Stage: Retail Organization Implications; 2019 11th Annual International Research Conference for Graduate Students; Texas State University Graduate College

Rayburn, Steven W., Marlys J. Mason, and Maarten Volkers; "Conceptualizing Service Captivity: When Power Shifts to Providers;" 2019 Marketing and Public Policy Conference

Anderson, Sidney T., Masoud Moradi, and Steven W. Rayburn; "Visual Analytics: Business Intelligence Tools to Discover Health Care Insights;" 2019 Health Scholar Showcase, Texas State University

Ashford-Hanserd, Shety N., Eric R. Sarmiento, Colleen C. Myles, and Steven W. Rayburn; "#ReclaimDunbar: Cultural Heritage and (anti)-Gentrification in the Historic African American Dunbar Neighborhood;" 2018 Race, Ethnicity, Place Conference, University of Texas

Garcia, Luis, Steven W. Rayburn, and Sidney Anderson; "A Holistic Approach to Facilitating Employee Motivation and Wellbeing;" 2018 Frontiers in Service Conference

Russell-Bennett, Rebekah, Josephine Previte, Ray Fisk, Linda Nasr, Sidney Anderson, and Steven W. Rayburn; "Service Thinking: Perspectives and Applications;" 2018 SERVSIG International Research Conference

Anderson, Sidney, Steven W. Rayburn, and Jeremy Sierra; "Future Thinking the Role of Marketing in Healthcare Delivery;" 2018 American Marketing Association Winter Academic Conference

Nasr, Linda, Raymond Fisk, Steven W. Rayburn, and Sidney Anderson; "Service Thinking: Escaping Tribalism and Embracing Mutualism;" in special session: Transformative Service Research: Transdisciplinary Insights for a Better World; 2018 American Marketing Association Winter Academic Conference

Rayburn, Steven W., Mario Giraldo, Linda Nasr, and Luis Garcia; "Street Vending: Exploring the Transformative Impact of 'Forgotten' Services;" 2017 Academy of Consumer Research – Latin America

Fisk, Raymond, Sidney Anderson, Linda Nasr, and Steven W. Rayburn; "Transformative Service Collaborative;" 2017 Frontiers in Service Conference

Nasr, Linda, Raymond Fisk, Steven W. Rayburn, and Sidney Anderson; "Service Thinking: Escaping Tribalism and Embracing Mutualism;" 2017 Frontiers in Service Conference

Hammedi, Wafa, Raymond Fisk, Steven W. Rayburn, Sidney Anderson, and Linda Nasr; "Transformative Service Research and Poverty;" 2017 Frontiers in Service Conference

Tanner, Emily, Steven W. Rayburn, Sidney Anderson, and Lixun Su; "Provider-Captive Service Environments and the Impact on Physicians;" 2017 Frontiers in Service Conference

Giraldo, Mario, Steven W. Rayburn, Linda Nasr, and Luis Garcia Tello; "Street Vending: Exploring the Transformative Impact of 'Forgotten' Services;" 2017 Frontiers in Service Conference

Hammedi, Wafa, Raymond Fisk, Steven W. Rayburn, Sidney Anderson, and Linda Nasr; "Transformative Service Research and Poverty;" 2017 QUIS15 Symposium

Fisk, Raymond, Sidney Anderson, Linda Nasr, and Steven W. Rayburn; "Enabling the Transformative Service Collaborative;" 2017 QUIS15 Symposium

Nasr, Linda, Raymond Fisk, Steven W. Rayburn, and Sidney Anderson; "Service Thinking: Escaping Tribalism and Embracing Mutualism;" 2017 QUIS15 Symposium

Rayburn, Steven W., Yamile Jackson, Mayoor Mohan, and Lucian Visinescu; "Service Captivity in the NICU: Encouraging Parent Participation in Care;" 2016 SERVSIG International Research Conference

Rayburn, Steven W.; "Service at the Base of the Pyramid to Connect, Empower, and Train;" 2016 SERVSIG International Research Conference

Rayburn, Steven W. and Ray P. Fisk; "Service Research at the Crosswords: Creating the Transformative Service Research Project;" 2016 SERVSIG International Research Conference

Fisk, P. Raymond, Linda Nasr, Andrew Gallan, Sandy Ng, Steven W. Rayburn, Sanjit Roy, and Roberta Sebastiani; "Transformative Service Organizations: Moving to Mutualism;" 2016 SERVSIG International Research Conference

Fisk, P. Raymond, Linda Nasr, Andrew Gallan, Sandy Ng, Steven W. Rayburn, Sanjit Roy, and Roberta Sebastiani; "Doing Well by Doing Good: Transformative Service Organizations;" 2016 Frontiers in Service Conference

Jackson, Yamile, Steven W. Rayburn, Mayoor Mohan, and Lucian L. Visinescu; "Implications of Service Captivity in a Medical Service Setting;" 2016 Frontiers in Service Conference

Gilliam, David and Steven W. Rayburn; "Business-to-Business Brand Narratives in a 140 Character World;" 2016 Winter American Marketing Association Conference

Rayburn, Steven W.; "Service Delivery at the Base of the Pyramid: What Works to Alleviate Poverty?" 2015 Society for Marketing Advances Conference

Fujikawa, Yoshi, Gil Luria, Steven W. Rayburn, Dana Yagil, and Raymond P. Fisk; "Service Employee Improvisation: Organizational Influence across Culture;" 2015 Frontiers in Service Conference

Rayburn, Steven W.; Participant – Transformative Service Research Track; 2015 Transformative Consumer Research Conference; Villanova University; Villanova, Pennsylvania

Gilliam, David and Steven W. Rayburn; "A More Nuanced View of Sales Manager Support versus Participation;" 2015 National Conference in Sales Management

Gilliam, David A. and Steven W. Rayburn; "Propensity of Reciprocity and Cooperation among Front-Line Employees;" 2014 Society for Marketing Advances

Simpson, LaCalvince Demor and Steven W. Rayburn; "Leveraging Industry Experience in the Classroom: Experiential Learning through Application of Real-World Marketing Tools;" 2014 Fall Marketing Management Association Fall Educators' Conference

Rayburn, Steven W. "Letting Experience Guide Your Research: Deriving Thought and Direction from Industry Experience;" Special Session – Making the Transition from Industry to Faculty; 2014 Marketing Management Association Fall Educators' Conference

Luria, Gil, Dana Yagil, Steven W. Rayburn, and Raymond P. Fisk; "A Cross-Cultural Study of Service Employee Improvisation;" 2014 Frontiers in Service Conference

Rayburn, Steven W., Gil Luria, Dana Yagil, and Raymond P. Fisk; "The Meaning of Improvisation in Service Roles: Exploring Cross-Cultural Differences;" 2014 SERVSIG Conference

Rayburn, Steven W. and Marlys J. Mason; "Service Providers' Value Co-Destruction for Consumers Seeking Social Service Assistance;" Special Session – Vulnerability and Experiences in Captive Service Environments – 2014 Marketing and Public Policy Conference

Tanner, Emily and Steven W. Rayburn; "Power and Self-Concept for Physicians in Provider Captive Service Environments;" 2014 Marketing and Public Policy Conference

Rayburn, Steven W. and Emily Tanner; "Playing with a Double-Edged Sword: Dual Captive Service Environments and the Impact on Relationships;" 2013 Society for Marketing Advances Conference

Rayburn, Steven W.; "Conceptualizing the Impact of Captive Service on Service Provision and Service Quality;" 2013 Winter Marketing Educators' Conference

Rayburn, Steven W.; Participant – 2012 Marketing and Public Policy Workshop and Doctoral Symposium; Georgia State University; Atlanta, Georgia

