

RESUME
ROBERT E. HITE

Jones Distinguished Professor and Dean
School of Business
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ACADEMIC BACKGROUND:

Doctor of Philosophy in Business Administration, (January 1982), University of Arkansas, Fayetteville, Arkansas. Major in Marketing with minors in Management and Psychology.

Master of Business Administration, (August 1977), Indiana State University, Terra Haute, Indiana. Emphasis in Marketing with specialization in marketing theory and management.

Bachelor of Science in Business Administration, (June 1970), Indiana University, Bloomington, Indiana. Major in Marketing with minor in Economics.

ACADEMIC EXPERIENCE:

July 2003 to Present: Jones Distinguished Professor and Dean, School of Business, Emporia State University, Emporia, KS

August 1998 to June 2003: Professor and Chairman, Department of Marketing and Real Estate, State University of West Georgia, Carrollton, Georgia

August 1997 to June 1998: Professor of Marketing, College of Business, Montana State University, Billings, Montana

September 1991 to May 1995: J.B. Ellis Professor of Business Administration. College of Business, Kansas State University, Manhattan, Kansas

July 1988 to August 1991: Marion Laboratories Distinguished Professor of Marketing, College of Business, Kansas State University, Manhattan, Kansas

June 1986 to June 1988: Associate Professor of Marketing, College of Business, Kansas State University, Manhattan, Kansas. Courses: Marketing Management and Sales Management

January 1982 to May 1986: Assistant Professor of Marketing, College of Business, Colorado State University, Fort Collins, Colorado. Courses: Advertising, Retailing, Advanced Advertising, and Promotional Strategy

ACADEMIC EXPERIENCE (cont):

August 1978 to May 1981: Instructor of Marketing, College of Business, University of Arkansas, Fayetteville, Arkansas. Courses: Personal Selling and Organizational Behavior

August 1977 to May 1978: Instructor of Marketing, School of Business Administration, Indiana State University, Terre Haute, Indiana. Courses: Promotional Strategy and Personal Selling

August 1976 to May 1977: Graduate Assistant to the Dean, School of Business Administration, Indiana State University, Terre Haute, Indiana. Performed research and statistical analysis.

NON-ACADEMIC EXPERIENCE:

July 1995 to June 1997: Master Distributor of automotive parts, Coeur d'Alene, ID. Duties: Owned sole proprietor business.

July 1970 to August 1975: U.S. Air Force Pilot, Captain. Duties: Squadron Executive Officer, flew C-130 and KC-135 aircraft. Vietnam veteran.

June 1969 to September 1969: Metallurgical Inspector for Quality Control, Inland Steel Corporation, Gary, Indiana. Duties: Inspected steel products for compliance with standards and specifications.

June 1968 to September 1968: Assistant Manager, Montgomery Ward, Munster, Indiana. Duties: Scheduling, inventory ordering, and supervision of salespeople.

June 1967 to September 1967: Welder, American Bridge Division, U.S. Steel, Gary, Indiana. Duties: Initial welding of bridge components.

June 1966 to September 1966: Watchman, Indiana Harbor Belt, New York Central Railroad, Hammond, Indiana. Duties: Switchman (Headman)

ACCOMPLISHMENTS AS DEAN AT EMPORIA STATE UNIVERSITY

Increased enrollment in the School of Business by 10% in the past year.

Produced the first School of Business DVD for use in recruiting, promotion, and fundraising .

Obtained funding for the first Endowed Chair in Finance.

Opened the Center for Business and Economic Development.

MBA program listed for the first time in *U. S. News and World Report* as one of America's Best Graduate Schools.

Listed in *Entrepreneurship Magazine* for excellence in supporting the Small Business Development Center and other entrepreneurial programs.

Began a Students in Free Enterprise (SIFE) team and won Rookie of the Year Award.

Began offering business degree programs in a new facility in the Kansas City area (Johnson County).

Increased enrollment in the MBA program.

Began a marketing plan for the MBA program.

Created Accounting and Information Systems concentrations in the MBA program.

Developed a new track in Information Systems.

Increased enrollment in the M.S. in Business Education program, the only online program of its kind in the Midwest.

Created a Marketing minor.

Submitted a successful accreditation maintenance report to AACSB with no further action required until 2007.

PUBLICATIONS - TEXTBOOKS:

Sales Management: A Relationship Approach, first edition, (1998), South-Western College Publishing Co. (Cincinnati, OH), with Westley Johnston.

Instructor's Manual, first edition, for Sales Management: A Relationship Approach (1998), South-Western College Publishing Co., (Cincinnati, OH), with Westley Johnston.

