

VITA

WILLIAM C. MONCRIEF, III

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Education:

- 1998 – 1999 American Council on Education Fellow (ACE) Assigned to President Scott Cowen-Tulane University
- 1978 - 1983 Louisiana State University, Ph.D. from the Graduate School of Business, Department of Marketing
- 1977 - 1978 University of Mississippi, MBA with a Marketing Concentration
- 1971 - 1975 University of Mississippi, B.S. in Political Science, Business Minor

Experience:

- 2000 - Present Charles F. and Alann P. Bedford Professor of International Business and Senior Associate Dean, M.J. Neeley School of Business, Texas Christian University
- 1999 - 2000 Interim Dean of the M. J. Neeley School of Business, Texas Christian University
- 1994 - 1997 Professor and Chair, Department of Marketing, Texas Christian University
- 1991 - 1992 Acting Director of the MBA Program, Texas Christian University
- 1988 - 1994 Associate Professor and Chair, Department of Marketing, Texas Christian University
- 1982 - 1988 Assistant Professor, Department of Marketing, Texas Christian University; Courses taught - Communication and Promotion, Sales Management, Marketing Research, Marketing Principles
- 1981 - 1982 Instructor - Department of Marketing, Louisiana State University; Courses taught - Communication and Promotion, Sales Management, Marketing Research, Marketing Principles
- 1980 - 1981 Instructor - Extramural Teaching, Louisiana State University at Alexandria; Course taught - Communication and Promotion (summers)
- 1979 Instructor - Continuing Education; University of Mississippi at Tupelo; Course taught - Marketing Principles
- 1978 - 1981 Graduate Teaching Assistant - Department of Marketing, Louisiana State University
- 1978 Graduate Research Assistant, Department of Marketing, University of Mississippi, Assistant to Professor Ronald F. Bush Duties included: Managing computer simulation games, and assisting with research projects and teaching

Primary Teaching Interests

Global Marketing (Graduate and Undergraduate)
Sales Management (Graduate and Undergraduate)

Promotion Management (Graduate and Undergraduate)
Marketing Principles

International Travel (business oriented)

England - multiple trips
Chile
Scotland
Italy
Germany - multiple trips
France - multiple trips
Mexico - multiple trips
Canada - multiple trips
Spain - multiple trips
Hungary
Austria
Czech Republic
Various other European and Caribbean nations

Honors

Chancellor's Award for Distinguished Research and Teaching 2010
TCU Honors Professor of the Year – 2010
Neeley School Alumni Professor of the Year 2009 (\$10,000 cash award)
Order of Omega Top Professor – 2009
Top Reviewer Award – 2006 - *Journal of Personal Selling and Sales Management*
Winner of the TCU Dean's Award for Meritorious Research (a \$2,500 cash award) - 2005
Winner of the Michael Bahr Mentoring Award (a \$10,000 cash award) - 2004
Named 2002 Society for Marketing Advances "Fellow"
Nominated by Tri-Delta sorority for "Most Outstanding Professor Award" given by Interfraternity Council, 2001
Outstanding Paper Award for the 2000 National Conference in Sales Management
American Council on Education Fellow, 1999-2000
Finalist for the Southern Marketing Association's "Outstanding Teaching Competition," 1999
One of 4 TCU faculty/staff named to the TCU Golden Key National Honor Society
Nominated for the Chancellor's Award for Distinguished Teaching, 1998
Student Foundation, Top Professor Award, 1996
Nominated for the Chancellor's Award for Distinguished Teaching, 1996
Nominated for the LSU Distinguished Alumni Award, 1996
Nominated by the TCU student body as 1996 Professor of the Year
Outstanding Faculty Advising Award, 1995
Top TCU Faculty - Student Foundation, 1995
Kappa Kappa Gamma "Friend of the Year" Award, 1991-1995
Order of Omega Top Professor, 1991, 1994
One of Top 10 Leading Contributors to the Sales Force Research Literature, 1980-1999, *Journal of Personal Selling and Sales Management* (Summer, 1991)
Nominee for the Chancellor's Teaching Award, 1990
Burlington Northern Foundation Recipient for Meritorious Teaching, 1989
Selected by Mortar Board members as their Faculty Advisor for 1989-90, 1995-1997
Selected by the TCU student body as one of the top five faculty, 1989
Selected by the TCU student body for the Excellence in Teaching award, 1988
Top Professor for Student Development (1988) chosen by the TCU University Staff
TCU Faculty Consortium Representative, 1983, 1984, 1991, 1992, 1993
Selected for Mortar Board's Preferred Professor Dinner, 1986-1990, 1994, 1995, 1997, 2000, 2001, 2002
Highest Student Evaluation, Undergraduate School of Business, 1985
Best Dissertation - 1984 Academy of Marketing Science conference
Best Marketing Professor - 1984 (student presented award)

