

Robert Paul Jones, Ph.D.

Associate Professor and Department Chairperson, Hospitality and Retail Management

ADDRESS

Texas Tech University
Department of Hospitality and Retail Management
College of Human Sciences
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EDUCATION

Doctor of Philosophy in Retailing Management
University of Tennessee, Knoxville, Tennessee
Major Concentration: Retailing
Minor Concentration: Marketing/Consumer Behavior
Support Areas: Statistics and Marketing
Dissertation: Shopper Value: A Framework and Examination of the Impact
of Importance, Shopping Context and Shopping Social Situation
Dissertation Chairs: Ann Fairhurst, Ph.D., Daniel Flint, Ph.D.
May, 2012

Master of Retailing and Consumer Sciences
University of Tennessee, Knoxville, Tennessee
Concentration: Marketing
August, 1984

Bachelor of Science Retailing Management – Honors College
Michigan State University, East Lansing, Michigan
Major: Retailing Management
Minor: Economics
March, 1983

ACADEMIC ADMINISTRATIVE EXPERIENCE

Texas Tech University, Lubbock, TX (2018 – present)

- *Associate Professor and Chairperson, Department of Hospitality and Retail Management (2018 – Present)*
- *Texas Tech University – Costa Rica Strategic Planning Committee Member (2021 – Present)*
- *Founding and Executive Research Center Director: Global Understanding of Experiential and Sustainable Tourism (GUEST) – (2019 to Present)*
- *Acting Dean, Texas Tech University – Costa Rica (2018 – 2019)*

Responsibilities: Led a team of 21 faculty; 14 tenure-track; 2 professors of practice; 5 instructors; 3 FT staff

- Responsible for two academic programs
 - one associate chair
 - two program coordinators
 - two graduate program directors
 - GUEST Center
 - Texas Wine Marketing Research Institute
 - Skyviews Restaurant
 - Three labs
 - Over 400 students enrolled (45 graduate students)
- Developed and managed a \$3.8M+ annual budget

Accomplishments:

- Opened the first international degree granting campus in Costa Rica
- Served as Acting Dean of Costa Rica 2018-2019
- Completed graduate program review and launched undergraduate program self-studies
- Increased faculty diversity by 50%
- Led the Skyviews renovation securing \$1.3M in funding
- Created the GUEST Center with \$250,000 in initial funding
- Led the curriculum over-haul for undergraduate and graduate programs
- Created a course release program for high-achieving researchers
- Secured \$1.5M in facilities improvement funding
- Secured \$1.5M in in-kind technology support
- Led the design and creation of the retail lab
- Secured \$100K in research and program development grants
- Successful national accreditations and reaccreditations

University of Texas at Tyler, TX (2012 – 2018)

- *Associate Professor (2017) and Director for the Center for Retail Enterprises (2015 – 2018)*
- *Assistant Professor and Associate Director for the Center for Retail Enterprises (2012 – 2015)*

Responsibilities: Director of the Center for Retail Enterprises

- Maintain 1200 sq. ft. retail lab and equipment
- Maintain relationship with sponsoring business Brookshire Grocery Company

Accomplishments:

- Led a curriculum development process creating IMM360 marketing program
- Participated in the University strategic planning committee
- Raised \$246K in research and program grants
- Secured \$3.1M in technology gifts in-kind

- Consultant to the University on branding and market positioning
- Goodwill of East Texas Business Advisory Council
- Chair Texas Food and Fuel Higher Education Advisory Council
- Texas Higher Education Coordinating Board Star Award Finalist
- Established partnerships with Brookshire Grocery, Brookshire Brothers, Cavenders, 7-Eleven

American Collegiate Retailing Association (ACRA) (2014 – Present)

- *Immediate Past President (2021-present)*
- *President ACRA (2018-2021)*
- *Vice President of the ACRA (2016-2018)*
- *Secretary of the ACRA (2014-2016)*

Association Advisory Roles (2012 – Present)

