

Mizzou Marketing

NEWS FOR ALUMNI & FRIENDS OF MU'S DEPARTMENT OF MARKETING

Making Me Marketable

Our 3rd Annual *Making Me Marketable* was held Friday, October 3, 2003, at the Memorial Union. This program has been developed by the Marketing Department in response to the Marketing Advisory Board's desire to help prepare students for career search, interviewing, and placement.

Students attended sessions in which panels of professionals shared their personal insights on "Maximizing Your Marketability" and "Preparation & Presentation Tips." Students received valuable advice about seeking leadership opportunities, what should and should not be on resumes, interviewing mistakes, and related topics. In the final morning session, the nearly 70 students in attendance had their choice of four industry panels focusing on consumer products and retailing industries or industrial products and services. While the primary sessions continued, some students engaged in mock interviews with our industry participants, receiving feedback about how to best present themselves to a potential employer.

A roundtable buffet luncheon offered a final opportunity for personal discussions between students and professionals. 2003 *Making Me Marketable* sponsors include Anheuser-Busch, Miller's Professional Imaging, the Marketing Advisory Board, Business Career Services, Marketing Forum, and the Department of Marketing. Special thanks to the industry participants who helped make 2002 and 2003 *Making Me Marketable* successful:



John Abshear, Campbell Sales Company
Robert Baker, Dell Computer Corporation
Greg Bailey, Mutual of Omaha
Jason Becking, Miller's Professional Imaging
Bill Bollinger, Smith-Bollinger & Company
Dennis Boyd, Boyd Specialty Sleep
Brian Davis, The Bedroom Store
Abby Dickmann, Ferguson
Ann Echelmeier, Edward Jones
Katie Essing, General Growth Management
Thomas Etzcorn, Famous-Barr
Cathleen FitzGibbon, Merck & Co.
Mark Gibbs, MG Properties
Terza Hickman, Philip Morris
Ralf Humbert, E & J Gallo Winery
Pamela Lewandowski, Lucent Technologies
Kelly Maharay, Sprint
Brady Manning, Philip Morris
Spencer Mayhew, Famous Barr
Michael Menser, Buchroeder's Jewelers
Donald Meyer, Anheuser-Busch
Pete Osheim, Wallace
William Powell, CB Richard Ellis Real Estate
Eric Schupp, FedEx
John Smaha, Leggett & Platt
Frank Sovich, Collins & Aikman
Kemp Strickler, Hallmark
Jenny Thurnau, Sprint
Scott Travis, Wallace
Steve Vasquez, Philip Morris
Michelle Waehner, E & J Gallo Winery
Wade Wheeler, State Farm Insurance
Mary Wilkerson, Boone County National Bank

Marketing Faculty Members Awarded Named Professorships



Ken Evans
Pinkney C. Walker
Professor



Marsha Richins
Myron Watkins
Distinguished
Professor

Four marketing professors were among 11 College of Business faculty members who recently were awarded "named" positions. In addition to well-earned recognition, the external funding that supports these positions provides recipients with a salary supplement and funds for professional development. "Named positions are highly valued in universities. It is rare,

perhaps unprecedented, that this many named positions are awarded simultaneously within a single college," said dean Bruce Walker. **Ken Evans**, professor of marketing and associate dean, received the *Pinkney C. Walker Professorship in Teaching Excellence*. This professorship is funded by an endowment that was created through donations and pledges made by many MU alumni in honor of the late Dr. Pinkney Walker, renowned former teacher and administrator. Associate professor **Mark Houston** is the *David and Judy O'Neal MBA Professor*, a position underwritten by David O'Neal, a 1959 MU graduate, and his wife Judy. Professor **Marsha Richins** was named the

Myron Watkins Distinguished Professor and associate professor **Lisa Scheer** received the *Emma S. Hibbs Distinguished Professorship*; these are among six endowed positions that have been funded through a \$5 million estate gift made by Sherlock Hibbs. Hibbs, who graduated from the college in 1926, had a very successful career in investment banking with Kidder, Peabody & Co.

