

# MARK B. HOUSTON

(July 2025)

Associate Dean for Faculty & Research, Professor, and Eunice & James L. West Chair in Marketing  
Neeley School of Business, Texas Christian University (TCU)

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**PhD:** Business Administration (Marketing), Arizona State Univ., Tempe, AZ (1995)  
**MBA:** University of Missouri, Columbia, MO (1990)  
**BS:** Business Administration, Southwest Baptist Univ., Bolivar, MO (1984)

## Awards and Honors:

- 2019 Louis Stern Award for a paper out 5-10 years that has made a significant contribution to the literature on marketing and channels of distribution (for Palmatier, et al. 2013, *Journal of Marketing*).
- Sheth Foundation Best Paper Award for Vol. 46 (2018), *Journal of the Academy of Marketing Science* (for Houston, et al. 2018 *JAMS*).
- 2024 PhD Project Circle of Champions, Marketing Doctoral Student Association.
- 2023 AMA Fellow, American Marketing Association (lifetime research and service contributions).
- 2022 Carol & Bruce Mallen Award and Mallen Fellow (for contributions to motion picture research).
- Fellow, Institute for the Study of Business Markets (inducted 2021).
- Editor, *Journal of the Academy of Marketing Science* (2019-2024; AE 2015-2019, 2025-present, named Outstanding AE 2017).
- Associate Editor, *Journal of Marketing* (2018-2019; 2024-present).
- Associate Editor, *Journal of Service Research* (2014-present).
- American Marketing Association (AMA) Board of Directors (2017-2020).
- AMA Academic Council (2007-2014).
  - President (2012-2013); Executive Committee (2010-2014).
- Deans' Research and Creativity Award, TCU (Neeley School nominee and university winner, 2012).
- TCU Chancellor's Award (Neeley School nominee, 2024)
- Responsible Research in Business & Management, Working Board Member (2018-2020).
- Co-Chair of 2010 AMA/Sheth Foundation Doctoral Consortium (with Bob Leone and Eric Yorkston).
- AMA/Sheth Foundation Doctoral Consortium Faculty Fellow (2007-2015, 2018-2021, 2023).
- Co-Chair of AMA Summer Educators' Conference (2017 and 2005).
- Winner, AMA DocSIG Mentorship Award (Inaugural award - 2021).
- Fellow, SEC Academic Leader Development Program (2016-2017).
- Innovative Marketing Award, Marketing Management Association 2020 (for career contributions).
- Visiting International Professor, University of Münster (2010-present).
- CSL Research Faculty, Center for Services Leadership, Carey School of Business, ASU (2009-present).
- Research Affiliate, Sales & Marketing Strategy Institute, Univ. of Washington (2014-present).
- 2015 Center for Services Leadership Faculty Network Leading Edge Research Award.
- 2003 Marketing Science Institute Research Grant #4-1212 (\$9,500).
- 2003 Distinguished Research Fellowship (top research record), College of Business, MU.
- 2003 University of Missouri System Research Board Grant.
- 2002, 2003, 2004, 2005, 2006 College of Business Summer Research Grant (competitive), MU.
- 1994 American Marketing Association Doctoral Consortium Fellow.
- 1994 and 1995 Doctoral Research Fellow, First Interstate Center for Services Marketing, ASU.

## Research Program:

*Interests:* strategy, innovation, channels, entertainment science, secondary data, financial outcomes.

*Press coverage of research includes:* *Financial Times*, *BusinessWeek*, *Canadian Business*, *London Observer / Guardian*, *New York Times*, *Fort Worth Star-Telegram*, *Hollywood Reporter*, *Variety*, *Screen International*

### *Scholarly Book:*

Hennig-Thurau, Thorsten, and Mark B. Houston (2019) *Entertainment Science: Data Analytics and Practical Theory for Movies, Games, Books, and Music*. New York: Springer Nature. [Finalist for the 2020 AMA Berry Book Prize. 1.92 million chapter downloads.]

### *Articles and editorials in refereed journals and books:*

Houston, Mark B. (2024), "In Pursuit of Actionable Research Implications," *Journal of the Academy of Marketing Science*, 52 (6), 1555-1559. [Final Editorial]

Bettencourt, Lance A. and Mark B. Houston (2024), "The Untested Assumption: Can a Net Promoter Study Be Used to Improve NPS?" *International Journal of Market Research*, 66 (2-3), 216-240.

Bettencourt, Lance A., Colleen Harmeling, Yashoda Bhagwat, and Mark B. Houston (2022), "Consumer Job Journeys," *Journal of Service Research*, 25 (3), 347-370. [Lead article in issue]

Allen, B.J., Richard Gretz, Mark B. Houston, and Suman Basuroy (2022), "Halo and Cannibalization Effects: How New Software Entrants Impact Sales of Incumbent Software in Platform Markets," *Journal of Marketing*, 86 (3), 59-78.

Zhou, Qiang, B.J. Allen, Richard Gretz, and Mark B. Houston (2022), "Platform Exploitation: When Service Agents Defect with Customers from Online Service Platforms," *Journal of Marketing*, 86 (2), 105-125.

Kovalenko, Larisa, Alina Sorescu, and Mark B. Houston (2022), "What Brand Do I Use for My New Product? The Impact of New Product Branding Decisions on Firm Value," *Journal of the Academy of Marketing Science*, 50 (2), 338-365. [Featured in print edition of *HBR Idea Watch: New Research and Emerging Insights*, "The Best Way to Name a New Product," *Harvard Business Review*, January-February (2023), 17-21.]

Houston, Mark B. and John Hulland (2021), "Reviewers as Developmental Coaches," *Journal of the Academy of Marketing Science*, 49 (1), 1-4. [Editorial]

Hulland, John and Mark B. Houston (2021), "The Importance of Behavioral Outcomes," *Journal of the Academy of Marketing Science*, 49 (3), 437-440. [Editorial]

Bond III, Edward U., Ad de Jong, Andreas Eggert, Mark B. Houston, Michael Kleinaltenkamp, Ajay K. Kohli, Thomas Ritter, and Wolfgang Ulaga (2020), "The Future of B2B Customer Solutions in a Post-Covid-19 Economy: Managerial Questions and Agenda for Academic Inquiry," *Journal of Service Research*, 23 (4), 401-408. [Refereed Commentary]

Clement, Michel, Cord Otten, Rouven Seifert, Ole Kleinen, Mark B. Houston, Ekaterina V. Karniouchina, and Christoph Heller (2020), "The Impact of Subscription-Based Video on Demand on Traditional Distributors' Value Chains and Business Models," *Journal of Media Economics*, 31 (1/2), 50-67. [Refereed Commentary]

- Hulland, John and Mark B. Houston (2020), "Why Systematic Review Papers and Meta-analyses Matter: An Introduction to the Special Issue on Generalizations in Marketing," *Journal of the Academy of Marketing Science*, 48 (3), 351-359. [Editorial]
- Eckhardt, Giana, Mark B. Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch, and Giorgos Zervas (2019), "Marketing and the Sharing Economy," *Journal of Marketing*, 83 (September), 5-27. [Finalist: 2024 Sheth Foundation Journal of Marketing Award for long-term impact]
- Houston, Mark B. (2019), "Four Facets of Rigor," *Journal of the Academy of Marketing Science*, 47 (July), 570-573. [Editorial]
- Ertekin, Larisa, Alina Sorescu, and Mark B. Houston (2018), "Hands Off My Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Suits," *Journal of Marketing*, 82 (September), 45-65.
- Houston, Mark B., Ann-Kristin Kupfer, Thorsten Hennig-Thurau, and Martin Spann (2018), "Pre-Release Consumer Buzz," *Journal of the Academy of Marketing Science*, 46 (March), 338-360. [Winner: *Sheth Foundation Best Paper Award* for Volume 46 (2018) of *JAMS*.]
- Park, Eunho, Rishika Rishika, Ramkumar Janakiraman, Mark B. Houston, and Byungjoon Yoo (2018), "Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics," *Journal of Marketing*, 82 (January), 93-114.
- Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review Articles: Purpose, Process, and Structure," *Journal of the Academy of Marketing Science*, 46 (January), 1-5. [Refereed commentary]
- Song, Reo, Sangkil Moon, Haipeng Chen, and Mark B. Houston (2018), "When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations," *Journal of the Academy of Marketing Science*, 46 (May), 384-402.
- Bettencourt, Lance A., Edward U. Bond, III, Michael S. Cole, and Mark B. Houston (2017), "Domain-Relevant Commitment and Individual Technical Innovation Performance," *Journal of Product Innovation Management*, 34 (March), 159-180.
- Houston, Mark B. (2016), "Is 'Strategy' a Dirty Word?" *Journal of the Academy of Marketing Science*, 44 (5), 557-561.
- Harmeling, Colleen M., Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015), "Transformational Relationship Events," *Journal of Marketing*, 79 (September), 39-62. [CSL *Leading Edge Research Award*. Featured in June 2016 issue of "Journal Selections from MSI."]
- Bettencourt, Lance A., Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015), "Rethinking Customer 'Relationships,'" *Business Horizons*, 58 (January-February), 99-108.
- Houston, Mark B., Christopher P. Blocker, and Daniel J. Flint (2019), "Business Buyers are People Too: Phenomenology and Symbolic Interaction In Buyer Relationships, in *Handbook of Research on Distribution Channels*, Rajiv Dant and Charles Ingene, eds., Northampton, MA: Edward Elgar Publishing, 337-354.