- Higher Education Advisor to Project Voice and Open Voice Network (2020 - present)
- Higher Educational Advisory Council of the Category Management Association (2011 – present)
- Higher Education Member Texas Retail Education Foundation (2012 - present)
- Chair-Higher Education Advisory Board for Texas Food and Fuel Association (2016 - 2019)
- Goodwill of East Texas Business Advisory Council (2014 - 2017)

Editorial Roles

- Regional Editor (America's) International Journal of Retail and Distribution Management (2020 – Present)

INDUSTRY LEADERSHIP EXPERIENCE

Vice President of Merchandise, Jewelry Television, *Knoxville, TN* 2006 – 2009

- Responsible for vertical integration
 - Merchandising, vendor management, show planning, sales and fulfillment.
- Focused on direct international vendor sourcing
- Maximized internal design and sourcing in India and Bangkok
- Developed new private label brands and product categories.
- Complete P&L responsibility.

Vice President of Merchandise Planning, Shop at Home, *Nashville, TN* 2004 – 2006
(A Division Scripps Interactive)

- Developed the merchandise planning division

- Systems design, management process, hiring and staff development.
 - Led as project manager for successful implementation of the division
 - Responsible for planning, allocation and replenishment
- Senior Vice President of Merchandise, Wynn Inc., *Alcoa, TN* 1999 – 2004
- Responsible for merchandising, product development, marketing, and sales
 - Implemented a multi-channel marketing strategy
- Product Development, Dollywood Theme Park 1994 – 1999
Pigeon Forge, TN (A Division of Herschend Family Entertainment)
- Develop product specific to the theme and water parks and utilizing Dolly Parton's image, music, and lyrics
- Merchandise Manager, Watsons's Department Store 1989 – 1994
Knoxville, TN
- Responsible for menswear merchandising
- Merchandise Manager, Sibley, Lindsey, and Curr 1987 – 1989
Rochester, NY (A Division of May Co.),
- Responsible for merchandising greeting cards, stationary, foods, notions
- Buyer, Miller's Department Store 1983 – 1987
Knoxville, TN (A Division of Brooks Brothers.)
Responsible for merchandising dress shirts, neckwear, under garments and accessories

FACULTY EXPERIENCE

Texas Tech University, Lubbock, TX (2018 – present)

Associate Professor Department of Hospitality and Retail Management (2018 – Present)

Undergraduate Courses:

HRM 2310 Introduction to Hospitality and Retail
HRM 3335 Consumer Behavior in the Services Industry
HRM 4316 Services Marketing for Hospitality and Retailing
HRM 3385 Sales in the Services Industry
RETL 3340 International Retailing

Graduate Courses:

HRM 6103 Seminar: Preparing for the Faculty
HRM 6102 Seminar: Publication

HRM 6330 Theoretical Perspectives in Hospitality and Retail
HRM 6316 Advanced Marketing in Hospitality and Retail Management
HRM 6385 Qualitative Research Methods for Hospitality and Retail Management
HRM 6388 Current Literature in Hospitality and Retail Management
RETL 6000 Master's Thesis
RHIM 8000 Dissertation

University of Texas at Tyler, TX (2012 – 2018)

Associate Professor of Marketing – 2017 to 2018
Assistant Professor of Marketing – 2012 to 2017
Associate member of the graduate faculty – 2012 to 2018
Director for the Center for Retail Enterprises – 2015 to 2018
Associate Director for the Center for Retail Enterprises – 2012 to 2015

Undergraduate Courses:

MARK 3311 - Principles of Marketing
MARK 3325 - Retail in the 21st Century
MARK 3350 - Consumer Behavior
MARK 4325 - Retail Operations
MARK 4440 - Retail Analytics (Developed)
MARK 4360 - International Marketing
MARK 4370 - International Retail

Graduate Courses:

MANA 5360 - International Business
MARK 5375 – Consumers and Health Care
MARK 5360 – Advanced Services Marketing

