

Barbara Ross Wooldridge

ADDRESS

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EDUCATION

Doctorate of Philosophy in Business Administration
Louisiana State University, Baton Rouge, Louisiana
Major Concentration: Marketing
Minor Concentration: Psychology/Methodology
Support Area: Statistics
Dissertation Chair: Alvin C. Burns
May 1999

Master of Professional Studies
Cornell University, School of Hotel Administration, Ithaca, New York
Concentrations: Marketing and Human Resources
May 1990

Bachelor of Fine Arts in Mass Communications – Magna Cum Laude
James Madison University, Harrisonburg, Virginia
Major: Radio, Television and Film
Minor: French
May 1982

TEACHING EXPERIENCE

University of Texas at Tyler, TX (2007 – to present)

Professor of Marketing – fall 2014

Associate Professor of Marketing - 2007 to 2014

Interim Associate Dean, School of Business Administration – September 2007-March 2009

Associate member of the graduate faculty

Undergraduate: Principles of Marketing, Services Marketing, Marketing Research,
International Marketing, Consumer Behavior, Retail and SAP

Graduate: Fundamentals of Marketing, Marketing Processes and Concepts, Special
Topics in Health Care Marketing

University of Tampa, Tampa, FL (2002 – 2007)

Associate Professor of Marketing 2006 - 2007

Coordinator of the International Business Majors 2006 - 2007

Assistant Professor of Marketing-2002-2005

Principles of Marketing (undergraduate and MBA); Buyer Behavior; Product
Management and Service Marketing; Product Engineering (MBA); Maximizing Service
Quality (MBA); Marketing on the Cutting Edge (MBA), International Marketing
(undergraduate and MBA), Marketing Research (MBA)

University of Texas at Tyler, Tyler, TX (1999 - 2002)

Assistant Professor of Marketing

Principles of Marketing; Marketing Research (undergraduate and MBA); Consumer Behavior, Principles of Marketing Management/Administrative Marketing (undergraduate and MBA); Current Trends in Marketing (MBA); Channel Systems and Market Structure; Sales Management

Louisiana State University, Baton Rouge, LA (1997 - 1998)

Instructor

Principles of Marketing

Louisiana State University, Baton Rouge, LA (1997)

Instructor for Independent study courses (Distance College)

Principles of Marketing, International Marketing, Consumer Behavior, Retailing

Louisiana State University, Baton Rouge, LA (1996 - 1997)

Graduate Assistant, Department of Marketing

Consumer Behavior, Marketing Research

INDUSTRY EXPERIENCE

Marketing and Sales Manager, Universal Safari Tours, Nairobi, Kenya, 1992 - 1994

- Responsible for the coordination of an international sales force
- Coordinated marketing efforts of four offices within Africa and one in London
- Development of brochures, advertisements, and all other promotional materials
- Contracting
- Financial analysis of safari performance
- Attendance and contracting at international trade shows

Director of Marketing, Seychelles Hotels, Mahe, Seychelles, 1990 - 1992

- Responsible for all reservations and contracting for a chain of six hotels (25% of the total market)
- Development of all promotional materials
- Contracting
- Attendance and contracting at international trade shows

Food and Beverage Director, Carambola, St. Croix, United States Virgin Islands, 1987 - 1988

- Responsible for a staff of over 150 employees
- Coordination of 4 dining outlets and special events

OTHER BUSINESS EXPERIENCE

Rafiki Marketing Solutions, LLC (consulting business), Tampa, FL (2002 - 2007)

- Questionnaire design, development, and statistical analysis
- Seminars on research
- Expert Witness

Washington Federals Football Team, Washington, D.C. (1983)

- Game day media relations assistant

WEAM (Big Band Radio), McLean, Virginia (1981)

- Internship-engineer and splice tapes, keep logs, and tape station messages
- Receptionist/Office help-answer phones, develop sales leads, type contracts

CERTIFICATONS and CONTINUING EDUCATION

- CPCA (Certified Professional Category Analysis (completed Spring 2015))
 - a. Basic Industry Knowledge
 - b. Pricing and Process
 - c. Promotion Analysis
 - d. Assortment Analysis (Basic)
 - e. Spreadsheet Development (Basic)
 - f. Presentation Development (Basic)
 - g. Syndicated Scanner Data (Basic)
 - h. Syndicated Panel Data (Basic)
 - i. Retail POS Data Analysis (Basic)