- Palmatier, Robert W., Mark B. Houston, Rajiv P. Dant, and Dhruv Grewal (2013), "Relationship Velocity: Toward a Theory of Relationship Dynamics," *Journal of Marketing*, 77 (January), 13-30. [Winner: *Louis W. Stern Award* 2019. Emerald Citations of Excellence for 2016. Finalist for Harold Maynard Award.]
- Hennig-Thurau, Thorsten, Stefan Fuchs, and Mark B. Houston (2013) "What's a Movie Worth? Determining the Monetary Value of Motion Pictures' TV Rights," *International Journal of Arts Management*, 15 (Spring), 4-20.
- Blocker, Christopher P., Mark B. Houston, and Daniel J. Flint (2012), "Unpacking What a 'Relationship' Means to Commercial Buyers: How the Relationship Metaphor Creates Tension and Obscures Experience," *Journal of Consumer Research*, 37 (February), 886-908.
- Suh, Taewon, Ha-Chin Yi, and Mark B. Houston (2011), "Reassessing Firm Size in International Marketing Research," *Journal of Global Marketing*, 24 (1), 85-99.
- Suh, Taewon, Mark B. Houston, Steven Barney and Ik-Whan G. Kwon (2011), "The Impact of Mission Fulfillment on the Internal Audience: Psychological Job Outcomes in a Service Setting," *Journal of Service Research*, 14 (1), 76-92.
- Suh, Taewon and Mark B. Houston (2010), "Distinguishing Trust and Reputation in Buyer-Supplier Relationships," *Industrial Marketing Management*, 39 (July), 744-751.
- Houston, Mark B., S. Ratneshwar, Lisa Ricci, and Alan J. Malter (2010), "Dynamic Strategic Goal-Setting: Theory and Initial Evidence," in *Review of Marketing Research*, Vol. 7, Naresh Malhotra, ed. Bingley, UK: Emerald Group Publishing, Ltd., pp. 19-62.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Torsten Heitjans (2009), "Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures," *Journal of Marketing*, 73 (November), 167-183.
- Bond, III, Edward U., Mark B. Houston, and Yihui (Elina) Tang (2008), "Establishing a High-Technology Knowledge Transfer Network: The Practical and Symbolic Roles of Identification," *Industrial Marketing Management*, 37 (August), 641-652.
- Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark B. Houston (2007), "The Last Picture Show? Timing and Order of Movie Distribution Channels," *Journal of Marketing*, 71 (October), 63-83.
- Palmatier, Robert W., Lisa K. Scheer, Mark B. Houston, Kenneth R. Evans, and Srinath Gopalakrishna (2007), "Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes," *International Journal of Research in Marketing*, 24 (September), 210-223.
- Im, Subin, Charlotte H. Mason, and Mark B. Houston (2007), "Does Innate Consumer Innovativeness Relate to New Product/Service Adoption Behavior? The Intervening Role of Social Learning via Vicarious Innovativeness," *Journal of the Academy of Marketing Science*, 35 (Spring), 63-75.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Gianfranco Walsh (2007), "Determinants of Motion Picture Box Office and Profitability: An Interrelationship Approach," *Review of Managerial Science*, 1 (March), 65-92.

- Palmatier, Robert W., Srinath Gopalakrishna, and Mark B. Houston (2006), "Returns on Business-to-Business Relationship Marketing Investments: Strategies for Leveraging Profits," *Marketing Science*, 25 (September-October), 477-493. MSI research grant.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Gianfranco Walsh (2006), "The Differing Roles of Success Drivers Across Sequential Channels: An Application to the Motion Picture Industry," *Journal of the Academy of Marketing Science*, 34 (Fall), 559-575.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Shrihari Sridhar (2006), "Can Good Marketing Carry a Bad Product? Evidence from the Motion Picture Industry," *Marketing Letters*, 17 (July), 205-219.
- Houston, Mark B., Michael Hutt, Christine Moorman, Peter Reingen, Aric Rindfleisch, Vanitha Swaminathan, and Beth Walker (2004), "A Network Perspective on Marketing Strategy Performance," in *Assessing Marketing Strategy Performance*, Donald Lehmann and Christine Moorman, eds., Cambridge, MA: Marketing Science Institute, pp. 249-270.
- Houston, Mark B. (2004), "Assessing the Validity of Secondary Data Proxies for Marketing Constructs," *Journal of Business Research*, 57 (February), 155-162.
- Weinzimmer, Laurence, Edward U. Bond, III, Mark B. Houston, and Paul C. Nystrom (2003), "Relating Marketing To Firm Financial Performance and Shareholder Value," *Journal of Strategic Marketing*, 11 (June), 133-159.
- Bond, Edward U., III and Mark B. Houston (2003), "Barriers to Matching New Technologies and Market Opportunities In Established Firms," *Journal of Product Innovation Management*, 20 (March), 120-135.
- Schmidt, Thomas, Mark B. Houston, Lance A. Bettencourt, and Paul D. Boughton (2003), "The Impact of Voice and Justification on Students' Perceptions of Professors' Fairness," *Journal of Marketing Education*, 25 (August), 177-186.
- Houston, Mark B. (2003) "Alliance Partner Reputation as a Signal to the Market: Evidence from Bank Loan Alliances," *Corporate Reputation Review*, 5 (Winter), 330-342.
- Lance A. Bettencourt and Mark B. Houston (2001) "Assessing the Impact of Article Method Type and Subject Area on Citation Frequency and Reference Diversity," *Marketing Letters*, 12 (November), 327-340.
- Lance A. Bettencourt and Mark B. Houston (2001), "Reference Diversity in JCR, JM, and JMR: A Reexamination and Extension of Tellis, Chandy, and Ackerman (1999)," *Journal of Consumer Research*, 28 (September), 313-323. [First refereed article in new "ReInquiries" section of *JCR*.]
- Houston, Mark B., Beth A. Walker, Michael D. Hutt, and Peter H. Reingen (2001), "Cross-Unit Competition for a Market Charter: The Enduring Influence of Structure," *Journal of Marketing*, 65 (April), 19-34.
- Johnson, Shane A. and Mark B. Houston (2000) "A Reexamination of the Motives and Gains in Joint Ventures," *Journal of Financial and Quantitative Analysis*, 35 (March), 67-85. [Abstracted in *Contemporary Finance Digest*, Vol. 4 (1).]

- Houston, Mark B. and Shane A. Johnson, (2000) “Buyer-Supplier Contracts versus Joint Ventures: Determinants and Consequences of Transaction Structure,” *Journal of Marketing Research*, 37 (February), 1-15. [[Lead article.](#)]
- Johnson, Shane A. and Mark B. Houston (2000) “Understanding the Motives and Gains in Domestic Joint Ventures,” *Corporate Finance Review*, 5 (July/August), 33-38.
- Houston, Mark B. and Lance A. Bettencourt (1999) “But That’s Not Fair! An Exploratory Study of Student Perceptions of Instructor Fairness,” *Journal of Marketing Education*, 21 (August), 84-96.
- Houston, Mark B., Lance A. Bettencourt, and Sutha Wenger (1998) “A Field Theory Perspective of the Relationship Between Queue Waits and Evaluation of Service Quality,” *Psychology and Marketing*, 15 (December), 735-753. [Lead research article](#) (special issue: Consumer Psychology & Services Marketing).
- Houston, Mark B., Beth A. Walker, and Michael D. Hutt (1998), “The Strategic Course for a Dynamic New Service: Identity and the Divergent Beliefs of Managers,” in *Advances in Services Marketing and Management*, Vol. 7, T. Swartz, D. Bowen, and S. Brown, eds., Greenwich, CT: JAI Press, Inc., 227-263.
- Houston, Mark B., Lance A. Bettencourt and Sutha Shanmuganathan (1997), “Over the Line?” *Bank Marketing*, Vol. 29 (November), 42-48.
- Houston, Mark B. and Beth A. Walker (1996) “Self-Relevance and Purchase Goals: Mapping a Consumer Decision,” *Journal of the Academy of Marketing Science*, 24 (Summer), 232-245.

