

VITA

SCOTT W. KELLEY

Office Address

445S Gatton College of Business & Economics
University of Kentucky
Lexington, KY 40506-0034

Contact Information

Office Phone: 859-257-3425
E-mail: skelley@uky.edu

ACADEMIC POSITIONS

2020-present	Interim Associate Dean for Faculty Affairs Gatton College of Business & Economics, University of Kentucky
2010-2018	Associate Dean for Undergraduate Affairs Gatton College of Business & Economics, University of Kentucky
2007-2010	Director, School of Management Gatton College of Business & Economics, University of Kentucky
2005-2007	Area Coordinator, Marketing Gatton College of Business & Economics, University of Kentucky
2005-2006	Director of Graduate Studies, Marketing Gatton College of Business & Economics, University of Kentucky
2003-present	Professor of Marketing Gatton College of Business & Economics, University of Kentucky
2000-2010	Director, Center for Sports Marketing Gatton College of Business & Economics, University of Kentucky
1999-present	Gatton Research Professor Gatton College of Business & Economics, University of Kentucky
1992-2003	Associate Professor of Marketing Gatton College of Business & Economics, University of Kentucky
1992-1994	Director of Graduate Studies, Marketing Gatton College of Business & Economics, University of Kentucky
1989-1992	Assistant Professor of Marketing College of Business & Economics, University of Kentucky

ACADEMIC POSITIONS (cont.)

- 1987-1989 Assistant Professor of Marketing
College of Business, Bowling Green State University
- 1984-1987 Graduate Teaching and Research Assistant
College of Business & Economics, University of Kentucky
- 1983-1984 Business Instructor
Highland Community College, Freeport, Illinois

EDUCATIONAL BACKGROUND

- 1984-1987 Doctor of Business Administration
University of Kentucky, Lexington, Kentucky
- 1982-1983 Master of Business Administration
Western Illinois University, Macomb, Illinois
- 1978-1980 Bachelor of Science in Business
University of Evansville, Evansville, Indiana
- 1976-1978 University of Iowa, Iowa City, Iowa

LEADERSHIP EXPERIENCE

- 2014-2015 Chair of the Board, University of Kentucky Federal Credit Union
- 2013-2014 Vice-Chair of the Board, University of Kentucky Federal Credit Union
- 2011-2013 Treasurer, University of Kentucky Federal Credit Union
- 2010-present Chair, Servant Leadership Team, St. Luke United Methodist Church
- 2009-2010 Fellow, SECAC Academic Leadership Development Program
- 2007-2012 Board Member, University of Kentucky Athletics Association
- 2007-2011 Chair of the Board, University of Kentucky Federal Credit Union
- 2006-present Servant Leadership Team, St. Luke United Methodist Church
- 2005 Stewardship Team Co-Leader, St. Luke United Methodist Church
- 2004-2007 Vice-Chair of the Board, University of Kentucky Federal Credit Union
- 2002-2015 Board Member, University of Kentucky Federal Credit Union
- 2002 Stewardship Team Co-Leader, St. Luke United Methodist Church
- 2002-2004 Board Member, Lexington Montessori School
- 1999-2001 Board Member, Montessori Middle School of Kentucky
- 1997-2000 Finance Committee Chairperson, Trinity Hill United Methodist Church
- 1993-1996 Administrative Board At Large Member, Trinity Hill United Methodist Church