Best Student Paper Award - Southwest Marketing Association, 1980

Professional Membership

Phi Beta Delta - International Scholars
American Marketing Association
Southern Marketing Association (Society for Marketing Advances)
Academy of Marketing Science
Pi Sigma Epsilon - Sales Fraternity

Professional Service

Board Member -- RangeOnLine Media -- from the Range inception to sale (2001-2008)
Editorial Board for the Journal of Personal Selling and Sales Management
Editorial Board for the Journal of Marketing Education
Editorial Board for the Journal of Marketing Theory & Practice
Reviewer for the Journal of Marketing,
Reviewer for Journal of Academy of Marketing Science
Reviewer for the Dissertation Track of the Academy of Marketing Science
Reviewer, Session Chairperson for Southern Marketing, 1986-1994, 1996-2000
Reviewer, Session Chairperson for SWFAD, 1984-1985 and 1987-1989, 1992
Reviewer, Session Chair, Discussant for the Academy of Marketing Science, 1985-1990, 1992, 1993
Chair of Special Session, "Being a Department Chair," 2001 AMA, Washington D.C., organized a Saturday afternoon special session prior to the beginning of the regular AMA conference
Track Chairperson, Academy of Marketing Sciences (Marketing Research, 1988)
Track Chairperson, Decision Science Institute (Student Track, 1985)
Track Chairperson, SWFAD (Marketing Research, 1986)
Southern Marketing Doctoral Consortium Coordinator, 1994-1995
Southern Marketing Fellows Committee Chair, 1994
President - Southern Marketing Association, 1992-1993
President-Elect - Southern Marketing Association, 1991-1992
Secretary, Southern Marketing, 1989
Vice President of Membership, Southern Marketing, 1988
Nominated for Treasurer, SWFAD, 1987
Nominated for Treasurer, Academy of Marketing Science, 1986
Directed and Administered a two-day special session on sales/sales management for SWFAD, 1988
Moderator for student AMA conference, 1987-1989
Southern Marketing Fellows Committee, 1989-1990, 1992, 1994 (Chair), 2004
Program Chair - SWFAD, 1990

University Service

University

The Collaboration group -- UCR committee examining the interaction of student activities and the UCR
Halliburton -- Distance Education Task force (chair)
Marketing Task Force for the Commission on the Future (Chair)
Neeley School Task Force for the Commission on the Future (Facilitator)
Compliance and Affirmative Action Committee
Marketing Task Force - Internal Communications
Marketing Task Force - Admissions
UCR Committee
TCU Capital Campaign Committee
Enrollment Task force
Graduate Faculty Task Force
Career Counseling Panel - Athletic Department
TCU Phonathon

Undergraduate Curriculum Committee
Traffic Regulations and Appeals Board
Human Safeguards
Outstanding Student Leadership Committee
TCU Today, Student Recruiter
Work with Athletic Department on student recruiting
Faculty-Staff Intramural and Sports Activity Committee
Self-Study Review - Chair
Think Tank for Fraternity Scholarship
"Making the Grade" Greek Leadership Workshop
Graduate Curriculum Committee

College

Undergraduate Curriculum Task Force (Chair)
Neeley School Advisory Committee
Neeley School Enrollment Task Force, (Chair)
Graduate Admissions Committee
Acting MBA Director, fall 1991 to fall 1992
Undergraduate Council Committee
Business Minor Committee
Who's Who Committee (Chair)
Outstanding Faculty Committee
Liaison TCU/Fort Worth Week and the Business School
Office Allocation Committee
Summer Grant Committee
Research Committee (Chair)

Search Committee

Executive Director of the TCU Career Services Center
Director of the EMBA program
Director of the Supply Chain Center
Executive Director of the Charles Tandy American Enterprise Center (chair)
Dean of Admissions (Chair)
TCU Women's Basketball Coach
Business School Communication Director, (Chair)
Director of Academic Services and Advising
Dean of the M. J. Neeley School of Business
Director of The Tandy American Enterprise Center- chair

Department

Editor, Marketing Department Newsletter
Initiated and moderate Marketing Student Advisory Board
Department Chairman, summer 1988 to 1997
Acting Department Chairman, summer, 1987
Development of Marketing MBA Brochure
Honors Committee
Faculty Recruiting
Alpha Mu Alpha Coordinator
AMA student group faculty advisor 1985-1988
Coordinator for Student Recruiters
Development of Marketing Alumni Base

Student Activities

Judge for Frog Follies 1985-1988, 1990-1992
Moderator and Faculty Participant for College Trivial Bowl
Developed Questionnaire for Campus Escort Service