Rayburn, Steven W.; "Social Service Delivery Research for Process Redesign and Policy Reform: A Services Marketing Perspective;" 2012 Marketing and Public Policy Conference

Rayburn, Steven W.; "Differences in Service Provision in Atypical Services: An Ethnographic Case Study of Service Delivery in Social Services;" 2012 Robert Mittelstadt Doctoral Symposium

Rayburn, Steven W.; "A Transformative Research Application: Work Design of Service Settings;" Special Session – Introducing Transformative Service Research: Conceptualization, Research Agenda, and Exemplars; 2012 Winter Marketing Educators' Conference

Rayburn, Steven W. and Marlys Mason; "Social Services: An Application and Extension of Service-Dominant Logic;" 2011 Summer Marketing Educators' Conference

Rayburn, Steven W.; Participant – Transformative Service Research Track; 2011 Transformative Consumer Research Conference; Baylor University; Waco, Texas

Rayburn, Steven W and Marlys Mason; "Transformative Social Service Provision: The Case of SNAP and Service-Dominant Logic;" Special Session – An Inquiry into the Promise and Problems of Service Models and Practices in Delivering Transformative Services to Vulnerable Consumers – Services, Service Science, and Retailing Track; 2011 Winter Marketing Educators' Conference

Rayburn, Steven W.; "Beyond Empowerment: A Self-Determination Approach to Improving Service Worker Morale;" 2011 Winter Marketing Educators' Conference

Rayburn, Steven; "Customer Account Type Impact on the Strategic Use of Sales and Marketing Collaboration in Strategic Account Management;" 2010 National Conference in Sales Management; Milwaukee, Wisconsin

Rayburn, Steven, "Collaboration Among SBU Sales Forces;" 2009 Houston Conference in Selling and Sales Management; Houston, Texas

International Presentations, Workshops, and Symposium

Research Development Workshop (04/25) – University of Porto, Center for Economics and Finance, Management and Research Seminar, Porto, Portugal

Presentation: Transformative Service Research and Well-Being at the Intersection of Consumers with Organizational Frontlines

Research Development Workshop (11/22) – Universidad del Norte; Barranquilla, Colombia

Presentations: Planning and Executing Research Programs
Service Logic and Value Creation: Business for Good
Service Logic and Value Creation: A Deeper Look

Activities: Launch Research Projects
Radio Show/Podcast Interview: Business for Good: Using Service to Create Value

Research Development Workshop – Universidad de Piura - Lima

Part Three (05/22) – Research development workshop for Centro Investigacion de Servicios and PAD, Escuela de Dirección at Universidad de Piura - Lima

Presentations: Research Analysis
Structural Equation Analysis
Manuscript Writing
Service Logic, Value Creation, and Business for Good

Activities: Research Workshop: Research Analysis

Part Two (03/22) – Research development workshop for Centro Investigacion de Servicios and PAD, Escuela de Dirección at Universidad de Piura - Lima

Presentations: Research Design
Qualitative Research Methods
Quantitative Research Methods

Activities: Research Workshop: Designing Research Protocols
Curricula Design – Marketing in Service Management Program

Part One (12/21) – Research development workshop for Centro Investigacion de Servicios and PAD, Escuela de Dirección at Universidad de Piura - Lima

Presentations: Transformative Service Research
Project Planning and Development: Literature Review

Activities: Research Workshop: Started two research projects with UdeP-based teams

2017-18 Fulbright Specialist Program:

Trip Two – Universidad de Piura - Lima – January 6 – 21, 2018

Presentations: Value Creation

Workshops: Scale and Survey Development – Part Two
Exploratory Factor Analysis
Construct Validity
Reliability
Grounded Theory: Part Three
Applied Grounded Theory Exercises
Coding Data

Additional Activities: Curriculum Development - Service Management Program
Corporate Work Design and Change Intervention Development
Research Project Development, Continuation, and Extension

Working Projects:
Street Vending as Service
Value Creation Practice: Improving Adherence in Medicine

Value Creation Practice impact on Corporate Performance
"Crecer" Project – Hotel Employee Development Project

Trip One – Universidad de Piura – June 1 – 18, 2017
Presentations: Marketing Strategy and Consumer Behavior
Workshops: Scale and Survey Development
Grounded Theory: Part One
What is Grounded Theory?
When is Grounded Theory Useful?
How to Conduct Grounded Theory: An Overview
Grounded Theory: Part Two
Applying Grounded Theory Exercises
Symposium: Anthropological Model for Managing People
Value Creation and Service Logic
Research Project Development
Additional Activities: Curriculum Development - Service Management Program
Corporate Work Design and Change Intervention Development
Non-Profit Research Partner Meetings and Visits
Caneta Township Visit and Project Identification
Focus on Community and Economic Development

Transformative Service Research: Projects with Impact (07/17) – One-day research workshop for 2017 Association for Consumer Research – Latin America Conference
Co-Presenters – Linda Nasr and Mario Giraldo
Presentations: Transformative Service Research Introduction
Project Development
Methodological Approaches
Workshop: Developing a Publishable Project

Research Development Workshop – Universidad de Piura
Part Two (02/17) – Five-day research workshop for Centro Investigacion de Servicios at Universidad de Piura; Lima, Peru
Presentations: Work Design Project Proposal to President of AHORA-Peru – Asociacion Peruviana de Hoteles Restaurantes Y Afines
Work Design Project Proposal to Members of AHORA-Peru – Asociacion Peruviana de Hoteles Restaurantes Y Afines
Work Design Project Proposal to Management Team of NGR – Nexus Group Restaurants
The Transformative Potential of Work Design – Class presentation for Universidad de Piura students in professional management roles
Transformative Service Research
Structural Equation Modeling – An Introduction
Activities: Project Planning and Development
Survey Development
Data Collection – Planning, Training, Site Visits, and Field Work
Part One – (11/16) – Two-day research workshop for Centro Investigacion de Servicios at Universidad de Piura; Lima, Peru

Presentations: Transformative Service Research
Quantitative Methods – Improving Service Worker Affect; The Transformative Potential of Work Design
Qualitative Methods – Service Captivity – Consumers' Captive Service Experiences: It's YOU and ME
Qualitative Methods – Service at the Base of the Pyramid: To Connect, Empower and Train
Mixed Methods – Implications of Service Captivity in a Medical Service Setting; or, Service Captivity in the NICU: Encouraging Parent Participation in Care
Marketing Theory and Application - Services Marketing: What is Service, What are Services, What is Service Marketing, What Creates Value?