University of Tennessee, Knoxville, TN (2009 - 2012)

Graduate Instructor
RCS 210 - Introduction to Retailing
RCS 421 - International Retailing

University of Tennessee, Knoxville, TN (1982 - 1984)

Graduate Instructor
RCS 320 Elements and Principles of Design
RCS 510 Economics of Textiles and Clothing

PUBLICATIONS in REFEREED JOURNALS

(5) Rakib, M., Chang, H.J., **Jones, R.P.** Effective Sustainability Messages Triggering Consumer Emotion and Action: An Application of the Social Cognitive Theory and the Dual-Process Model. *Sustainability*, 14(5), 2505.
[https:// doi.org/10.3390/su14052505](https://doi.org/10.3390/su14052505)

(5) Lambert, A., **Jones, R.P.**, Clinton, S., (2021) Employee Engagement and the Service Profit Chain in a Quick Service Restaurant Organization. *Journal of Business Research*, 135, 214-225.

(5) **Jones, R.P.** (2020) Passion meets procrastination: Comparative study of negative sales associate behaviors. *International Journal of Retail and Distribution Management*, 48(10), 1077-1098.

(5) Gopalakrishna-Remani, V., **Jones, R. P.**, & Camp, K. M. (2019). Levels of EMR Adoption in U.S. Hospitals: An Empirical Examination of Absorptive Capacity, Institutional Pressures, Top Management Beliefs, and Participation. *Information Systems Frontiers*, 21(6), 1325-1344.

(5) Babin, B. J., James, K. W., Camp, K., **Jones, R. P.**, & Parker, J. M. (2019). Pursuing personal constructs through quality, value, and satisfaction. *Journal of Retailing and Consumer Services*, 51, 33-41.

(5) **Jones, R.P.**, Camp, K., and Runyan, R.C., (2018) Exploring the impact of shopper ethnicity through the path-to-purchase framework. *Journal of Retail Consumer Services*, Volume 45, November 2018, Pages 152-162

(5) Byun, K-A, **Jones, R.P.**, Wooldridge, B.R., (2018) It is not always about brand: Design-driven consumers and their self-expression, *Journal of Retailing and Consumer Services*, Volume 43, 2018, Pages 296-303

(5) Gopalakrishna, V., **Jones, R.P.**, Camp, K.M., (2018) Levels of EMR Adoption in U.S. Hospitals: An Empirical Examination of Absorptive Capacity, Institutional Pressures, Top Management Beliefs, and Participation. *Information Systems Frontiers* Published Online: March 9, 2018 Pages 1-20 **Lead Article**

(5) **Jones, R.P.**, and Runyan, R.C. (2016) Conceptualizing a Path-to-Purchase Framework and Exploring Its Role in Shopper Segmentation. *International Journal of Retail and Distribution Management*, Volume 44, Issue 8, Pages 776-798 **Lead Article**

(3) Gopalakrishna, V., **Jones, R.P.**, Wooldridge, B. (2016) Influence of institutional forces on managerial beliefs and data analytics adoption among healthcare organizations. *Journal of Managerial Issues*, Volume 28, Issue 3/4, Pages 191-209

(5) **Jones, R.P.**, Camp, K.M., and Fairhurst, A., (2015) Temporal and Financial Risk Assessments: How Time and Money Constrain Shopper Behavior and Influence Purchase Solutions; *Journal of Retailing and Consumer Services*, Volume 27, November 2015, Pages 154-163

(5) Swimberghe, K., **Jones, R.P.**, Datar, M. (2014) Deviant Behavior in Retail, When Sales Associates "Go Bad"! Examining the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance; *Journal of Retailing and Consumer Services*. Volume 21, Issue 4, July 2014, Pages 424–431

(5) **Jones, R.P.**, Lyu, J., Runyan, R.C., Fairhurst, A., Kim, Y.K., Jolly, L., (2014) Cross cultural consensus: development of the universal leadership model, *International Journal of Retail & Distribution Management*, Volume 42, Issue 4, Pages 240 – 266

(3) **Jones, R.P.**, & Runyan, R.C., (2013) Brand experience and brand implications in a multi-channel setting. *The International Review of Retail, Distribution and Consumer Research*, 23(3), 265-290.