Speaker for Parents Weekend 1986-1988, 1991
 Seminar Leader for Freshman Leadership Program 1987, 1992
 Seminar Leader for Resident Assistants Program
 Student Orientation faculty leader 1985-1988, 1991-1992
 Speaker for a number of student groups, 1985-1992
 Seminar Leader for "Making the Grade" Greek Leadership Workshop, 1993
 Order of Omega Holiday Tree Lighting Speaker, 1994, 1995

Community Service

Board of Directors for Southwest Christian School (1996-present)
 Board member for Range On-Line Medias (2001 to present)
 Fort Worth Theatre Board member
 Member of the Fort Worth Cultural Task Force
 Chairman of the Finance Committee - Cultural Task Force
 Speaker for St. Luke Presbyterian Church Men's Group
 Speaker for Tarrant County Young Lawyers Association
 Speaker for Future Business Leaders of America

PUBLICATIONS – Journal

- Richards, Keith, William C. Moncrief, and Greg W. Marshall (2010), "Tracking and Updating Academic Research in Selling and Sales Management: A Decade Later," *Journal of Personal Selling and Sales Management*, Vol 30, Number 3 (Summer), 253-272.
- Carter, Robert E., Andrea L. Dixon, and William C. Moncrief (2008), "The Complexities of Sales and Sales Management Research: A Historical Analysis from 1990 to 2005," *Journal of Personal Selling and Sales Management*, Vol. 28 (Fall), 403-420.
- Moncrief, William C., Greg W. Marshall, and Felicia Lassk (2006), "A Contemporary Taxonomy of Sales Position," *Journal of Personal Selling and Sales Management*, Vol 26 (Winter), 55-65.
- Tanner, John F., Michael Ahearne, Thomas W. Leigh, Charlotte H. Mason, and William C. Moncrief (2005), "CRM in Sales-Intensive Organizations," *Journal of Personal Selling and Sales Management*, Vol 25, Number 2 (Spring), 169-180.
- Moncrief, William C. and Greg Marshall (2005), "The Evolution of the Seven Steps of Selling," *Industrial Marketing Management* 34, (January), 13-22.
- Marshall, Greg W., Felicia Lassk, and William C. Moncrief (2004), "Salesperson Job Involvement: Do Demographics, Job Situational, and Market Variables Matter?" *Journal of Business and Industrial Marketing*, Vol 19, Issue 5 (August), 337-343.
- Cravens, David W., George Low, Felicia Lassk, Greg Marshall, and William C. Moncrief, (2004), "Formal and Informal Management Control Combinations in Sales Organizations: The Impact on Salesperson Consequences" *Journal of Business Research*, vol 37, iss 3, 241-248..
- Marshall, Greg, Dan J. Gobel, and William C. Moncrief (2003), "At the Interface: The Nature of Buyer-Seller Interactions and Relationships," *Journal of Business Research*, Vol 56, no 4 (April), 247-255.
- Ladik, Daniel M., Greg W. Marshall, Felicia G. Lassk, and William C. Moncrief (2002), "Reexamining Gender Issues in Salesperson Propensity to Leave," *Industrial Marketing Management*, Vol 31, no 7 (October), 599-608.
- Robinson, Leroy, Greg W. Marshall, William C. Moncrief, and Felicia G. Lassk, (2002), "Toward a Shortened Measure of Adaptive Selling," *Journal of Personal Selling and Sales Management*, Vol 22, No 2 (Spring), 111-118.
- Lassk, Felicia G., Greg W. Marshall, David W. Cravens, and William C. Moncrief (2001), "Measuring Salesperson Job Involvement," *Journal of Personal Selling and Sales Management*, vol 21. (Fall), 291-302.

Low, George S., David W. Cravens, Ken Grant, and William C. Moncrief (2001), "Antecedents and Consequences of Salesperson Burnout," *European Journal of Marketing*, Vol. 35, Issue 5.

This article was summarized in *Human Resource Management International Journal*, (2002) Vol. 10, Number 3.

Grant, Ken, David W. Cravens, George S. Low, and William C. Moncrief (2001), "The Role of Satisfaction with Territory Design on the Motivation, Attitudes, and Work Outcomes of Salespeople," *Journal of the Academy of Marketing Science*, Vol 29, Number 2 (Spring), 165-178.

Moncrief, William C., Emin Babakus, David W. Cravens, and Mark Johnston, (2000) "Examining Gender Differences in Field Sales Organizations," *Journal of Business Research*, Vol. 49, Number 3 (September), 245-258.

Moncrief, William C., Greg Marshall, and Courtney Watkins (2000), "Tracking Academic Research in Selling and Sales Management: Authorship, Academic Institutions, and Journals," *Journal of Personal Selling and Sales Management*, Vol 20, No. 2, 99-108.