RESEARCH ACTIVITIES

Refereed Journal Publications

- Scott W. Kelley (2016), "Retrospective: Efficiency in Service Delivery: Technological or Humanistic Approaches?," *Journal of Services Marketing*, Volume 30, 2, 133-135.
- K. Douglas Hoffman, Scott W. Kelley and Holly M. Rotalsky (2016), "Retrospective: Tracking Service Failures and Employee Recovery Efforts," *Journal of Services Marketing*, Volume 30, 1, 7-10.
- Hulda G. Black and Scott W. Kelley (2009), "A Storytelling Perspective on Online Customer Reviews Reporting Service Failure and Recovery," *Journal of Travel and Tourism Marketing*, Volume 26, June, 169-179.
- Jody Crosno, Shannon B. Rinaldo, Hulda G. Black and Scott W. Kelley (2009), "Half Empty or Half Full: The Role of Optimism in Boundary-Spanning Positions," *Journal of Service Research*, Volume 11, 3, 295-309.
- Matthew T. Seevers, Steven J. Skinner and Scott W. Kelley (2007), "A Social Network Perspective on Sales Force Ethics," *Journal of Personal Selling and Sales Management*, Volume 27, 4, 343-355.
- Gregory T. Smith, Suzanna F. Williams, Melissa A. Cyders and Scott W. Kelley (2006), "Reactive Personality-Environment Transactions and Adult Developmental Trajectories," *Developmental Psychology*, Volume 42, 5: 877-887.
- Anshu K. Jain, J. M. Thompson, Scott W. Kelley and Richard W. Schwartz (2006), "Fundamentals of Service Lines and the Necessity of Physician Leaders," *Surgical Innovation*, Volume 13, 2: 136-144.
- Steven J. Skinner and Scott W. Kelley (2006), "Transforming Sales Organizations Through Appreciative Inquiry," *Psychology & Marketing*, Volume 23, 2: 77-93.
- Lukas P. Forbes, Scott W. Kelley and K. Douglas Hoffman (2005), "Typologies of E-Commerce Retail Failures and Recovery Strategies," *Journal of Services Marketing*, Volume 19, 5: 280-292.
- Scott W. Kelley and Richard W. Schwartz (2005), "A Marketing Oriented Perspective on Physician Selection," *Surgical Innovation*, Volume 12, 4: 357-363.
- Scott W. Kelley and Richard W. Schwartz (2004), "A Broader View of Marketing: Implications for Surgeons," *Surgical Innovation*, Volume 11, 4: 281-288.

Refereed Journal Publications (cont.)

- Scott W. Kelley and L. W. Turley (2004), "The Effect of Content on Perceived Affect of Super Bowl Commercials," *Journal of Sport Management*, Volume 18, 4: 398-420.
- K. Douglas Hoffman, Scott W. Kelley and Beth C. Chung (2003), "A CIT Investigation of Servicescape Failures and Associated Recovery Strategies," *Journal of Services Marketing*, Volume 17, 4: 322-340.
- K. Douglas Hoffman, L. W. Turley and Scott W. Kelley (2002), "Pricing Retail Services," *Journal of Business Research*, Volume 55, 12: 1015-1023.
- Scott R. Swanson and Scott W. Kelley (2001), "Attributions and Outcomes of the Service Recovery Process," *Journal of Marketing Theory and Practice*, Volume 9, 4: 50-65.
- Scott W. Kelley and L. W. Turley (2001), "Customer Perceptions of Service Quality Attributes at Sporting Events," *Journal of Business Research*, Volume 54, 2: 161-166.
- Scott R. Swanson and Scott W. Kelley (2001), "Service Recovery Attributions and Word-of-Mouth Intentions," *European Journal of Marketing*, Volume 35, 1/2: 194-211.
- Christopher L. Corbin, Scott W. Kelley and Richard W. Schwartz (2001), "Concepts in Service Marketing for Healthcare Professionals," *American Journal of Surgery*, Volume 181, January: 1-7.
- K. Douglas Hoffman and Scott W. Kelley (2000), "Perceived Justice Needs and Recovery Evaluation: A Contingency Approach," *European Journal of Marketing*, Volume 34, 3/4: 418-432.
- Scott W. Kelley, K. Douglas Hoffman and Sheila Carter (1999), "Franchise Relocation and Sport Introduction: A Sports Marketing Case Study of the Carolina Hurricanes' Fan Adoption Plan," *Journal of Services Marketing*, Volume 13, 6: 469-480.
- Dorsch, Michael J., Scott R. Swanson and Scott W. Kelley (1998), "The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers," *Journal of the Academy of Marketing Science*, Volume 26, Spring: 128-142.
- Kelley, Scott W. and K. Douglas Hoffman (1997), "An Investigation of Positive Affect, Prosocial Behaviors and Service Quality," *Journal of Retailing*, Volume 73, Fall: 407-427.