(2) **Jones, R.P.**, & Runyan, R.C., Kim, Y-K., (2012) Moving single-brand retail shoppers from in-store to on-line: Is brand experience still important? Accepted for publication in; *Journal of Shopper Research, Formerly, Journal of Marketing at Retail*, 1(2), 17-30.

(5) **Jones, R.P.**, & Kim, Y-K., (2011) Single-Brand Retailers: Building Brand Loyalty in the Off-Line Environment. *Journal of Retailing and Consumer Services*, 18(4), 333-340.

TEXTBOOKS

Ogden, D. T., Ogden, J. R., **Jones, R. P.**, (2022) Retailing: Integrated Retail Management, 4th Edition, West Saint Paul, MN, Textbook Media Press

CASES IN PRINT

Jones, R.P., Levy, M., (2011) "Merchandise Strategy", in Michael Levy and Barton Weitz (eds.), Retailing Management, 8th Edition, New York, NY: McGraw-Hill

BOOK CHAPTERS

Jones, R.P., (2016) Consumer Behavior at Retail, in Robert Liljenwall and Barb Daugherty (eds.), Marketing at Retail: Understanding, Influencing, and Winning Today's Shopper, 5th Edition, Alexandria, VA: POPAI

Jones, R.P., (2013) Consumer Behavior at Retail, in Robert Liljenwall and Barb Daugherty (eds.), Marketing at Retail: Understanding, Influencing, and Winning Today's Shopper, 4th Edition, Alexandria, VA: POPAI

JOURNAL PUBLICATIONS SUBMITTED FOR REVIEW:

(3) Willis, B., Jai, T-M., **Jones, R.P.**, (2021) New Era of Consumer Protection in Retail: Consumer Preferences for Privacy Rights and Shifts within Privacy Segmentation Groups. *The Journal of Consumer Affairs (Second Review)*

WORKING PAPERS

Jones, R.P., Line, N., Runyan, R.C., Environmental perceptions during the pandemic and shopper willingness to engage in-person, pick-up, and delivery. *Data gathering projected submission date Fall 2022, Targeted International Journal of Retail and Distribution Management*

Line, N., **Jones, R.P.**, Runyan, R.C., Diners environmental perceptions during the pandemic and willingness to engage restaurants in-person, pick-up, and delivery. *Data gathering projected submission date Fall 2022, Targeted International Journal of Contemporary Hospitality Management*

Jones, R.P., Line, N., Runyan, R.C., Exploring fear as perceived behavioral control: Changes in retail shopper behavior during the pandemic. *Data gathering projected submission date Fall 2022, Targeted Journal Business Research*

Line, N., **Jones, R.P.**, Runyan, R.C., Changes in hotel patron behavior during the pandemic. *Data gathering projected submission date Spring 2023, International Journal of Contemporary Hospitality Management*

Line, N., **Jones, R.P.**, Runyan, R.C., Hotel patron perceptions of drive-in versus fly-in hotel stays during the pandemic. *Data gathering projected submission date Spring 2023, Targeted International Journal of Contemporary Hospitality Management*

Line, N., **Jones, R.P.**, Runyan, R.C., Hotel versus Airbnb patron perceptions of business versus leisure travel during the pandemic. *Data gathering projected submission date Spring 2023, Targeted International Journal of Hospitality Management*

Jones, R.P., and Runyan, R. C., Testing the Shopper Value Framework. *Data gathered and analysis complete, projected submission date Fall 2023, Targeted Journal Psychology and Marketing*

Jones, R.P., and Flint, D., Values of Shoppers. *Data gathered and analysis complete, projected submission date Fall 2023, Targeted Journal of Marketing*

REFEREED PROCEEDINGS, ABSTRACT PUBLISHED

Tsai, C. Y., Lee, S., **Jones, R.** *Does employees' service sabotage behavior influence customer experiences? Comparing the effect of racial identity in the service industry.* 2023 West Federation CHRIE Regional Conference.