Moncrief, William C., and David W. Cravens (1999), "Technology and the Changing Marketing World," *Marketing Intelligence and Planning*, Vol. 17, Number 7, 329-332.

Baldauf, Artur, Heribert Reisinger, and William C. Moncrief (1999), "Examining Motivation to Refuse in Industrial Mail Surveys," *Journal of Marketing Research Society*, Vol. 41, 3 (July), 345-353.

Babakus, Emin, David W. Cravens, Mark Johnston, and William C. Moncrief (1999), "The Role of Emotional Exhaustion in Sales Force Attitude and Behavior Relationships" *Journal of the Academy of Marketing Sciences*, Vol. 27, No. 1, 58-70.

Marshall, Greg W., William C. Moncrief, and Felicia Lassk (1999), "The Current State of Salesforce Activities," *Industrial Marketing Management*, Vol. 28, No. 1 (January), pp. 87-95.

Moncrief, William C., and David W. Cravens (1998), "Technology and the Changing Marketing World," MCB Special Internet Issue (<http://www.mcb.co.uk/mlf/>)

Emin Babakus, David W. Cravens, Mark Johnston, and William C. Moncrief (1997), "Examining the Antecedents and Consequences of Salesperson Job Stress," *European Journal of Marketing*, Vol. 31, Issue 11.

Babakus, Emin, David W. Cravens, Mark Johnston, and William C. Moncrief (1996), "Examining the Role of Organizational Variables in the Salesperson Job Satisfaction Model," *Journal of Personal Selling & Sales Management*, Vol. 16, No. 3, (Summer), 33-36.

Lamb, Charles W. Jr., Shannon H. Shipp, and William Moncrief (1995), "Integrating Skills and Content Knowledge in the Marketing Curriculum," *Journal of Marketing Education*, (Summer), pp. 10-19.
Winner of the Outstanding Article of the Year award

Moncrief, William C., Charles W. Lamb, Jr., and Shannon H. Shipp (1995), "Student Journal Writing in an International Setting," *Journal of Marketing Education*, (Summer), pp. 71-80.

Moncrief, William C., and Shannon H. Shipp (1994), "Making Role Plays More Realistic," *Marketing Education Review*, Vol. 4, No. 1 (Spring) 45-50.

Hoverstad, Ronald, William C. Moncrief, George H. Lucas, Jr., and Robert A. Davis (1992), "A Longitudinal Examination of Turnover Among Salespeople: An Application of Event History Analysis," *The Journal of Marketing Management*, Vol. 2, No. 1, pp. 27-43.

Shipp, Shannon H., David W. Cravens, and William C. Moncrief (1992), "Marketing and Sales Strategy Requirements for Competing in Turbulent Markets," *The Journal of Marketing Management*, Vol. 2, No. 1, pp. 27-43.

Moncrief, William C., Jane Mackay, and Charles W. Lamb, Jr. (1991), "Laptop Computers in Industrial Sales," *Industrial Marketing Management*, Vol. 20, pp. 279-285.

This article was summarized in: the Fort Worth Star Telegram Tarrant Business, Across the Board, Working Smart, BYTE, Inside DPMA, Datamation and The Planning Forum Network.

Moncrief, William (1991) "The Use of Sales Management Role Playing Exercises," *Marketing Education Review*, Vol. 1, No. 4, (Summer) pp. 46-55.

Mackay, Jane, Susan K. Higgins, Charles W. Lamb, Jr., and William C. Moncrief (1991), "The Diffusion of Laptop Computers Among Industrial Salesforces," *Journal of Microcomputer Systems Management*, Vol. 3, No. 4, pp. 10-20.

Cravens, David W., William C. Moncrief, Charles W. Lamb, Jr., and Terry Dielman (1990), "Sequential Modeling Approach for Redeploying Selling Effort in Field Sales Forces," *Journal of Business Research*, Vol. 20, pp. 217-233.

Hoverstad, Ronald, William C. Moncrief, and George H. Lucas, Jr. (1990), "The Use of Survival Analysis to Examine Sales Force Turnover of Part-Time and Full-Time Sales Employees" *International Journal of Research in Marketing*, Vol. 7, Nos. 2, 3 (December), pp. 109-119.

LaForge, Raymond W., Charles W. Lamb, Jr., David W. Cravens and William C. Moncrief (1989), "Improving Judgment-Based Salesforce Decision Model Applications" *Journal of the Academy of Marketing Science*, Vol 17, Number 2, 167-177.

Moncrief, William C., Charles W. Lamb, Jr., Shannon H. Shipp, and David W. Cravens (1989), "Examining the Roles of Telemarketing in Selling Strategy," *Journal of Personal Selling and Sales Management*, Vol IX, No. 3 (Fall), pp. 1-12.