Workshops: Research Possibilities with Local Businesses
Designing, Planning, and Conducting Research Studies

Practitioner Presentations

"Transformative Service Research" San Marcos Kiwanis Club; March 2018
"Marketing 101: Word of Mouth" Tree of Life Community Church; February 2015

Research Awards and Recognition

2022 College Achievement Award for Research
McCoy College of Business Administration
Texas State University

2021 Article of the Year at *Marketing Education Review*: Rayburn, Steven W., Sidney T. Anderson, and Jeremy J. Sierra (2021) "Future Thinking Continuity of Learning in Marketing: A Student Perspective on Crisis Management in Higher Education," *Marketing Education Review*, 31(3), 241-255

2019 Service Learning Research Award
Service Learning Excellence Program
Texas State University

2019 Best Paper of the Year at *The Service Industries Journal*: Anderson, Sidney T., Linda Nasr, and Steven W. Rayburn; (2018) "Transformative Service Research and Service Design: Synergistic Effects in Healthcare;" The Service Industries Journal; 38/1-2; 99-113

2017-18 Fulbright Specialist Award
Universidad de Piura; Lima, Peru

2015-2016 Robert J Olney Early Career Research Award
McCoy College of Business Administration
Texas State University

2016 Winning Paper – Emerald Citations of Excellence: Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. William (2013) "Transformative Service Research: An Agenda for the Future;" *Journal of Business Research*; 66; 1203-1210

2015 Highly Commended Paper at *Journal of Services Marketing:* Rayburn, Steven W. (2014) "Improving Service Employee Work Affect: The Transformative Potential of Work Design;" *Journal of Services Marketing;* 28/1; p71-81

2015 Presidential Distinction Award for Excellence in Scholarly/Creative Activities
McCoy College of Business Administration
Texas State University

2012 Robert Mittelstaedt Doctoral Symposium Doctoral Participant
Oklahoma State University

2011 AMA-Sheth Doctoral Consortium Fellow
Oklahoma State University

2009 Doctoral Travel Fellowship
Houston Conference in Selling and Sales Management

Internal and External Grants and Funding – Under Review

Internal and External Grants and Funding – Received

Rayburn, Steven W.
2024 McCoy College Dean's Teaching Innovation Fellowship
Exposing Mechanisms for Service-Learning Success: Evaluating Course Design in Marketing; $1,000

Rayburn, Steven W.
2024 McCoy Research Grant
Service Captivity in Long-Term Healthcare: Informing Service Design to Improve Patient Concordance, Compliance, and Wellbeing across Healthcare Contexts; $5,000

Rayburn, Steven W.
2023 McCoy Research Grant
Improvisation Meaning and Practice at the Organizational Frontline: Employing Mixed Methods to Understand Frontline Employee Experiences; $5,000

Rayburn, Steven W. (Co-PI) and Sidney T. Anderson (Co-PI)
2022-2023 McCoy College of Business Faculty Development Fund
Service Captivity in Long-Term Healthcare; $6,000

Rayburn, Steven W. and Ravi Jillapalli
2022-23 McCoy College of Business Student Development Grant
ENACTUS National Competition; 4,050.00

Rayburn, Steven W. (PI)
2020-2021 Research Enhancement Program – Developing and Testing a Healthcare Telepractice Platform for Delivery of Speech Therapy in Latin America; $8000.00

Rayburn, Steven W.
Student Travel to Present Research at Marketing and Public Policy Conference
Student Name: Imani McDonald
Research Project: Exploring Consumer M-Shopping by Life Stage: Organizational and Policy Implications
2018 Student Development Grant; 1,500.00

Rayburn, Steven W. (PI)
Co-Track Chair Entrepreneurship Track at the Second Subsistence Marketplace Immersion Conference
2018-2019 McCoy Faculty Development Grant; $4000.00

Rayburn, Steven W.
Collegiate Entrepreneurs Organization – Texas State University Chapter
2018 Student Development Grant; 12,000.00

Ashford, Shetay (PI), Eric R. Sarmiento, Steven W Rayburn, and Colleen Myles
2018 Multidisciplinary Team Incentive Fund – #ReclaimDunbar: A Community Needs Assessment for the Dunbar Arts, Cultural, and Innovation District; $1,000.00

Rayburn, Steven W. (PI)
2016 – 2017 McCoy College Faculty Development Grant – Transformative Service Research Workshop at 2017 Association for Consumer Research Latin American Conference; $2055.00

Rayburn, Steven W. (PI), Sidney Anderson, Ian Davidson, Ray Fisk, Daris Hale, and Linda Nasr
2016 Environmental Service Committee Project Funding – Understanding and Solving Food Insecurity for University Students: Creating a Texas State University Solution; $12,500

Fisk, Raymond P. (PI), Linda Nasr, Steven W. Rayburn, and Sidney T. Anderson
2016 Library Research Grant; $529

Rayburn, Steven W. (PI)
2015 McCoy College of Business Research Grant – Understanding Service Delivery at the Base of the Pyramid; $2500.00

Rayburn, Steven W. (PI)
2014 Research Enhancement Program Grant – Service Captivity Experiences in the NICU: A Qualitative Exploration of "Preemie Parents" Service Interactions and Outcomes; $3360.00

Rayburn, Steven W. (PI)
2014 McCoy College of Business Research Grant - Service Captivity Experiences in the NICU: A Qualitative Exploration of "Infant Parents" Medical Service Interactions and Outcomes; $1500.00

Internal and External Grants and Funding – Not Funded

Rayburn, Steven W. (PI)
2021 McCoy College of Business Research Grant Program – The Anthropological Model: A Holistic Approach to Work Design and Leadership
Request: $5,000.00

Rayburn, Steven W. (PI)
2021 McCoy College Dean Summer Research Program – Customer Coproduction under Service Captivity
Request: $8,000.00

Rayburn, Steven W. (PI)
2020-2021 McCoy Research Development Grant – Supporting Micro-Entrepreneurship Growth and Sustainability in Subsistence Marketplaces
Request: $5,000.00

Rayburn, Steven W. (PI)
2020-2021 International Research Accelerator Grant – Developing Education and Development Programs to Support Micro-Entrepreneur Sustainability and Growth
Request: $15,000.00

Rayburn, Steven W. (PI)
2020 McCoy Research Grant – Supporting Micro-Entrepreneur Growth and Sustainability in Subsistence Marketplaces

Request: $5,000.00

Resendiz, Maria (PI); Steven W. Rayburn; Maria Diana Gonzales
2019-2020 Multidisciplinary Internal Research Grant – Designing an Effective Model for Providing Therapy via Telepractice in Latin America
Request: $16,000.00

Rayburn, Steven W. (PI)
2019-2020 International Research Accelerator Grant – Supporting Micro-Entrepreneurship for Sustainability and Growth: Creating a Positive Well-Being Spiral for Individuals and Communities
Request: $15,000.00

Ashford-Hanserd, Shetay (PI); Eric Sarmiento (Co-PI); Rebekah L. Fox; Rebecca L. Davio; Miguel Guajardo; Steven W. Rayburn; Louie D. Valencia; Rosina Ruiz Valle
2018-2019 Community Conversations Research Competition -
#ReclaimDunbar: A Community Needs Assessment for the Dunbar Arts, Cultural, and Innovation District
Request: $100,000.00

Rayburn, Steven W. (PI)
2018-2019 Research Enhancement Program – A Holistic Approach to Facilitating Employee Motivation and Wellbeing to Improve Customer Outcomes and Organization Performance
Request: $8000.00

Baucus, Melissa S. (PI); Arthur R. Konopaske; Phillip E. Davis; Corey J. Fox; Steven W. Rayburn
2018 EDA University Funding Economic Development Program – Texas Hill Country Initiative to Grow and Scale Entrepreneurial Businesses for Scale and Economic Impact
Request: 1,000,000.00

Rayburn, Steven W. (PI); Sidney T. Anderson; Zo Ramamonjiarivelo, Linda Nasr, Tahir Ekin, and David Angelow
2017 Robert Wood Johnson Foundation – Building Trust and Mutual Respect to Improve Healthcare
Request: $250,000

Anderson, Sidney T. (PI) and Steven W. Rayburn
2017 Robert Wood Johnson Foundation – Leveraging Consumer Health Informatics Applications to Increase Community Engagement and Health Literacy
Request: $125,000

Minifie,, Jana R. (PI),Gay L. Armstrong, Elizabeth A. Biggan, Joanna H. Ellis, Maria Czyzewska, Kristy L. Daniel, Yongmei Lu, Karen S. Meaney, Terry J. Newton, Steven W. Rayburn, Cecil O. Renick, Megan L. Trad, Nicole C. Wagner
2017 Kresge Foundation – Using Critical Service Learning to have long term impact on the whole life health needs of our community members, across their lifespan
Request: $350,000