"Leadership in Sales Management," chapter in *Advances in Business Marketing*, Vol. 4, (1990), 93-119 Arch Woodside, editor.

Managing Salespeople, third edition, (1988), Prentice-Hall, Inc., (Englewood Cliffs, NJ), with C.R. Patty.

Instructor's Manual, third edition, for Managing Salespeople, (1988), Prentice-Hall, Inc. (Englewood Cliffs, NJ) with C.R. Patty.

PUBLICATIONS - JOURNAL ARTICLES:

“Service Learning in the Marketing Curriculum: Faculty Views and Participation,” Marketing Education Review, 15(Spring 2005), 35-45, with F. S. McIntyre and D. J. Webb.

“Gender Bias and Customer Satisfaction in the Retail Sector,” Academy of Marketing Studies Journal, 7(1 2003), 37-43, with F.S. McIntyre and D.F. Lynch.

“Individual Characteristics and Creativity in the Marketing Classroom: Exploratory Insights,” Journal of Marketing Education, 24(August 2002), 1-7, with F.S. McIntyre and M. Rickard.

“The Impact of Student Characteristics on Cooperative Testing in the Marketing Classroom,” Marketing Education Review, 11(Spring 2001), 27-34, with F.S. McIntyre and D.F. Lynch.

“A Content Analysis of College and University Viewbooks (Brochures),” College and University, 76(Winter 2001), 17-21, with A. Yearwood.

“Advertising by Accountants: The Industrial User’s Perspective,” Journal of Professional Services Marketing, 21 (2000), 1-14, with F.S. McIntyre and R.K. Burke.

“Reliance on Brand by Young Children,” Journal of the Market Research Society, 37, 2 (1995), 185-193, with C. Fraser

“Game and Simulation Effectiveness in Marketing Education: An Experimental Investigation,” Journal of Marketing Education, 15 (Fall 1993), 39-46, with J.L. Laughlin

“Environmental Color, Consumer Feelings, and Purchase Likelihood.” Psychology and Marketing Science, 19 (September/October 1992), 347-363, with J.A. Bellizzi.

“Quality Uncertainty, Brand Reliance, and Dissipative Advertising.” Journal of the Academy of Marketing Science, 19 (Spring 1991), 115-121, with C. Fraser.

“Understanding the Japanese Culture for Business Success,” Journal of Managerial Issues, 3 (Spring 1991), 31-45, with J. Hawes.

“Retail Store Service: A Comparison of Perceived Consumer Needs and Store Service Provision,” American Business Review, 9 (June 1991), 37-44, with A. Thompson and J. Lumpkin.

“The Configuration and Coordination of Global Advertising,” Journal of Business Research, 21 (December 1990), 335-344, with C. Fraser.

PUBLICATIONS - JOURNAL ARTICLES (cont.):

- “Varied Consumers Responses to Promotions: A Case for Response-Based Decision-Making,” Journal of Marketing Research Society, 32 (1990), 349-375, with C. Fraser.
- “The Effects of Price Inclusion, Level of Risk, and Sponsorship on Professional Service Advertising Effectiveness,” Journal of Advertising Research, 30 (August/September 1990) 23-31, with C. Fraser.
- “Participation in the International Marketplace by U.S. Manufacturing Firms: Facing the Challenge,” International Marketing Review, 7 (1990), 63-71, with C. Fraser.
- “The Impact of International Marketing Strategies on Performance in Diverse Global Markets,” 20 (May 1990) 249-262, Journal of Business Research, with C. Fraser.
- “The Effect of Matching Contribution Offers and Legitimization of Paltry Donation on Compliance,” Journal of Applied Social Psychology, 19 (1989), 1010-1018, with C. Fraser.
- “Supervising Unethical Sales Force Behavior,” Journal of Marketing, 53 (April 1989), 36-47, with J.A. Bellizzi.
- “Consumer Attitudes Toward Advertising by Mental Health Professionals,” Journal of Marketing for Mental Health, 2 (1989), 33-58, with D. Clawson.
- “Compensation: As an Alternative to Ownership in Developing Markets: Beliefs, Attitudes and Uses,” Journal of World Trade, 22, December 1988, 95-106, with C. Fraser.
- “Differences Between Consumers and Psychiatrists in Attitude Toward Advertising Psychiatric Services,” Journal of Health Care Marketing, 8 (December 1988), 21-28, with J.A. Bellizzi and D. Andrus.
- “A Content Analysis of Ethical Policy Statements Regarding Marketing Activities,” Journal of Business Ethics, 7 (Fall 1988), 771-776, with J.A. Bellizzi and C. Fraser.
- “An Adaptive Utility Approach For Improved Use of Marketing Models,” Journal of Marketing, 52 (October 1988), 96-103, with C. Fraser.
- “A Content Analysis of CPA Advertising in National Print Media from 1979 to 1984,” Journal of the Academy of Marketing Science, 16 (Fall 1988), 1-15, with N.O. Schultz and J. Weaver.