### **Research In Progress:**

- (With J. Hulland and K. Sample) “Scale Development in Marketing: An Enhanced Process to Address the Neglected Role of Theory,” preparing invited revision for *Journal of the Academy of Marketing Science* (June 2025).
- (With Q. Zhou, B. Allen, R. Gretz, and S. Basuroy) “Bundling in Platform Markets: A Two-Sided Matching Approach,” preparing for submission to *Management Science* (April 2024).
  - Version accepted for 2025 AMA Summer Academic Conference (virtual presentation); winner of Best Paper in Track.
- (With V. Kumar, L. Hollenbeck, and D. Roubaud) “Unmasking the Sharing Economy’s Relationship Marketing Paradox,” finalizing manuscript for resubmission (June 2025).
- (With V. Kumar, L. Hollenbeck, and D. Roubaud) “Liquid Relationship Marketing,” under review at the *Journal of Business Research* (March 2025).
- (With M. Yang and B.J.W. Paulich) “Digital Movie Piracy under Changing Market Conditions and New Release Strategies,” presented at 2023 Winter AMA Academic Conference; gathering new data and revising manuscript for submission to *Journal of the Academy of Marketing Science*.
  - Winner of Leigh McAlister Award for best faculty paper, 2023 Marketing Strategy Consortium, Univ. of Georgia, June 2023.
- (With D. Fotheringham, S. Janini, S. Aghaie) “Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry,” under review at *Journal of the Academy of Marketing Science* (June 2025). Also presented at 2024 AMA Marketing & Public Policy and 2024 Marketing Strategy Meets Wall Street conferences.
  - Winner: *Best Paper in Track*, Marketing Strategy track, 2024 Winter AMA Academic conference, St. Pete Beach, FL, February 2024.

- (With R. Rishika, R. Janakiramin, A. Sarkar, and S. Kumar) “The Impact of In-Store Clienteling Technology Adoption on Customer Behavior: Evidence from a Field Experiment,” revised manuscript rejected at *JM*, revising for submission to *MSOM* (August 2021).
- (With R. Behrens, R. Gretz, and T. Hennig-Thurau) “From Push to Pull: Do Traditional In-theater Trailers Still Pay Off When Everyone Watches Trailers Online?” polishing manuscript for submission to *Journal of Marketing*, target submission August 2025.
- (With G. Ross and Y. Bhagwat) “Governance Issues in Supplier-Platform Relationships,” preparing invited revision for *Handbook of Interorganizational Research*, R. Grewal, ed., June 2025.
- (With E. Bond and W. Ulaga) “The Dual Role of Complexity in Business-to-Business Solutions: A Systematic Review, Conceptual Framework, and Agenda for Future Research,” data collection and analysis complete, crafting manuscript, targeted to *Journal of Marketing* (August 2023 – project continuation uncertain due to death of lead author).
- (With E. Bond and C. Saturnino) “Dark Networks and Innovation Performance,” analysis in progress (August 2023 – project continuation uncertain due to death of lead author).

### **Refereed Proceedings (*full paper published in proceedings*):**

Helm, Amanda, David Hunt, and Mark B. Houston (2003), “Citation Frequency of Research Published in the Top Three Marketing Journals: Ranking the Impact of Articles, Scholars, and Institutions,” in 2003 *AMA Summer Educators’ Conference Proceedings*, R. Bruce Money & Randall L. Rose, eds., Vol. 14, Chicago, IL: American Marketing Association, 198-208.

Houston, Mark B. (1994), “Intergroup Tension Within Organizations During Marketing Strategy Formulation and Implementation: A Social Identity Perspective,” in 1994 *AMA Summer Educators’ Conference Proceedings*, Ravi Achrol & Andrew Mitchell, eds., Vol. 5, Chicago, IL: AMA, 374-381.

Houston, Mark B. and Dwayne D. Gremler (1993), “Biases in the Researcher/Informant Interaction in the Collection of Marketing Research Data: A Cognitive Framework,” in 1993 *AMA Summer Educators’ Conference Proceedings*, David W. Cravens & Peter R. Dickson, eds., Vol. 4, Chicago, IL: AMA, 311-19.

Houston, Mark B. (1993), “A Cognitive Perspective of Group Interaction and Marketing Strategy Formulation,” in 1993 *AMA Winter Educators’ Conference Proceedings*, Rajan Varadarajan & Bernard Jaworski, eds., Vol. 4, Chicago, IL: AMA, 3-10.

### **Other Publications:**

Houston, Mark B. and Cait Lamberton (2024), “Preparing for Success as a New Assistant Professor,” in *Marketing PhD Transition Guide*, Vol. 2, Chicago, IL: American Marketing Association.

Hulland, John and Mark B. Houston (2022), “To Boldly Go...,” *Journal of the Academy of Marketing Science*, 50, 1-3. Lead editorial in *JAMS*’ 50<sup>th</sup> Anniversary Issue.

Houston, Mark B. (2020), “Reflections on the 2020 Marketing Innovator Award,” *Journal for the Advancement of Marketing Education*, 28 (2), 1-2.

Hulland, John and Mark B. Houston (2020), “Introduction to the Business Model Innovations in Emerging Markets Special Issue,” *Journal of the Academy of Marketing Science*, 48 (September), 813-14. [Editorial]

- Eckhardt, Giana, Mark B. Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch, and Georgios Zervas (2019), "Rethinking Marketing in the Sharing Economy," *Marketing News*, October, 26-29.
- Houston, Mark B. (2019), "Rajan Varadarajan: Steward and Shepherd," in *Legends of Marketing: Rajan Vardarajan*, Vol. 1, Sundar Bharadwaj, ed.
- Harmeling, Colleen, Robert Palmatier, Mark B. Houston, Mark Arnold, and Steve Samaha (2016), "Transformational Relationship Events," *Keller Center Research Report*, 9 (September).
- Harmeling, Colleen, Robert Palmatier, Mark B. Houston, Mark Arnold, and Steve Samaha (2016), "How to Create Brand Advocates and Avoid Brand Terrorists," Center for Services Leadership blog, at: <https://serviceleadershipblog.com/2016/04/08/how-to-create-brand-advocates-and-avoid-brand-terrorists/>.
- Harmeling, Colleen, Robert Palmatier, Mark B. Houston, and Mark Arnold (2014), "Effect of Transformational Relationship Events on Performance," *MSI Working Paper Series*, #14-104.
- Houston, Mark B. and Cait Lamberton (2014), "Preparing for Success as a New Assistant Professor," in *Marketing PhD Transition Guide*, Chicago, IL: American Marketing Association.
- Bettencourt, Lance A., Mark B. Houston, and Christopher P. Blocker (2013), "How to Recover Well in Business-to-Business," *Velocity*, 15 (2), 12-14. Strategic Account Management Association.
- Blocker, Christopher P., Lance A. Bettencourt, Mark B. Houston, and Daniel J. Flint (2013), "Do Your Customers Really Want a Relationship With You?" *Keller Center Research Report*, 6 (June), 5-9.
- Houston, Mark B. (2013), "Strategic Marketing & Planning," in *American Marketing Association Resource Guide: Senior Professional Certified Marketer*, Chicago, IL: American Marketing Association.
- Houston, Mark B. (2010), Case Study: "Service Innovation at Kroll: Helping Organizations Respond to a Data Breach," Aspen, CO: Strategyn, Inc.
- Houston, Mark B. (2010), Case Study: "Creating the Hussmann EcoShine LED Lighting Solution," Aspen, CO: Strategyn, Inc.
- Palmatier, Robert W., Srinath Gopalakrishna, and Mark B. Houston (2009), "How Companies Can Measure the Success of Their Relationship Marketing Investments," *GfK Marketing Intelligence Review*, 1.03 (January), 24-32.
- Houston, M.B. (2009), Case Study: "Disruptive Strategy at Kroll Ontrack," Aspen, CO: Strategyn, Inc.
- Houston, M.B. (2009), Case Study: "Service Innovation at Abbott Medical Optics," Aspen, CO: Strategyn, Inc.
- Houston, Mark B. (2009), Case Study: "Creating an Innovative Surgical Tool," Aspen, CO: Strategyn, Inc.
- Walker, Beth A. and Mark B. Houston, editors (2005) *Enhancing Knowledge Development in Marketing*, Vol. 16, Chicago: American Marketing Association.
- Houston, M.B. and B.A. Walker (1998), "Bringing the Retail Mix to Life," in *Great Ideas for Teaching Marketing*, Lamb, Jr., Hair, Jr., and McDaniel, eds., 4th ed, Cincinnati, OH: South-Western College Publishing. Received *Honorable Mention* in 2005 contest of all ideas in the history of the book (> 1000).



