

Krist R. Swimberghe, DBA

Assistant Professor of Marketing
College of Business and Technology
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The University of Texas at Tyler
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EDUCATION

Doctorate of Business Administration 2009
Major: Marketing Minors: Quantitative Analysis, Management
Louisiana Tech University

Dissertation: "When Corporate Policies and Consumer Values Collide: Examining the Relationship Between Religion and Controversial Business Decisions."

Master in Applied Economics 09/1986 – 09/1988
Concentration: Finance
Catholic University of Leuven, Belgium

Bachelor in Political and Economic Sciences 09/1984 – 09/1986
Catholic University of Brussels, Belgium

ACADEMIC EXPERIENCE

Assistant Professor of Marketing 09/2010 – current
College of Business and Technology
University of Texas at Tyler
Classes Taught: Personal Selling (undergraduate), Marketing Research (undergraduate and graduate), International Marketing (undergraduate), Global Business Perspectives (graduate)

DAVID D. MORGAN ENDOWED PROFESSOR OF MARKETING 09/2007 – 08/2010
Assistant Professor
College of Business
Northwestern State University of Louisiana
Classes Taught: Principles of Marketing, Promotion and IMC, Marketing Management, Personal Selling, Consumer Behavior, Marketing Research, and International Business.

Teaching Assistant 09/2005 – 09/2007
College of Administration and Business
Department of Marketing and Analysis
Louisiana Tech University
Classes Taught: Business Advertising and Promotion and Sales Management

Adjunct Professor
College of Business

09/2002 – 09/2005

Northwestern State University of Louisiana

Classes Taught: Introduction to Micro Economics, Introduction to Macro Economics, and
International Business.

WORK EXPERIENCE

Managing Partner/International Sales and Marketing Manager 1998 – 2006
Heavy Duty Enterprises, Inc.
Natchitoches, Louisiana

Sales and Marketing Mgr. Europe, North Africa, and Middle East 1997 – 1998
Champion Laboratories, Inc/Luber-Finer, N.V.
Antwerp, Belgium

International Liaison/International Sales Manager 1990 – 1997
Pan Pacific Enterprises, Inc (d.b.a. PTC Inc.)
Fairfax, Virginia

ACADEMIC RESEARCH

- **RECIPIENT OF THE PIRTLE PROFESSORSHIP IN FREE ENTERPRISE FOR THE 2012-2013 ACADEMIC YEAR**
- **UT TYLER COLLEGE OF BUSINESS AND TECHNOLOGY FACULTY RESEARCH AWARD NOMINEE 2012**
- **UT TYLER COLLEGE OF BUSINESS AND TECHNOLOGY FACULTY RESEARCH AWARD NOMINEE 2011**

REFEREED JOURNAL ARTICLES

1. *Journal Article, Professional Journal*

Krist R. Swimberghe, Barbara Wooldridge, and Marina Astakhova - Brand Passion a New Dualistic Approach: Harmonious and Passionate, *Journal of Business Research*, conditional acceptance

2. *Journal Article, Professional Journal*

Laura A. Flurry, Krist R. Swimberghe and Janna Parker (2014) Brand Communities among Children and Adolescents, *Journal of Consumer Marketing*, 31/1, forthcoming.

3. *Journal Article, Professional Journal*

Krist R. Swimberghe and Barbara Wooldridge (2014) Would you like a better world with those fries? Corporate Social Responsibility and Quick Service Restaurants, *Cornell Hospitality Quarterly*, forthcoming.

4. Journal Article, Professional Journal

Krist R. Swimberghe, Barbara Wooldridge, Jana Rutherford, and Kerry-Ann Clark (2013) Closed-On-Sunday Policies: The Influence of Consumer Religious Commitment on Corporate Brand Image: An Exploratory Study of Chick-fil-A, *The International Review of Retail, Distribution and Consumer Research*, On-Line First [http://dx.doi.org/ 10.1080/09593969.2013.809014](http://dx.doi.org/10.1080/09593969.2013.809014)

5. Journal Article, Professional Journal

Sanjay Putrevu and Krist R. Swimberghe (2012) Consumer Religiousness and its Influence on the Effectiveness of Sexual Appeals, *Journal of Business Ethics*, 115(2), 351-365.

6. Journal Article, Professional Journal

Swimberghe, Krist R., Laura W. Flurry, and Janna Parker (2011) Consumer Religiosity: Consequences for Consumer Activism in the United States. *Journal of Business Ethics*, 103(3), 453-467.

7. Journal Article, Professional Journal

Swimberghe, Krist R., Dheeraj Sharma, and Laura W. Flurry (2011) Does a Consumer's Religion Really Matter in the Buyer-Seller Dyad? An Empirical Study Examining the Relationship between Consumer Religious Commitment, Christian Conservatism and the Ethical Judgment of a Seller's Controversial Business Decision. *Journal of Business Ethics*, 102(4), 581-598.

