

Dr. Kevin James

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Current Academic Position

University of Texas at Tyler

Assistant Professor of Marketing

3900 University Boulevard

Tyler, Texas 75799

Course include Promotion with Social Media Emphasis, Principles of Marketing (Face to Face), and Principles of Marketing (Online), Sports Marketing, and Special Topics in Marketing (Independent Study focus on Social Media) Spring 2017 Wine Marketing

Previous Academic Experience

University of Houston Downtown

Visiting Assistant Professor of Marketing

1 Main Street, Houston, Texas 77002

Course include Principles of Marketing, International Marketing, and Personal Selling

Assistant Professor

Indiana State University

Scott College of Business

Center for Professional Selling

Terre Haute, Indiana 478097

Courses include Business to Business Marketing (Graduate) and Professional Selling

Visiting Assistant Professor

Southeastern Louisiana University

Hammond, Louisiana

Fall 2011-Summer 2012

Courses include Principles of Marketing, Public Relations, and Consumer Behavior

Graduate Assistant

Louisiana Tech University

Ruston, Louisiana

2008-2011

Courses include Personal Selling, Sports Marketing (two quarters with Coach Derek Dooley), Advertising and Integrated Marketing Communications

Doctorate Degree and Graduate Studies

Doctoral Degree in Marketing (2012)

Louisiana Tech University, Ruston, Louisiana (AACSB Accreditation)

Dissertation: "Valuing Value: Value in Use and Marketing Performance"

Dissertation Chair: Dr. Barry J. Babin

Master of Business Administration (2007)
Flores MBA Program (Two Year 48 Hour Program)
E.J. Ourso College of Business
Louisiana State University (AACSB Accreditation)
Baton Rouge, Louisiana

Undergraduate Studies

Bachelor of Business Administration (2004)
Texas A&M University (AACSB Accreditation)
Mays Business School
College Station, Texas

Other Teaching Experience: Teaching and Research Assistant

Research Interests

Understanding the role of value in consumer behavior, specifically how service providers (including healthcare, retail, airlines, and financial institutions) create value as perceived by customers.

Awards

Consortium Fellow, 2011 AMA *Sheth Foundation* Doctoral Consortium at Oklahoma State University
Consortium Fellow, 2009 Academy of Marketing Science Doctoral Consortium, Oslo, Norway.
Best Paper Award, 2011 AMA Summer Educator's Conference, Sales Ethics Track, "What Matters? Action, Intentions or Outcomes?" (with David Shows, Yasmin Ocal Atinc and Barry Babin).

Journal Articles in Accepted or in Print

"Hedonic and Utilitarian Value and Patient Satisfaction" (with Camp, K, Babin, B.J., & Swimberghe, K. (accepted 2016), *Journal of Applied Management and Entrepreneurship*, Forthcoming.

"The Role of Retail Price Image in a Multi-Country Context: France and the USA" (with Barry J. Babin and Adilson Borges) *Journal of Business Research*, Accepted 4.30.15.

"Materialism through the Eyes of Polish and American Consumers," *Journal of Business Research*, (with JeromeTobacyk, Barry Babin, Jill Attaway, Stanislaw Socha and David Shows), (2011), Volume 64, Issue 944-950.

"A Brief Retrospective and Introspective on Value," *European Business Review*, Vol. 22, No. 5 (2010), 471-478 (with Barry Babin).

Manuscripts in Progress

“Value Drivers in Health Care: The role of Empathy versus Value” Data Collected and article refinement (Aug 2016), Target: *Journal of Healthcare Management*..

“Personal Values and Service Success: An Empirical Examination of the Achievement of Personal Values” Near Submission (Aug 2016) to *The Journal of Consumer Psychology*.

“How promotional capabilities impact financial and non-financial performance: The role of advertising efficiency” (with Kay Byun) target: *Journal of Marketing Communication*. Article refinement phase.

Conference Presentations

“HootSuite University: Integrating Industry Resources into Social Media and Promotions Course” (with Janna Parker), 2015, Presentation to Marketing and Management Association (MMA), Fall, San Antonio, Tx.

“Retail Success: Value and Satisfaction,” (with Barry Babin and Adilson Borges), 2013, Presentation to Academy of Marketing Science

“What Matters? Action, Intentions or Outcomes?” (with David Shows, Yasmin Ocal Atinc and Barry Babin), 2011, Presentation to AMA Summer Educator’s Conference.

“Ethnic Diversity, Sex Differences and Reactions to Ethically Ambiguous Situations in a Sales Management Context,” (with Melanie Gardner and David Shows), 2008, Presentation to the Academy of Marketing Science.