Student Scholars Receive Awards

The top academic students in marketing for 2002-2003 were honored at the College Honors Luncheon earlier this year. Those recognized as the "Top Ten in Marketing" for achieving the best academic records among marketing majors include **Michelle Overberg, Alisha Harrison, Jennifer Walker, Theresa Burton, Sara Dooley, Allison Stolzenbach, Malia Bishoff, David Kennedy, Amanda Auer** and **Scott Bruce**. Through the generosity of alumni and other donors, the Department of Marketing is fortunate to be able to recognize some of our deserving students with financial scholarships and awards. At the College Honors Luncheon, the following awards were announced.

- WILLIAM & JACQUELINE BOLLINGER SCHOLARSHIP:
Scott Bruce, Kyle Lundeen, Joshua Pfefferkorn, Tamar Wallace
- ST LOUIS DELTA NU ALPHA SCHOLARSHIP:
Sandra Gropp
- ARTHUR F. HOLTMAN, JR. MEMORIAL SCHOLARSHIP:
Sandra Gropp, David Kennedy, Michelle Overberg, Eric Stranghoener, Laura Happe, Jennifer Tricamo
- CAROL & MARTIN HORN LAMBERT SCHOLARSHIP:
Michael Henderson
- RAYMOND F. O'BRIEN/CONSOLIDATED FREIGHTWAYS SCHOLARSHIP:
Bryan Lee
- ROBERT D. & FRANCES S. SCHOOLER SCHOLASTIC SCHOLARSHIP:
Susan Uher
- W.C. TINGLE MARKETING SCHOLARSHIP:
Joshua Pfefferkorn
- SAMUEL G. AND FRANCES D. WENNBERG SCHOLARSHIP: **Michelle Overberg**

Marketing Forum is Making Progress!

Laura Knoll, Fall 2003 Marketing Forum President

Marketing Forum, MU's student marketing organization, has been reenergized over the past several semesters with new activities and initiatives to generate stronger membership involvement. Forum has 55 members and has been steadily growing.

Forum members have entered a team case competition and have designed our new Marketing Forum logo. Our newest committee, MU Consulting, helps local organizations with marketing activities. Last fall, Marketing Forum partnered with Mizzou Sports Properties to study sponsorship effectiveness. Members surveyed fans at Faurot Field during Tiger Football games to assess their demographics and memory retention of sponsorships. Members are working with the MU College of Engineering's Solar Car Team to promote awareness of the solar car and to present a proposal to potential financial sponsors.

In the spring of 2003, Marketing Forum partnered with Forum faculty advisor **Joel Poor's** Principles of Marketing class in a successful fundraising and canned food drive that attracted media coverage from local KOMU news and radio stations. Food and proceeds were donated to the Central Missouri Food Bank and United Way to help needy families in central Missouri.

Marketing Forum is proud to co-sponsor *Making Me Marketable*. We have also pursued greater integration with the American Marketing Association (AMA). In Fall 2002, 16 Forum members attended the AMA St. Louis Collegiate Conference, which provided an opportunity to learn from industry speakers and to network with other students from the Midwest. In March 2003, six Forum members joined hundreds of other collegiate members at the



AMA International Collegiate Conference in New Orleans.

We always benefit greatly from marketing professionals' participation as guest speakers at Forum meetings. This semester, guest speakers from organizations such as May Company, Philip Morris, Major Brands, and United Way have shared marketing opportunities and have given us a "day in their life" perspective.

Marketing Forum provides a variety of opportunities for students to become engaged in leadership roles and develop critical organizational skills. To maximize leadership opportunities, a new slate of officers is elected each semester. Fall 2003 officers included **Laura Knoll**, President; **Jen Tricamo**, VP Programming; **Hogan Shrum**, VP Membership; **BJ Roth**, VP Communications; **Kyle Lundeen**, VP Promotions; **Sarah Fister**, Secretary; and **Whitney Tice**, Treasurer. Officers for Winter 2004 are President **Natalie Chamberlain**, VP Membership **Seth Elrod**, VP Programming **Kristen Reid**, VP Promotions **Sarah Fister**, VP Communications **Doug Markussen**, Secretary **Katy Farr**, and Treasurer **Whitney Tice**.

Mizzou's Marketing Forum is on the right track with its wide variety of hands-on marketing experience, networking, and servicing of community needs. For more information, visit our website at <http://business.missouri.edu/MktForum>.