Nasr, Linda (PI) and Steven W. Rayburn
2017 Research Enhancement Program – Street Vending: Exploring the Transformative Impact of 'Forgotten' Services
Request: $16,000

Biediger-Friedman, Lesli (PI), Hannah Thornton, Steven W Rayburn, Linda Nasr, Sidney T. Anderson, and Raymond P Fisk

2017 Multidisciplinary Team Incentive Fund – Texas State Food Security CAFÉ
Request: $2,500

Rayburn, Steven W. (PI), Linda Nasr, Sidney T. Anderson, and Raymond P. Fisk
2016 MacArthur Foundation '100&Change' – Transformative Service Project
Request: $100,000,000

Rayburn, Steven W. (PI), Ian Davidson, and Daris Hale
2016 Research Enhancement Program – Understanding and Stopping Food Insecurity for University Students: Creating a Texas State University Solution
Request: $16,000

Fisk, Raymond P. (PI), Linda Nasr, Steven W. Rayburn, and Sidney T. Anderson
2016 Alkek Learning Commons – Service Design Center
Space request – Alkek Learning Commons

Rayburn, Steven W. (PI)
2016 McCoy College of Business Research Grant – Understanding Street Vending as Service; Individually and Collectively
Request: $2500.00

Rayburn, Steven W. (PI) and Francis Mendez
2014 Research Enhancement Program - Using Training to Positively Influence Front-Line Employee Customer Orientation and Customer Oriented Behaviors
Request: $16,000

Teaching Philosophy

My career prior to entering academia required me to train a diverse range of employees in multiple capacities. I have trained at the frontline and for middle and upper level administrative managers in all aspects of organizational operations. From this I learned three things: (1) people want to succeed; (2) people want instructors that are engaged and that care; and, (3) people learn differently. Building an open and inclusive process to train individuals by meeting them where they were and understanding and building on their unique skills and abilities, resulted in my stores often having the lowest turnover and highest upward mobility in these organizations. Based on this approach, I have developed a style of teaching, which mirrors my training style and incorporates multiple innovative components designed to meet these realities. At the same time, I incorporate realistic, practical, and experiential perspectives as I teach.

Understanding individuals have varying needs in the classroom, I use academic articles, textbooks, and practitioner books to teach concepts. I conduct lectures and facilitate discussion simultaneously. I expose students to local, national, and international marketing issues. I help students explore the critical ethical, cultural, and social implications of marketing efforts. The environment is collegial, with the expectation of challenging accepted thinking.

Structurally, I incorporate individual and team projects into the experience. I believe, students need to be empowered to work on their own, to be entrepreneurial in their application of learning; they also need guidance. To facilitate this, I incorporate specific feedback experiences to help students know they are on the path to successfully complete the task and meet their goals.

Through my teaching, I not only inform, I empower students. It is my experience that many individuals learn the most through doing. Working on experiential service learning projects, students gain not only the ability to put materials learned into practice but also the confidence to do so. In these projects, I expose students to various materials and tools that will be useful to them in future careers. For example, in service learning team projects, I require students to couple practical tools, such as marketing databases and primary research, with publicly available information to critically identify strengths and opportunities for community partners. I apply these approaches not only in the classroom, but also when advising honors and masters theses.

I provide students with a realistic perspective on complex marketing issues by providing real-world examples of issues in action and by engaging local organizations for participation in student-driven projects to solve real marketing problems. Service learning team projects allow students the opportunity to work on real marketing issues faced by organizations and to get real-time feedback from managers similar to those for which they may work. I give students the tools they need for success and I reward effort in the classroom.

Finally, I work with an open door, ready access policy. I am available to students when they need me. I have office hours but am readily willing to meet with students outside of these hours.

I set guidelines and expectations in the beginning of each session and from there my students know how to reach me and what to expect in response. I am there to help students succeed.

Teaching Interests

Promotional Strategy/Integrated Marketing Communication
Professional Selling
Services Marketing and Management
Marketing Strategy
Retail Marketing and Management
Qualitative Methods

Teaching Experience

Undergraduate
- Principles of Marketing
- Promotional Strategy
- Services Marketing
- Sales Management
- Retailing
- Consumer Behavior
- Marketing Strategy
- Qualitative Research Methods

Graduate
- Qualitative Research Methods
- Marketing Management

Faculty Development Workshops (details above)

Research Development
Research Methods
Manuscript Preparation

Teaching Awards and Recognitions

2024 McCoy College Master Teacher Showcase –
Presentation - Service-Learning in Business Education
McCoy College of Business Administration
2021 Alpha Chi National College Honor Society Favorite Professor
Texas State University
2020 Presidential Distinction Award for Excellence in Teaching
McCoy College of Business Administration
2020 Service Learning Excellence Fellow
Texas State University
2019 Service Learning Excellence Fellow
Texas State University
Spring 2019 – Graduating Student Recognition of Campus Support Program (3 students)
Texas State University
2018 Service Learning Excellence Fellow
Texas State University
2017 Service Learning Excellence Fellow
Texas State University
2017 Alpha Chi National College Honor Society Favorite Professor
Texas State University

Spring 2017 – Graduating Student Recognition of Campus Support Program (2 students)
Texas State University
Spring 2017 – Student Veteran Appreciation of Campus Support Program
Texas State University
Spring 2016 – Graduating Student Recognition of Campus Support Program (3 students)
Texas State University
Fall 2016 – Graduating Student Recognition of Campus Support Program
Texas State University
Spring 2015 – Graduating Student Recognition of Campus Support Program
Texas State University
Fall 2015 – Graduating Student Recognition of Campus Support Program
Texas State University
2015 – Transfer Student Appreciation of Campus Support Program
Texas State University
2012 Graduate Teaching Assistant Excellence Award
Oklahoma State University

Directed Student Learning

Spring 2024 – Professor for Independent Study – MKT 4395 Research Project – 1 student
Fall 2022 – Spring2023 – Honors Thesis Supervisor – Cristhian Amador – Understanding the Minority Entrepreneur Experience: Exposing Needs for Sustainability and Scale
Summer 2020 – Professor for Independent Study – MKT 3355 Retailing – 1 Student
Spring 2021 – Honors Contract for SIFE Course – 1 Student
Fall 2020 – Spring2021 – Honors Thesis Supervisor – Morgan Tyler – The Advertisements You Cannot Skip: Consumer Perceptions of Product Placement
Spring 2020 – Fall 2020 – Graduate Thesis Chair
Student: Imani McDonald
Committee: Dr. Gail Zank and Dr. Sidney Anderson
Exploring Consumer M-Shopping by Life Stage: Organizational and Policy Implications
Summer 2020 – Professor for Independent Study – MKT 5395 Advanced Marketing Research; Graduate Level – 1 students
Summer 2019 – Summer 2020 – Graduate Thesis Committee Member
Feminine, By Design: A Societal Impact Study of Communication Design on Gender Bias in Toy Package Branding
Spring 2019 – Professor for Independent Study – MKT 5395 Advanced Marketing Research; Graduate Level – 3 students
Fall 2018 – Professor for Independent Study – MKT 5395 Advanced Marketing Research; Graduate Level – 1 student
Fall 2018 – Honors Contract for Promotional Strategy Course – 1 Student
Fall 2018 – Honors Thesis Supervisor – Imani McDonald - Has E-Commerce Changed Retail? The Effect of E-Commerce has had on Physical Retailers, Employees, and the Consumer
January 2018 – Present – Outside Advisor for Dissertation – Luis Garcia Tello – "Value Creation Practice to improve Adherence in Medical Settings" for Doctor of Philosophy in Business Administration at PAD Escuela de Dirección, Universidad de Piura
Spring 2017 – Professor for Independent Study – MKT 4395 Research Project – 1 student