8. Journal Article, Professional Journal

Swimberghe, Krist R., Dheeraj Sharma, and Laura W. Flurry (2009) An Exploratory Study of Consumer Religious Commitment and Its Influence on Store Loyalty and Consumer Complaint Intentions. *Journal of Consumer Marketing*, 26/5, 340-347.

9. Journal Article, Professional Journal

Wall, Alison E., Jerry L. Wall, and Krist R. Swimberghe (2009) Brand Management in Eastern and Western Universities. *Perspectives in Higher Education*, 14, 25-32.

10. Journal Article, Professional Journal

Krist R. Swimberghe (2008) Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg's (1996) Advice? *Issues in Innovation*, 2 (1), 65-82.

11. Journal Article, Professional Journal

Swimberghe Krist R. and Ying Wang (2008) Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective. *Journal of Organizational Leadership and Business*, 1 (2), 1-23.

PAPERS UNDER REVIEW

1. Journal Article, Professional Journal (Under Review)

Krist R. Swimberghe, Barbara R. Wooldridge, and Brent Beal – Consumer Religion, CSR Associations, and Relationship Quality: An Exploratory Study using a Consumer Centric Approach, *Business and Society Review*

2. Journal Article, Professional Journal (Under Review)

Krist R. Swimberghe, Robert Jones, and Mahmoud Darrat - 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*

3. Journal Article, Professional Journal (Under Review)

Krist R. Swimberghe, Brent Beal, Marina Astakhova, and James Tarter - It's All in Your Head: Does Consumer-Based Brand Equity Contribute to a Psychological Sense of Brand Community?, *Journal of Business Research*

WORKING PAPERS

1. Krist R. Swimberghe, Barbara Wooldridge, and Marina Astakhova - Brand Passion and Brand Personality: The Relative Importance of the Actual and the Ideal Self. Data collection completed. To be submitted to *Journal of Business Research* in November 2013 - IRB-F2012-37.
2. Laura Flurry and Krist R. Swimberghe - Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and Parenting Style Matter? -**Awarded the Best Paper for the Ethics Track at the 2013 (November) Society for Marketing Advances Conference**. To be submitted in early 2014 to the *Journal of Business Ethics* after presentation at the conference.
3. Barbara Ross Wooldridge, Ron Kuntze, Krist R. Swimberghe – Not So Desperate Housewives: Older Women's Relationships with Retailers. Data collection completed - manuscript submission target date – Spring/Summer 2014 –Journal Target: *Journal of Consumer Marketing* -IRB-F2011-41.
4. Laura Flurry, Krist R. Swimberghe, and Janna Parker - The Happy Materialist: Examining the Impact of Parent-Child Materialism Fit on Adolescent Well-Being - Data have been collected and analyzed – Front end of a manuscript is finished – manuscript submission target date – Winter of 2013 – Journal Target: *Journal of Consumer Psychology or Psychology and Marketing*.
5. Krist R. Swimberghe and Laura Flurry - The influence of religious commitment on adolescent materialism and adolescent psychological well-being – Data has been collected for this project – manuscript submission target date – Spring/Summer 2014 –Journal Target: *Journal of Business Ethics*.

OTHER INTELLECTUAL CONTRIBUTIONS

- *Refereed Proceedings*

Bari, Abdullahel, Hani Mesak, and Krist Swimberghe (2011) Consumer Behavior-Diffusion and Demographics: Why the Bass Diffusion Model may not Work for New Subscriber Services, *Proceedings of The Annual Meeting of The Association of Collegiate Marketing Educators 2011*, (March 10-11,2011), (CD version).

Swimberghe, Krist R., Phil Habig, and Douglas Amyx. "Salespeople Gone Bad! Investigating the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance." *The 24th National Conference in Sales Management Proceedings*, 2009, (March 25-28), (electronic version).

Swimberghe, Krist R., Phil Habig, and Douglas Amyx. "Salespeople Behaving Badly! An Exploratory Study Investigating the Relationship Between the Work-Family Interface and Salesperson Deviant Behavior." *The 36th Annual Meeting of the Federation of Business Disciplines: Association of College Marketing Educators*, 2009,, (February 24-28), (CD version).

Krist R. Swimberghe. "Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg's (1996) Advice?" *2008 Association of Collegiate Marketing Educators Conference Proceedings*, (March 4 – 8, 2008), (CD version).

Swimberghe Krist, R. and Ying Wang. "Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective." *2008 Southwest American Accounting Association Conference Proceedings*, (March 4 – 8, 2008), (CD version).