FACULTY PROFILE: Mark Houston – Excellence in Teaching, Research and Service

Mark Houston joined the MU faculty in 2001 and has quickly become an integral part of the College of Business. In the past year, Mark was promoted to associate professor of marketing and awarded the David and Judy O'Neal



MBA Professorship. Mark, who has a Ph.D. from Arizona State University, earned an MBA from Mizzou. Prior to joining the MU faculty, Mark was an assistant professor of marketing at Bowling Green State University and Saint Louis University. An award-winning teacher, Mark quickly continued that excellence at Mizzou and was Marketing's nominee last year for the college's O'Brien Teaching Award. Currently he is the coordinator of a cross-disciplinary team of college faculty that is conducting a series of integrated business case activities across the foundation courses in our MBA program. Mark also received the 2003 College of Business Distinguished Research Fellowship, which is awarded annually to the faculty member who has assembled the most outstanding research record over the previous three years.

In addition to excellence in teaching and research, Mark always finds time to perform the service roles so critical to the effective functioning of universities and the academic profession. Among other activities, he is on the editorial review board of the *Journal of Marketing Education* and will be the Co-Chair of the 2005 AMA Summer Educators' Conference, one of two major national academic conferences annually hosted by the American Marketing Association. Mark is also vice president of the AMA's Technology & Marketing academic group.

Mark, a native of Camdenton, Missouri, is on the Board of Trustees of Southwest Baptist University at Bolivar, Missouri. He and his wife Nancy Roberts Houston, have three children, Jon, Elise, and Wil.

Message from New Department Chair, Professor Ratti Ratneshwar

It is an honor to become a member of the MU faculty and play an administrative role in the College of Business. I am excited to work with the very talented group of faculty and staff we have here in the

Marketing department. I look forward to a long and fruitful association with MU, and my top priority will be to serve the needs of our truly superb students.

My first semester was busy, productive, and quite enjoyable. Many people have gone out of their way to help me learn the ropes as department chair, and my colleagues have shown much patience and understanding in their interactions with me. My wife and I were able to settle down quite quickly in Columbia and we love the peaceful, small-town yet vibrant pace of life.

With over 400 upper-division business students currently having an emphasis in marketing, and a strong presence in the MBA and doctoral programs, it seems safe to say that Mizzou Marketing is in good shape. Much of the credit for this state of affairs goes to my three most recent predecessors, Professors Ken Evans, Peter Bloch, and Lisa Scheer. I would especially like to note Lisa's dedication and terrific job as Department Chair over the last four years. She has also worked hard to ensure a smooth transition, and she even put together this newsletter. I am sure I speak for all of you in thanking her for her huge efforts. My goal will be to further build our department's academic programs, research reputation, and relationships with various constituencies.

Sincerely,

Ratti Ratneshwar

Bailey K. Howard World Book Chair
of Marketing

EDITORIAL: External Support – A Necessity, not a Luxury

To Alumni and Friends of the MU Department of Marketing:

Perhaps you have heard about *For All We Call Mizzou*, MU's fund-raising



campaign. Maybe you've seen the campaign video, with its catchy song and trip through history? I suspect that anyone who watches that video will smile and recall a fond memory or two. MU, the College of Business and, yes, we at the Department of Marketing, are hoping that memories of the Good Old Days will persuade you to open your wallet. As a "Show Me State" native, I'm wary of folks who are trying to convince me to donate money. I prefer the direct approach. Tell me what you need, why you need it, why I should care, and what I can do to help. I hope you appreciate the direct approach, too.

Show Me the Need!

The College of Business runs an amazingly tight ship. Evidence? College of Business majors comprise about 15% of MU enrollment; the college has roughly 3.5% of full-time MU faculty. Guests from other universities ask, "How can you offer undergraduate, masters, and doctoral programs of this quality, serving this many students, with such a small faculty?" It's not easy, but through the efficiency, effectiveness, and dedication of our faculty and staff, somehow we've been able to make it work.

But as enrollment increases, it's getting tougher to keep the ship sailing smoothly. Can we hope to maintain or, maybe, even increase quality? The key is private support—funding provided by alumni, corporations, and friends. A recent issue of *Mizzou* magazine noted that the state provides only 17% of MU's budget. Gifts from individuals and companies make it possible for us to engage in activities that are central to our mission. Each of the initiatives featured in this issue of *Mizzou Marketing News* was made possible through the generosity of private donors.