Refereed Journal Publications (cont.)

Turley, L. W. and Scott W. Kelley (1997), "A Comparison of Advertising Content: Business-to-Business Versus Consumer Services," *Journal of Advertising*, Volume 26, Winter: 39-48.

Swanson, Scott R., Scott W. Kelley and Michael J. Dorsch (1997), "Inter-Organizational Ethical Perceptions and Buyer-Seller Relationships," *Journal of Business-to-Business Marketing*, Volume 4, 2: 3-32.

Dorsch, Michael J., Stephen J. Grove, Gregory M. Pickett and Scott W. Kelley (1997), "Responses to Gift-Giving in a Business Context: An Empirical Examination," *Psychological Reports*, Volume 81: 947-955.

Kelley, Scott W., Timothy Longfellow and Jack Malehorn (1996), "Organizational Determinants of Service Employees' Exercise of Routine, Creative, and Deviant Discretion," *Journal of Retailing*, Volume 72, Summer: 135-157.

Manolis, Chris and Scott W. Kelley (1996), "Assessing Service Quality Via the Contributions of Service Employees and Customers," *Journal of Customer Service in Marketing and Management*, Volume 2, 4: 31-48.

Hoffman, K. Douglas, Scott W. Kelley and Holly M. Rotalsky (1995), "Tracking Service Failures and Employee Recovery Efforts," *Journal of Services Marketing*, Volume 9, Spring: 49-61.

Turley, L.W. and Scott W. Kelley (1995), "The Effects of Awareness and Quality Risk on the Price-Quality Relationship Among Services," *Journal of Customer Service in Marketing and Management*, Volume 1, 1: 57-76.

Dorsch, Michael J. and Scott W. Kelley (1994), "An Investigation into the Intentions of Purchasing Executives to Reciprocate Vendor Gifts," *Journal of the Academy of Marketing Science*, Volume 22, Fall: 315-327.

Kelley, Scott W. and Mark A. Davis (1994), "Antecedents to Customer Expectations For Service Recovery," *Journal of the Academy of Marketing Science*, Volume 22, Winter: 52-61.

Kelley, Scott W., K. Douglas Hoffman and Mark A. Davis (1993), "A Typology of Retail Failures and Recoveries," *Journal of Retailing*, Volume 69, Winter: 429-452.

Kelley, Scott W. (1993), "Discretion Among Service Employees," *Journal of Retailing*, Volume 69, Spring: 104-126.

Refereed Journal Publications (cont.)

