

CURRICULUM VITAE

ROBERT D. STRAUGHAN

Crawford Family Dean and Professor of Business
Williams School of Commerce, Economics, and Politics
Washington & Lee University
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EDUCATION

Ph.D. University of Houston
Department of Marketing

M.B.A. University of Houston
Concentrations in marketing and statistics

B.B.A. Baylor University
Majors in marketing and management

PROFESSIONAL EXPERIENCE

Washington and Lee University

Crawford Family Dean, Williams School of Commerce, Economics, and Politics (2015-present)
Senior administrator responsible for one of two undergraduate academic units. Responsibilities include personnel hiring and supervision (50+ faculty, 10 support staff), fundraising including significant gifts as part of the University's recently completed \$542.5 million capital campaign, oversight of the curriculum, coordination with external stakeholders, planning with other senior University officials to set the strategic direction of the University.

Associate Dean, Williams School of Commerce, Economics, and Politics (2003-15)
Advised the Crawford Family Dean and had primary or secondary responsibility for matters including strategic planning and development, accreditation and assessment, facilities renovation and expansion, personnel and staffing, and curricular and co-curricular programming.

Professor of Business Administration (2010-present), **Associate Professor of Business Administration** (2004-2010), **Assistant Professor of Business Administration** (2000-04)

Baylor University

Assistant Professor of Marketing (1996-2000), **Visiting Assistant Professor of Marketing** (1995-96)

University of Houston

Teaching Fellow, Department of Marketing (1992-95), **Research Assistant**, Department of Marketing (1990-95), **Assistant to the Editor**, *Journal of Advertising* (1992-94), **Assistant to the Book Review Editor**, *Journal of Marketing* (1992-94)

Shell Oil Co.

Territory Sales Representative, Refining and Marketing Division, Chicago North District (1987) and Michigan Retail District (1987-88).

RESEARCH

Competitive Research Awards

Recipient of the **2002 Literati Club Highly Commended Award** presented by MCB University Press and *International Marketing Review* for

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), pp. 521-41.

Recipient of the **McGraw-Hill/Irwin Distinguished Paper Award**, given to the best paper at the Association of Collegiate Marketing Educators Conference for:

Prenshaw, Penelope J., Robert D. Straughan, and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis Across Fourteen Universities," in *Advances in Marketing*, James L. Thomas, ed., Jacksonville, AL: Association of Collegiate Marketing Educators, pp. 203-208.

Recipient of 1999 American Marketing Association Winter Educators' Conference Award for **Best Paper in the Marketing Academy, Marketing Education, and Teaching Innovations** for:

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Students' Perceptions," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 62-63.

Journal Publications

Sharma, Dheeraj, Nancy D. Albers-Miller, Lou E. Pelton, and Robert D. Straughan (2006), "The Impact of Image Management, Self-Justification and Escalation of Commitment on Knowledge Development in the Marketing Discipline," *Journal of Marketing Education*, 28 (2), 161-71.

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2004), "Managing Student Satisfaction with Non-Business Curriculum Alternatives: An Analysis of Student Perceptions with Strategic Implications," *Journal for Advancement of Marketing Education*, 5 (Winter), 15-26.

Straughan, Robert D. and Marjorie J. Cooper (2002), "Managing Internal Markets: A Conceptual Framework Adapted from SERVQUAL," *The Marketing Review*, 2 (3), pp. 253-65.

Straughan, Robert D. and Michael Lynn (2002), "The Effects of Salesperson Compensation on Perceptions of Salesperson Honesty," *Journal of Applied Social Psychology*, 32 (4), pp. 719-31.

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Exploring Innovative Teaching Among Marketing Educators: Perceptions of Innovative Activities and Existing Reward and Support Programs," *Journal of Marketing Education*, 23 (3), pp. 249-59.