Supporting Students

Without private funding and the generous participation of alumni and friends, events like *Making Me Marketable* would not be possible. Because previous donors provided funds for student recognition, we

are able to offer scholarships and awards to some of our best students. Our student leaders have re-energized Marketing Forum, working to provide more opportunities for members to put what they're learning in the classroom into practice. Using funds provided by private donors, we are sending more students to regional AMA student conferences where they hear from successful marketing professionals and glean new ideas from other student AMA chapters.

Supporting Research and Teaching

Our faculty members are publishing in the top academic journals, earning international recognition through awards, membership on editorial boards of prestigious journals, and leadership positions in professional academic organizations. Faculty travel, partial support of faculty research, and other professional development expenses are funded by private gifts. Supporting these activities is essential to retain and attract faculty.

Our doctoral program is rising in national stature, with recent graduates taking positions at LSU, Florida State, Oregon, New Mexico, and Washington State. A strong doctoral program is an important component of a research university like Mizzou. Doctoral students contribute greatly to our research and teaching missions. Private funds support doctoral students' teaching, research, and development, enabling us to offer a doctoral program.

Why Should You Care?

Let me share why I care. As an alumna of the College of Business, I want to see MU, the college, and the department continue to thrive. I want MU to be one of the Top 25 public business schools in the nation. Anything that enhances the quality of the college's programs adds value to our MU degrees. Donating to the MU College of Business and Department of Marketing is an investment in developing creative, productive graduates who

will contribute to the economic future of our state. Mizzou-Rah!

You Can Make a Difference!

If you'd like to help the MU Marketing Department maintain its momentum, what can you do? Please consider a cash donation—\$100, \$250, \$500, \$1000, or more—we can put it to good use. If you have supported us financially in the past, you have our most sincere thanks. You have played an important role in our success and growth to date! Would you consider making an additional gift as part of *For All We Call Mizzou*?

Finally, and very importantly, *if you are a graduate of the MU marketing program*, please update your alumni information using the form in this newsletter or the online update form under "Alumni" at our department website (<http://business.missouri.edu/marketing>).

Get involved with the College of Business and help us build a brighter future for tomorrow's students and for Missouri! I'm sure you'll find it very rewarding. I have.

Thanks for your support.
Go Mizzou!



Former Marketing Department Chair
MU alum (BSBA '81, MBA '82)

Alumni Updates

William Moriarity ('74) is vice-president and general manager of Stitch-Tec Company, Inc. in St. Louis.

John Thompson (BS '75; MBA '77) is president of Lighthouse for the Blind Industries in St. Louis.

Susan Watkins March ('81) is a self-employed manufacturers' representative in Hallsville, MO.

Catherine Tobben Schulte ('83), who earned a Masters of Management from the Kellogg Graduate School of Management at Northwestern University ('91), is a vice-president and cash management specialist with Merrill Lynch's Private Client Group. Cathy married Bruce Schulte in October, 2001, and they reside in Evanston, IL.

Kristi Witthaus Feld ('83) is senior analyst for BJC Healthcare in St. Louis.

Barbara Katz ('84) is senior oncology immunology specialist with IDEC Pharmaceuticals of San

Diego. Barbara makes her home in Chesterfield, MO.

Philip Burger ('86) is vice-president of Burger's Smokehouse in California, MO.

Richard Kley ('86) is director and chief marketing officer for Procter & Gamble Western Europe in Switzerland.

Lisa Puettmann Hunt ('86) is marketing director with Berland Diagnostic Imaging in St. Louis.

Mel Manhardt ('88) is director of The Walking Company in Los Angeles.

Peter Tassinari ('88) is a marketing specialist with AG Edwards.

Deanne Bonnot ('89) earned her MBA ('00) from Lincoln University and is public information coordinator with the Missouri Department of Transportation in Jefferson City.

Scott Peters ('89) is consumer accounting manager for Golden Valley Electric Association, Inc. in Fairbanks, AK.

Liz Fordyce Owens is with Anheuser-Busch, serving as Category Manager for the 7-Eleven Account.

Mitch Huff ('90) is in sales and marketing with Invertech Corporation in West Chester, OH.