Fall 2016 – Professor for Independent Study – MKT 5395 Advanced Marketing Research; Graduate Level – 2 students
Spring 2016 – Professor for Independent Study – MKT 4395 Research Project – 1 student
Fall 2015 – Guest Lecturer in MBA BA5351 –Round Rock Campus
May 2015 – Outside Commentator for Dissertation Research Methods - Sheth Otieno Oguok – "Theological Education with Informal Settlement Leaders in Nairobi: Pedagogy from Below" for Doctor of Philosophy in Science of Religion and Missiology at University of Pretoria
Fall 2015 – Professor for Independent Study – MKT 4395 Research Project –1 student
Fall 2014 – Guest Lecturer in MBA BA5351 –San Marcos Campus
Spring 2014 – Professor for Directed Study – Advanced Marketing Research – 8 students
Spring 2014 – Professor for Independent Study – MKT 4330 Promotional Strategy – 2 students

Experiential and Service Learning Teaching – Community-Engagement

Connecting students to community through team projects with for- and not-for-profit organizations, aimed at enhancing student learning and aiding organizations with Marketing.

Summer 2024	Student-selected Organizations (Retailing)
Spring 2024	Student-selected Organizations (Promotional Strategy)
Fall 2023	Student-selected Organizations (Services Marketing/Promotional Strategy)
Spring 2023	Student-selected Organizations (Services Marketing)
Fall 2022	Student-selected Organizations (Promotional Strategy)
Spring 2021	Student-selected Organizations (Promotional Strategy)
Fall 2020	Student-selected Organizations (Promotional Strategy)
Summer 2020	Bobcat Bounty Food Pantry – Texas State (Promotional Strategy)
Spring 2020	Bobcat Bounty Food Pantry – Texas State (Promotional Strategy)
Spring 2020	Student-selected Organizations (Promotional Strategy)
Fall 2019	Student-selected Organizations (Promotional Strategy)
Summer 2019	Blakcliff, San Marcos (Promotional Strategy)
Spring 2019	Student-selected Organizations (Promotional Strategy)
Fall 2018	Student-selected Organizations (Promotional Strategy)
Summer 2018	Bobcat Bounty Food Pantry (Promotional Strategy)
Spring 2018	Student-selected Organizations (Promotional Strategy)
Fall 2017	Student-selected Organizations (Promotional Strategy)
Summer 2017	Food Insecurity Project (Promotional Strategy)
Spring 2017	Student-selected Organizations (Promotional Strategy)
Fall 2016	Student-selected Organizations (Promotional Strategy)
Summer 2016	Student-selected Organizations (Promotional Strategy)
Spring 2016	Student-selected Organizations (Promotional Strategy)
Fall 2015	Nurtured by Design (Promotional Strategy)
Summer 2015	Couch Family Businesses (Promotional Strategy)
Spring 2015	Habitat for Humanity (Promotional Strategy)
Fall 2014	Nurtured by Design (Promotional Strategy)
Spring 2014	Nurtured by Design (Promotional Strategy)
Fall 2013	Student-selected Organizations (Promotional Strategy)
Fall 2011-Spring 2013	Campus Organizations at Oklahoma State University (Promotional Strategy)

Summary Teaching Evaluations – Texas State University

Promotional Strategy	Spring 2024	4.49/5.00
	Fall 2023	4.49/5.00
	Summer 2023	4.83/5.00
	Fall 2022	4.76/5.00
		4.76/5.00
	Spring 2021	4.87/5.00
		4.53/5.00
	Fall 2020	4.11/5.00
		4.40/5.00
	Summer 2020	4.93/5.00
	Spring 2020	4.61/5.00
		4.71/5.00
	Fall 2019	4.81/5.00
		4.70/5.00
	Summer 2019	4.95/5.00
	Spring 2019	4.71/5.00
		4.79/5.00
		4.72/5.00
	Fall 2018	4.72/5.00
		4.66/5.00
		4.80/5.00
	Summer 2018	4.86/5.00
		4.71/5.00
	Spring 2018	4.55/5.00
		4.61/5.00
	Fall 2017	4.56/5.00
		4.81/5.00
		4.69/5.00
	Spring 2017	4.67/5.00
		4.74/5.00
		4.79/5.00
	Fall 2016	4.78/5.00
		4.79/5.00
		4.86/5.00
	Summer 2016	4.81/5.00
	Spring 2016	4.78/5.00
		4.79/5.00
	Fall 2015	4.09/5.00
	Summer 2015	4.72/5.00
		4.58/5.00
	Spring 2015	4.05/5.00
		4.44/5.00
		4.60/5.00
	Fall 2014	4.72/5.00
		4.73/5.00

		4.48/5.00
	Spring 2014	4.50/5.00
		4.72/5.00
	Fall 2013	4.75/5.00
		4.25/5.00
Retailing	Summer 2024	4.84/5.00
	Summer 2023	4.73/5.00
	Spring 2023	4.75/5.00
	Summer 2022	4.87/5.00
	Summer 2021	4.71/5.00
	Summer 2020	4.54/5.00
	Fall 2019	4.72/5.00
Principles/Marketing	Summer 2024	4.88/5.00
	Summer 2021	4.59/5.00
	Qualitative/MSMRA	Spring 2020 4.82/5.00
Studies/Free Enter.	Spring 2023	4.63/5.00
	Fall 2022	4.49/5.00
	Spring 2021	4.70/5.00
	Fall 2020	4.70/5.00
Services Marketing	Spring 2024	4.61/5.00
	Fall 2023	4.81/5.00
	Spring 2023	4.71/5.00
		4.71/5.00
	Summer 2022	4.75/5.00
	Summer 2019	4.76/5.00
	Summer 2017	4.81/5.00
		4.77/5.00
	Summer 2016	4.80/5.00
	Spring 2016	4.86/5.00
	Fall 2015	4.69/5.00
Directed Study in Marketing Research	Spring 2014	4.98/5.00
Sales Management	Fall 2013	4.41/5.00

Selected Student Comments

"Great at making material entertaining and relating to real world. Made subject matter make sense."
"He covers a lot of material in a great way. Provides good example and engages the class in discussion."
"The powerpoints [sic] were clear with examples, helped backing up what we were learning about. The class was enjoyable and he made me want to attend lectures."
"Was available to ask questions and revise project progress during class and office hours, very engaging."
"He made the class enjoyable, that allowed us to engage with the lecture."
"The big project that included marketing research, planning, and strategy were where I learned most."

“This is a little overdue, but I just wanted to say thank you for helping me out the other day and showing genuine concern for my struggles. Out of all my professors at Texas State you seem to really care about your students and the material you taught.”
“I had your class last semester. I recently got a job working for Porsche/Audi in [location] selling $160,000 dollar cars. I just wanting [sic] to thank you for your class, now that I'm in the actual business of selling things ive [sic] realized how helpful it was.”
“Loves what he does, passionate”
“I would love to take another class w/him because he tries his hardest to help us learn. One of the best marketing professors I have had”
“Thoroughly enjoyed the class and felt I actually learned something”
“Great teaching style! Loved tying things we learned to actual ads”

Service Philosophy

As can be seen by my active service role, I seek service roles that are focused on two specific areas – research and student development and success. I am active in the department, college, university, and the larger marketing community. I believe that in all service roles, I can act to support and develop the individuals and institutions I serve.