“A Review and Update of the Classification of Goods System: The Customer Involvement System,” 2008, Presentation to the Academy of Marketing Science.

“Is the March Madness Seeding Process Consistent?” (with James J. Cochran), 2008, Presentation to INFORMS.

“Closer than You Think: Outshopping Intentions and the Perceptions of Distance,” with David Shows and Yasmin Ocal Atinc), 2010, Presentation to Academy of Marketing Science.

“Ethical Judgments by Salespeople and the Impact of Trust between Salespersons and Sales Managers in the Modern Sales Environment,” (with David Shows), 2010, Presentation to Academy of Marketing Science.

“Further Cross-Cultural Comments on the Existence of Materialism,” (with Jerry Tobacyk, Barry J. Babin, Jill Attaway and David Shows), 2010, Presentation to the Royal Bank International Research Seminar.

Textbook Case

“Frontier Golf Simulators,” in *Exploring Marketing Research*, 10th and 11th Editions, Cengage-Learning, Chapter 15, Case 15.1, 396.

Professional Activities

Reviewer for the *Journal of Business Research*

Reviewer for Academy of Marketing Science, 2015, Denver.

Reviewer for Academy of Marketing Science, 15th World Marketing Congress and 2012 Conference in New Orleans.

Reviewer for Academy of Marketing Science, 42nd Annual Conference in Monterey, California.

Reviewer IMP Conference hosted by Georgia State University, Fall 2014

Service to the Discipline

2012 to 2013 – **Founding-Faculty Advisor** to the *American Marketing Association Student Chapter* at Indiana State University. Duties include generating student demand, holding leadership elections, attracting members, attaining funding via community sponsorship, designing schedules, and working with the AMA guidelines.

2008 to 2011 - **Assistant to the Associate Editor**, Barry Babin, *Journal of Business Research*
Managed the entire review process, which entails corresponding with authors, reviewers, associate editor, and managing editor to ensure that manuscripts moved with speed and equity through the various stages of review, acceptance or rejection.

2009 - Academy of Marketing Science, Baltimore Meetings, **Registration Manager**

Major Coursework and Professors in Doctoral Program

MKTG640	Marketing Theory	Dr. Barry Babin
MKTG600	Marketing Strategy	Dr. Sean Dwyer
MKTG601	Research Methods I	Dr. Sean Dwyer
MKTG602	Research Methods II	Dr. R. Bennett
MKTG615	Structural Equations	Dr. Barry Babin
MKTG637	Buyer Behavior	Dr. Laura Flurry
MKTG610	Price/Product	Dr. Bruce Alford
MKTG620	Promotion/Place	Dr. Bruce Alford

Major Teaching Field: Marketing

Secondary Teaching Field: Statistical Methods in Research

Industry Experience

Consulting for Dobbs and Associates – Tyler, Texas

Consultant (2013-2014) Wrote marketing plan for Dobbs and Associates pertaining to new business venture. Worked with director of operations to craft marketing mix, budget, target market, and business strategy.

NetNearU – College Station, Texas

Consultant (2010-2015) Assisting this worldwide provider of wifi software support systems with their marketing campaign for a new subsidiary in the development of a marketing campaign for a new subsidiary **goWIFI.COM**.

NetNearU – College Station, Texas

Assistant Director, Marketing (Internship through Flores MBA Program, LSU, 2006)

Designed and executed a customer satisfaction survey for this worldwide wifi software development firm with customers including AT&T, Sprint, Comcast, Time Warner, Verizon, Department of the Navy and the U.S. Marine Corp. Formally presented findings, SWOT analysis and competitor profile assessment, along with recommendations, to top managers and directors.

NII Communications, Inc. San Antonio, Texas (2004-2005)

Technical Sales Specialist

Completed six month sales training program, then earned top salesman award three consecutive months. Excellent opportunity to learn the techniques of successful salesmanship and business to business marketing, as this company competed with AT&T in AT&T's headquarters location.

Lone Star Personnel, Inc. San Antonio, Texas (1999-2002)

Marketing and Business Development

Outside sales and public relations person for this personnel staffing company. Increased revenues 20% or more each year during my employment.

REFERENCES

Barry J. Babin, Ph.D.

Max P. Watson, Jr. Professor and Chair
Department of Marketing and Analysis
Louisiana Tech University
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Bruce Alford, Ph.D.

Max Watson Endowed Professor and Marketing Doctoral Coordinator
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