Houston, Mark B. (1996), Book Review: *Competing for the Future*, by Gary Hamel and C. K. Prahalad, *Journal of the Academy of Marketing Science*, 24 (Winter), 77-79.

### **Refereed Conference Presentations:**

Zhou, Q., B. Allen, R. Gretz, M.B. Houston, and S. Basuroy, “Bundling in Platform Markets: A Two-Sided Matching Approach,” to be presented at the 2025 Summer AMA Academic Conference, Chicago, IL (virtual). Winner, Best Paper in Track award, Marketing Interventions in Digital First Environments track.

Ross, G., Y. Bhagwat, and M.B. Houston, “Governing Relationships Between Sharing-Economy Platforms and Service Suppliers,” presented at the 2025 Organizational Frontlines preconference at 2025 Winter AMA Academic Conference, Phoenix, AZ.

Fotheringham, D., S. Janini, S. Aghaie, and M.B. Houston, “Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry,” presented at the 2024 AMA Marketing and Public Policy Conference, Washington, DC.

Fotheringham, D., S. Janini, S. Aghaie, and M.B. Houston, “Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry,” to be presented at the 2024 Marketing Meets Wall Street Conference, Cologne, Germany.

Fotheringham, D., S. Janini, S. Aghaie, and M.B. Houston, “Common Ownership and Marketing Mix Strategies: Empirical Evidence from the US Airline Industry,” presented at the 2024 AMA Winter Academic Conference, St. Pete Beach, FL. (Winner: *Best Paper in Track, Marketing Strategy*).

Anlamlier, E., C. Harmeling, L. Trujillo-Torres, M.B. Houston, R. Krotz, and Y. Bhagwat, “Platform-Mediated Consumption and its Effects on Understudied Consumers,” panel discussion presented at the 2023 AMA Summer Academic Conference, San Francisco, CA.

Yang, M., B. Paulich, and M.B. Houston, “Digital Movie Piracy under Changing Market Conditions and New Release Strategies,” presented at the 2023 AMA Winter Educators Conference, Nashville, TN.

Zhou, K., B.J. Allen, R. Gretz, and M.B. Houston, “When Do the Best Service Agents Decrease Customer Retention? An Investigation of Online Service Platforms and Platform Exploitation,” presented at the 2019 AMA Summer Educators Conference, Chicago, IL.

Zhou, K., B.J. Allen, R. Gretz, and M.B. Houston, “Online Platform for In-Home Healthcare: Customer Defection and Platform Exploitation,” poster at 2020 American Economic Association, San Diego, CA.

Rishika, R., R. Janakiramin, M.B. Houston, and S. Kumar, “The Impact of In-Store CRM Technology Adoption on Customer Behavior: Evidence from a Field Experiment,” presented at the 2019 Theory + Practice in Marketing Conference, New York.

Bond III, E.U., M.B. Houston, and W. Ulaga, “The Dual Role of Complexity in Business-to-Business Solutions: A Systematic Review, Conceptual Framework, and Agenda for Future Research,” presented at the 2019 AMA Winter Educators Conference, Austin, TX.

Houston, M.B., C. Harmeling, L. Bettencourt, and Y. Bhagwat (2018) “Consumer Job Journeys,” presented as part of refereed special session at the 2018 AMA Summer Educators Conference, Boston, MA.

- Bond III, E.U., M.B. Houston, and W. Ulaga, "Complex Business Solutions: A Systematic Review and Research Agenda," presented at the 2018 JAMS Special Conference, Oslo, Norway.
- Bond III, E.U. and M.B. Houston (2018) "Value Cocreation in Complex Business Solutions," presented at the 2018 AMA Winter Educators Conference, New Orleans, LA.
- Ertekin, L., A. Sorescu, and M.B. Houston (2016) "Hands Off My Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Suits," presented in a refereed special session (Marketing Meets Wall Street: An Examination of Investors' Response to Firm's Marketing Strategic Actions) at the 2017 AMA Winter Educators' Conference, Orlando, FL.
- Ertekin, L., A. Sorescu, and M.B. Houston (2016) "Hands Off My Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Suits," presented at *Theory + Practice in Marketing* Conference, Houston, TX.
- Satornino, C., E. Bond, and M.B. Houston (2016), "Counteracting the "Bad Apple": Disrupting Dark Organizational Networks to Enhance Performance and Commitment through the Strategic Use of Market Information" presented at 2016 Sunbelt Conference, Newport Beach, CA.
- Ertekin, L., A. Sorescu, and M.B. Houston (2015), "What Brand Do I Use for My New Product? How Branding Decisions Impact Firm Value," presented at *INFORMS Marketing Science* Conference, Baltimore, MD.
- Ertekin, L., A. Sorescu, and M.B. Houston (2015), "What Brand Do I Use for My New Product? How Branding Decisions Impact Firm Value," presented at *Theory + Practice in Marketing* Conference, Atlanta, GA.
- Houston, M.B., A.K. Knapp, T. Hennig-Thurau, and M. Spann (2014), "Conceptualizing New Product Buzz," presented at the 2014 Association for Consumer Research Conference, Baltimore, MD.
- Bond, E. and M.B. Houston (2013), "Migrating to Solutions: A Dynamic Capabilities View," presented at the 2013 AMA Winter Educators' Conference, Las Vegas, NV.
- Blocker, C., M.B. Houston, and D. Flint (2012), "Are There Conceptual Limits for the 'Relationship' Metaphor in Channels Research?" presented as part of a refereed special session at 2012 AMA Winter Educators Conference, St. Petersburg, FL.
- Bond, E. and M.B. Houston (2011) "The Role of Modularity in Providing Corporation-to-Corporation Solutions: A Knowledge-Based View," presented at Academy of Marketing Science Annual Conference, Coral Gables, FL.
- Suh, T. and M.B. Houston (2008), "Distinguishing Trust and Reputation in Buyer-Supplier Relationships," presented at the Corporate Identity/Associations Research Group 5<sup>th</sup> International Conference, Vancouver.
- Suh, T. and M.B. Houston (2008), "Mission Fulfillment and the Internal Audience," presented at the Corporate Identity/Associations Research Group 5<sup>th</sup> International Conference, Vancouver, Canada.
- Hennig-Thurau, T., M.B. Houston, and T. Heitjans (2008), "Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures," presented at the 2008 AMA Summer Educators Conference, San Diego, CA.

- Houston, M.B., T. Hennig-Thurau, M. Spann, and B. Skiera (2008), "Consumer Anticipation of New Products: Conceptualization and Empirical Evidence Regarding Pre-Release Buzz," presented at the 2008 AMA Summer Educators Conference, San Diego, CA.
- Suh, T., M.B. Houston, S. Barley, and I. Kwon (2008) "Mission Fulfillment and the Internal Audience: Psychological Job Outcomes," presented at the 2008 AMA Winter Educators Conference, Austin, TX. Winner of "Best Paper in Track" award.
- Hennig-Thurau, T., V. Henning, H. Sattler, F. Eggers, and M.B. Houston (2006), "Optimizing the Sequential Distribution Model for Motion Pictures," presented at the 2006 AMA Summer Educators Conference, Chicago, IL.
- Houston, M.B., E.U. Bond and L.A. Bettencourt (2005), "Individual Technical and Process Innovation Performance In A Product Development Context," presented in a refereed special session on Creativity at 2005 AMA Summer Educators' Conference, San Francisco, CA.
- Im, S., C. Mason, and M.B. Houston (2004) "The Role of Innate Consumer Innovativeness in New Product and Service Adoption Behavior: A Longitudinal Reexamination and Extension," presented at 2004 ACR Asia-Pacific Conference, Seoul, Korea.
- Hennig-Thurau, T. and M.B. Houston (2004), "The Good, The Bad, and Studio-Manufactured Buzz: Can Good Marketing Save a Bad Movie?" presented at 2004 AMA Summer Educators' Conference, Boston, MA.
- Hennig-Thurau, T., M.B. Houston and G. Walsh (2003), "Unveiling the Mysteries of Motion Picture Success: An Interrelationship Approach of the Determinants of Motion Picture Box Office," presented at 2003 AMA Summer Educators' Conference, Chicago, IL.
- Hennig-Thurau, T., G. Walsh, K.P. Wiedmann, and M.B. Houston (2002), "Going to the Movies or Renting Them: Understanding the Success of Motion Pictures in Movie Theaters and on Video," presented at 2002 AMA Summer Educators' Conference, San Diego, CA.
- Houston, M.B., S.A. Johnson, and E. Siman (2002), "The Impact of New Product Introductions on Shareholder Value in Announcing Firms and Rivals," presented at October 2002 MSI Special Academic Conference: "Linking Marketing to Financial Performance and Firm Value."
- Bond, E.U. and M.B. Houston (2002), "Barriers Facing Established Firms in Matching New Technologies to Market Opportunities," presented at 2002 AMA Winter Educators' Conference, Austin, TX.
- Schmidt, T.A., M.B. Houston, L.A. Bettencourt, and P.D. Boughton (2002), "The Impact of Voice and Justification on Students' Perceptions of Professors' Fairness," presented at 2002 AMA Winter Educators' Conference, Austin, TX.
- Houston, M.B. (2000), "Can Secondary Data Indicators Serve as Valid Proxies for Marketing Constructs?" presented at the 2000 AMA Summer Educators' Conference, Chicago, IL.
- Houston, M.B. and L.A. Bettencourt (2000), "Is Diversity All That It's Cracked Up To Be?" presented at AMA Winter Educators' Conference, San Antonio, TX.