Krist R. Swimberghe. "When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?" *2007 Academy of Marketing Science Conference Proceedings*. (May 23-26, 2007), (CD version).

- *Conference Presentations*

Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and Parenting Style Matter?, **2013 Society for Marketing Advances**, Hilton Head, South Carolina, October 29-November 2, 2013 – **"Awarded Best Paper for the Ethics Track"**.

Ruffled Feathers at Chick-fil-A. **2013 Society for Marketing Advances**, Hilton Head, South Carolina, October 29 – November 2, 2013.

"Why the Bass Diffusion Model may not Work for New Subscriber Services." **2011 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Houston, TX, March 10-11, 2011.

"Salespeople Behaving Badly! An Exploratory Study Investigating the Relationship Between the Work-Family Interface and Salesperson Deviant Behavior." **2009 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Oklahoma City, February 24-28, 2009.

"Salespeople Gone Bad! Investigating the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance." **2009 National Conference in Sales Management**, Norfolk, Virginia, March 25-28, 2009.

“Applications of Structural Equations Modeling in Marketing and Consumer Research: Did Researchers Heed Baumgartner and Homburg’s (1996) Advice?” **2008 Federation of Business Disciplines: Association of Collegiate Marketing Educators Conference**, Houston, Texas, March 5-8, 2008.

“Do Partial Government Ownership and International Ownership Continue to Influence Firm Performance in Post WTO China? A Resource Based, Transaction Cost, and Institutional Theory Perspective.” **2008 Federation of Business Disciplines: Southwest American Accounting Association Conference**, Houston, Texas, March 5-8, 2008 with Ying Wang.

“Brand Management in Eastern and Western Universities.” **The 18th. Alliance of Universities for Democracy (AUDEM) International Annual Conference**, Babes-Bolyai University, Cluj-Napoca, Romania, November 4-7, 2007 with Allison E. Wall and Jerry L. Wall.

“When Corporate Actions and Consumer Values Collide: Does Consumer Religious Commitment Influence Store Loyalty and Consumer Complaint Intentions?” **2007 Academy of Marketing Science Annual Conference**, Miami, Florida, May 23-26, 2007.

- Invited Guest Lecture

“Doing Business in the USA – A Guide for the French Entrepreneur (6 hour lecture)”, **Pole Universitaire Leonard de Vince (PULV)**, Paris, France, March 16-20, 2009

RESEARCH GRANTS FUNDED

“Does Sex Sell? The Moderating Effect of Consumer Religiosity on the Advertising Effectiveness of Sexual Appeals in the United States: An Empirical Investigation.” Principal Investigator (with Laura Flurry), Office of University Research, Louisiana Tech University, \$ 1,600.00, 2007.

“When Corporate Actions and Consumer Values Collide: The Effect of Consumer Religious Commitment on Consumer Complaint Intentions, Store Patronage, and Store Loyalty.” Principal Investigator (with Laura Flurry), Office of University Research, Louisiana Tech University, \$ 1,600.00, 2006.

“Balancing Work and Family: The Effects of Work and Family Factors on Salesperson Job Outcomes.” Principal Investigator (with Douglas Amyx and Bruce Alford), Office of University Research, Louisiana Tech University, \$ 1,600.00, 2006.

UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE WHILE AT UT TYLER

- 2011-Current: University Student Affairs Advisory Committee, Chair
The University of Texas at Tyler
- 2010-Current: Graduate Curriculum Review Committee
College of Business and Technology-University of Texas at Tyler
- 2011-Current: Marketing and Management Journal List Committee
Department of Management and Marketing – CBT – UT Tyler
- 2012, 2011: Search Committee Member for Management Faculty (Committee Chair)
College of Business and Technology-University of Texas at Tyler

- 2012: Search Committee Member for Finance and Accounting Faculty
College of Business and Technology-University of Texas at Tyler
- 2013, 2011: Search Committee Member for Marketing Faculty (Committee Chair)
College of Business and Technology-University of Texas at Tyler
- 2011: Search Committee Member for Business Communication Faculty (Committee Chair)
College of Business and Technology-University of Texas at Tyler
- Journal of Business Research – Ad Hoc Reviewer
- Journal of Business Ethics – Ad Hoc Reviewer
- International Review of Retail, Distribution and Consumer Research – Ad Hoc Reviewer
- Academy of Marketing Science 2012 – Reviewer
- World Marketing Congress 2012 - Reviewer
- Society for Marketing Advances 2012 - Reviewer
- 2011-Current: Beta Gamma Sigma Honor Society – Member
- Texas AHEC East – Northeast Region (University of Texas Health Science Center) - Advisory Board Member
- East Texas CSR Initiative – Board Member