- HOSP.101x: Introduction to Global Hospitality Management, Cornell X
 - a. Honor Code Certificate, Spring 2015

HONORS AND WARDS

- 2015 Faculty Fellow in Teaching Innovation, University of Texas at Tyler
- 2014 Faculty Fellow in Teaching Innovation, University of Texas at Tyler
- 2014 Marketing Management Association winner of the Teaching Excellence Award
- 2014 Finalist for the Hormel Master Teacher Award
- 2013 University of Texas System Regents' Outstanding Teacher Recipient
- 2012/2013 recipient of Jack and Dorothy Faye White Teaching Fellowship Award
- 2013/2014 nominee for the Minnie Steven Piper Foundation Excellence in Teaching Award
- 2013 Finalist for the Hormel Master Teacher Award
- 2012/2013 UT Tyler Faculty Senate Distinguished Faculty Award for the College of Business and Technology
- 2012 Teaching Award, College of Business and Technology, The University of Texas at Tyler
- 2012/2011 Faculty Award for Greatest Influence on Student Athlete of the Year nominee David Ring
- 2010 Champion Sherwin-Williams Distinguished Teaching Professor Award
- 2010 Finalist Sherwin-Williams Distinguished Teaching Professor Award
- 2009 Nominated for the McGraw-Hill John Robert Gregg Award in Business Education
- 2009 inducted into Phi Kappa Phi
- 2009 Winner of the Distance Learning All Star, Northeast Texas Consortium of Colleges and Universities
- 2008 ACME (Association of Collegiate Marketing Educators), Best Paper in the Services Marketing Track
- 2007 Winner of the Houghton Mifflin Pride/Ferrell Innovation in Teaching Competition, Society for Marketing Advances
- 2007 Winner of The University of Tampa, Advisor of the Year
- 2005 Winner of Houghton Mifflin Pride/Ferrell Innovation in Teaching Competition, Society for Marketing Advances
- 2005 Named runner-up teaching idea in conjunction with the publication of the Eight Edition of Marketing by Charles Lamb, Joseph Hair, and Carl McDaniel.
- 2004/2005 John H. Sykes College of Business Scholarship Award, University of Tampa
- 2003/2004 John H. Sykes College of Business Student Involvement Award, University of Tampa,
- 2003 Best Paper Award for the Cornell Hotel and Restaurant Administration Quarterly, "Guest Perceptions of Hotel Quality: Determining Which Employee Groups Count Most"
- 2001/2002 Nominated for Teacher of the Year Award, University of Texas at Tyler, 2001-2002

- Nominated for Teacher of the Year Award, University of Texas at Tyler
- 1999 Elected to Beta Gamma Sigma
- 1997/1998 Department of Marketing nominee for the Instructor of the Year for the E. J. Ourso College of Business
- 1998 Mu Kappa Tau, National Marketing Society
- 1997 Society for Marketing Advances Doctoral Consortium Fellow
- 1990 Best Marketing Plan to Increase Tourism to Jordan, Awarded by the Jordan Hotel Association
- 1982 Elected to the Mortar Board National Honor Society

RESEARCH GRANTS AND AWARDS

- 2013 Research Grant, Swann's Furniture
- 2006 Delo Research Grant, awarded University of Tampa, Spring
- 2005 Teaching in Excellence and Innovation Grant, awarded University of Tampa
- 2005 Project Innovate Grant, awarded University of Tampa, Spring
- 2003 Delo Research Grant, awarded University of Tampa
- 2003 Teaching Grant, awarded University of Tampa
- 2003 Mini Sabbatical Grant, awarded University of Tampa
- 2002 Project Innovate Grant, awarded University of Tampa
- 2001 College of Business Summer Research Grant, Awarded for summer of 2001.
- 2001 CIBER scholarship awarded April 2001 to attend the 2001 Globalization Seminars, University of Memphis

PROFESSIONAL/ ACADEMIC MEMBERSHIPS

American Association of University Women

- Co-Chair Membership 2014-2015
- President 2009 to 2010
- Parliamentarian 2010 to 2011
- President Elect 2008
- Member 1999 to 2002, 2007 to present

Tyler Fund, AAUW Tyler Branch

- President 2010 to July 2011
- Member 2009 to 2011

SAP Retail Alliance

- Member of the start-up alliance

Academy of Marketing Science

- Reviewer for annual conference in the services track

American Marketing Association

- Reviewer for Winter AMA research track
- Reviewer for the Summer AMA consumer behavior track