- Houston, M.B. and S.A. Johnson (1999), "The Impact of Alliance Partner Reputation: A Stock Price Perspective," presented at AMA Summer Educators' Conference, San Francisco, CA.
- Johnson, S.A. and M.B. Houston (1999), "Joint Ventures Revisited," presented at Financial Management Association Annual Program.
- Houston, M.B. and S.A. Johnson (1998), "Alternative Buyer-Supplier Relationships: Insights from a Financial Perspective," presented at AMA Summer Educators' Conference, Boston, MA.
- Bettencourt, L.A. and Houston, M.B. (1998), "But That's Not Fair! An Exploratory Study of Student Perceptions of Instructor Fairness," presented at AMA Summer Educators' Conference, Boston, MA. Awarded Best Paper Coauthored by a Student.
- Houston, M.B., L.A. Bettencourt, and S. Shanmuganathan (1997), "Waiting in the Queue for Service: The Relationship Between Waiting and Evaluations of Service Quality," presented at AMA Summer Educators' Conference, Chicago, IL.
- Houston, M.B. (1996), "A Multi-Method Approach for the Study of Marketing Strategy Processes," presented at Academy of Marketing Science Annual Conference, Phoenix, AZ.
- Houston, M.B. and P.H. Reingen (1996), "Managerial Representations of a Strategic Market Initiative," presented at AMA Winter Educators' Conference (Special Session), Hilton Head, SC.
- Walker, B.A. and M.B. Houston (1993), "Exploring the Influence of Individual and Situational Sources of Self-Relevance on Purchase Goals: Mapping a Consumer Decision," presented as part of a refereed special session at 1993 Association for Consumer Research Conference, Nashville, TN.

### **Invited Presentations:**

- Houston, M.B., "Meet the Editors," panel discussion for SMA Doctoral Consortium, Fort Worth, TX, Nov. 2023.
- Houston, M.B., "Meet the Editors," panel discussion for ACR Doctoral Consortium, Seattle, WA, Oct. 2023.
- Houston, M.B., "Submitting Your First Paper and Dealing with Reviews," workshop (with C. Lamberton and T. Bradford) at ACR Doctoral Consortium, Seattle, WA, Oct. 2023.
- Houston, M.B., "Research Problem Identification and Managerial Relevance," seminar for faculty and doctoral students, West Virginia University, Morgantown, WV (via zoom), May 2023.
- Houston, M.B., "Research Problem Identification and Managerial Relevance," seminar for faculty and doctoral students, CEDAR Speaker Series, University of Kentucky, Lexington, KY, April 2023.
- Houston, M.B., "Research Problem Identification and Managerial Relevance," seminar for faculty and doctoral students, University of North Texas, Denton, TX, February 2023.
- Houston, M.B., "Women Representation in Academia," special panel at the AMA Women in Sales pre-conference event, Winter AMA, Nashville, TN, February 2023.

Houston, M.B., “Research Problem Identification and Managerial Relevance,” seminar for faculty and post-docs, Colorado State University, Fort Collins, CO, September 2022.

Houston, M.B., “Discussion of *Four Facets of Rigor*,” Open Minds Seminar for doctoral students and assistant professors, Michigan State University, virtual, August 2022.

Houston, M.B., “Balancing Act: Sustaining Productivity While Life Happens,” presented at ISBM PhD Camp, Chicago, IL, August 2022.

Houston, M.B., “Advice from Editors,” presented as part of a panel at The Tenure Project, inaugural conference, Seattle, WA, August 2022.

Houston, M.B., “Frontline Issues When Engaging Customers Through Sharing Platforms,” presented at OFR pre-conference at AMA Winter Conference, Las Vegas, NV, February 2022.

Houston, M.B., “Reflections on Rigor in B2B Research,” keynote talk, presented at ISBM Annual Conference as part of induction as ISBM Research Fellow, August 2021 (virtual due to Covid-19).

Houston, M.B., “Overcoming Career Challenges,” presented at ISBM PhD Camp, August 2021 (virtual).

Houston, M.B., “Emerging Research Topics: The Sharing Economy,” presented at AMA/Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021.

Houston, M.B., Berry Book Prize Author Panel, presented at AMA Winter Conference, February 2021 (virtual).

Houston, M.B., “The AMS Code of Ethics,” part of plenary panel, Academy of Marketing Science Doctoral Consortium, December 2020 (virtual due to Covid-19).

Houston, M.B., “Working with Survey Data,” part of plenary session, Marketing Strategy Consortium, Austin, TX, December 2020 (virtual due to Covid-19).

Houston, M.B., “Publishing in Good Marketing Journals: A Look at *JAMS* and Advice Regarding Rigor,” Plenary presentation, 2020 JMS China Conference and Doctoral Consortium, Tianjin University, November 2020 (via zoom; over 40,000 attendees).

Houston, M.B., “Theory? Really? or ‘There’s Nothing So Practical As a Good Theory’,” research seminar presented to the Executive PhD Program, Oklahoma State University, Stillwater, OK, August 2020.

Houston, M.B., “Four Facets of Rigor,” keynote presentation at Summer Marketing Conference, Hamburg Germany, sponsored by the DFG (rescheduled due to Covid-19).

Houston, M.B., “The Fan of the Future,” presented as part of plenary panel at SAP Ticket Insightathon, Baylor Sports Strategy and Sales Center, Waco, TX, January 2020.

Houston, M.B. (with K. Zhou, R. Gretz, and B.J. Allen) “Platform Exploitation: When Do Service Agents Defect with Customers From Online Service Platforms,” presented at Organization Frontlines Research pre-conference event at AMA Winter Conference, San Diego, CA, February 2020.

Houston, M.B., “Four Facets of Rigor,” presented at Iowa State University, Marketing Colloquium

Distinguished Speaker Series, Ames, IA, November 2019.

Houston, M.B., "Platform Exploitation: When Do Service Agents Defect with Customers From Online Service Platforms," presented at Iowa State University, Marketing Colloquium Distinguished Speaker Series, Ames, IA, November 2019.

Houston, M.B. and C. Saturnino, "How to Prepare for Campus Visits & Contract Negotiations," AMA DOCSig special session, AMA Summer Conference, Chicago, IL, August 2019.

Hennig-Thurau, T. and M.B. Houston, "Entertainment Science: Where to From Here?" 15<sup>th</sup> International Conference of Arts and Cultural Management, Venice, Italy, June 2019.

Houston, M.B., "Meet the Editors: *JAMS*," part of panel of editors, European Marketing Academy Annual Conference, Hamburg, Germany, May 2019.

Houston, M.B., "Four Facets of Rigor," presented at Vrije University, Amsterdam, Netherlands, June 2019.

Houston, M.B., "State of the Field," presented as part of a plenary panel, "Growing the Field," at the Marketing Strategy Consortium, Bloomington, IN, March 2019.

Houston, M.B., "Managing Complexity in Marketing Strategy and Innovation," Special panel discussion as part of refereed special session at AMA Winter Educators Conference, Austin, TX, February 2019.

Houston, M.B., "Embracing the Complexity of Solutions in Business Markets: Where Do We Come From? Where Do We Go?" refereed special session at AMA Winter Conference, Austin, TX, February 2019.

Houston, M.B., "Consumer Job Journeys," presented at the ASU Center for Services Leadership *Compete Through Service* Symposium, Scottsdale, AZ, October 2018.