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "An International Investigation of Cultural and Demographic Effects on Domestic Retail Loyalty," *International Marketing Review*, 18 (5), pp. 521-41. (**2002 Literati Club Highly Commended Award presented by MCB University Press and International Marketing Review**)

Albers-Miller, Nancy D. and Robert D. Straughan (2000), "Financial Services Advertising in Eight Non-English Speaking Countries," *International Journal of Bank Marketing*, 18 (7), pp. 347-58.

Straughan, Robert D. and Nancy D. Albers-Miller (2000), "Marketing Education Research: Credit for the Advancement of our Own Profession?" *Journal of Marketing Management*, 16 (7), pp. 793-812.

Albers-Miller, Nancy D., Thomas D. Sigerstad, and Robert D. Straughan (2000), "Internationalization of the Undergraduate Curriculum: Insight From Recruiters," *Journal of Teaching in International Business*, 11 (4), pp. 55-80.

Straughan, Robert D. and James A. Roberts (1999), "Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millennium," *Journal of Consumer Marketing*, 16 (6), pp. 558-73.

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Student Perceptions of Study Abroad Programs: A Survey of US Colleges and Universities," *Marketing Education Review*, 9 (1), pp. 29-36.

Straughan, Robert D. (1998), "Delivering a Satisfactory Educational Experience: The Other Half of the Picture," *Marketing Educator*, 17 (2), pp. 1-3 (non-refereed).

Cooper, Marjorie J. and Robert D. Straughan (1997), "Promotional Products as Internal Marketing Communication Vehicles: A Case Study," *Journal of Promotion Management*, 4 (2), pp. 51-64.

Book Chapters

Straughan, Robert D. and Elizabeth Goad Oliver (2013), "Social Entrepreneurship and Indigenous Communities: The Cases of Brazil and Greenland," in *Social Entrepreneurship as a Catalyst for Social Change*, Charles Wankel and Larry E. Pate (eds.), Information Age Publishing, pp. 367-93.

Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2008), "Advertising Travel Services to the Business Traveler," in *Tourism Management: Analysis, Behaviour, and Strategy*, Arch G. Woodside and Drew Martin (eds.), CABI, pp. 185-96.

Conference Proceedings/Briefs

Straughan Robert D. (2004), "Redefining Marketing Education: From the Marketing Mix to "Marketing: Mixed," in *Advances in Marketing: Concepts, Issues, and Trends*, William J. Kehoe and Linda K. Whitten, eds., Society for Marketing Advances: Charlottesville, Virginia, p. 5. **(selected as one of four finalists for the 2004 SMA/Sherwin Williams Distinguished Teaching Award).**

Cooper, Marjorie J. and Robert D. Straughan (2002), "Strengthening Supply Chain Relationships in a Networked Economy," American Production and Inventory Control Educational Research Foundation, Academic Program Proceedings, Lynn H. Boyd, ed., pp. 26-31.

Straughan, Robert D., Nancy D. Albers-Miller, and Penelope J. Prenshaw (2002), "Students' Perceptions of Teaching Innovations: Dimensions and Attitudes," Academy of Business Education, on CD-ROM.

Shallow, Karly and Robert D. Straughan (2002), "Cultural and Demographic Effects on Status Consumption," in *Proceedings of the 2002 Multicultural Marketing Conference*, Enrique Bigne, Vic Johar, and Salah Hassan, eds., Academy of Marketing Science, on CD-ROM.

- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2001), "Travel Services Advertising: An Examination of Travel Motivations Across Eleven Countries," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.
- Straughan, Robert D. and Marjorie J. Cooper (2001), "Internal Customer Satisfaction: A Non-Traditional Application of the SERVQUAL Model," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2001), "Consumer Response to Product Warning Statements: A Five Country Cross-Cultural Examination," in *On Global Marketing Issues at the Turn of the Millennium*, Harlan E. Spotts, H. Lee Meadow, and Scott M. Smith, eds., World Marketing Congress, Academy of Marketing Science, on CD-ROM.
- Prenshaw, Penelope J., Robert D. Straughan, and Nancy D. Albers-Miller (2001), "University Academic Dishonesty Policy and Student Perceptions of Cheating: An Exploratory Content Analysis Across Fourteen Universities," in *Advances in Marketing*, James L. Thomas, ed., Southwestern Marketing Association: Jacksonville, Alabama, p. 203-08 (**McGraw-Hill/Irwin Distinguished Paper Award Winner**).
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2000), "Business Student Perceptions of Non-Business Curriculum Alternatives: An Analysis with Implications for Managing Student Satisfaction," Academy of Business Education, on CD-ROM.
- Straughan, Robert D. and Nancy D. Albers-Miller (2000), "The Semantic Structure of Time Oriented Retail Service Guarantees: The Moderating Role of Cultural Norms on Perceived Performance Risk," in *Developments in Marketing Science*, Harlan E. Spotts and H. Lee Meadow, eds., Academy of Marketing Science, p. 66.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (2000), "Widespread Cheating and Satisfaction with University Choice: An Analysis of Student Perceptions," in *Advances in Marketing*, Ernest A. Capozzoli, R. Keith Tudor, and Daryl McKee, eds., Southwestern Marketing Association, p. 7.
- Albers-Miller, Nancy D., Robert D. Straughan, and Penelope J. Prenshaw (1999), "A Choice Model of International Internships: A Profile of Students Across Seven Universities," in *Advances in Marketing: Theory, Practice, and Education*, Joyce A. Young, Robert D. Green, and Faye W. Gilbert, eds., Society for Marketing Advances, Terre Haute, Indiana, pp. 139-40.
- Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (1999), "Study Abroad Programs: An Exploratory Study of Students' Perceptions," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 65-72 (**1999 American Marketing Association Winter Educators' Conference Award for Best Paper in The Marketing Academy, Marketing Education, and Teaching Innovations**).
- Straughan, Robert D. and James A. Roberts (1999), "College Students and the Environment: A Look at Green Consumer Behavior in the New Millennium," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds., American Marketing Association: Chicago, Illinois, pp. 62-63.

Prenshaw, Penelope J., Robert D. Straughan, and Robert D. Anderson (1998), "The Relative Impact of Expectations, Performance, and Disconfirmation on Customer Satisfaction: The Moderating Role of Buyer Expertise," in *Marketing Advances in Theory, Practice and Education*, J. Duncan Herrington and Ronald D. Taylor, eds., Society for Marketing Advances, Radford, Virginia, pp. 65-70.

Straughan, Robert D. and Nancy D. Albers-Miller (1997), "Differential Acceptance of Retailers: A Conceptual Model of Cross-Cultural Acceptance" in *Advances in Marketing*, Joyce A. Young, Dale L. Varble, and Faye W. Gilbert, eds., Terre Haute, Indiana: Southwestern Marketing Association, pp. 115-122.

Straughan, Robert D. and Michael Lynn (1994), "Consumer Evaluation of Retail Salespeople: Dimensionality and the Relationship to Salesperson Compensation" (1994), presented to the Association of Consumer Research.

Conference Panels/Workshops

Susanne Goul Hovmand, Robert D. Straughan, and John Kelly (2013), "US and International Faculty Cooperation to Enhance Short-Term Study Abroad Learning and Cultural Understanding," 2013 Workshop on Intercultural Skills Enhancement and Conference, Winston-Salem, NC.

Albers-Miller, Nancy D., Penelope J. Prenshaw, and Robert D. Straughan (2007), "The Workload Fallacy: The Inadequacy of the 'Teaching, Research, and Service' Reward and Recognition Model," 2007 Academy of Business Education Conference, Bermuda.

Albers-Miller, Nancy D., Robert D. Straughan, Penelope J. Prenshaw, Linda Hayes, and Jon Littlefield (2006), "Student Research: Increasing the Quantity and Quality of Output," 2006 Academy of Business Education Conference, San Antonio.