Society for Marketing Advances

- Track Chair SMA Distinguished Teaching Competition 2014
- Track Chair SMA Distinguished Teaching Competition 2013
- Track Chair for Marketing Strategy 2012 Annual Conference
- Track Chair for Marketing Strategy 2011 Annual Conference
- Judge Sherwin-Williams Distinguished Teaching Award, competition judge
- Doctorial Consortium Faculty - 2011

- Track Chair for Case Writing Research 2010 Annual Conference
- Track Chair for Case Writing Research 2009 Annual Conference
- Research Track-reviewer

Marketing and Management Association

- Doctorial Consortium Fellow, September 2014
- Doctorial Consortium Fellow, September 2013
- Editorial Review Board, June 2011 to present

Society for Case Research

- Elected to the board for term March 2006 - March 2009
- Reviewer for annual conference

American Collegiate Marketing Educators

- Reviewer for annual conference in services and marketing research tracks

Cornell Society of Hotelmen 1990 to present

Beta Gamma Sigma 1999

Mortar Board Honor Society 1982

PUBLICATIONS in REFEREED JOURNALS

- Krist R. Swimberghe, Marian Astakhova, Barbara Ross Wooldridge, (2014) "A new dualistic approach to brand passion: Harmonious and obsessive," *Journal of Business Research*, 67, pp.2657-2665, online <http://dx.doi.org/10.1016/j.jbusres.2014.04.003>
- Krist R. Swimberghe, Barbara Ross Wooldridge, Kerrie Anne Ambort-Clark, and Jana Rutherford, (2014) "The influence of religious commitment on consumer perceptions of closed-on-Sunday policies: an exploratory study of Chick-fil-A in the southern United States," *The International Review of Retail, Distribution and Consumer Research*, 24(1), pp. 14-29.
- Krist R. Swimberghe and Barbara Ross Wooldridge, (2014): Drivers of Customer Relationships in Quick-Service Restaurants: The Role of Social Responsibility," *Cornell Hospitality Quarterly*, 55/(4), pp. 4354-364. first published on February 10, 2014 as doi: 10.1177/1938965513519008
- Barbara Ross Wooldridge, Jana Rutherford, and Erika Matulich (2013) "Say It Ain't So? The Need for Crisis Management in Professional Sport," *Journal of Applied Case Research* V11 (1), pp. 53-60. http://swcra.net/wp-content/uploads/2013/07/V11_N1e_SayItAintSo_Case.pdf
- Britt Shirley, Barbara Ross Wooldridge, Kerri Keech, (2012) "Sweet Conclusions," *Marketing Education Review (MER)*, 22(2), pp.185-190.
- Mark S. Rosenbaum, Ronald Kuntze, Barbara Ross Wooldridge, (2011) "Understanding Unethical Retail Disposition and Restraint from the Consumer's Perspective," *Psychology and Marketing*, 28(1), pp.29-52.
- Barbara Ross Wooldridge, Ronald Kuntze, (2010) "Publish or Perish an Innovative Teaching: Combining the Two To Explore Ethical Behaviors," *Marketing Education Review*, 20 (2), pp. 159-164.
- Imad J. Zbib, Barbara Ross Wooldridge, Zafar U. Ahmed, and Yeghig Benlian, (2010) "Purchase of Global Shampoo Brands and the Impact of Country of Origin on Lebanese Consumers," *Journal of Product and Brand Management*, 19(4), pp. 261-275.