Houston, M.B., "Publishing with Different Research Methodologies," presented at the Services Doctoral Consortium, Frontiers in Service conference, Austin, TX, September 2018.

Houston, M.B., "Publishing with Advanced Methods," (special panel presentation) presented at the PhD Project Marketing Doctoral Student Association Conference, Boston, MA, August 2018.

Houston, M.B., "Dealing with and Overcoming Life & Career Challenges," presented at the ISBM 2018 PhD Research Camp on Research in B2B Markets, Boston, MA, August 2018.

Houston, M.B., "Managing Your Relationship with Your Department Chair," presented as part of panel of deans and department chairs, AMA/Sheth Foundation Doctoral Consortium, Leeds, England, June 2018.

Houston, M.B., "Engaging Students Through Cases & Simulations," presented at the AMA/Sheth Foundation Doctoral Consortium, Leeds, England, June 2018.

Houston, M.B., "The State of Marketing Academia," presented at the AMA/Sheth Foundation Doctoral Consortium, Leeds, England, June 2018.

Houston, M.B., "The Role of Theory in Substantive Research," presented at the AMA/Sheth Foundation Doctoral Consortium, Leeds, England, June 2018.

- Houston, M.B., "The State of the Marketing Discipline," keynote address presented at the Academy of Marketing Science Doctoral Consortium, New Orleans, LA, May 2018.
- Houston, M.B., "Ready-Aim-Fire (Not Ready-Fire-Aim)," presented at the inaugural Marketing Strategy Consortium, University of Missouri, Columbia, MO, March 2018.
- Houston, M.B., "Customer Job Journeys: Implications for Organizational Frontlines," presented at the Organization Frontlines Research conference, Winter AMA Conference, New Orleans, LA, February 2018.
- Hennig-Thurau, T. and M.B. Houston, "Research Directions for Entertainment Science: Learnings from a Multi-Year Journey Across the Field," presented at the 19<sup>th</sup> Annual Mallen Economics of Filmed Entertainment Conference, New York, November 2017.
- Houston, M.B., "Things to Do/Don't Do on a Campus Visit," part of invited panel for a DOCSig special session on campus visits, AMA Summer Educators' Conference, San Francisco, CA, August 2017.
- Houston, M.B., "Hands Off My Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Suits," presented at Ivey Business School, Western University, London, Ontario, Canada, April 2017.
- Houston, M.B., "Transformational Relationship Events," presented in the Startech.com Marketing Executive Roundtable, Ivey Business School, Western University, London, Ontario, Canada, April 2017.
- Houston, M.B., "Hands Off My Brand! The Financial Consequences of Protecting Brands through Trademark Infringement Suits," presented at Lehigh University Department of Marketing Research Symposium, Bethlehem, PA, April 2017.
- Houston, M.B., "Dealing with and Overcoming Life & Career Challenges," presented at the ISBM 2016 PhD Research Camp on Research in B2B Markets, Atlanta, GA, August 2016.
- Houston, M.B., "Transformational Relationship Events," presented in plenary session of the A&W Restaurant Services of Canada, LLC, National Convention, Nashville, TN, May 2016.
- Houston, M.B., "Crafting a Manuscript," (special panel presentation with Mike Brady and Mark Arnold), presented at the AMS Doctoral Consortium, Disney World, Orlando, FL, May 2016.
- Houston, M.B., "Balancing Research and Life," (special panel presentation with Mark Arnold and Todd Donavan) presented at the AMS Doctoral Consortium, Disney World, Orlando, FL, May 2016.
- Harmeling, C. and M.B. Houston, "Transformational Relationship Events," presented in plenary session of the Center for Services Leadership Board Meeting, Arizona State University, Tempe, AZ, February 2016.
- Houston, M.B., "Publishing Interesting Channels Research," (panel presentation with L. Scheer, J. Heide, and A. Coughlin) presented at the AMA/Sheth Foundation Doctoral Consortium, London Business School, July 2015.
- Houston, M.B., "Developing Marketing Theory," (panel presentation with O.C. Ferrell, L. Price, and R. Slotegraaf, chaired by M. Yadav) presented at the AMS Doctoral Consortium, Denver, CO, May 2015.
- Houston, M.B., "Making Research Relevant for Stakeholders," (special panel presentation with G. Voss and

M. Mantrala) presented at the AMS Doctoral Consortium, Denver, CO, May 2015.

Houston, M.B., “Crafting Manuscripts,” (special panel presentation with S. Beatty and M. Solomon, Saint Joseph’s University) presented at the SMA Doctoral Consortium, New Orleans, LA, October 2014.

Houston, M.B., “Balancing Teaching Excellence and Research Productivity,” presented at the Marketing Management Association Doctoral Teaching Consortium, MMA Fall Conference, San Antonio, TX, September 2014.

Houston, M.B., “Dealing with and Overcoming Life & Career Challenges,” presented at the ISBM 2014 PhD Research Camp on Research in B2B Markets, San Francisco, July 2014.

Houston, M.B., “Home Run Theory Research,” presented at the AMA/Sheth Foundation Doctoral Consortium, Northwestern University, Chicago, June 2014.

Houston, M.B., “Theory? Really? or ‘There’s Nothing So Practical As a Good Theory’,” research seminar presented to the Executive PhD Program, Oklahoma State University, Stillwater, OK, February 2014.

Houston, M.B., “Crafting Manuscripts,” (special panel presentation with S. Beatty and M. Solomon, Saint Joseph’s University) presented at the SMA Doctoral Consortium, Hilton Head, SC, October 2013.

Houston, M.B., “Balancing Teaching Excellence and Research Productivity,” presented at the Marketing Management Association Doctoral Teaching Consortium, MMA Fall Conference, New Orleans, LA, September 2013.

Houston, M.B., “Things to Do/Don’t Do on a Campus Visit,” part of invited panel for a DOCSig special session on campus visits, AMA Summer Educators’ Conference, Boston, MA, August 2013.

Houston, M.B., “AMA Academic Council President’s Welcome,” presented during opening reception at the AMA/Sheth Foundation Doctoral Consortium, University of Michigan, June 2013.

Houston, M.B., “Research Worth Reading,” presented in a session “10 Steps to Successful Publishing,” at the AMA/Sheth Foundation Doctoral Consortium, University of Washington, June 2012.

Houston, M.B., “Crafting Manuscripts: Literature Review and Conceptual Development,” plenary presentation at the AMA/Sheth Foundation Doctoral Consortium, Oklahoma State University, June 2011.

Houston, M.B., “Qualitative Methods: Applications to Strategy Research,” presented in a methods session at the AMA/Sheth Foundation Doctoral Consortium, Oklahoma State University, June 2011.

Suh, T. and M.B. Houston, “Mission Fulfillment and the Internal Audience,” presented at the Center for Services Leadership Annual Board Meeting, Arizona State University, Tempe, Arizona, Feb. 2011.

Houston, M.B., T. Hennig-Thurau, M. Spann, and B. Skiera, “A Theory of Pre-Release Buzz,” presented at the 12<sup>th</sup> Annual Mallen Motion Picture Industry Workshop for Business and Economics Scholars, Santa Monica, CA, Nov. 2010.

Houston, M.B., T. Hennig-Thurau, M. Spann, and B. Skiera, “A Theory of Pre-Release Buzz,” presented at the University of Texas—Arlington, Arlington, TX, Oct. 2010.