Matthew Murphy ('90) is district manager, based in Denver, with Paterno Wines International.

Tom Wells ('90) married Wendy Wright who, he reports, is "far better than he deserves." They have two sons, Noah and Aaron. Tom is group VP for Leggett and Platt at Carthage, MO, responsible for the R&D of innovative bedding products for Leggett's global operations.

Josephine Ciarlelli Marshall ('91) is key account manager for the Coca Cola Bottling Company in Lenexa, KS.

Stephanie Scaturro Isom ('91) is married to Todd Isom (Acc '91) and is enjoying her time as a stay-at-home mom.

Bryan Snyder ('91) is site director for Merial Limited in St. Louis.

Matthew Wind ('91) is marketing director for E.J. Welch Company in St. Louis.

Nicole Brawley ('92) is training manager at Jacobs in St. Louis.

Steven Dexter ('92) is vice-president of sales for ChoicePoint.

Janet Murray ('92), Associate Professor at Saint Louis University's Boeing Institute of International Business, was recently named to the editorial review board of the *Journal of International Marketing*.

Lori Johnson Mills ('93) has joined Coors Brewing Company after years with Procter and Gamble and Coca-Cola. Lori and her husband Glenn reside in St. Louis with children, Kaitlyn and Robert.

Scott Gallaway ('94) is product manager with Zapf Creation (US) in Orlando, FL.

Brian Loomis ('94) is an optometric medical sales representative with Alcon Laboratories.

E. Matthew Oates III ('94) married Kristi Harp in April 1998. They were joined by children Brennan in 2000 and Coleman in 2002. Matt is

an IT project manager for Priority Club and InterContinental Hotels Group in Atlanta. Thank you, Dr. C. Wine.

Greg Bailey ('96) received a 2003 Mizzou G.O.L.D. Award from the MU Alumni Association for his volunteer efforts as president of the Tigers of the Corn alumni chapter in Omaha, NE.

Cameron Conway ('96) is project manager for Cardinal Brands in St. Louis.

Lori Shelton Maris ('96) married Jeff Maris on April 20, 2002. Lori is executive director for The Susan G. Komen Breast Cancer Foundation in Kansas City and is expecting her first child in May 2004.

Sothana Srichai Chittratanawat ('96) earned a masters and doctorate in Marketing Education from Mizzou and is currently a lecturer at the Asian University of Science & Technology.

Adam DeMargel ('97) is assistant vice-president of sales with Stupp Bridge Company of St. Louis.

Michael Baker ('97) is southern zone sales manager for Rich Products of Murfreesboro, TN.

Jackie Lammers Stegner ('97) is with Hallmark in Kansas City.

Darren Spaur ('97) is a Six Sigma Black Belt within General Electric's Commercial Finance Group located in Park Ridge, IL

Kristina Alkire Carlgren ('98) is an associate product manager with Hallmark Flowers in Kansas City.

Lindsay Cohen ('98) earned her J.D. from MU's Law School in 2001 and is an attorney with Senniger, Powers, Leavitt, and Roedel in St. Louis.

Angela Floyd ('98) is a marketing analyst with Bibb and Associates of Lenexa, KS.

Anita Johns Bucher ('98) is a consultant with Accenture.

Dan Andrzejewski ('99) married Amy Roby (HES '00) in June 2002 and completed his MBA ('02) from St. Louis University. He is a buyer of Trim A Home, Stationery and Gifts for Famous-Barr.

Christopher (Kit) Barnes ('99) is a consultant with Accenture.

Sunny Crow Herzog ('99) is a credit analyst with State Farm Bank.

Jeff Garrett ('99) is territory account manager in St. Louis for CDW Corporation.

Erica Moore ('99) is senior analyst for SBC, Inc. in St. Louis.

Mary Uher Watkins ('99) is product manager for GEAR For Sports, Inc. in Lenexa, KS.

James Wilson ('99) is senior account manager for Outrider, based in St. Louis.

Gavin Wood ('99) lives in Kansas City and is currently a science teacher at Central High School.

Joseph Inchiostro ('00) is president of St. Louis Wholesale Tire.

Janelle Link ('00) is with Padgett Communications and lives in St. Petersburg, FL.