- Ellis, Brien and Scott W. Kelley (1992), "Competitive Advantage in Retailing," *International Review of Retail, Distribution and Consumer Research*, Volume 2, October: 381-396.
- Kelley, Scott W., Steven J. Skinner and James H. Donnelly, Jr. (1992), "Organizational Socialization of Service Customers," *Journal of Business Research*, Volume 25, No. 3: 197-214.
- Skinner, Steven J., Jule B. Gassenheimer and Scott W. Kelley, (1992), "Cooperation in Supplier-Dealer Relations," *Journal of Retailing*, Volume 68, Summer: 174-193.
- Kelley, Scott W. (1992), "Developing Customer Orientation Among Service Employees," *Journal of the Academy of Marketing Science*, Volume 20, Winter: 27-36.
- Kelley, Scott W. and Michael J. Dorsch (1991), "Ethical Climate, Organizational Commitment, and the Indebtedness of Purchasing Executives," *Journal of Personal Selling and Sales Management*, Volume 11, Fall: 55-65.
- Hoffman, K. Douglas and Scott W. Kelley (1991), "The Education Service Encounter: The Organizational Socialization of Students," *Journal of Marketing Education*, Volume 13, No. 2: 67-77.
- Hoffman, K. Douglas and Scott W. Kelley (1991), "The Marketing Curriculum: The Time is Right for Services Marketing Education," *Marketing Education Review*, Volume 1, No. 3: 7-16.
- Kelley, Scott W., James H. Donnelly, Jr. and Steven J. Skinner (1990), "Conceptualizing Customer Participation in Service Production and Delivery," *Journal of Retailing*, Volume 66, No. 3: 315-335.
- Kelley, Scott W., O.C. Ferrell and Steven J. Skinner (1990), "Ethical Behavior Among Marketing Researchers: An Assessment of Selected Demographic Characteristics," *Journal of Business Ethics*, Volume 9: 681-688.
- Kelley, Scott W. (1990), "A Consideration of the Customer Orientation of Bank Employees and Culture," *International Journal of Bank Marketing*, Volume 8, No. 6: 25-29.
- Kelley, Scott W., Steven J. Skinner and O.C. Ferrell (1989), "Opportunistic Behavior in Marketing Research Organizations," *Journal of Business Research*, Volume 18, No. 4: 327-340.

Refereed Journal Publications (cont.)

Kelley, Scott W. (1989), "Efficiency in Service Delivery: Technological or Humanistic Approaches?," *Journal of Services Marketing*, Volume 3, No. 3: 43-50.

Conference Proceedings

Crosno, Jody L. and Scott W. Kelley (2003), "Looking on the Brighter Side: A Conceptual Framework for Optimism in Marketing," *Summer Marketing Educators' Proceedings of the American Marketing Association*.

Gremler, Dwayne, Shannon Rinaldo and Scott W. Kelley (2002), "Rapport Building Strategies Used by Service Employees: A Critical Incident Study," *Summer Marketing Educators' Proceedings of the American Marketing Association* (Best Paper – Services Marketing Track).

Hoffman, K. Douglas, Beth C. Chung, and Scott W. Kelley (2001), "Waiter, There's a Dead Fly in My Soup: Facility-based Failures and Recovery Strategies," *Academy of Marketing Science Conference Proceedings*.

Turley, L. W., K. Douglas Hoffman and Scott W. Kelley (1999), "The Nature and Scope of Service Pricing: A Propositional Inventory," *Summer Marketing Educators' Proceedings of the American Marketing Association*.

Turley, L. W. and Scott W. Kelley (1999), "Sponsorships in Sports Marketing: Some Propositions," *Academy of Marketing Science Conference Proceedings*.

Hoffman, K. Douglas and Scott W. Kelley (1999), "Perceived Justice Needs and Recovery Evaluation: A Contingency Approach," *Winter Marketing Educators' Proceedings of the American Marketing Association*.

Hoffman, K. Douglas, Scott W. Kelley and L.A. Mitchell (1998), "Future Research Directions in Service Recovery," *Summer Marketing Educators' Proceedings of the American Marketing Association*.

Kelley, Scott W. and L. W. Turley (1998), "The Perceived Importance of Service Quality Attributes at Sporting Events," *Proceedings of the Sport Marketing Special Interest Group, Summer Marketing Educators' Proceedings of the American Marketing Association*.

Hoffman, K. Douglas and Scott W. Kelley (1996), "Guidelines for Developing Retail Recovery Strategies," *Academy of Marketing Science Conference Proceedings*.

Conference Proceedings (cont.)

Manolis, Chris, Robert D. Winsor and Scott W. Kelley (1996), "Postmodernism and the Partial Employee: A Comprehensive Service Management Framework," *Academy of Marketing Science Conference Proceedings*.

Hoffman, K. Douglas, Scott W. Kelley and Laure M. Soulage (1995), "Customer Defection Analysis: A Critical Incident Approach," *Summer Marketing Educators' Proceedings of the American Marketing Association*.