- Hennig-Thurau, T., M.B. Houston, and S. Fuchs, "Monetizing International TV Rights of Motion Pictures," presented at the 11<sup>th</sup> Annual Mallen Motion Picture Industry Workshop for Business and Economics Scholars, Santa Monica, CA, Nov. 2009.
- Houston, M.B., T. Hennig-Thurau, M. Spann, and B. Skiera, "Movie Buzz: A Study of the Consequences and Drivers of Consumers' Anticipation of New Motion Pictures," presented at the Texas A&M University, College Station, TX, May 2009.
- Houston, M.B. "Investigating Careers on the 'Other Side' of the Podium: Marketing Professor and/or Market Researcher," presented at the 31<sup>st</sup> Annual AMA Collegiate Conference, New Orleans, LA, March 2009.
- Houston, M.B. "The Economy and Academics: How the Current Economic Situation Affects Faculty and Doctoral Candidates," special panel session, AMA Winter Educators' Conference, Tampa, FL, Feb. 2009.
- Houston, M.B. "Careers in Academia," presented at the 30<sup>th</sup> Annual AMA Collegiate Conference, New Orleans, LA, Apr. 2008.
- Houston, M.B., T. Hennig-Thurau, M. Spann, and B. Skiera, "Movie Buzz: A Study of the Consequences and Drivers of Consumers' Anticipation of New Motion Pictures," presented at the Texas Tech University, Spring Marketing Symposium, Lubbock, TX, March 2008.
- Houston, M.B. T. Hennig-Thurau, M. Spann, and B. Skiera, "Movie Buzz: A Study of the Consequences and Drivers of Consumers' Anticipation of New Motion Pictures," presented at the 9<sup>th</sup> Annual DeSantis Center (Motion Picture Industry) Workshop for Business and Economics Scholars, Santa Monica, CA, Nov. 2007.
- Houston, M.B. "Cross-Functional MBA Education: The Integrated Functional Perspectives Initiative at University of Missouri," presented as part of the special session "Teaching Marketing Cross-Functionally," AMA Summer Educators' Conference, Washington, D.C., August 2007.
- Hennig-Thurau, T., M.B. Houston, and T. Heitjans, "What is a Movie Brand Worth? Conceptualizing and Measuring the Brand Extension Value of Motion Pictures," presented at the Eighth Annual DeSantis Center (Motion Picture Industry) Workshop for Business and Economics Scholars, Florida Atlantic University, Boca Raton, FL, November 2006.
- Houston, M.B., "Teaching Philosophy," presentation as part of panel of 2006 Academy of Marketing Science Outstanding Marketing Teacher award winners (with Len Berry and Doug Hoffman), AMS National Conference, San Antonio, TX, May 2006.
- Houston, M.B., "Research Productivity in a Time-Pressed Context," presented as part of a research workshop to the faculty of Bradley University, Peoria, IL, May 2005.
- Houston, M.B., M. Hutt, C. Moorman, P. Reingen, A. Rindfleisch, V. Swaminathan, and B. Walker, "A Network Strategy Perspective of Marketing Strategy Performance," presented at *Cool Tools for Assessing Marketing Strategy Performance*, MSI/AMA Marketing Strategy SIG Special Conference, August 2003.

## Teaching Program:

- 2024, 2023, 2022, 2021, 2014, 2013, 2012, 2011 “Favorite MBA Teacher,” Neeley Hooding Ceremony, TCU.
- 2011 Graduate Teaching Award, Neeley School of Business, TCU.
- 2006 Academy of Marketing Science (national) *Outstanding Marketing Teacher Award*.
- 2006 Provost’s Outstanding Junior Faculty Teaching Award (MU university-wide).
- Faculty Coordinator, Crosby MBA Integrated Functional Perspectives initiative, MU (2003-2007).
- 2005 College of Business nominee for MU university-wide Kemper Fellowship.
- 2005 Honorable Mention, “Best of *Great Ideas in Teaching Marketing*,” Thomson/Southwestern.
- 2006, 2003 Finalist for *O’Brien Teaching Excellence Award*, College of Business, MU.
- 2000 Beta Gamma Sigma *Outstanding Teacher Award*, John Cook School of Business, SLU (college).

## Courses Taught:

- **Ph.D.** — Marketing Management; Survey Methods, Theory.
- **MS and MBA (Executive, Professional, and Full-Time)** — Marketing Management (MBA Core); Advanced Marketing Management (EMBA Core); Analytics for Innovation; Business Simulation/Integrated Perspectives; Marketing Analytics; Marketing Strategy; Marketing Research; Consumer Analysis.
- **Undergraduate** — Marketing Management; Strategy; Buyer Behavior; Retail Management.

## Mentoring:

- Neeley & Associates (MBA student consulting practicum) Subject Matter Expert (TCU).
- Honors Thesis Advisor (TCU)
- Doctoral Dissertation Chair/Co-Chair (Texas A&M; SLU).
- Dissertation Committee Member (A&M; MU; SLU; external member Oklahoma State Univ., Univ. of Washington, Univ. of Texas-San Antonio, Univ. of Münster).
- Internship advisor (MU; SLU).
- Independent study advisor (MU; TCU).

## Executive Education:

- TCU Advanced Leadership Certificate Program, February/March 2021.
- Marketing Science Institute “State of Marketing Science” Summit, led Marketing Innovation & Strategy roundtable, 50 C-level marketing executives, San Francisco, CA, February 2020.
- Advanced Marketing Management, TCU EMBA program, 2007-2013, 2015.
- Executive PhD Program, Oklahoma State University, 2014, 2015, 2017-2023.
- Kelley Executive Partners, Indiana University, May/July/Oct. 2000, for IBM.
- Dana Corporation, Toledo, OH, executive development courses, 1996-1997.
- Strategic Market Planning; 1997 BGSU Marketing Symposium.

## Service Activities and Professional Memberships:

### Professional Service:

- Member of American Marketing Association Academic Council (2007-2014), President (2012-2013).
- Editor, *Journal of the Academy of Marketing Science* (2019-2024).
- Associate Editor, *Journal of Marketing* (2018-2019; 2024-present), *Journal of the Academy of Marketing Science* (2014-2019; Outstanding AE Award 2017), and *Journal of Service Research* (2014-present).
- Current/Former Editorial Review Board, *JM*, *AMS Review*, *Journal of Supply Chain Management* (Best Reviewer, 2008), and *Journal of Marketing Education*.
- Reviewer, ad hoc, *JMR*, *Marketing Science*, *IJRM*, *Marketing Letters*, *JPIM*, *J of Int'l Marketing*, *J of Interactive Marketing*, *JCP*, *Decision Science*, *Journal of Cultural Economics*, and others.
- Co-Editor, Special Issue, "Generalizations in Marketing," *Journal of the Academy of Marketing Science*.
- National Conference Leadership
  - Co-Chair, 2017 AMA Summer Educators' Conference (with Charles Noble and Kelly Haws).
  - Recruited chairs of the 2013 Winter and 2013 Summer AMA Educators Conferences.
  - Co-Chair, 2005 AMA Summer Educators' Conference (with Beth Walker).
  - Track Co-Chair (Channels) – 2014 Academy of Marketing Science Annual Conference.
  - Track Co-Chair (Marketing Education) – 2012 AMA Summer Educator's Conference.
  - Blue Ribbon Panel member to determine Best Paper – 2011 AMA Summer Educators' Conf.
  - Track Co-Chair (Channels of Distribution) – 2009 AMA Summer Educators' Conference.
  - Track Chair (New Product Development) – 2007 AMA Summer Educators' Conference.
  - Track Co-Chair (Technology & Marketing) – 2001 AMA Winter Educators' Conference.
- Grant Reviews
  - Social Sciences and Humanities Research Council of Canada (2023 and 2024).
  - German Research Foundation (DFG) Research Unit FOR1452 (Board member, 2015-2021).
- Service to Young Scholars
  - Co-Chair of the 2010 AMA/Sheth Foundation Doctoral Consortium (TCU).
  - AMA/Sheth Foundation Doctoral Consortium Faculty Fellow (2023 BI-Oslo; 2021/2020 Indiana; 2019 NYU; 2018 Leeds; 2015 London Business School; 2014 Northwestern; 2013 Michigan; 2012 Washington; 2011 Okla. State; 2010 TCU; 2009 Georgia State; 2008 Missouri; 2007 ASU).
  - Recruited hosts of 2012-2015 AMA/Sheth Foundation Doctoral Consortia.
  - 2024 PhD Project *Circle of Champions* inductee for contributions to the PhD Project's MDSA.
  - 2021 AMA *DocSIG Mentorship Award* for contributions to DocSIG.
  - ISBM PhD Camp, faculty (2022, 2021, 2018, 2016, 2014).
  - Frontiers in Services, Doctoral Consortium Faculty (2018 Austin).
  - AMS Doctoral Consortium Faculty (2022 Monterey; 2018 New Orleans; 2016 Orlando; 2015 Denver).
  - MMA Doctoral Teaching Consortium Faculty (2014 San Antonio; 2013 New Orleans).
  - SMA Doctoral Consortium Faculty (2023 Fort Worth; 2015 San Antonio; 2014 New Orleans; 2013 Hilton Head).
  - Discussant, OFR Young Scholars Competition, (2021 Virtual, during Winter AMA)
  - Panelist, Early Career Mentorship Workshop, Pre-Conference, 2017 AMA Summer Educators Conference, San Francisco, CA
  - Judge, 2021, 2020, 2017 Matthew Joseph Emerging Scholar Award (AMA DocSIG)
  - Research Panelist, PhD Project 2023, 2022, 2018, 2011 Marketing Doctoral Student Association.