- Imad J. Zbib, Barbara Ross Wooldridge, Zafar U. Ahmed, Sarkis, Benlian, (2010), "Selection Criteria of Lebanese Consumers in the Global Snack Food Industry: Country of Origin Perceptions," *Journal of Consumer Marketing*, 27 (2), pp. 139-156.
- Kerri Keech, Barbara Ross Wooldridge (2009), "TME Manufacturing-How Much is it Worth?" *Annual Advances in Business Cases*, 1939-496 (29), pp: 214-226.
- Kevin J. Shanahan., Barbara Ross Wooldridge., Charles M. Hermans, (2009) "An Exploratory Study into Delivery and Payment Restriction," *Journal of Organizational and End User Computing*, 21(1), pp. 75-88.
- Tammy W. Cowart. and Barbara Ross Wooldridge, (2008) "Ruffled Feathers at Hubbard Poultry Company," *Journal of Business Cases and Applications*, Summer, pp. 18-20.
- Britt Shirley and Barbara Ross Wooldridge, (2008) "To Honor or Not to Honor: Internet Pricing Errors," *Annual Advances in Business Case*, Fall pp. 263.
- Barbara Ross Wooldridge (2008) "Golden Duck Awards: An Interactive Game to Facilitate Classroom Participation," *Marketing Education Review*, 1 (18, Spring), 15-17.
- Mary Helen Fagan, Stern Neil, and Barbara Ross Wooldridge , (2008) "Exploring the intention to use computers: An empirical investigation of the role of intrinsic, extrinsic motivation and ease of use," *The Journal of Computer Information Systems*, 48 (3): 31-37.
- Barbara Ross Wooldridge, Erik Matulich, and John Riddick, (2008) "Big Changes in Retail Industry Test Retail Powerhouse Blockbuster," *Annual Advances in Business Cases*, 27(1), pp.161-168.
- Barbara Ross Wooldridge and Britt Shirley, (2007) "JetBlue and the Blizzard of 2006," *Annual Advances in Business Cases*, 27 (1) pp. 338.
- Barbara Ross Wooldridge (2006) "The Power of Perception an Active/Experiential Learning Exercise for Principles of Marketing," *Marketing Education Review*, Summer (16): pp 5-7.
- Barbara Ross Wooldridge, Mark P. Brown and Barbara D. Minsky, (2004), "The Role of Company Image as Brand Equity," *Corporate Communications: An International Journal*, 9 (2), pgs 159-167.
- Mary Helen Fagan, Stern Neill, and Barbara Ross Wooldridge (2003-2004), "An empirical investigation between computer self efficacy, anxiety, experience support and usage," *The Journal of Computer Information Systems*, Winter, pp. 95-104.
- Velma E. McCuiston, Barbara Ross Wooldridge, Chris K. Pierce (2004), "Leading the diverse workforce: Profit, prospects and progress," *The Leadership & Organization Development Journal*, 25 (1), pp. 73-92.
- Mark Kroll, Barbara Ross Wooldridge, Viet Anh Nguyen (2003) "Vietnam International Hospital: What Now?" *The Business Case Journal*, (Summer) Vol. 11, Iss. I: pp. 72-95.
- Micheal D. Hartline, Barbara Ross Wooldridge, Keith C. Jones, (2003) "Effect of the Number and Combination of Employee Performance Cues on the Perceived Quality and Value of Hotel Services," *The Cornell Quarterly*, 44, pp. 43-52.
- Barbara Ross Wooldridge and Barbara D. Minsky (2002) "The role of climate and socialization in developing interfunctional coordination," *The Learning Organization*, 9 (1), pp. 29-38.

Vivek Pandey and Barbara Ross Wooldridge, (2003) "The Concept of Perceived but Nonexistent Power in Intrachannel Conflict Situations," *Journal of Marketing Channel*, 11 (1), pp.65-77.

Scott W. Hansen and Barbara Ross Wooldridge (2002) "An Empirical Investigation of Complaint Behavior Among Church Members," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*," Vol. 15,pp. 33-45.

Mary Helen Fagan, Barbara Ross Wooldridge, Stern Neill (2002) "Support for Computer Users: Concept Development and Measurement," *Issues in Information Systems*, Vol. III,pp. 186-192.

Barbara Ross Wooldridge (2002) "Beyond Student Evaluations: A Case Study of Alternative Teaching Evaluations and Faculty Development Methods," *Business Education Digest*, XII (Fall), pp.13-27.

Barbara-Jean Ross (1990) "Training: Key to Effective Reservations," *Cornell Hotel and Restaurant Administration Quarterly*: 31(3) pp. 71-79.

ARTICLES UNDER REVIEW in REFEREED JOURNALS

Krist R. Swimberghe, Barbara Ross Wooldridge, Brent Beal, "Consumer Religion, CSR Associations, and Relationship Quality: An Exploratory Study Using a Consumer Centric Approach, *under review Journal of Business Ethics*

REFEREED PROCEEDINGS ARTICLES

Ronald J. Kuntze, Barbara Ross Wooldridge, Mark S. Rosenbaum, "Exploring the Motivations of Deshopping: Beyond Sykes and Matza's Rationalizations," in *Retailing 2006: Strategic Challenges in the New Millennium, Special Conference Series*, XI, Joel R. Evans, editor. Hofstra University, Hempstead NY, Academy of Marketing Science 2006, pp.143-147.