PUBLICATIONS - JOURNAL ARTICLES (cont):

- “Communicating Your Business: Current Advertising Practices of CPA Firms,” Today's CPA, 14 (September/October 1988), 26-30, with N.O. Schultz.
- “Increasing Contributions in Solicitation Campaigns: The Use of Large and Small Anchor Points,” Journal of Consumer Research, 15 (September 1988) 284-287, with C. Fraser and P. Sauer.
- “International Advertising Strategies of Multinational Corporations,” Journal of Advertising Research, 28 (August/September 1988), 9-17, with C. Fraser.
- “Meta-Analysis of Attitudes Toward Advertising by Professionals,” Journal of Marketing, 52 (July 1988), 95-105, with C. Fraser.
- “A Comparison of Retailers Offerings and Elderly Consumers’ Needs: Do Retailers Understand the Elderly?” Journal of Business Research, 16 (June 1988), 313-326, with J. R. Lumpkin.
- “Consumer Versus Dentist Attitudes Toward Dental Services Advertising,” Journal of Health Care Marketing, 8 (March 1988), 30-38, with J.A. Bellizzi and D. Andrus.
- “A Survey of the Utilization of Advertising by CPA Firms,” Journal of Professional Services Marketing, 3 (1987), 231-245, with N.O. Schultz.
- “Advertising to Children: Attitudes of Business vs. Consumers,” Journal of Advertising Research, 27 (October/November 1987), 40-53.
- “Salespeople’s Use of Entertainment and Gifts,” Industrial Marketing Management, 16 (November 1987), 279-285, with J.A. Bellizzi.
- “The Theory of Cognitive Dissonance and Personal Selling,” Business Marketing, 72 (August 1987), 70-72.
- “Adult Students in the Classroom: Attitudes and Teaching Practices of Marketing Faculty,” Journal of Marketing Education, (Summer 1987), 8-13, with J.A. Bellizzi.
- “Attitudes of Marketing Students With Regard to Communication Skills,” Journal of Marketing Education, (Summer 1987), 20-24, with J.A. Bellizzi.
- “Does Headline Size or Position Affect Consumers’ Perceptions of the Magnitude of a Sale?” Perceptual and Motor Skills, Vol. 64 (1987), 296-298, with J.A. Bellizzi.

PUBLICATIONS - JOURNAL ARTICLES (cont):

- “Convenience Consumption and Role Overload,” Journal of the Academy of Marketing Science, 14 (Winter 1986), 1-9, with J. A. Bellizzi.
- “Student Expectations With Regard to College Internship Programs,” Journal of Marketing Education, (Fall 1986), 41-49, with J.A. Bellizzi.
- “A Preferred Style of Sales Management: An Empirical Study,” Industrial Marketing Management, 15 (August 1986), 215-223, with J.A. Bellizzi.
- “Consumers’ Attitudes Toward Accountants, Lawyers, and Physicians With Respect to Advertising Professional Services,” Journal of Advertising Research, 26 (June/July 1986) 45-54, with J.A. Bellizzi.
- “Improving Industrial Advertising Copy,” Industrial Marketing Management, 15 (May 1986), 117-122, with J.A. Bellizzi.
- “The Influence of Face-to-Face Advanced Contact and Monetary Incentives on Consumer Mail Survey Return Rates, Response Differences, and Survey Costs,” Journal of Business Research, 4 (February 1986), 99-106, with J.A. Bellizzi.
- “Utilizing College Internships in Recruiting,” Personnel Journal, (February 1986), 110-112.
- “Differences in the Importance of Selling Techniques Between Consumer and Industrial Salespeople,” Journal of Personal Selling and Sales Management, Vol. V, (November 1985), No. 2, 19-30 with J.A. Bellizzi.
- “Advertising by Accountants and Lawyers: A Survey of Professional Standards,” Mid-South Business Journal, Vol. V, (October 1985), No. 4, 10-14, with N.O. Schultz and M.S. Lilly.
- “Test Expectancy Influence on Student Learning and Evaluations of Guest Speakers,” Journal of Marketing Education, (Summer 1985), 60-64, with J.A. Bellizzi and D.S. Dietvorst.
- “The Psychological Relationship Between Self-Image, Product Image, and Store Image with Regard to Retailing,” Mid-South Business Journal, Vol. V, (April 1985), No. 2, 7-11, with J.A. Bellizzi.
- “Gathering Data in Marketing Research Courses,” Journal of Marketing Education, (Spring 1985), 49-51, with J.A. Bellizzi.
- “Consumers’ Attitudes Toward Lawyers With Regard to Advertising Professional Services,” Journal of the Academy of Marketing Science, Vol. 13, (Spring 1985), No. 2, 321-339, with G.E. Kiser.