Sarah Royalty ('00) was employed by Sun Microsystems and is now with TAP Pharmaceuticals in San Francisco.

MU Marketing & Logistics Alumni Update & Donations Form

ALUMNI! Please update your personal information for our database using this form or the online update form which is found under "Alumni" at our website (<http://business.missouri.edu/marketing>).

Name: _____ Student #: _____

Home Address: _____

Home Phone: _____ Home E-mail: _____

Employer & Address: _____

Position/Title: _____

Work Phone: _____ Work E-mail: _____

Which MU degree(s) do you hold?

BSBA Year ____ Check Major: Marketing ____ Logistics ____ Other Major? _____

MBA Year ____ Check Major: Marketing ____ Logistics ____ Other Major? _____

PhD Year ____ Check Major: Marketing ____ Logistics ____

Other MU degrees? _____

Other college degrees? _____

Additional information for "Alumni News" in the next *Mizzou Marketing* newsletter:

Yes, I would like to support the MU Department of Marketing's programs! I am enclosing a check made payable to University of Missouri for: \$1,000 ____ \$ 250 ____ \$ 50 ____
\$ 500 ____ \$ 100 ____ \$ _____.

Return this form and your check to: Department of Marketing
403 Cornell Hall
University of Missouri
Columbia, MO 65211

We urge you to join the MU Alumni Association (www.mizzou.com, 800-372-6822, muaa@mizzou.com).
Thanks to the MUA A for their support of this newsletter!

Doug Wulff ('00) is an entrepreneur pursuing several business opportunities. He is co-founder and marketing director of CritterGuard, a growing company whose products were among the "Top 25" new products of the year selected by *Electrical Contracting and Engineering News*.

Bob Feldman ('01), who is with Colliers Turley Martin Tucker, is on the College of Business' Recent Alumni Advisory Board and has been playing an important role in building the St. Louis Business Alumni Chapter.

Sara Johansen ('01) is a solutions analyst and client consultant with Cerner Corporation in Kansas City, MO.

Siri Knudtson Nanneman ('01) is a consultant with Deloitte Consulting.

Rachel Leach ('01) is sales district manager with ADP in St. Louis and is a member of the college's Recent Alumni Advisory Board.

John Towe ('01) is assistant manager of the Wal-Mart in Laguna Niguel, CA.

Dustin Hurst ('02) is a computer programmer/database administrator/e-mail administrator with Shelter Insurance Companies in Columbia.

Sarah Lang ('02) is a medical sales representative with Merck in the St. Louis area.

Jennifer Lewis ('02) is a sales associate for Liberty Mutual in St. Louis.

Allison Moore ('02) is pursuing her law degree at Saint Louis University.

John Neill ('02) is a research analyst with Marketing Horizons, Inc. in St. Louis.

Shelby Grantges ('03) is marketing liaison with Healthsouth Rehabilitation in Beaumont, TX.

MEET THE NEW FACULTY: Ratti Ratneshwar & Murali Mantrala



S. "Ratti" Ratneshwar, our new department chair, is the *Bailey K. Howard World Book Chair of Marketing*. Ratti, whose Ph.D. is from Vanderbilt

University, was previously at the University of Connecticut and the University of Florida. Ratti's research interests include consumer behavior; brand positioning and advertising; relationship and interactive marketing; and marketing strategy. Ratti serves on the editorial review boards of *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, and *Journal of Interactive Marketing*. He

has ten years of marketing management experience and served as consultant and executive trainer to several organizations, including GE Capital and HealthIS.

Murali Mantrala has joined the MU marketing faculty as the *Sam M. Walton Distinguished Professor of Marketing*. Murali, who earned his doctorate in marketing at Northwestern University, previously was on the faculty of the University of Florida. He recently spent several years as a manager with ZS Associates, a sales and marketing strategy consulting firm. Murali's research interests focus on retail dynamic pricing, revenue optimization and category management, pharmaceuticals marketing and promotion management, marketing decision models, sales force strategy, and compensation and incentives design. Murali serves on the editorial review board of *Marketing Science*.