Barbara Ross Wooldridge, Erika Matulich, "Can Desire for a Relationship in a Service Encounter be Identified by Demographic Attributes?" in *Advances in Marketing: Linking Organizations and Customers*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, 2006, pp. 266-269.

Barbara Ross Wooldridge, "Vacations for Toddlers: Is There Free Lunch?" in Society for Case Research 2006 Proceedings, Robyne J. Hart, editor, pp. 49-53.

Barbara Ross Wooldridge, "The Power of Perception: An Experiential Learning Exercise in Principles of Marketing," in Society for Case Research 2006 Proceedings, Robyne J. Hart, editor, pp. 160-166.

Velma E. McCuiston and Barbara Ross Wooldridge, "Visionary Leaders for Tomorrow through Holistic Leadership Development: Winning the War for Attracting and Retaining Top Talent," 2003 SAM (Society for Advancement of Management) International Conference: Trust, Responsibility, and Ethics. April 10-14, 2003, Proceedings.

Barbara Ross Wooldridge, Marilyn Young, and Christine T. Brenner, "The Explosion of Information Available to the Family Business: The Challenge of Finding the Right Information for Effective Strategic Planning," accepted SBIDA National Conference, February 2001.

Laura A. Williams, Melissa Johnson, James G. Maxham III, Barbara-Jean Ross, Alvin C. Burns, "Throw Me Something Mister! An Informant Study of Mardi Gras Consumer Behavior" in *Marketing Advances in Theory, Practice and Education*, Duncan Herrington and Ronald D. Taylor, editors (Society for Marketing Advances, Radford, Virginia 1998) pp. 59-64.

- Mark Patton Brown, Barbara-Jean Ross, Barbara D. Minsky, (1998) Halo marketing: Alternative benefits for firms serving unprofitable markets. Proceedings of the 1997 Southwestern Business Administration Teaching Conference, pp. 59-62.
- Barbara Dale Minsky and Barbara-Jean Ross, "NewsGroups: Forming and Effectively Using Group Work in the Classroom," in proceedings from the SouthWestern Business Administration Teaching Conference 1997: pp. 59-62.
- Barbara-Jean Ross and Laura A. Williams (1997) "Communicating Consumer Behavior II: A Modified Exercise Using Personal Consumption Journals in Condensed Courses," in *Developments in Business Simulation and Experiential Exercises*. John L Butler and Nancy H. Leonard, editors, Vol. 24 (Madison, WI: Association for Business Simulation and Experiential Learning), pp. 294-299.
- Barbara-Jean Ross, James G. Maxham, III and Stern P. Neill, (1996) "UCUES: An Evaluation Scale for Business College Personal Computer Labs," in *Marketing: Moving Towards the 21st Century*, Elnora W. Stuart, David J. Oritnua, and Ellen M. Moore, editors (Southern Marketing Association, Rock Hill, South Carolina 1996), pp. 24-29.

REFEREED PROCEEDINGS, ABSTRACT PUBLISHED

- Jana Rutherford, Barbara Ross Wooldridge, (2010) "Effects of Celebrity Athletes to Promote Sport Related Product Test via Dual Mediation Hypothesis, in *Going Green Best Marketing Practices for a Global World*, William J. Kehoe and Linda K. Whitten, editors, Tuscaloosa, AL: Society for Marketing Advances, 2010, pp. 19-20.
- Barbara Ross Wooldridge, Erika Matulich, Jana Rutherford, "Say It Ain't So David? The Need for Crisis Management in the NBA," in *Advances in Marketing: Embracing Challenges & Change- A Global Perspective*, William J. Kehoe and Linda K. Whitten, editors, Tuscaloosa, AL: Society for Marketing Advances, 2009, pp. 81-82.
- Barbara Ross Wooldridge "SMA Innovative Teacher Comment Golden Duck Awards to Facilitate Class Participation," in *Advances in Marketing Concepts, Models and Theories*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, 2006, pp.11.
- Ron Kuntze, Erika Matulich, Barbara Ross Wooldridge, Sarah Carson, Iris Daly, Adriana Pilar Rincon, Chitaphan Vajanadilok, "MySpace Juggling Security, Safety, and Freedom," in *Advances in Marketing Concepts, Models and Theories*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, 2006, pp.73-74.
- Erika Matulich, Barbara Ross Wooldridge, Tim Van DerKamp, David Armstrong, Michael Yaraavitz, "Mongoose: Tale of a Bike?" in *Advances in Marketing: Linking Organizations and Customers*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, 2006, pp. 80-81.
- Wooldridge, Ross Barbara, "Packaging for Promotion a Taste Test Experiment?" in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whiten, editors, Society for Marketing Advances, Charlottesville, VA 2005, pp. 11.
- Kim, Smithers, and Wooldridge, Ross Barbara, "Kodak: Has it Lost its Focus in the Digital Age?" in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whiten, editors, Society for Marketing Advances, Charlottesville, VA 2005, pp. 67-68.