Moncrief, William C., Ronald Hoverstad, and George W. Lucas (1989), "Survival Analysis: A New Approach to Analyzing Salesforce Retention," *Journal of Personal Selling and Sales Management*, Vol. IX (Summer), 19-30.

Moncrief, William C., Sandra H. Hart, and Daniel Robertson (1988), "Sales Contests: A New Look at an Old Management Tool," *Journal of Personal Selling and Sales Management*, Vol. VIII (November), pp. 55-61.

Cravens, David W., Charles W. Holland, Charles W. Lamb, Jr., and William C. Moncrief (1988), "Marketing's Role in Product and Service Quality," *Industrial Marketing Management*, 17, pp. 285-304.

LaForge, Raymond W., Charles W. Lamb, Jr., David W. Cravens, and William C. Moncrief (1988), "Improving Judgment Based Salesforce Decision Model Applications," *The Journal of Academy of Marketing Science*, Vol. 17, No. 2, 167-177.

Hart, Sandra H., William C. Moncrief, and A. Parasuraman (1988), "An Empirical Investigation of Salespeople's Performance, Effort, and Selling Method During a Sales Contest," *Journal of the Academy of Marketing Science*, Vol. 17, No. 1 (Winter), pp. 55-61.

Moncrief, William C. (1988), "Five Types of Industrial Sales Jobs," *Industrial Marketing Management*, Vol. 17, (November), pp. 161-167.

Moncrief, William C. (1988), "A Comparison of Sale Activities in an International Setting," *Journal of International Consumer Marketing*, Vol. 1, No. 1, pp. 45-62.

Article summarized in "Selling in Europe. How the Germans Do It." *Sales and Marketing Management*, November, 1989, p. 25.

Moncrief, William C., and Alan J. Bush (1988), "Consumer Attitudes Toward Professionals Television Advertising," *Journal*

of Professional Services Marketing, Vol. III, No. 3/4, pp. 23-37.

Bush, Alan J., William C. Moncrief, and Valerie Zeithaml (1987), "Source Effects in Professional Services Advertising," *Current Issues in Advertising*, Vol. 10, No. 1.

Moncrief, William C. (1986), "Selling Activity and Sales Position Taxonomies for Industrial Salesforces," *Journal of Marketing Research*, Vol. 23 (August), pp. 261-270.

Moncrief, William C. (1986), "Ten Key Activities of Industrial Salespeople," *Industrial Marketing Management*, 15, pp. 309-318.

Moncrief, William C., Charles W. Lamb, Jr., and Terry Dielman (1986), "Developing Telemarketing Support Systems," *Journal of Personal Selling and Sales Management*, Vol. 6, No. 2 (August), pp. 43-51.

This article was summarized in "The Tensions of Telemarketing," *Dallas Morning News*, July 31, 1986.

Ringleb, Al H., Alan J. Bush, and William C. Moncrief (1986), "Lawyer Direct Mail Advertisements: Regulatory Environment, Economics and Consumer Perceptions," *Pacific Law Review*, Vol. 17, pp. 1199-1246.

Moncrief, William C., Charles W. Lamb, Jr., and Sandra H. Hart (1986), "Marketing the Church," *Journal of Professional Services Marketing*, Vol. 1, No. 4 (Summer), pp. 55-64.

Moncrief, William C., and Alan J. Bush (1986), "Professionals' Use of Direct Mail Advertising: A study of Attorneys' and Consumers' Attitudes," *Journal of Professional Services Marketing*, Vol. 1 (4), Summer.

Reprinted in *Marketing For Attorneys And Law Firms*, (1993) Haworth Press, William J. Winston, ed., pp. 245-253.

Bush, Alan J., and William C. Moncrief (1985), "Enhancing the Credibility of Attorney's Print Ad: An Experimental Approach," *Akron Business and Economic Review*, Vol. 16, No. 3 (Fall), pp. 55-60.

Moncrief, William C., and Robert M. Landry (1985), "Print Advertising Strategies of International Firms: A Content Analysis," *International Journal of Advertising*, Vol. 4, pp. 341-354.

Bush, Alan J., and William C. Moncrief (1985), "The Effects of Attorney's Direct Mail on Credibility: A Study of Attorney's and Consumer's Perceptions," *Current Issues in Advertising*, Vol. 1, pp. 161-174.

Finn, David W., and William C. Moncrief (1985), "Salesforce Entertainment Activities," *Industrial Marketing Management* (November), pp. 227-234.

Publications, Proceedings, Refereed

Lassk, Felicia G., Greg W. Marshall and William C. Moncrief (2005), "Examining Salesperson Job Involvement and Organizational Citizenship Behavior" Proceedings of the European Marketing Academy, Athens, Greece.