Swanson, Scott R., Scott W. Kelley and Michael J. Dorsch (1995), "Customer Orientation, Ethical Profiles, and Buyer/Seller Relationships," *Winter Marketing Educators' Proceedings of the American Marketing Association*.

Hoffman, K. Douglas, Scott W. Kelley and Holly M. Rotalsky (1994), "Restaurant Service Failure and Recovery Analysis," *Academy of Marketing Science Conference Proceedings*.

Hoffman, K. Douglas and Scott W. Kelley (1994), "The Influence of Service Provider Mood States on Prosocial Behaviors and Service Quality Assessments," *Winter Marketing Educators' Proceedings of the American Marketing Association*.

Hoffman, K. Douglas and Scott W. Kelley (1990), "The Education Service Encounter: The Role of the Professor in Student Socialization," *Proceedings of the Southern Marketing Association*.

Kelley, Scott W. (1988), "A Demonstration of Generalizability Theory Procedures Through the Assessment of the Psychometric Properties of the SOCO Scale," *Proceedings of the Southern Marketing Association*.

Kelley, Scott W. (1986), "A Model for Evaluating the Profitability and Incremental Revenue Gain of Bundling as a Promotional Device," *Proceedings of the Southern Marketing Association*.

Cronin, Joseph J., Jr. and Scott W. Kelley (1986), "Identifying Competitive Boundaries: An Analysis of the Impact of Competitive Situations on Consumer's Perceptions of Retail Stores," *Proceedings of the Academy of Marketing Science*.

Cronin, Joseph J., Jr. and Scott W. Kelley (1985), "An Investigation of the Impact of Marketing Strategies in Determining Retail Profit Performance," *Proceedings of the Southern Marketing Association*.

Cronin, Joseph J., Jr. and Scott W. Kelley (1985), "Promotional Media Usage Patterns Among Women: Occupational and Marital Status Differences," *Proceedings of the Southern Marketing Association*.

Book Chapters

Scott W. Kelley and Kelly Tian (2003), "Sport Fanatics: An In Depth Look at Wildcat Mania," in *Sports Marketing and the Psychology of Marketing Communication*, Lynn Kahle (editor), Lawrence Erlbaum.

Book Reviews

Kelley, Scott W. (1996), "Review of *On Great Service: A Framework for Action*," (1995) by Leonard L. Berry, New York: Free Press, *Journal of the Academy of Marketing Science*, Volume 24, Spring, 176.

Research Presentations

Jody L. Crosno and Scott W. Kelley (2003), "Half Empty or Half Full: The Role of Optimism in Service Delivery," *Frontiers in Services Conference*, College Park, Maryland.

L. W. Turley and Scott W. Kelley (2002), "Analyzing the Relationship Between Ad Content and the Effectiveness of Super Bowl Commercials," *2002 AMA Faculty Consortium on Sports Marketing*, Lexington, Kentucky.

Dwayne Gremler, Scott W. Kelley and Shannon Rinaldo (2002), "The Impact of Rapport-Building Critical Incidents on Service Customers: An Exploratory Study." *Frontiers in Services Conference*, Maastricht, The Netherlands.

Scott W. Kelley (2001), "Sports Marketing: Services Marketing Twenty Years Later?," *Academy of Marketing Science*, San Diego, California.

Scott W. Kelley (2001), "The State of Services Marketing Research," *SERVSIG Doctoral Consortium*, Bethesda, Maryland.

Lukas P. Forbes and Scott W. Kelley (2001), "A Typology of E-Commerce Retail Failures and Recoveries: A Examination of Magnitude of Failure, Loyalty and Satisfaction," *Frontiers in Services Conference*, College Park, Maryland.

Scott W. Kelley (2000), "Sports Marketing: Services Marketing Twenty Years Later?," *Society for Marketing Advances*, Orlando, Florida.

Beth C. Chung, K. Douglas Hoffman and Scott W. Kelley (1999), "A Critical Incident Analysis of Customer Perceived Justice Needs," *Frontiers in Services Conference*, Nashville, Tennessee.