Straughan, Robert D., Nancy D. Albers-Miller, and Penelope J. Prenshaw (2004), "Beyond Being a Respondent: Involving Students in Conducting High Quality Social Science Research," 2004 Academy of Marketing Science Conference, Vancouver.

Straughan, Robert D. (2003), "Using Co-Curricular Programs as a Path to Interdisciplinarity," 2003 Association of Collegiate Marketing Educators Conference, Houston.

Straughan, Robert D. and Nancy D. Albers-Miller (2001), "Domestic Retail Loyalty: A Closer Look at Cultural Effects," 2001 Association of Collegiate Marketing Educators Conference, New Orleans.

Albers-Miller, Nancy D., and Robert D. Straughan (1999), "Development of Internet Assisted Courses: Motivating Students to Utilize Electronic Resources," a special seminar on education presented at the 1999 Society for Marketing Advances Conference, Atlanta.

Straughan, Robert D. (1998), "The Transition from Doctoral Student to Professor," a panel discussion presented to the 1999 Southwestern Marketing Association, Dallas.

Straughan, Robert D. (1997), "Management of Customers' (Students') Pre- and Post-enrollment Expectations and Responsibilities Through the Use of Explicit, Tangible Information Transfer," presented at the 1997 American Marketing Association Summer Educators' Conference, Chicago.

Research Interests

Cross-cultural issues in consumer response and retailing, marketing education, sustainability and corporate social responsibility, internal marketing.

TEACHING

Competitive Grants and Awards

2004 SMA/Sherwin Williams Distinguished Teaching Finalist, Society for Marketing Advances.

2004 Denmark International Studies Program International Educator Grant, *DIS International Educators' Conference*, Copenhagen, Denmark.

2002-03 Washington and Lee Global Stewardship Faculty Development Grant, *Contemporary Cuba*.

2002-03 Associated Colleges of the South Student Development and Engagement Grant
“Washington and Lee Student Consulting – Environmental Enterprise Corps Partnership” (with Elizabeth Oliver).

1994 Melcher Award for Excellence in Teaching by a Doctoral Student, University of Houston – College of Business Administration

1994-95 University of Houston Teaching Excellence Award

Washington and Lee University

Courses taught:

Marketing Management
Cross-Cultural Issues in Marketing
Elementary Applied Statistics
Seminar on Marketing for Service Firms
International Corporate Social Responsibility and Sustainability
Corporate Social Responsibility Practicum

Co-curricular initiatives:

Washington and Lee Student Consulting (2000-present) – Served as faculty co-advisor for a 15-30 member student group that provides *pro bono* consulting services to business and not-for-profit organizations. WLSC typically served 10-15 clients per academic year. A representative set of WLSC clients include

PIATAM (Manaus, Brazil) – Students completed a product development analysis and a distribution chain analysis focused on sustainable agricultural products grown in traditional Amazonian villages along the Rio Solimoes and Rio Negro.

American Accounting Association – Students developed a marketing plan to grow membership in two segments identified by AAA as critical, international faculty and adjuncts/non-research faculty.

For Swim – Students conducted a competitive cost analysis and business plan for a proposed community pool in Lexington. The group's work was instrumental in securing city and county support for the project, now in its fourth year of operation.

Rockbridge Area Relief Association – Student developed a comprehensive financial analysis of a local food pantry that was instrumental in a successful grant proposal for a new delivery vehicle.
Rockbridge County Courthouse Economic Impact Study – Students conducted an economic impact study to measure the impact of the historic downtown courthouse on downtown retailers. Their analysis was important in the debate over the future location of a renovated/rebuilt courthouse.

Supervised Honors Theses:

Timmis, Rebecca (2008), *The Influence of Consumer Self-Esteem, Perceived Risk and Status Consciousness on Store Choice Patterns*, Washington and Lee University Honors Thesis.