Doctoral Program – Strong Return on Investment

Doctoral education is part of the mission of a research university like Mizzou. Having a strong doctoral program is an important element in retaining nationally-renowned faculty, as doctoral students contribute to a vibrant research culture. Mentoring doctoral students helps invigorate faculty members' own research and skills. Doctoral students are training to be future college professors and help deliver undergraduate and summer courses for our students. We have a strong crop of doctoral students from diverse backgrounds.

Eric Fang, from China, holds two degrees in economics. **Robert Palmatier** holds bachelors and masters degrees in electrical engineering from Georgia Tech and an MBA from Georgia State. Rob has 15 years of professional experience in

sales and marketing, as well as senior executive positions in the U.S. and Europe. **David Hunt** holds a BSBA in economics from Arkansas and an MBA from Colorado State. David's professional experience includes management positions in the automobile and sports apparel industries. **Amanda Helm** has a masters in advertising and public relations from Alabama and a bachelors in communication from Truman State, as well as professional experience in public relations and journalism. **Jason Garrett** has a bachelors degree from Oklahoma Baptist University and an MBA from Washington University. Jason was previously a consultant/manager with Andersen. **Lynn Murray** received both a bachelors and masters in business from Pittsburg State University. With 15 years of experience in the hospitality industry working for companies such as Disney, Brinker International and YUM!, Lynn's research interests focus on services marketing. **Fred Miao** has a bachelors degree from East China University and an MBA from Grand Valley State. His professional experience includes management positions in automotive and logistics industries both in China and in the United States. **Scott Radford** has a bachelors in architecture from Dalhousie University, and a bachelors in philosophy and MBA from University of New Brunswick. Scott's has held management positions with two industrial distribution companies in Montreal.

Marketing Advisory Board

Making a Difference

The Marketing Advisory Board plays an important role in linking the Department of Marketing with the business community. Composed of professionals from a variety of industries at assorted stages of their careers, the board serves as



an excellent source of advice for the department. New and potential department initiatives in courses and programs are a frequent topic of discussion. Board committees have worked with marketing faculty to develop models of academic-business collaborative education ranging from semester-long course partnerships to enhanced “live case plus guest lecture” experiences. Members’ firms have participated in various collaborative education partnerships and have offered student internships. The board is regularly updated about student activities and initiatives. Based on the board’s desire to help our students prepare for their careers and conduct effective career search and placement, *Making Me Marketable* was developed.

The Department of Marketing appreciates the board members’ investments of time and effort. Why do they do it? “I’ve served on the board for two main reasons,” notes Kemp Strickler. “First, on a personal level, it provides me an opportunity to give back to the university that I graduated from and to help out some of the students currently attending. Secondly, from a business perspective, it gives me a way to help ensure that students coming out of the University of Missouri’s Marketing program have the skills needed to make a difference in my company and in others that we work with.” Board members in 2003 included:

John Abshear, Catalina Marketing, St. Louis
Jeff Arnold, Moore-Wallace, St. Louis
Robert Baker, Dell Computer, Austin, TX
William Bollinger, Smith-Bollinger, Fenton
Dennis Boyd, Boyd Specialty Sleep, Maryland Heights

John Brase, Procter & Gamble, Cincinnati, OH
Ann Echelmeier, Edward Jones, Columbia
Katie Essing, General Growth Management and Columbia Mall, Columbia
Thomas Etzkorn, Famous-Barr, St. Louis
Cathleen FitzGibbon, Merck & Co., St. Louis
Mark Gibbs, MG Properties, Overland Park, KS
Rodney Goodwin, Equator, Glastenbury, CT
Ralf Humbert, E & J Gallo, Bentonville, AR
Edward Lowther, Consultant, Baldwin City, KS
Michael Menser, Buchroeder’s Jewelers, Columbia
Donald Meyer, Anheuser-Busch, St. Louis
Dennis Park, Leggett & Platt, Carthage
Sarah Royalty, TAP Pharmaceuticals, San Francisco, CA
Deborah Royer, Kaiser Permanente, Roseville, CA
Eric Schupp, FedEx, Memphis, TN
Kemp Strickler, Hallmark, Kansas City
Wade Wheeler, State Farm Insurance, St. Louis
Mary Wilkerson, Boone County National Bank, Columbia
Natalie Wolfe, SIOR, CB Richard Ellis, Kansas City