Scott W. Kelley (1998), "Surviving the Publishing Process," *SERVSIG Doctoral Consortium*, Nashville, Tennessee

Research Presentations (cont.)

Scott W. Kelley and L. W. Turley (1998), "Customer Perceptions of Service Quality Attributes at Sporting Events," *Southern Marketing Association Retail Strategy and Consumer Decision Research Seminar*, New Orleans, Louisiana.

Scott W. Kelley and Kelly Tepper (1998), "Sport Fanatics: An In Depth Look at Wildcat Mania," *The 17th Annual Advertising and Consumer Psychology Conference*, Portland, Oregon.

Scott W. Kelley and K. Douglas Hoffman (1996), "The Influence of Positive Mood States on Service Provider and Customer Perceptions of Prosocial Behaviors and Service Quality," *Special Session on Moods and the Service Experience*, *American Marketing Association Winter Educators' Meetings*, Hilton Head, South Carolina.

K. Douglas Hoffman and Scott W. Kelley (1995), "Service Failure and Recovery: Research Issues in Customer Retention," *Special Session on Customer Retention as Marketing Strategy*, *American Marketing Association Winter Educators' Meetings*, San Diego, California.

Kelley, Scott W., K. Douglas Hoffman and Mark A. Davis (1992), "A Typology of Service Failures and Service Recoveries," *Frontiers in Services Conference*, Nashville, Tennessee.

Kelley, Scott W. (1991), "Special Session on Services Marketing," *American Marketing Association Winter Educators' Meetings*, Orlando, Florida.

Research Grants

Gatton Summer Research Grant, Gatton College of Business and Economics, University of Kentucky, Summer 1998-present.

"An Empirical Assessment of Service Employee Discretion and Selected Antecedents," Ashland Oil Summer Research Grant Program, University of Kentucky, Summer 1991.

"University Printer Count," IBM Research Grant, University of Kentucky, Spring 1990.

"Determinants of Discretionary Effort Among Service Employees," Faculty Research Committee Basic Grant, Bowling Green State University, Summer 1989.

SERVICE ACTIVITIES

Dissertation Committees Chaired -- 6

Dissertation Committees Served as a Member -- 12

Editorial Review Boards

2016 *Journal of Services Marketing*
2010-2012 *Marketing Education Review*
2000-2012 *Journal of Marketing Theory and Practice*

Ad Hoc Reviewer

1999 *Journal of Marketing Research*
1999 *Sport Marketing Quarterly*
1999 *Journal of Marketing Theory and Practice*
1994-1995 *Journal of Retailing and Consumer Services*
1993 *Journal of Business Ethics*
1993 *Service Industries Journal*
1993-present *Journal of the Academy of Marketing Science*
1992-present *Journal of Retailing*

Special Issue Reviewer

2005 *Journal of Retailing* Special Issue on Services Marketing
2001 *Journal of Retailing* Special Issue on Retailing in the 21st Century
1998 *Journal of Services Marketing* Special Issue on Sports Marketing
1998 *Journal of Services Marketing* Special Issue on International Services Marketing
1997 *Journal of Retailing* Special Issue on Services Marketing
1997 *Journal of Retailing* Special Issue on Research Perspectives on Retailer Pricing Decisions
1997 *Psychology and Marketing* Special Issue on Psychological Perspectives on Consumer Response to Services Marketing Strategies
1997 *International Journal of Service Industries Management* Special Issue on The Role of Service Quality and Customer Satisfaction on the Initiation and Maintenance of Marketing Relationships
1997 *Journal of Business and Industrial Marketing* Special Issue on Marketing Intangibles: Business-to-Business Services and Service Businesses
1996 *Journal of Advertising* Special Issue on Services Advertising

Conference Track Chair

2006 Academy of Marketing Science Conference Sports Marketing Track

Conference Track Chair (cont.)