Recalde, D. (Presenter & Author), Jai, T. (Presenter & Author), **Jones, R.** (Author Only), 2022 International Textile and Apparel Association Annual Conference, "I Can Find the Right Product with AR! The Mediation Effects of Shopper Engagement on Intention to Purchase," International Textile and Apparel Association, Denver, CO. (October 28, 2022).

Chowdhury, H. H. K., Li, J., **Jones, R.**, The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, "Exploring the sustainability of island destination in Bangladesh: Applying the TALC model." (January 2022).

Cho, H. (Presenter & Author), **Jones, R.** (Author Only), Alcorn, M. (Author Only), Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, "Get along and ahead: Understanding proactive personality using socio-analytic theory view," Houston, TX. (January 2022).

Gopalakrishna Remani, V., and **Jones, R.P.** (2017). Impact of top management sustainability practices beliefs and the mediating effects of sustainability management and level of adoption on firm performance. In *2017 Southwest Decision Sciences Institute*.

Gopalakrishna Remani, V., and **Jones, R.P.** (2017, Spring). *Impact of top management sustainability practices beliefs and the mediating effects of sustainability management and level of adoption on firm performance.* 2017 Southwest Decision Sciences Institute. Little Rock, AK: Southwest Decision Sciences Institute.

Jones, R.P. and Strunk, D. (Spring 2017) *Category management in the classroom: Curriculum, industry engagement, and projects.* 2017 American Collegiate Retailing Conference. Minneapolis/St. Paul, MN.

Gopalakrishna Remani, V., Wooldridge, B.R., and **Jones, R.P.** (2015, March). *Influence of institutional forces on Managerial Beliefs and Data Analytics Adoption among Healthcare Organizations.* 2015 SWDSI Conference at Houston.

Gopalakrishna Remani, V., **Jones, R.P.**, and Wooldridge, B.R. (2014). Role of healthcare analytics in creating a sustainable competitive advantage: A knowledge based view of the firm. In *2014 SWDSI Conference*. Dallas: Proceeding of SWDSI 2014 Conference.

Jones, R.P., Fairhurst, A., & Flint, D., (2013) Shoppers: Defining and Identifying Differences from Consumers. *American Collegiate Retailing Association, Nashville, TN March 20*

Jones, R.P., Runyan, R., & Flint, D., (2012) Shopper Marketing: Moving beyond CPG. *American Collegiate Retailing Association/American Marketing Association, Seattle, WA, April 18*

Jones, R.P., Runyan, R.C., (2012) Brand Experience and Brand Implication for Multi-Channel Retailer's. *American Collegiate Retailing Association/American Marketing Association, Seattle, WA, April 18*

Jones, R.P., & Runyan, R.C., (2012) Moving single-brand retail shoppers from in-store to on-line: Is brand experience still important? *Point of Purchase Advertising International Global Shop, Las Vegas, NV, February, 28*

Jones, R.P., (2011) Jewelry Consumers and Mis-directional Word of Mouth. *American Collegiate Retailing Association, Boston, MA, March 3.*

Jones, R.P., Runyan, R.C., (2011) Single-Brand Retailers in the On-line Environment. *American Collegiate Retailing Association, Boston, MA, March 3.*

Jones, R.P., Iyu, J., Fairhurst, A., Kim, Y., Runyan, R.C., and Jolly, L., (2010) A Problem Based Approach to Expatriate Success. *American Collegiate Retailing Association, Orlando, FL, June 23.*

REFEREED WORKSHOPS

Fowler, D. (Presenter & Author), **Jones, R.** (Presenter & Author), ACRA, "Using Immersive and Non-Immersive Virtual Reality Experiences in the Retail Management Curriculum," American Collegiate Retailing Association, New Orleans. (March 2022).