PUBLICATIONS - JOURNAL ARTICLES (cont):

“Advertising of Physician Services: A Time for Re-examination,” Medical Group Management, Vol. 31, (March/April 1984).

PUBLICATIONS - CONFERENCE PROCEEDINGS:

“Linking Intellectual Resources and Community Needs,” 2003 American Marketing Association Conference Proceedings, (February 2003), 335-336, with F.S. McIntyre and D. Webb.

“Service Learning in the Marketing Curriculum,” (Summary Brief), 2002 Society for Marketing Advances Conference, (November 2002), 56-57, with F. McIntyre and D. Webb.

“Gender Bias and Customer Satisfaction in the Retail Environment,” (abstract), 2002 Academy of Marketing Studies Conference Proceedings, (April 2002), with F. McIntyre and D. Lynch.

“Antecedents of Performance Effectiveness: A Comparison of Franchisor and Franchisee Perceptions,” 2002 International Society of Franchising Proceedings, (February 2002), Paper No. 3, with F. McIntyre and F. Gilbert

“Unobtrusive Measures of Income: Alternative Bases for Segmentation,” 1992 Academy of Marketing Science Proceedings, (April 1992), 399-401, with C. Fraser.

“A Conceptual Model of Consumer Information Search in Service Markets,” 1991 Academy of Marketing Science Proceedings, (June 1991), 232-237, with C. Fraser.

“Attitudes of the Electorate Toward Political Advertising,” 1990 Academy of Marketing Science Proceedings, (April 1990), 335-340, with C. Fraser.

“Ethical Perceptions of Sales Professionals and Marketing Students,” 1989 American Marketing Association Conference Proceedings, (August 1989), with J.A. Bellizzi.

“The Importance of Selling Techniques With Regard to Sales Productivity,” 1989 American Marketing Association Winter Conference Proceedings, (February 1989), with C. Fraser.

“A Descriptive Model of Broadcast Spot Pricing,” 1988 Southern Marketing Conference Proceedings, (November 1988), 14-16, with C. Fraser.

“The Characteristics of Effective International Print Advertising,” 1988 ORSA/TIMS Conference (October 1988), with C. Fraser.

PUBLICATIONS - CONFERENCE PROCEEDINGS (cont.):

- “The Multinational Advertising Strategies of Successful Corporations,” 1988 American Marketing Association Conference Proceedings, (August 1988), 2000, with C. Fraser and W. Norvell.
- “An Ethical Assessment of Techniques Used in Sales Negotiations,” 1988 American Marketing Association Winter Conference Proceedings, (February 1988), with J.A. Bellizzi.
- “Energy Control and Utilization: An Industrial Prospective,” 1987 Southern Marketing Association Conference Proceedings, (November 1987), 315-318, with J.A. Bellizzi.
- “The Profession of Marketing? Ideas on Professional Academic Preparation of Students and Certification,” 1987 American Marketing Association Winter Conference Proceedings, (February 1987), 368-370 with J.A. Bellizzi.
- “The Importance of Environmental Scanning of Economic Factors for Retail Store Managers,” 1987 Southwestern Marketing Association Conference Proceedings, (March 1987), 113-115, with J.R. Lumpkin and R. Eck.
- “Role Ambiguity and Product Management: Comparisons Between Men and Women Managers,” 1987 Southwestern Marketing Association Conference Proceedings, (March 1987), 49-52, with J.A. Bellizzi.
- “A Discriminate Analysis of Store Choice and Signature Clothing Gift Purchases,” 1987 Southwestern Marketing Association Conference Proceedings, (March 1987), 109-112, with D. Andrus, E. Silver, and W. Norvell.
- “Role Ambiguity and Product Management: Comparisons Between Industrial and Consumer Product Manager,” 1986 American Marketing Association Educators Conference Proceedings, (August 1986), 230, with J.A. Bellizzi.
- “Department Store Choice and Gift Purchase: A Stepwise Logit Analysis,” 1986 Academy of Marketing Science Conference Proceedings, (May 1986), with D. Andrus, R. Sundheim, and W. Norvell.
- “Students’ Attitudes and Intentions Toward Selling As A Career: A Multiattribute Model of Job Characteristics,” 1986 Southwestern Marketing Association Conference Proceedings, (March 1986), 64-67, with J.R. Lumpkin and J.C. Crawford.
- “Differences in Shopping Behavior, Lifestyle and Media Preference Between Older and Younger Consumers,” 1986 Southwestern Marketing Association Conference Proceedings, (March 1986), 276-279, with J.A. Bellizzi.