Faculty News



Shaoming Zou and **S. Tamer Cavusgil** received the **Excellence in Global Marketing Research Award** at the AMA’s Summer Educators’ Conference. Their 1994 *Journal of Marketing* article, “Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures,” was selected by the AMA Global Marketing Group as having most significantly influenced the direction of global marketing research in last 10 years. Shaoming co-authored recent journal articles: “The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance,” *Journal of Marketing*; “Experiential and Informational Knowledge, Architectural

Marketing Capabilities and the Adaptive Performance of Export Ventures: A Cross-National Study,” *Decision Sciences*; “The Impact of Industry Concentration and Firm Location on Export Propensity and Intensity: An Empirical Analysis of Chinese Manufacturing Firms” and “The Effect of Export Marketing Capabilities on Export Performance: An Investigation of Chinese Exporters,” *Journal of International Marketing*.

Ratti Ratneshwar co-authored “Innovations in Product Functionality: When and Why are Explicit Comparisons Effective?” in *Journal of Marketing*; “Does it Make Sense to Use Scents to Enhance Brand Memory?” in *Journal of Marketing Research*; “Consumer Perceptions of Product Variants Positioned on Atypical Attributes,” *Journal of the Academy of Marketing Science*; “Promoting Consumer Adoption of High Technology Products: Is More Information Always Better?” in *Journal of Consumer Psychology*.

Peter Bloch, MU doctoral alum **Todd Arnold** and a colleague published “Individual Differences in the Centrality of Visual Product Aesthetics: Concept and Measurement” in *Journal of Consumer Research*, winner of the College of Business Trice Research Award for 2003. General Motors is using its design centrality scale to evaluate new model prototypes.

Lisa Scheer and colleagues published “Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships” in the *Academy of Management Journal*.

Ken Evans published several articles in collaboration with our doctoral alumni: with **Simona Stan** and **Tim Landry**, “Boundary Spanners’ Satisfaction with Organizational Support Services: An Internal Communication Perspective,” *Journal of Relationship Marketing*; with **Stan** and others, “Retailing Evolution and Revolution in a Privatizing Economy: An Exploratory Study of Small Business Managers’ Values and Retail Strategies in Romania,” *Journal of Euro-Marketing*; with **Roberta Schultz**, “The Influence of Strategic Collaborative Communication by Key Account Representatives on Perceived Relationship Quality,” *Journal of Personal Selling and Sales Management*; with **Schultz** and others, “An Assessment of the Effect of Salesperson and Sales Manager Perceptual Congruence on Salesperson Job-Related Constructs and Job Outcomes,” *Journal of Marketing Theory and Practice*.

Mark Houston co-authored “Barriers to Matching New Technologies and Market Opportunities In Established Firms,” *Journal of Product Innovation Management*; “Relating Marketing To Firm Financial Performance and Shareholder Value,” *Journal of Strategic Marketing*; “The Impact of Voice and Justification on Students’ Perceptions of Professors’ Fairness,” *Journal of Marketing Education*; and authored “Alliance Partner Reputation as a Signal to the Market: Evidence from Bank Loan Alliances” for the *Corporate Reputation Review*.

Srinath Gopalakrishna co-authored “The Complementary Effect of Trade Shows on Personal Selling,” *International Journal of Research in*

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Marketing. Srinath received a grant from the SITE (Society of Incentive and Travel Executives) Foundation to evaluate the effectiveness of sales incentive programs.

A collaborative project involving MU doctoral student **Rob Palmatier, Ken Evans, Srinath Gopalakrishna, Mark Houston,** and **Lisa Scheer** has received grants from the Marketing Science Institute and the Manufacturers' Representatives Educational Research Foundation to study

the effectiveness of relationship marketing programs.

Bruce Walker hosted the Big XII Business Deans meeting at Cornell Hall on August 24-25, 2003. The 13th edition of *Marketing*, a college-level textbook co-authored by Bruce and colleagues, was published earlier this year by McGraw-Hill/Irwin.

Murali Mantrala is the author of "Allocating Marketing Resources" in the *Handbook of*

Marketing, recently published by Sage Publications.

Suraj Commuri received a College of Business Research Grant to pursue his research on household consumption behavior. Suraj's research on married couples in which the woman earns the majority of household income has been cited in newspapers across the nation.

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