In my service focused on research, I am an active reviewer for multiple journals and I am on multiple editorial review boards. As a reviewer, I always take the required critical role but more importantly I always seek to help authors to develop their research by offering direction how to develop the research into a publishable project; even if it is not at the current journal. At the college and department, I have served on the research enhancement program and sales research committees to grant funding to publishable research projects. This is a difficult task, but decisions must be made to help research move forward that has the potential to impact theory and practice. I also serve on the Institutional Review Board for Texas State University to insure that research projects at the university protect the subjects we seek to understand and serve. For the broader academic community, I am serving as a Track Chair in the 2024 American Marketing Science Conference and I have served as co-chair of the 2018 Frontiers in Service Conference. Previously, I have conducted a workshop at an international conference to develop the research capabilities of new and emerging researchers in Latin America. Additionally, I have received a Fulbright Specialist to travel to Peru to work with colleagues at a university there to develop faculty research capabilities. This resulted in the establishment of the Service Research Center at Universidad de Piura, Lima.

In my service focused on students, I am on the advisory board for Service Learning Excellence at Texas State University. I am part of the steering committee of the Bobcat Bounty Food Pantry, the initial emergency service for food insecure students and staff on campus. I also serve on the university First-Gen Proud committee dedicated to the support and success of first-generation students. I am current advisor to the Texas State ENACTUS chapter, and I have served as the advisor for Collegiate Entrepreneurs Organization Texas State University Chapter. Previously, I served as a member of the committee designing the new Master of Science Marketing Research and Analysis.

I have developed and delivered multiple special presentations for internal and external audiences. I often chair honors and masters theses as well as serving as a member for thesis committees. I have been an outside methods reviewer for a doctoral student at University of Pretoria and as an outside adviser for a doctoral student at PAD Escuela de Dirección, Universidad de Piura. Finally, I have offered multiple independent and directed study opportunities for students who wanted to learn more about marketing research.

My service roles have been as simple as being a member of a team or developing and offering a workshop and as complex as co-chairing a conference or co-founding a research collaborative to bring people together. In all of my service, I start from the point of view of how I can help others reach their goals.

Service Awards and Recognitions

2021 College Achievement Award for Excellence in Service
McCoy College of Business Administration
2021 Service-Learning Excellence Development Workshop Expert Facilitator
Service Learning Excellence Program - Texas State University

Internal Service: Committee – Department

Member – August 2019 – August 2024
Master of Science Marketing Research and Analysis Program Committee
Marketing Department, McCoy College of Business, Texas State University
Member – August 2019 – August 2024
Personnel Committee
Marketing Department, McCoy College of Business, Texas State University
Member – April 2018 – August 2021
Marketing Curriculum Review Committee
Marketing Department, McCoy College of Business, Texas State University
Member – August 2015 – August 2021
Subject Pool Committee
Marketing Department, McCoy College of Business, Texas State University
Member – August 2015 – August 2021
Impact of Research Committee
Marketing Department, McCoy College of Business, Texas State University
Member – March 2021 – April 2021
Marketing Department Personnel Committee - Subcommittee to Review MPPS
Marketing Department, McCoy College of Business, Texas State University
Member – August 2017 – December 2020
Sales Research Fund Committee – Center for Professional Sales
Marketing Department, McCoy College of Business, Texas State University
Member – November 2016 – June 2018
Master of Science in Marketing Committee
Marketing Department, McCoy College of Business, Texas State University
Member – August 2016 – September 2018
Transformative Service Collaborative
Marketing Department, McCoy College of Business, Texas State University
Director – January 2017 – February 2018
Transformative Service Collaborative
Marketing Department, McCoy College of Business, Texas State University
Member – April 2018 – November 2018
Search Committee
Marketing Department, McCoy College of Business, Texas State University
Chair – August 2016 – July 2017

Sales Research Fund Committee – Center for Professional Sales
Marketing Department, McCoy College of Business, Texas State University
Member – April 2016 – November 2016
Search Committee
Marketing Department, McCoy College of Business, Texas State University
Member – April 2015 – November 2015
Search Committee
Marketing Department, McCoy College of Business, Texas State University

Internal Service: Committee – College

Member – August 2026 – August 2026
Search Committee – Associate Dean, Faculty Success and Research
McCoy College of Business, Texas State University
Member – August 2024 – Present
Tenure and Promotion College Review Group
McCoy College of Business, Texas State University
Member – September 2022 –August 2024
Governance Committee
McCoy College of Business, Texas State University
Member – January 2021 – May 2021
Global Orientation and Programming Task Force
McCoy College of Business, Texas State University
Member – August 2015 – February 2016
Business Leadership Week Committee
McCoy College of Business, Texas State University
Member – August 2014 – June 2015
Research Enhancement Grant Committee
McCoy College of Business, Texas State University

Internal Service: Committee – University

Chair – May 2026 – December 2026
Search Committee – Director, School of Criminal Justice and Criminology
College of Applied Arts, Texas State University
Member, Advisory Board – September 2025 – Present
Service-Learning Excellence Program
Texas State University
Member, Executive Advisory Board – September 2024 – Present
First-Gen Proud Committee
Texas State University
Member, Advisory Board – July 2023 – Present
Experiential, Career, and Community-Engaged Learning (EXC2EL) Center
Texas State University
Member – February 2018 – Present
Bobcat Bounty Food Pantry Steering Committee
Texas State University
Member – March 2021 – Present

First-Gen Proud Committee
Texas State University
Member – December 2025 – February 2026
Tenure and Promotion College Review Group - College of Applied Arts
Texas State University
Member, Development Team – January 2024 – December 2025
Experiential, Career, and Community-Engaged Learning (EXC2EL) Center
Texas State University
Faculty Mentor – August 2023 – August 2025
USDA NEXTGEN grant - LEADING Hispanics
Texas State University
Member – September 2024 – August 2025
Experiential Major Maps Task Force
Texas State University
Co-Chair – November 2024 – April 2025
Provost Commission for Carnegie Elective Classification - Community Engagement
Texas State University
Member – June 2021 – August 2024
First-Gen Proud Research Sub-Committee
Texas State University
Member, Development Team – February 2024 – August 2024
Microcredential Community of Practice
Texas State University
Texas State University Member – February 2018 – August 2023
Service Learning Excellence Advisory Board
Texas State University
Member – August 2017 – July 2023
University Institutional Review Board
Texas State University
Faculty Mentor/Facilitator – July 2020 – July 2020
Service Learning Excellence Faculty Development Workshop
Texas State University
Member – February 2018 – August 2020
#ReclaimDunbar Research-Practitioner Partnership
Texas State University

Internal Service: Student Group

Faculty Co-Advisor – July 2020 – August 2024
ENACTUS, Texas State University Chapter
Faculty Advisor – August 2018 – May 2019
Collegiate Entrepreneurs Organization, Texas State University Chapter

External Service: Academic Board

Member - Marketing Academy, Spears School of Business - Oklahoma State University
April 2026 to Present

External Service: Research Development and Support*

Co-Founder and Member – Service Research Center, Universidad de Piura, Lima Peru
Summer 2017 to Present
The Service Research Center (SRC) is a research center of the Faculty of Economics and Business of Piura University. Its mission is to promote research on Service Management focused on improving people's quality of life through service. SRC's object of study is the service from two points of view: as an activity (commercial offer) and as a business strategy (purpose of the organization).
https://www.udep.edu.pe/srcudep/

Co-Founder – Latin American Research and Practice Consortium
Winter 2021 to Present
The consortium is in the planning stage, current team includes faculty from two Latin American Universities and myself. The teams' goals are to bring Latin American researchers and practitioners together for exchange of knowledge; to grow research capacity for faculty; to conduct practical and theoretically founded research; to advance best practices for universities, corporations, and other organizations; and, to promote wellbeing for all stakeholders – i.e., consumers, employees, and business owners and managers.