PUBLICATIONS - CONFERENCE PROCEEDINGS (cont.):

- “A Comparison Between Conventional On-Campus and Outreach Videotape Instruction,” 1986 American Marketing Association Winter Conference Proceedings, (February 1986), with J. A. Bellizzi.
- “The Influence of Print Size and Position on the Perception of the Magnitude of an Advertised Sales,” 1985 American Marketing Association Conference Educator’s Proceedings, (August 1985), 245, with J.A. Bellizzi.
- “Consumers’ Attitudes Toward Accountants With Regard to Advertising Professional Services,” 1985 Academy of Marketing Science Conference Proceedings, (May 1985), Vol. IX, 321-326.
- “Expectations of Prospective Salespeople With Regard to Professional Selling Positions,” 1985 Southwestern Marketing Association Conference Proceedings, (March 1985), 10-13, with J.A. Bellizzi.
- “The Effects of Teaching Ethics in Principles of Marketing,” 1983 Southwestern Marketing Association Conference Proceedings, (March 1983), 93-96, with J.A. Bellizzi and R.W. Hasty.

SERVICE AND AWARDS:

- 2005-Present Colonel, Kansas Cavalry (business ambassadors) appointed by Governor Sebelius
- 2003-Present President’s Council, President’s Cabinet, Deans’ Council, Strategic Planning Committee, and University Marketing Committee
- 2003 Southeastern Guide Dogs (Marketing Plan)
- 2002 Carroll County Emergency Shelter (Marketing Plan)
- 2002 Follow Me Foundation Children (Marketing Plan)
- 2001 University of West Georgia Arboretum (Marketing Plan)
- 2001 Carroll County Humane Society (Marketing Plan)
- 2001 Richards College of Business (Marketing Plan)
- 2000 A-Day State University of West Georgia (Marketing Plan)

SERVICE AND AWARDS (cont):

- 2000 Carrollton Recreation Center (Head Coach) Boys 15-18 - Summer Baseball
- 2000 Carroll Rape Crisis Center (Marketing Plan)
- 1999 Encore Theatre Company (Marketing Plan)
- 1999 West Georgia Humane Society/Carroll County Animal Control (Marketing Plan)
- 1999 West Georgia Habitat for Humanity (Marketing Plan)
- 1998 Dyslexasaurus/Rob Langston (Marketing Plan)
- 1997 Billings Advertising Association - Appreciation Award
- 1997 Faculty Advisor for American Advertising Federation Student Chapter
- 1993 Reviewer for the Academy of Marketing Science Conference Proceedings.
- 1992 Reviewer for the Southwestern Marketing Association Conference Proceedings
- 1991-1995 J.B. Ellis Professor of Business Administration
- 1991 Reviewer for the Southern Marketing Association Conference Proceedings
- 1990 Editorial Review Board for the Southwest Business Review
- 1989 Reviewer for the American Marketing Association Conference Proceedings
- 1988-1991 Marion Merrell-Dow Distinguished Professor of Marketing
- 1988 Editorial Review Board for the Journal of Business Research
- 1988 Editorial Review Board for the Journal of Managerial Issues
- 1988 Reviewer for the 1989 Southwestern Marketing Association Conference Proceedings
- 1988 Granted Tenure at Kansas State University
- 1988 Chairperson - "Marketing Research Potpourri," Southwestern Marketing Association Conference

SERVICE AND AWARDS (cont):

- 1988 Reviewer for the Academy of Marketing Science Proceedings
- 1987 Editorial Review Board for the Akron Business and Economic Review
- 1987 Faculty Advisor for Alpha Mu Alpha - national marketing scholarship honorary
- 1987 Reviewer for the 1988 Southwestern Marketing Association Conference Proceedings
- 1986 Alumni Honor Faculty Award (for teaching, research and service), Colorado State University
- 1986 Ad hoc reviewer for the Journal of Personal Selling and Sales Management
- 1985 Editorial Staff (abstracts) for the Journal of Personal Selling and Sales Management
- 1982-1985 Student Internship Director, Colorado State University