Lassk, Felicia, Marshall, Greg, Moncrief, William C. and David Shepard, (2004), "An Initial Investigation of Non-Financial Consequences of Organizational Citizenship Behavior" Proceedings of the SMA, St. Petersburg, Florida, 300-301.

Ladik, Daniel M, Greg W. Marshall, Felicia G. Lassk, and William C. Moncrief (2000), "The Relationship of Satisfaction and Performance to Salesforce Turnover: A Replication and Extension" *AMA 2000 Summer Educators' Proceedings*, Chicago, Illinois, 232-233.

Robinson, Leroy, Greg Marshall, Felicia G. Lassk, and William C. Moncrief, (2000) "Measuring Sales Behavior: A Re-examination of the ADAPTS scale" National Conference on Sales Management, Proceedings of the NSCM, San Diego, 63-65 (Awarded best paper of the conference).

- Baldauf, Artur, Heribert Reisinger, and William C. Moncrief (1998), "Refusals in Industrial Mail Surveys: An Exploratory Study," Eds. Ronald C. Goodstein and Scott B. MacKenzie, Enhancing Knowledge Development in Marketing (1998) AMA Educator's Proceedings, Boston.
- Laask, Felicia, Greg W. Marshall, and William C. Moncrief (1998), "Salesperson Job Involvement: Do Demographic, Situational, and Market Variables Matter?" National Conference on Sales Management, Norfolk, Virginia, pp. 1-3.
- Marshall, Greg W., and William C. Moncrief (1997), "Decision Making in Salesforce Selection: Risk-Taking by Sales Managers versus Human Resource Managers," National Conference in Sales Management, Cincinnati, Ohio, 1-4.
- Moncrief, William C., and David W. Finn (1989) "Industrial Sales Jobs: A Replication of the Moncrief Taxonomy," AMA Educator's Proceedings.
- Cravens, David W., Charles W. Lamb, Jr., Charles W. Holland, and William C. Moncrief (1987), "Marketing's Quality and Productivity Improvement Challenge," The 1987 ORSA/TIMS Marketing Science Conference.
- Moncrief, William C., Alan J. Bush, and Ronald Hoverstad (1986), "The Organization of Memory: Its Effects in the Recall of Ads," Academy of Marketing Science.
- Lamb, Charles W. Jr., David W. Cravens, William C. Moncrief, and Raymond W. LaForge (1986), "Issues in Using Judgment Based Decision Models for Selling Effort Deployment," AMA Educators' Proceedings, Series No. 52, Chicago: American Marketing Association, pp. 229-233.
- Lamb, Charles W. Jr., David W. Cravens, Terry Dielman, and William C. Moncrief (1986), "Assessing Judgment Based Sales Response Function," Decision Science Institute.
- Cravens, David W., Terry Dielman, Charles W. Lamb, Jr., and William C. Moncrief (1986), "Developing Strategic Development Models for Reorganized Salesforces," The 1986 ORSA/TIMS Marketing Science Conference.
- Finn, David W., and William C. Moncrief (1985), "Investigating Salesforce Sex Discrimination," in 1985 AMA National Educator's Proceedings, Robert F. Lusch, et al., eds., Chicago, pp. 192-197.
- Hart, Sandra H., and William C. Moncrief (1985), "An Analysis of Learned Helplessness in a Salesforce," Southern Marketing Association, David Klein and Allen Smith, eds., pp. 172-175.
- Moncrief, William C. (1984), "Taxonomies and Their Appropriateness to Marketing: A Specific Application in Sales Management," American Marketing Association Winter Conference, Paul Anderson and Michael Ryan, eds., pp. 70-73.
- Cravens, David W., and William C. Moncrief, "1984 Faculty Consortium to be held at TCU," Marketing Educator, Spring 1984.
- Cravens, David W., William C. Moncrief, and David W. Finn (1983), "Portfolio Type Models for Analyzing District Salesforce Size," Advances in Decision Sciences, John P. Dickson and Denis Umstot, eds.
- Cravens, David W., David W. Finn, and William C. Moncrief (1983), "Relationship of Uncontrollable Sales Territory Variables to Sales Performance," American Marketing Association Educator's Proceedings, Detroit, Michigan, Patrick E. Murphy et al., eds., pp. 198-202.
- Finn, David W., William C. Moncrief, and David W. Cravens (1983), "Investigating Sex Force Bias," Pi Sigma Epsilon National Sales Conference, Educators' Proceedings, March, New Orleans, Louisiana.
- Finn, David W., and William C. Moncrief (1982), "Mail Survey Response Quality and Sample Bias: Stamped Versus Business Reply Return Envelopes," Western AIDS, John P. Dickson and Denis Umstot, eds., pp. 74-76.
- Stem, Donald A., Charles W. Lamb, Jr., and William C. Moncrief (1982), "Students as Surrogates in Studies of Data

Collection Technique Reliability: A Test Case," Western AIDS, John P. Dickson and Denis Umstot, eds., pp. 77-79.