*Fulbright Specialist and Development Workshops listed in International Workshop Section

External Service: Editorial

Editorial Review Board Member
Journal of Promotion Management
November 2019 to Present

Editorial Review Board Member
Journal for Advancement of Marketing Education
August 2018 to Present

Editorial Review Board Member
Journal of Marketing Theory and Practice
May 2018 to Present

Editorial Review Board Member
Journal of Business Research
June 2016 to Present

External Service: Conferences

Track Co-Chair – Service Research and Healthcare Marketing Track – August 2023 – May 2024
2024 AMS Annual Conference – May 2024

Track Co-Chair – Entrepreneurship Track – June 2020
First Virtual Subsistence Marketplaces Conference; Los Angeles, California

Track Co-Chair – Entrepreneurship Track – May 2019
Second Subsistence Marketplaces Bottom-Up Immersion Conference; Arusha, Tanzania

Co-Chair – 2018 Frontiers in Service Conference; Austin, TX
Hosted by Texas State University

Session Chair – 2014 SERSIG Conference; Thessaloniki Greece

Session Chair – 2014 Frontiers in Service Conference; Miami, FL

Session Chair – 2011 AMA Winter Marketing Educators Conference

Session Chair – 2009 AMA Summer Marketing Educators Conference

External Service: Reviewing

European Journal of Marketing, 08/26
International Journal of Consumer Studies, 08/26
Africa Journal of Management, 07/26
Journal of Services Marketing, 07/26
European Journal of Marketing, 06/26 (2)
European Journal of Marketing, article second round review, 06/26
Journal for Advancement of Marketing Education, article second round review, 05/26
Journal of Service Research, 05/26
Africa Journal of Management, 03/26
2026 AMA Summer Academic Conference, 02/26 (3)
2026 AMA Summer Academic Conference, 02/26 (2)
2026 AMA Summer Academic Conference, 02/26 (1)
Journal of Services Marketing, 02/26
Journal for Advancement of Marketing Education, 01/26
2026 Marketing and Public Policy Conference, 12/25 (2)
2026 Marketing and Public Policy Conference, 12/25 (1)
European Journal of Marketing, 12/25
Journal of Consumer Affairs, 11/25
European Journal of Marketing, 11/25
Journal of Service Research, article second round review, 10/25
2026 AMA Winter Academic Conference, 10/25 (3)
2026 AMA Winter Academic Conference, 10/25 (2)
2026 AMA Winter Academic Conference, 10/25 (1)
Journal of Service Research, article third round review, 09/25
Journal of Service Research, 08/25
Journal of Services Marketing, article third round review, 07/25
European Journal of Marketing, 07/25
Journal of Promotion Management, 06/25
Journal of Services Marketing, article second round review, 05/25
Journal of Service Research, 05/25
Journal of Services Marketing, 04/25
Journal of Service Research, article second round review, 12/24
Journal of Service Research, 11/24
Journal of Services Marketing, article second round review, 10/24
2025 AMA Winter Academic Conference, 09/24 (3)
2025 AMA Winter Academic Conference, 09/24 (2)
2025 AMA Winter Academic Conference, 09/24 (1)
Journal of Services Marketing, article second round review, 08/24
European Journal of Marketing, article second round review, 08/24
Journal of Services Marketing, 05/24
Journal of Retailing and Consumer Services, 04/24
Young *Consumers*, 04/24
Africa Journal of Management, 04/24

2024 Marketing and Public Policy Conference, 02/24 (3)
2024 Marketing and Public Policy Conference, 02/24 (2)
2024 Marketing and Public Policy Conference, 02/24 (1)
2024 Academy of Marketing Science World Congress, 01/24
Journal of Nonprofit and Public Sector Marketing, 12/23
European Journal of Marketing, 12/23
European Journal of Marketing, 11/23
Journal of Service Research, 10/23
Journal of Financial Services Marketing, 08/23
Journal of Service Research, 07/23
Journal of Promotion Management, 07/23
International Journal of Retail & Distribution Management, 06/23
Journal of Services Marketing, 06/23
Journal of Financial Services Marketing, 06/23
International Journal of Consumer Studies, 05/23
Journal for Advancement of Marketing Education, 04/23
2023 AMA Summer Educators Conference, 03/23 (2)
2023 AMA Summer Educators Conference, 03/23 (1)
Journal of Services Marketing, 03/23
European Journal of Marketing, 03/23
European Management Journal, 03/23
Journal of Services Marketing, 02/23
Journal of Promotion Management, 02/23
Journal of Service Research, 01/23
2023 Marketing and Public Policy Conference, 12/22
2023 Academy of Marketing Science Conference, 11/22
International Journal of Consumer Studies, 11/22
Journal of Marketing Theory and Practice, 09/22
Journal of Retailing and Consumer Services, 08/22
International Journal of Consumer Studies, 07/22
Journal of Service Research, 07/22
International Journal of Consumer Studies, 06/22
Journal of Retailing and Consumer Services, article second round review, 06/22
Journal of Retailing and Consumer Services, 04/22
Journal of Marketing Theory and Practice, 03/22
Journal of Service Research, 02/22
Journal of Business Research, 02/22
International Journal of Consumer Studies, 01/22
Journal of Services Marketing, article third round review, 01/22
Journal of Services Marketing, article second round review, 01/22
2022 Young Scholar Research Competition, 14 Submissions, 12/21
Journal for Advancement of Marketing Education, 12/21
2022 Marketing and Public Policy Conference, 12/21 (2)
2022 Marketing and Public Policy Conference, 12/21 (1)
Journal of Services Marketing, article second round review 11/21
European Management Journal, 11/21

International Journal of Consumer Studies, 10/21
Journal of Services Marketing, 10/21
European Management Journal, 10/21 (2)
European Management Journal, article third round review, 10/21 (1)
Journal of Retailing and Consumer Services, article second round review, 09/21
Journal of Marketing Theory and Practice, 09/21
International Journal of Consumer Studies, 08/21 (2)
International Journal of Consumer Studies, 08/21 (1)
European Management Journal, article second round review, 08/21
Journal of Retailing and Consumer Services, 07/2021
Journal of Retailing and Consumer Services, 06/2021
Journal of Business Research, 05/21
Journal of Services Marketing, article third round review 05/21
Journal of Services Marketing, 05/21
Service Business, 05/21
International Journal of Consumer Studies, 04/21
Journal of Public Policy and Marketing, 04/2021
International Journal of Consumer Studies, article third round review, 03/21
Journal of Business Research, 03/21
European Management Journal, 02/21
Journal of Services Marketing, article third round review, 02/21
Journal of Services Marketing, article second round review, 02/21
2021 Marketing and Public Policy Conference, 01/21
Journal of Services Marketing, article third round review, 12/2020
International Journal of Consumer Studies, article second round review, 11/2020
Service Business, article second round review, 11/2020
Journal of Promotion Management, 10/2020
Journal of Services Marketing, 10/2020
Journal of Services Marketing, article second round review, 09/2020
International Journal of Consumer Studies, 09/2020
Journal of Marketing Theory and Practice, 08/2020
The Service Industries Journal, 08/2020
Service Business, 07/2020
Journal of Services Marketing, 06/2020
Journal of Public Policy and Marketing, 05/2020
Journal of Promotion Management, article second round review, 04/2020
Journal of Services Marketing, 04/2020
Journal of Promotion Management, 03/2020
Journal of Retailing and Consumer Services, 02/2020
Service Business, article third round review, 02/2020
Service Business, article second round review, 01/2020
Journal of Services Marketing, 01/2020
2020 Marketing and Public Policy Conference, Two (2) submissions, 01/2020
2020 Marketing Management Association Spring Educators' Conference, 12/19
Journal of Promotion Management, 12/19
Service Business, article second round review, 09/19