INVITED PRESENTATIONS

Jones, R.P. and Strunk, D. (2019) Student Employment Motivation Study: An exploration of today's graduating student's motivation for selecting their first career job. Category Management Annual Conference, *Bloomington, MN*

Jones, R.P. and Strunk, D. (2018) Student Employment Motivation Study: An exploration of today's graduating student's motivation for selecting their first career job. Category Management Annual Conference, *Nashville, TN*

Jones, R.P. and Strunk, D. (2017) Student Employment Motivation Study: An exploration of today's graduating student's motivation for selecting their first career job. Category Management Annual Conference, *Las Vegas, Nevada*

- Jones, R.P. and Strunk, D.** (2016) Student Employment Motivation Study: An exploration of today's graduating student's motivation for selecting their first career job. Category Management Annual Conference, *Las Vegas, Nevada*
- Jones, R.P.** (2011) Customer Value and Your College Store: Learning to Grow. Invited Presenter, National Association of College Stores, *University of Tennessee*, April 11.
- Jones, R.,** (2010) Marketing Your College Store II. Invited Presenter, Tennessee Association of College Stores, *Nashville, Tennessee*, September 29.
- Jones, R.,** (2009) Marketing Your College Store. Invited Presenter, Tennessee Association of College Stores, *University of Tennessee*, September 30.
- Jones, R. P.** (2010) Universal Leadership and Relationship to Expatriate Success. Southeastern Consortium of Retailing, *University of Georgia*, April 16
- Jones, R. P.** (2009) Marketing Your College Store. Invited Presenter, National Association of College Stores, *University of Tennessee*, September 30.

OTHER PUBLICATIONS

- Jones, R.P.,** Jay Green., (2012) *Design is How It Works - How the Smartest Companies Turn Products Into Icons*, *Journal of Product and Brand Management*
- Jones, R.P.,** (2011) Susan Rice Lincoln., *Mastering Web 2.0*, *Journal of Consumer Marketing*, 28 (2), 160-161
- Jones, R.P.,** (2010) Kevin Maney, *Trade Off: Why Some Things Catch On and Others Don't*, *Journal of Product and Brand Management*, 19 (6), 463 - 464

HONORS AND AWARDS

Pirtle Professorship in Free Enterprise - \$5000.00	2015-2016
Pirtle Professorship in Free Enterprise- \$5000.00	2014-2015
Pirtle Professorship in Free Enterprise- \$5000.00	2013-2014
Certificate in Applied Statistics	2011
Ida A. Anders Scholarship - \$3,000.00	2010 – 2011

GRANTS AND AWARDS

- \$1,500,000.00 IRi Retail Consumer and Product Database License Support, 2020
- \$30,000.00, Online Program Development Award, 2020
- \$150,000.00, H-E-B Culinary Lab Improvement

- \$47,500.00, Cotton Incorporated, Cotton and apparel technology in the classroom 2019-2020
- \$585,000.00, Gift, Moody Foundation Skyviews Renovation 2019
- \$500,000.00, Designated Gift, Texas Tech University Office of the Provost 2019
- \$250,000.00, Designated Gift, Caribe Hospitality, GUEST Center, S.A., Panama 2019
- \$80,000.00, Designated Gift, Texas Tech University College of Human Science 2019
- \$70,000.00, Designated Gift, Texas Tech University Facilities Skyviews Renovation 2019
- \$30,000.00, Designated Gift, Texas Tech University Tech Plaza Skyviews Renovation 2019
- \$20,000.00, Texas Retailers Education Foundation Continuing Education Grant 2018
- \$10,000.00, Brookshire Grocery Company Center Partner Grant 2018
- \$25,000.00, Texas Retailers Education Foundation Equipment Grant 2017
- Star Award Finalist for IMM360 – Texas Higher Education Coordinating Board
- \$1,247,000.00, JDA Co. Planning Software License Support, 2016
- \$1,800,000.00, Neilson Co. Retail Industry Database Support, 2016 (Est.)
- \$20,000.00, Texas Retailers Education Foundation Grant, 2016
- \$35,000.00, Learning Evolution Category Management Module Support, 2016
- \$5,700.00, Texas Retailers Education Foundation Equipment Grant, 2015
- \$10,000.00, Brookshire Grocery Company Services Grant, 2015
- \$20,000.00, Texas Retailers Education Foundation Grant, 2015
- \$35,000.00, Learning Evolution Category Management Module Support, 2015
- \$20,000.00, Texas Retailers Education Foundation Grant, 2014
- \$8,500.00, Brookshire Grocery Company Research Grant, 2013
- \$20,000.00, Texas Retailers Education Foundation Grant, 2013
- \$5,000.00, Texas Retailers Education Foundation Grant, 2012
- \$8,500.00, Brookshire Grocery Company Research Grant, 2012
- \$3,000.00, Department of Retailing, Hotel and Tourism Management Research Grant, 2012
- \$10,000.00, Bellomy Research Grant, 2012
- \$3,000.00, CIBER scholarship, 2010