Bush, Alan J., William C. Moncrief, and Clifford D. Scott (1982), "Nomic Necessity: Its Function in the Development of Marketing Theory," American Marketing Association Theory Conference Proceedings, Ronald F. Bush and Shelby Hunt, eds., pp. 30-32.

Moncrief, William C., and Robert M. Landry (1982), "Children's Commercial Content: A Look at Sexual Roles and the Use of Animation," American Marketing Association Proceedings, Bruce J. Walker et al., eds., pp. 374-377.

This article was summarized in "Females Gain Equal Time on Kid Commercials," Marketing News, September 3, 1982, p. 8.

Bush, Alan J., William C. Moncrief, Alvin C. Burns, and Robert Mathews (1981), "Information Organization and the Learning of Business Discipline Basics," Proceedings, National Conference American Institute for Decision Sciences, Gary Reeves and James Sweigart, eds.

Scott, Clifford, Alan J. Bush, and William C. Moncrief (1981), "Establishing Dimensions of Gift Store Image: A Situation Specific Perspective," Southern Marketing Association, Ronald D. Taylor, John H. Summey and Blaise J. Bergiel, eds., pp. 341-344.

Bush, Alan J., and William C. Moncrief (1981), "Attitudes Toward the Credibility of Attorney's Advertising: Students versus Consumers," 1981 Proceedings: Southwestern Marketing Association, Robert H. Ross et al., eds., pp. 196-199.

DeVere, Steven P., and William C. Moncrief (1980), "The Adoption Process of the Susan B. Anthony Coin: An Empirical Study," Proceedings: Southern Marketing Association, John H. Summey and Ronald D. Taylor, eds., pp. 357-360.

Mathews, Robert, Alan J. Bush, and William C. Moncrief (1980), "Implications of Stimulus Organization and Memory in Marketing Research," Proceedings: Southern Marketing Association, John H. Summey and Ronald D. Taylor, eds., pp. 468-472.

Moncrief, William C., and Alan J. Bush (1980), "Establishing a Dimension of Credibility for Lawyer's Advertising," Proceedings: 1980 Southern Marketing Association, John H. Summey and Ronald D. Taylor, eds., pp. 514-516.

Papers, Participation at Scholarly Meetings: Non-refereed

"Becoming a Good Department Chair" special half day session at Society for Marketing Advances, November 2009, New Orleans

"Career Tracking: The Do's and Don'ts of a Good Career" SMA Doctoral Consortium, November 2008, St Petersburg, Fla.

"Career Tracking: The Do's and Don'ts of a good career" - SMA Doctoral Consortium, November 2007, San Antonio

"Career Tracking: Get a Good Start and Stay on Track" – SMA Doctoral Consortium, November 2006, Nashville

"Focusing on Quality" National Conference in Sales Management – Miami 2005

"Reorganizing the Salesforce" National Conference in Sales Management – Reno 2004

"Somewhere over the Rainbow- Mapping Out the Future of Sales Research and Updating our Research Agendas" National Conference in Sales Management – Cincinnati 2003

"The Sales World of Today and Tomorrow" invited speaker for the *New Horizons in Personal Selling and Sales Management* consortium – Boston 2003.