Journal for Advancement of Marketing Education, 09/19
Journal of Marketing Theory and Practice, 08/19
Service Business, 08/19
Journal of Public Policy and Marketing, article second round review, 08/19
Journal of Public Policy and Marketing, 07/19
European Journal of Marketing, 07/19
Journal of Retailing and Consumer Services, 05/19
Service Business, 04/19
Journal of Service Theory and Practice, article second round review, 04/19
Journal of Services Marketing, article second round review, 03/19
Journal of Services Marketing, 03/19
Journal of Public Policy and Marketing, 02/19
Creativity Research Journal, 02/19
Journal of Service Research, 01/19
Journal of Service Theory and Practice, 01/19
2019 Marketing and Public Policy Conference, Two (2) submissions, 12/18
Journal of Services Marketing, 11/18
2019 Marketing Management Association Spring Educators' Conference, 11/18
Journal of Marketing Theory and Practice, article second round review, 10/18
Journal for Advancement of Marketing Education, article second round review, 07/18
2018 Marketing Management Association Fall Educators' Conference, 06/18
Journal of Business Research, 06/18
Journal for Advancement of Marketing Education, 04/18
Journal of Service Theory and Practice, article third round review, 03/18
Journal of Marketing Theory and Practice, 03/18
Journal of Service Research, 02/18
Journal of Service Theory and Practice, Editorial Review – Five (5) submissions, 12/17
Journal of Service Theory and Practice, article second round review, 12/17
Journal of Service Research, 10/17
2018 Academy of Marketing Science Conference, 10/17
2018 Winter Marketing Educators Conference, Two (2) Submissions, 09/17
Journal of Service Theory and Practice, 09/17
Journal of Retailing and Consumer Services, article third round review, 06/17
Journal of Retailing and Consumer Services, article second round review, 05/17
Journal of Retailing and Consumer Services, 04/17
Service Industries Journal, 04/17
Journal of Marketing Theory and Practice, 03/17
Journal of Retailing and Consumer Services, 03/17
Journal of Services Research, 02/17
2017 Academy of Consumer Research – Latin America Conference, Two (2) Submissions 02/17
Service Industries Journal, article fourth round review, 12/16
2017 Marketing Management Association Conference, 11/16
Journal of Marketing Management, 10/16
Journal of Marketing Theory and Practice, 10/16
Service Industries Journal, article third round review, 09/16
Service Industries Journal, article second round review, 08/16

Service Industries Journal, article second round review, 08/16
Journal of Services Marketing, 06/16
Journal of Services Marketing, 04/16
Journal of Business Research, 04/16
Service Industries Journal, 03/16
Service Industries Journal, 03/16
Marketing Management Journal, 02/16
2016 AMS World Marketing Congress, 11/15
2016 Marketing Management Association Conference, 11/15
2016 Winter Marketing Educators' Conference, Two (2) Submissions, 08/15
Journal of Services Marketing, 07/15
Journal of Service Research, 05/15
Service Industries Journal, article third round review, 05/15
2015 Society for Marketing Advances Conference, Two (2) Submissions, 05/15
Service Industries Journal, article second round review, 03/15
Journal of Services Marketing, 03/15
2015 Marketing and Public Policy Conference, Two (2) submissions, 01/15
Service Industries Journal, 12/14
Service Industries Journal, 11/14
2014 National Conference in Sales Management, 11/13
International Review of Retailing, Distribution, and Consumer Research, 11/13
Journal of Marketing Theory and Practice, 10/13
2014 AMA Winter Educators Conference, 08/13
Journal of Service Research special issue on Transformative Service Research, 06/13
2012 AMA Summer Educators Conference, 02/12
2009 AMA Summer Educators Conference, 02/09

External Service: Industry

Pro-Bono Consulting – Work Design and Leadership to Promote Employee Engagement, , Research Project, Cementos Pacasmayo, Lima, Peru January 2018 – July 2019
Pro-Bono Consulting – Promoting Technology Adoption in Sales, Research Project, Rush Enterprises, New Braunfels, Texas, January 2019 – July 2020
Pro-Bono Consulting – Work Design and Leadership for Service Workers, Research Project, AHORA, Lima, Peru January 2018 – July 2019
Pro-Bono Consulting – Impact of Training, Research Project, Campus CRU – Texas State, San Marcos Texas, September 2017 – October 2018
Pro-Bono Consulting – Program Assessment, Research Project, Center for Transforming Missions, Kenya – Nairobi, Kenya, August 2016 – December 2016
Pro-Bono Consulting – Marketing Consultant for corporate rebranding and strategy, Nurtured by Design, Sugarland Texas, 2014; 2015

External Service: Community

Member – Parent Ambassador Program
Comal Independent School District; New Braunfels, Texas
August 2024 – Present
Member – Comal Education Foundation

Comal Independent School District; New Braunfels, Texas
July 2023 – Present

Mentor and Teaching Coach – INCubator Entrepreneurship Program
Canyon High School, Comal Independent School District; New Braunfels, Texas
September 2023 – May 2024

Mentor and Teaching Coach – INCubator Entrepreneurship Program
Canyon High School, Comal Independent School District; New Braunfels, Texas
November 2022 – May 2023

Member – 2020 – 2021 Site Based Decision Making Committee
Comal Independent School District; New Braunfels, Texas
September 2020 – April 2021

Member – 2019 – 2020 Comal Forward Committee
Comal Independent School District; New Braunfels, Texas
October 2019 – January 2020

Professional Development

2021 (March) Helping First Generation College Students Survive and Thrive in Your Class; Organizational Development and Communication; Texas State University

2020 (December) What are IRBs; U.S. Department of Health & Human Services; Online Course

2020 (December) What is Human Subjects Research; U.S. Department of Health & Human Services; Online Course

2020 (December) When HHS Regulations Apply; U.S. Department of Health & Human Services; Online Course

2020 (December) Independent Review of Research; U.S. Department of Health & Human Services; Online Course

2019 (November) How to be an Upstander Training, Organizational Development and Communication; Texas State University

2019 (September) Allies Training, Organizational Development and Communication; Texas State University

2015 (June) Transformative Service Research Track; Transformative Consumer Research Conference

2013 (September) – 2014 (April) Program for Excellence in Teaching and Learning Workshop; Texas State University

2013 (August) Technology Integration Workshop, Instructional Technological Support; Texas State University

2012 (June) Marketing and Public Policy Workshop and Doctoral Symposium; Georgia State University

2011 (June) Transformative Service Research Track; Transformative Consumer Research Conference

Professional Experience

2003 – 2008	ALDI Grocery Stores	Louisville, KY/
Store Manager		New Albany, IN
1999 – 2003	Sears Home Improvement Division	Louisville, KY/
Sales Manager/Salesperson		Wilmington, NC
1997 – 1999	Kingfish Restaurants	Louisville, KY/

Restaurant Manager		Jeffersonville, IN
1997 – 1997	Ken Towery Auto Care	Louisville, KY
Service Manager		
1991 – 1996	Lancaster's The Special Events People	Louisville, KY/
Management Team		New Albany, IN