- Bridget, Santinover and Wooldridge, Ross Barbara, "Starbucks: Coffee in the Fast Lane," in *Advances in Marketing: Managerial, Pedagogical, Theoretical*, William J. Kehoe and Linda K. Whiten, editors, Society for Marketing Advances, Charlottesville, VA 2005, pp. 52-53.
- Barbara Ross Wooldridge, Erik Matulich: Can Demographic Attributes Identify Consumers Desiring Social Relationships in a Service Encounter, in *Advances in Marketing Proceedings*, Uday S. Tate and Craig Conrad, eds, Department of Finance and Marketing, Western Illinois University, 2004, pp. 214-216.
- Tiffany Van Brunt, Barbara Ross Wooldridge: Personalization is the Pink Slip in the Mail for RedEnvelope, Inc., in *Advances in Marketing Concepts, Issues and Trends*, William J. Kehoe and Linda K. Whitten, eds. Society of Marketing Advances, Charlottesville, VA, 2004, pp. 60-61.
- Scott W. Hansen, Barbara Ross Wooldridge, Vivek K. Pandey (2003) "An Empirical Investigation into the Relationship between Aspects of the Worship Experience and Forms of Complaint Behavior," in *Decision Sciences Institute*, Dr. Chang-tseh Hsieh, Ed. Houston, TX, pp. 236-239.
- Charles M. Hermans, Shanahan, Kevin J., Wooldridge, Barbara Ross: Online Choice Restriction and Friction: Reversing the Expected Positive Association between Trusted Brands and Unknown Products," in *Marketing Advances in Pedagogy, Process, and Philosophy*, Beverly T. Venable, eds. Society for Marketing Advances, Greenville, NC, 2002, pp.177-178.
- Barbara Ross Wooldridge and Barbara D. Minsky, "The Role of Climate and Socialization in Developing Interfunctional Coordination," in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman editors (Society for Marketing Advances, University of Mississippi, 2000) pp. 211-212.
- Vivek K. Pandey, Barbara Ross Wooldridge, : The Concept of Perceived but Nonexistent Power in Intra-Channel Conflict Situations, in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds. *Society for Marketing Advances*, Athens, Oh. 2000 pp.175-176.
- Barbara-Jean Ross, "The Value of Irrelevant Attributes in the Evaluation of Experience and Credence Services" in *Marketing Advances in Theory, Practice and Education*, Duncan Herrington and Ronald D. Taylor, editors (Society for Marketing Advances, Radford, Virginia 1998) pp. 268.

CASES IN PRINT

- Mark Kroll, Barbara Ross Wooldridge, and Nguyen Viet Anh, (2005) "Viet Nam Hospital: What's Next? Case #6, in *Strategic Management of Health Care Organizations, 5th edition*, Linda E. Swayne, W. Jack Ducan, and PeterM. Ginger.
- Barbara-Jean Ross, Chekitan S. Dev and Kathleen M. Dennison, (1993) "Carnival Cruise Lines," in *Strategic Management Cases*, D.W. Grigsby, and M.J. Stahl, editors, (Boston, MA: PWS-Kent Publishing) pp. 251-267. With Teaching Note.

OTHER SCHOLARLY PUBLICATIONS

- Kevin J. Shanahan, Barbara Ross Wooldridge, Charles M. Hermans, (2011)"Delivery and Payment Options as Antecedents to Enhanced Online Retailing, invited book chapter in "Organizational and End User Interactions: New Explorations ," S. Clark and A. Dwivedi (eds), pp.89-101. ISBN# 978-1-60960-578-0.
- Barbara Ross Wooldridge, "Playing "Operator," a Demonstration of the Communication Process," accepted for publication in: *Great Ideas for Teaching Marketing*, 6th edition, Joseph F. Hair, Jr., and Carl McDaniels, editors, 2002.