PROFESSIONAL/ ACADEMIC MEMBERSHIPS

- American Marketing Association
- American Collegiate Retailing Association
- Beta Gama Sigma
- National Retail Federation
- Category Management Association- Higher Education Advisory Council
- National Association of Convenience Stores
- Phi Kappa Phi

- Shopper Marketing Forum
- SHOP! (Formerly, Point of Purchase Advertising International)
- Texas Food and Fuel Association

UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE

Professional Service

- Immediate Past President: American Collegiate Retailing Association (2022 - Present)
- President of the American Collegiate Retailing Association (2018-2022)
- Higher Education Advisor to Project Voice and Open Voice Network (2020-present)
- Vice President of the American Collegiate Retailing Association (2016-2018)
- Secretary of the American Collegiate Retailing Association (2014-2016)
- Higher Educational Advisory Council of the Category Management Association (2011 – present)
- Higher Education Member Texas Retail Education Foundation (2012- 2020)
- Chair-Higher Education Advisory Board for Texas Food and Fuel Association (2016-2019)
- Goodwill of East Texas Business Advisory Council (2014-2017)

Service to the Discipline

- Academic Retail Program Review, College of Hospitality, Retail, and Sports Management, University of South Carolina, 2019
- Ted Rogers School of Management, Toronto Metropolitan University (Formerly Ryerson University), 2019
- Academic Retail Program Review,
- Peer review for Journal of Retailing and Consumer Services
- Peer review for Cornell Quarterly
- Peer review for International Journal of Retail and Distribution Management
- Peer review for International Review of Retail, Distribution, and Consumer Research
- Peer review for Journal of Business Research
- Peer review for Journal of Consumer Marketing
- Peer review for Journal of Marketing Management
- Peer review for Journal of Marketing Theory and Practice
- Peer review for Journal of Services Marketing
- Peer review for Journal of Product and Brand Management

Texas Tech University

- Texas Tech University – Costa Rica Strategic Planning Committee (2021 – Present)
- Acting Dean Texas Tech University – Costa Rica (2018 – 2019)

College of Human Sciences – Texas Tech University

- Chair, Inaugural Personal Financial Planning School Director Search Committee

Department of Hospitality and Retail Management - College of Human Sciences

- Chair, Strategic Planning Committee
- Chair, Tenure and Promotion Committee
- Chair, Journal List Committee
- Chair, ACPHA Accreditation Review
- Chair, Graduate Curriculum Review
- Executive Director of the Center for Global Understanding of Experiential and Sustainable Tourism
- Host, Ribbon Cutting, Skyviews Restaurant Renovation
- Host, Skyviews Grand Reopening Event and Dinner
- Co-Host Hospitality and Retail Management Symposium
- Co-Host Hospitality and Retail Management Career Fair