- 2004 American Marketing Association Summer Educators' Conference Service Marketing Track
- 1997 National Conference in Sales Management Doctoral Student Track
- 1996 Academy of Marketing Science Conference Business-to-Business Marketing Track

AMA Special Interest Group Service Activities

- 2004-2006 SPORTSIG Chair
- 2003 SPORTSIG Chair-Elect
- 2002 SERVSIG Lifetime Contribution Awards Committee
- 2001 SERVSIG Doctoral Consortium Presenter
- 1997-1999 SERVSIG Conference Workshop Coordinator
- 1998 SERVSIG Doctoral Consortium Presenter
- 1995-1996 SERVSIG Awards Committee

University Service

- 2001 Customer Service Workshop, Office of Admissions and Registrar
- 1999 University of Kentucky Career Center Advisory Board
- 1998-2001 University of Kentucky Faculty Senate
- 1998-2002 University of Kentucky Faculty Senate Retroactive Withdrawal Appeals Committee, Committee Chairperson
- 1993-1996 University of Kentucky Undergraduate Council
- 1993-1994 Student Organizations Assembly Faculty Advisor
- 1995 University of Kentucky Merit Scholarship Application Reviewer

College Service

- 2001-2007 Gatton College Marketing Area Graduate Studies Committee
- 2000-2002 Undergraduate Studies Committee, Chairperson
- 1999-2002 Undergraduate Studies Committee
- 1996-2006 University of Kentucky Beta Gamma Sigma Co-Faculty Advisor
- 1995-1999 MBA Policy Committee
- 1996-1997 Better Business Bureau Quality Award Judging Panelist
- 1994-1996 B&E 2000 Planning and Implementation Committee
- 1992-1994 Director of Graduate Studies, Marketing
- 1989-1993 AMA Student Organization Faculty Advisor

UK Sports Marketing Academy

- 2000-2010 UK Sports Marketing Academy, Director
- 1998-2010 UK Sports Marketing Academy, Organizing Committee

UK Sports Marketing Academy (cont.)

1998, 2001 UK Sports Marketing Academy, Presenter
1998, 1999 UK Sports Marketing Academy, Moderator

Teaching Related Service

1998 (Spring) Croatian Counterpart Mentorship Program, served as a mentor for Dora Smolcic Jurdana, a visiting scholar from the University of Rijeka, Opatija, Croatia.
1997 (Fall) University of Kentucky-University of Gadjah Mada MM Program -- Students from the University of Gadjah Mada, Yogyakarta, Indonesia, course taught: Marketing Research.
1997 Creativity and Business MBA Course Team Teacher.
1997 (Spring) University of Kentucky-University of Gadjah Mada MM Program -- Students from the University of Gadjah Mada, Yogyakarta, Indonesia, course taught: Marketing Research.
1996 (Fall) University of Kentucky-University of Gadjah Mada MM Program -- Students from the University of Gadjah Mada, Yogyakarta, Indonesia, course taught: Marketing Research.
1995 (Summer) University of Kentucky-University of Gadjah Mada MM Program -- Students from the University of Gadjah Mada, Yogyakarta, Indonesia, course taught: Marketing Research.
1995 Total Quality Management Doctoral Seminar Faculty Participant.
1994-present UK 101 Freshman Academic Orientation Course Instructor.

HONORS AND AWARDS

2016 “Tracking Service Failures and Employee Recovery Efforts” published in the *Journal of Services Marketing* in 1995 selected out of more than 1200 articles published in the 30 year history of the journal as the paper with the most outstanding contribution
Distinguished Career Contributions to the Scientific Understanding of Sports Business awarded by the American Marketing Association Sport and Sponsorship-Linked Marketing Special Interest Group (SPORTSIG)
1995 Beta Gamma Sigma Outstanding Teacher in the University of Kentucky College of Business and Economics
1990-1991 University of Kentucky Student Organizations Assembly Faculty Advisor Excellence Award
1986 American Marketing Association Doctoral Consortium Fellow