Barbara Ross Wooldridge, (2000) "Packaging the Powerful P: The Impact Packaging has on how we "see" products a taste test experiment," in *Great Ideas for Teaching Marketing 5th edition*: Joseph F. Hair, Jr., editor (Cincinnati, OH: South-Western College Publishing) pp. 27-29.

Barbara Ross Wooldridge, (1999) © "The Impact of Communal Behaviors on the Judgment of Service Quality," Doctoral Dissertation.

Neill, S., Pullig, C. Ross, B., & Black, W.C. (1999). *Instructor's Manual for Multivariate Data Analysis*, 5th ed., Upper Saddle River, NJ: Prentice Hall, Inc.

Barbara-Jean Ross and Laura A. Williams, (1998) "Communicating Consumer Behavior: An Exercise Using Personal Consumption Journals" in *Great Ideas for Teaching Marketing*. Joseph F. Hair, Jr., and Carl McDaniels, editors (Cincinnati, OH: South-Western College Publishing) pp. 107-110.

Barbara-Jean Ross (1990) © "Training Reservationists to Increase Sales at 1-800#s," Masters of Professional Studies Monograph.

Scott William Hansen, Vivek K. Pandey, and Barbara Ross Wooldridge" An Empirical Investigation Into the Relationship Between Aspects of the Worship Experience and Forms of Complaint Behavior", Working paper: Center for the Study of Church Management <http://www.cf.villanova.edu/centers/cscm/programs/scholarshipresearch/workingpaper.html>.

WORKING PAPERS

Barbara Ross Wooldridge, Britt M. Shirley, Susan F. Brinkley, "Faculty led study aboard trips: dealing with problem student before you are thousands of miles from campus," second data collection completed.

Barbara Ross Wooldridge, Ron Kuntze, Krist Swimberghe, "Not So desperate Housewives: Older Women's' Relationship with Retailers," data collected, data analyzed and draft article to be written. IRB – F2011-41.

PRESENTATIONS

- MMA, Spring Meeting, Chicago 2013, embryo case study presentation
- SMA Annual Meeting, Orlando, 2012, creative teaching moment presentation
- MMA Annual Meeting, Minneapolis, 2012, panel presentation on teaching ethics in the business classroom
- SMA Annual Meeting, Atlanta, 2010, paper presentation
- SMA Annual Meeting, New Orleans, LA, 2009, paper presentation
- SCR Annual Meeting Chicago, IL, March 2009, case presentation
- LaLonde Conference in Service Management- 2008 co-author presents our paper
- 2008 Academy of Global Business Advancement 5th World Congress, co-author presents 2 of our papers
- SCR-Summer workshop, 2008, case presentation
- SCR Annual Meeting Chicago, IL, March 2008, case presentations
- SCR Summer workshop, 2007, case presentation
- SCR Annual Meeting, Chicago, IL, March 2007, case presentations
- SMA Annual Meeting, San Antonio, TX, November 2007, case presentation, innovations in teaching competition
- SCR Summer Workshop, River Falls, WI, July 2007, case presentations
- SCR Annual Meeting, Chicago, IL, March, 2007, case presentation
- AMS/ACRA Retailing Conference, Orlando, FL, November 2006, paper presentation
- Society for Marketing Advances, Nashville, TN, November 2006, paper presentation and case

- presentation
- Society for Case Research, Chicago, IL, March 2006-critical incident presentation, paper presentation
 - Society for Marketing Advances, San Antonio, TX, November 2005- case presentations, innovations teaching competition

 - Society for Case Research Annual Case Workshop, Pocatello, ID, 2005, case presentation

 - Society for Marketing Advances, St. Petersburg, FL, November 2004- case presentation, special topic presentation
 - Developed Branding Workshop with Judith Washburn for the Florida Entrepreneur Series Program, November 2003- workshop presentation
 - Federation of Business Disciplines, Orlando, FL, 2003
 - International Association for Computer Information Systems, Ft. Lauderdale, FL, October 2002 – paper presentation
 - Society for Marketing Advances, St. Petersburg, FL, November 2002- paper presentation

 - 5th SMA Retailing Seminar, St. Petersburg, FL, November 2002 – paper presentation
 - Frontiers in Services Conference, October 2001- paper presentation
 - Frontiers in Services Conference, September 2000 - paper presentation
 - Frontiers in Services Consortium, October 1999 - poster presentation
 - Society for Marketing Advances, November 1998 - poster presentation
 - Association for Consumer Research Association - October 1997-poster presentation
 - SouthWestern Business Administration Teaching Conference-October 1997, paper presentation
 - Southern Marketing Association, November 1996, paper presentation
 - North American Case Research Association Annual Meeting - November 1990, case presented