- "The Non-Research/Teaching Aspects of the Job" SMA Doctoral Consortium, November 2002, St. Petersburg
- "What They Fail to Tell You in the Doctoral Program" SMA Doctoral Consortium, November 2001, New Orleans
- "Marketing Education in the 21st Century" 2001, AMA Summer Conference, Washington D.C.
- "Marketing Education in the 21st Century" 2001, Texas Marketing Consortium, University of North Texas, April 13, 2001
- "The Death of the Seven Steps of Selling?" 2001, National Conference for Sales Management, Dallas, March 26, 2001
- "The Evolution of Teaching," 1998, Society of Marketing Advances, New Orleans
- "The Evolution of Teaching," 1998, invited speaker for the annual AMA International Collegiate Conference in Dallas, April 18
- "Improving Your Teaching," 1997, AMA Student Conference, Dallas (Special Session for Faculty Advisors)
- "Selling in the 1990s: A Decade of Change," (1997) Business Press, January 10, 1997, p17.
- "Sales Management Role Plays," 1996, AMA Sales Management Faculty Consortium, Orlando
- "What Department Chairs Expect," 1996, Southern Marketing Doctoral Consortium, New Orleans
- "Teaching International Marketing," 1996, SWFAD Conference, San Antonio
- "Developing Prepared Marketing Graduates," 1995, Special Workshop at the National AMA Educators' Conference, San Francisco
- "What Department Chairs Expect," 1994, Doctoral Consortium Southern Marketing Association, New Orleans
- "Issues Affecting Marketing Chairs and Departments: Trends, Problems, and Opportunities," 1993, Southern Marketing Association, Atlanta
- "Academic Career Planning," 1992, Southern Marketing Association, New Orleans
- "Teaching Using Role Plays," 1993, AMA Teaching Workshop, Boston
- "Issues in International Selling," 1993, Academy of Marketing Science, Miami
- "Using Role Plays in Sales Management," 1993, Academy of Marketing Science, Miami
- "Global Sales Management Research Progress and Challenges," 1992, Academy of Marketing Science, San Diego
- "Teaching Sales Management," 1992, SWFAD, San Antonio
- "Current Issues in Sales Management Research," 1992, SWFAD, San Antonio
- "Using Role Plays in Sales Management," 1992, AMA Faculty Consortium, Memphis
- "Teaching Sales and Sales Management," 1990, SWFAD
- "Current Direction in Salesforce Turnover" 1989, SWFAD
- "The Role of Telemarketing in the Sales Process," 1988, Academy of Marketing Science
- "Expanding the Role of Sales Contests," 1988, Academy of Marketing Science

- "Future Directions in Sales Management Research," 1988, Southern Marketing Association
- "The Use of Role Plays, Cases, and Projects in Teaching Sales Management," 1988, SWFAD Conference
- "The Development of a Sales Taxonomy," 1986, Winter AMA Conference
- "Using Telemarketing to Increase Sales Productivity," 1985, Advances in Decision Sciences
- "Developing, Implementing, and Managing a Personal Selling Research Program," 1985, SWFAD Conference
- "Current Directions in Sales Management," 1984, Southern Marketing Association
- "Developing a Marketing Research Study," 1984, Pi Sigma Epsilon National Sales Conference

Books and Non-Refereed Publications

- Moncrief, William C., and Shannon H. Shipp, Sales Management, Addison Wesley: Reading, Massachusetts, 1997
- Laurel, Tim, and William C. Moncrief (1995) Careers in Marketing, Prentiss-Hall. This is a CD-ROM multimedia publication available only on CD disk
- Moncrief, William C. (1995) "Using Geography in the International Marketing Class," Great Ideas in Teaching, edited by Joseph H. Hair, Charles W. Lamb, Jr. and Carl McDaniel, South-Western Publishing
- Moncrief, William C., and Shannon H. Shipp (1994) Sales Management Role Plays, HarperCollins: New York

Grants

- "The Relationship Between Marketing & Sales: Conflict, Coordination & Effectiveness," Marketing Science Institute (\$6,215) with George Low and David Cravens
- "The State of Salesforce Activities," M. J. Neeley School of Business Research Grant, 1997
- "Survival Analysis: A New Approach to Salesforce Turnover Research," M. J. Neeley School of Business, TCU 1988
- "An Empirical Investigation of Salespeople's Behavior, Effort, and Performance During Sales Contests," M. J. Neeley School of Business, TCU 1987
- "The Construction and Testing of a Scale to Implement the Moncrief Sales Taxonomy" (with David W. Finn), M. J. Neeley School of Business, TCU 1986
- The Development and Testing of an Industry Specific Salesforce Department Analysis," M. J. Neeley School of Business, TCU 1985
- "Professional Service Television Advertising: An Examination of Credibility," M. J. Neeley School of Business, TCU 1984
- "A Taxonomy for Salesforce Job Activities," M. J. Neeley School of Business, TCU 1983

Consulting

- Numerous Expert witnessing cases
- Texas Farm Bureau – Executive training
- Pharmacia Pharmaceuticals -training
- PepsiCo - training
- City of Fort Worth - focus group
- Encon - focus group

Soviet Space Exhibit - economic impact

Tarrant County Defense Conversion (twice) - economic impact

American International Industries (Mexico) - Business Plan

Lone Star Airlines (Mexico expansion)

Bell Helicopter - pricing strategy

Burlington Northern Railroad:

- Led six sales seminars for third-party agents in the Arlington training office (over a four-year period)
- Led a two-day seminar in Chicago at one of their Hub centers
- Worked (with David Cravens and Charles Lamb) on a sales deployment study
- Helped train independent agents

Fritz Chemical - Sales Seminar

Alcon Pharmaceuticals - Sales Deployment I

Marion Laboratories - Recruiting

Truitt Brothers - Telemarketing

Tandy - Product Development

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