Sugarman, Kelly Brooke (2003), *Why Enter the Beauty Contest?: The Antecedents of Comparison to Models In Advertising*, Washington and Lee University Honors Thesis.

Shallow, Karly Ann (2002), *An International Investigation of Cultural and Demographic Effects on Status Consumption*, Washington and Lee University Honors Thesis.

Supervised Post-Graduate Grant Proposals:

Hendricks, Shelbi (2015), Comparative Social Policy, a Rhodes Scholarship proposal.

Harris, Katherine (2009), “Sustainability and Corporate Social Responsibility: A Comparison of Strategy and Perceptions in Brazil, Denmark, and the U.S.,” a Fulbright proposal for research at the Copenhagen Business School’s Center for Corporate Social Responsibility.

Mansey, Stephanie (2009), “A Cross-Cultural Exploration of the Effectiveness of Abstract Imagery in Advertisements,” a Fulbright proposal for research at the University of Wollongong’s Marketing Research Innovation Center.

Brooks, Rachel (2006), “Depictions of Spanish Women in Advertising as a Result of Political and Cultural Evolution,” a Fulbright proposal for research at the Universidad Complutense de Madrid.

Brown, Kristen (2004), “A Cross-Cultural Investigation of the Impact of National Values and Gender on Employee Perceptions of Work-Life Policies,” a Fulbright proposal for research at the Copenhagen Business School.

Baylor University

Courses taught:

Principles of Marketing
Professional Selling
Advertising Procedures
Services Marketing
Retail Store Management

University of Houston

Courses taught:

Principles of Marketing
Services Marketing (undergraduate and graduate)
Retailing Management

Teaching Interests

Cross-cultural marketing, marketing strategy, corporate social responsibility

SERVICE

University Service (representative sample)

Academic Life Renewal Implementation Committee
Academic Student Support Program Review Committee
Advising Task Force
Advisory Committee
Automatic Rule and Reinstatement Committee
Committee on Courses and Degrees
Community/Academic Research Effort Steering Committee
Faculty Executive Committee (chair)
General Education Review Steering Task Force
International Education Committee
Presidential Task Force on Complaint, Grievance, and Resolution Systems
Registration and Class Schedules Committee
Spring Term Renewal Task Force
Task Force on Faculty Participation in Governance
University Designated Officer/Investigative and Review Officer
Washington and Lee Strategic Planning, Academic Task Force
Washington and Lee Strategic Planning, Strategic Directions Committee
Williams School Strategic Planning Committee
Williams School Centennial Celebration Task Force (chair)
Writing Program Advisory Committee

Professional Service (representative sample)

Ad Hoc Reviewer

- *Journal of the Academy of Business Education*
- *Journal of Business Research*
- *Marketing Education Review*
- *1997 Southwestern Marketing Association Conference*
- *2000 Society for Marketing Advances Conference*
- *2001 Society for Marketing Advances Conference*
- *2001 American Marketing Association Summer Marketing Educators' Conference*
- *2001 American Marketing Association Services Marketing Special Interest Group Conference*
- *2002 Association of Collegiate Marketing Educators Conference*

Track Chair

- Sales Management Track, *1998 Southwestern Marketing Association Conference*
- Retailing Track, *1999 Society for Marketing Advances Conference*
- Marketing Education Track, *2002 Association of Collegiate Marketing Educators Conference*

Special Programs Chair

- Marketing Chairperson Colloquium, *1999 Southwestern Marketing Association Conference*

- “Back to the Future: Interdisciplinary Education and Scholarship,” *2003 Association of Collegiate Marketing Educators/Federation of Business Disciplines*

External Program Reviews

- Furman University, Business and Economics Program, 2004
- Franklin and Marshall College, Business, Organization, and Society Program, 2008
- Bucknell University mentor for initial AACSB accreditation, 2010-12
- Trinity University mentor for general education review and revision, 2011-12
- DIS, Business Faculty Advisory Council, 2015-present