UNIVERSITY, PROFESSIONAL, AND COMMUNITY SERVICE

University of Texas at Tyler

- Teaching Excellence and Innovation, TE&I Steering Committee – 2012 to present
- Coordinator UT Tyler Pilot New Faculty Mentor Program – Fall 2012 to Spring 2013
- Member of the GATE Committee 2012 to present
 - Chair GATE subcommittee Site Selection
 - Member GATE subcommittee Marketing
 - Member GATE subcommittee Financial Sustainability
- Member of the VPAA Search Committee 2011
- Graduate Faculty Representative on dissertation defense Judy Yi Sun – November 2011
- Undergraduate Council Subcommittee: Core Curriculum – 2011 to 2012
- Member of the Research Council 2009 - present
- Member of the University Academic Affairs Committee 2008 - 2009
- Member of the University Student Affairs Advisory Committee 2007 - 2008

College of Business and Technology

- Co-Faculty Advisor ENACTUS – 2011 to present
- Member of Management and Marketing Department-Tenure Committee - 2010 to present
- Member of CBT –Tenure Committee- 2010 to 2012
- Member of the CBT AOL committee 2009 to 2010
- AOL Writing Assessment Task Force 2011
- Special Project Dean – Faculty Governance - 2011

University Service University of Tampa

- Coordinator International Business Majors - 2006
- New faculty mentor - 2006
- Chair of International Programs Committee-University 2006
- Chair of the International Business Major Committee, 2004 to present
- Member of the College of Business Undergraduate Programs Committee, 2002 to 2004
- Member of the University International Programs Committee, 2004 to present

- Member of the University Athletics Committee, 2002 to 2004
- Member of the University Administrative Board, 2003 to present

University Service University of Texas at Tyler

- Chair Human Subjects Committee, 2001- 2002
- Member of the Provost and Vice President for Academic Affairs Search Committee- 2000 - 2001
- Vice Chair Human Subjects Committee, 2000 - 2001
- Assisted in the development and analysis of surveys for the University of Texas at Tyler, Longview University Center-Fall 1999, Fall of 2000
- Developed Customer Service Training Seminars for University Staff-Fall of 2000
- Member COB Missions and Intellectual Contributions Committees
- Attended AACBS 2001 Continuous Improvement Symposium as representative of College of Business

Professional Service:

- Marketing Management Association Faculty Mentor 2014 Doctoral Consortium
- Marketing Management Association Faculty Mentor 2013 Doctoral Consortium
- Track Chair Society for Marketing Advance Access Capon Distinguished Teaching Competition, 2013, 2014
- Associate Editor for JAME (Journal for the Advancement of Marketing Education), Summer 2011 to 2013
- Case Section Editorial Review Board, Marketing Education Review, 2010 to present
- Track-chair SMA 2011 Conference, Marketing Strategy
- Track-chair SMA 2010 Conference, Case Writing and Research
- Judge Houghton Mifflin Pride/Ferrell Innovation in Teaching Competition, Society for Marketing Advances (SMA), 2009, 2013, 2014
- Judge Society for Marketing Advances 2009 Dissertation Competition
- Co-editor special issue on teaching innovation, MER (Marketing Education Review) – Spring 2009 issue date
- Track-chair SMA 2009 conference, Case Writing and Research
- Editorial Board Business Case Journal, 2006-2012
- Editorial Board Annual Advances in Case Research, 2006 - 2010
- Reviewer for Marketing Education Review, 2007- to present
- Instructor on Customer Service/Service Quality for the Focused Leadership Program for TECO-2006
- Member of the Board: Society for Case Research: March 2006 - 2009
- Reviewer for AMA winter and summer conferences-various tracks-2000 - 2008
- Reviewer for SMA annual conference-various tracks- 1998 - 2010
- Reviewer for AMS annual conference 2004 – consumer behavior track
- Reviewer for ACME annual conference 2004 – services and marketing research tracks
- Ad hoc reviewer for the *Journal of Marketing Channels*
- Co-reviewer for the Decision Sciences Journal 2000

Community Service related to marketing:

- Volunteer with the International Executive Service Corps (IESC)-1999 to present
 - Project No.: 32740 for IESC/GTN/BD in USA, 2001
 - Country: Uganda and Tanzania