The University of Texas at Tyler

- Consultant for the Brand and Branding Initiative (2015-2017)
- Member of the Strategic Planning Committee (2014-2017)
- Member of the Provost Leadership Seminar (2015)

College of Business and Technology – University of Texas at Tyler

- Director of the Center for Retail Enterprises (2015 – 2018)
- Marketing representative, College Tenure and Promotion Committee 2017-present
- Certificate Based Education Program Development 2015-2016
- College Student Awards Committee 2015- present
- College Graduate Curriculum Committee 2015 - present
- Candidate Search Committee Department of Marketing and Management 2013
- Associate Director of the Center for Retail Enterprises (2012 – 2015)

Graduate Committees

- Ph.D. Committee Member: Daniella Recalde, 2021-2023
- Ph.D. Committee Member: Fawaz Alreshaidan, 2021-2023
- Ph.D. Committee Member: Nia Allen, 2021-2023
- Ph.D. Committee Member: Oleksandra Hanchukova, 2021-2023
- Ph.D. Committee Member: Asma Akhi, 2021-2023
- Ph.D. Committee Member: Mohammad Alimohammadirokni, 2020-2022
- Ph.D. Committee Member: Bogdan Olevskyi, 2019-2021
- Master's Thesis Committee Member: Nasir Rakib, 2019-2020
- Ph.D. Committee Member: Rachel Mammen, 2019-2022
- Master's Thesis Committee Member: Brooke Willis, 2018
- Ph.D. Committee Methodologist: Marvin Bontrager, 2016-2017
- Ph.D. Committee Methodologist: Abbie Lambert, 2015-2016

- Ph.D. Committee Methodologist: Rosemary Cooper, 2014-2015
- Ph.D. Committee Methodologist: Gayle Wooten, 2013-2014

Department of Retailing, Hospitality, and Tourism Management,
University of Tennessee

- University Graduate Student Senate Representative for Department of Retail, Hospitality, and Tourism Management (2010-2011), *University of Tennessee, Knoxville*
- BIE Grant process facilitator – International Retail Management
- Auction facilitator Spring Departmental Fundraiser (2010-2011)
- Board Member Northshore Village Homeowners Association (2009 – 2011)
- Donor Gift Book Creation for Appalachian Spring Departmental Fundraiser (2009 – 2010)
- Retail and Consumer Science course review and recommendations (2010)

PROFESSIONAL DEVELOPMENT

- Translating your Science and Engaged Scholarship for the Public, *Texas Tech University, Lubbock, October 2022*
- “Yellow Peril” Redux: The Resurgence of Anti-AAPI Violence, *Texas Tech University, Lubbock, April 2021*
- Academic Chairpersons Conference, *Virtual, February 3-5, 2021*
- Campus Course Management System (Blackboard) On-line Workshop (CMS 110), *University of Tennessee, Knoxville, September 2009*
- Collaborative Institutional Training Initiative (CITI) Human Subject Research Competency *University of Tennessee, Knoxville, February 2010*
- Best Practices in Teaching Program, Graduate School, *University of Tennessee, Knoxville, November 2011*
- Center for International Business Education and Research Development Workshops; *Marketing and Teaching University of Memphis June 2010 & 2011*
- How Can You Tell the Light Goes On? Assessment Development Workshop; *University of Tennessee, Knoxville 2011*

SAMPLE OF CONSULTING EXPERIENCE

- Re-branding initiative for East Texas Catholic Schools, Diocese of Tyler, Tyler TX 2017 – 2018
- Re-branding initiative for The University of Texas at Tyler, Tyler, TX 2015 – 2017
- Brand image for East Texas Medical Center, Tyler, TX 2015
- Brand image Greenberg Smoked Turkey, Tyler, TX 2014 – 2015
- Brand Development Rocky Top, University of Tennessee, Knoxville, Knoxville, TN 2009
- Product and brand development, Jewelry Television, Knoxville, TN 2005 - 2007

- Brand Development and process improvement Gordon Ball PLLC, Knoxville, TN
2004