- External dissertation committee member, Georgia State Univ. (Kevin Giang Barrera, expected 2025 (Finalist for 2024 Mary Kay Doctoral Dissertation Award); Univ. of Münster (Nilusha Aliman, expected 2024; Ronny Behrens, 2022); UT-San Antonio (Qiang Zhou, 2021); UW (George Watson, 2016); SLU (Colleen Harmeling, 2014; winner of 2023 Erin Anderson Award for Emerging Female Scholar); OSU (David Gilliam, 2011).
- AMA Doctoral SIG Mentor's Breakfast, 2010, 2020, 2022, 2023 AMA Academic Conference.
- Reviewer – AMS Mary Kay Doctoral Dissertation Competition (2009, 2015).
- AMA Annual Collegiate Conference – “Careers in Academia” (2008 and 2009 New Orleans).
- Recruited chairs of 2014 John A. Howard Dissertation Competition.
- Reviewer – MSI Alden G. Clayton Dissertation Proposal Competition (2024, 2022, 2021).
- Reviewer – John A. Howard Dissertation Competition, AMA (2003, 2011).
- AMA and AMA Academic Council Service
  - AMA Board of Directors (July 1, 2017-2020).
    - Audit & Finance Committee (2019-2020).
  - AMA Foundation Board of Advisors (2016-2019).
  - AMA Academic Council President (2012-2013).
  - AMA Academic Council Executive committee (2010-2014).
  - AMA Academic Council Member (2007-2014).
  - AMA Governance Committee (reporting to AMA Board of Directors) (2014-2015).
  - Task Force member, 2014 AMA Strategic Planning process, Envisioned Future phase.
  - Search Committee to select new editor of *Journal of Marketing* (2021).
  - Search Committee to select new editor of *Journal of Marketing Research* (2011-2012).
  - Selection Committee – 2013 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator.
  - Selection Committee – 2019 (inaugural) V Kumar Service Award.
  - Selection Committee – 2020 SERV Sig Christopher Lovelock Career Contributions Award.
  - Selection Committee – 2011 Williams-Qualls-Spratlen Multicultural Mentoring Award.
  - Selection Committee – AMA Fellow designation, 2018, 2019.
  - Selection Committee – 2019 Charles Parlin Marketing Research Award.
  - Selection Committee – 2022 Berry Book Prize Award.
  - Reviewer – 2023 AMA-RRBM-EBSCO Award for Responsible Research.
- AMA Special Interest Group (SIG) Leadership (member: TechSIG, Strategy SIG, and IOSIG)
  - Board of Advisors, AMA Technology & Interactivity SIG (2024-present).
  - 2003-2005 Vice President, AMA Technology & Marketing Special Interest Group.
  - Blue Ribbon Panel to select AMA Technology & Marketing SIG 2007 Best Paper Award.
  - Reviewer – AMA Technology & Marketing SIG 2006 Dissertation Competition.
  - 2003 Awards Committee Chair – AMA Technology & Marketing SIG.
- Conference Service
  - Small group facilitator, Community for Responsible Research in Business and Management, Inaugural Summit, Rotterdam, Netherlands, July 2019)
  - Implemented pioneering new structure for “Meet the Editor” sessions at AMA conferences (panel discussion of substantive issues). Served as discussion leader for top-tier journal session at AMA Winter (2015, 2016, 2017) and AMA Summer (2015 and 2016).
  - Session Chair – 2018 AMA Summer Educators' Conf.
  - Session Chair and Reviewer (three tracks) – 2009 AMA Winter Educators' Conf.
  - Reviewer – 2008 AMA Summer Educators' Conf.
  - Session chair and Reviewer – (two tracks) 2008 AMA Winter Educators' Conf.

- Session Chair – Conference on “Enhancing Sales Force Productivity,” MU (April 2006).
- Discussant and Reviewer – (Channels Track) 2006 AMA Summer Educators’ Conf.
- Discussant and Reviewer – (Marketing Research Track) 2006 AMA Winter Educators’ Conf.
- Discussant and Reviewer – (two tracks) 2005 AMA Winter Educators’ Conf.
- Reviewer – 2005 Academy of Marketing Science National Conf.
- Discussant and Reviewer – 2004 AMA Summer Educators’ Conf.
- Discussant and Reviewer – (two tracks) 2004 AMA Winter Educators’ Conf.
- Discussant – 2002 AMA Summer Educators’ Conf.
- Discussant and reviewer – 2002 AMA Winter Educators’ Conf.
- Discussant and reviewer – 2000 AMA Summer Educators’ Conf.
- Session chair, discussant, and reviewer – 2000 AMA Winter Educators’ Conf.
- Session chair and reviewer – 1999 AMA Summer Educators’ Conf.
- Reviewer – 1999 World Marketing Congress Annual Conf.
- Reviewer – 1998 Academy of Marketing Science National Conf.
- Session chair, discussant, and reviewer – 1997 AMA Summer Educators’ Conf.
- Outside Evaluator for Tenure and/or Promotion Cases
  - ESSEC (France)
  - Univ. of Virginia
  - Michigan State Univ.
  - Univ. of South Carolina
  - Oxford Univ.
  - Univ. of New Hampshire
  - Texas State Univ.
  - Univ. of Richmond
  - Univ. of South Florida
  - Texas A&M Univ.
  - Arizona State Univ.
  - Louisiana State Univ.
  - Univ. of Alabama-Tuscaloosa
  - Iowa State Univ.
  - Univ. of Arizona
  - Univ. of Texas at San Antonio
  - Baylor Univ.
  - Univ. of Georgia
  - Indiana Univ.
  - Univ. of Oklahoma
  - Florida State Univ.
  - Florida Atlantic Univ.
  - Colorado State Univ.
  - North Carolina State Univ.
  - Univ. of Colorado-Colo. Springs
  - Texas Tech Univ.
  - Univ. of Tennessee
  - Oklahoma State Univ.
  - Saint Louis Univ.
  - Bradley Univ.
  - Texas State Univ.
  - San Francisco State Univ.
  - Southern Illinois Univ.-Carbondale
  - Univ. of Alabama-Huntsville
  - Northeastern Univ.
  - Univ. of Memphis
  - SUNY – Buffalo
  - Univ. of Alabama-Birmingham
  - DePaul Univ.
  - Georgia State Univ.
  - Virginia Commonwealth Univ.
  - Utah State Univ.
  - Univ. of Kentucky
  - George Mason Univ.
- Recent memberships: American Marketing Association, Academy of Marketing Science.

### *Faculty Service:*

- TCU Faculty Senate Ad hoc Committee on the Promotion & Tenure process (2022-2023).
- TCU Administrative Council (2022-2023).
- TCU Search Committee for Vice-Provost for Research (2025).
- TCU Neeley School of Business
  - Associate Dean for Faculty & Research (2021-present).
  - Neeley Research Committee (2019-2021), Chair 2021-present.
  - 2024-2025 Strategic Planning Committee
  - 2020 Strategic Planning Committee, Goal 2 (Research) Chair.
  - Dean's Advisory Council (2012-2014; 2018-2021).
  - Chair, Neeley Dean Search Committee (2023-2024 Craig Crossland)
  - Neeley Dean Search Committee member (2019-2020 Daniel Pullin; 2007-2008 Homer Erekson).
  - Graduate Programs Policy Committee member (2007-2014; 2017-2020).
  - Undergraduate Honors Thesis committee chair (2024-2025, Abigail Hoffmann) and member (2013-2014).
  - Graduate Programs Recruiting event speaker (2021, 2022).
  - Full-Time MBA Program – Meet 1:1 with prospective students, host prospective students in class (2009-2014; 2017-present).
  - MS-Business Analytics – faculty presenter in recruiting sessions (2021).
  - Dean's Research Seminar Series – panel member (2020).
  - Moderator: Neeley Advantage seminar on “Innovation using Jobs-to-be-done” (2022).
  - Moderator: Neeley Advantage seminar on “The Future of Work and Teams” (2021).
  - MBA information session – Marketing/Brand Management concentrations (2017-2022)
  - Executive MBA Admissions Committee (interview 10-15 candidates per year, 2010-2014).
  - EMBA In-Residence Orientation Seminar, Faculty Panel (2008, 2009, 2011, 2012, 2013).
  - Executive MBA Preview Luncheon Keynote Speaker (2011, 2012, 2013).
  - Neeley & Associates MBA consulting teams, Subject Matter Expert (2008, 2009, 2011, 2018-Sabre; 2012-Lockheed; 2013-Alcon, 2019-Southside Bank, 2020-GM Financial, 2020-Alcon, 2020 Summer–Fort Worth Chamber of Commerce, 2021-Alcon, 2022-Alcon, 2023-Bell Flight, 2024- Bell Flight, 2024 – Alcon Pharma).
  - SAP Ticket Insightathon, sports analytics competition, Baylor University, faculty advisor and judge (2020-NBA).
  - Adobe Analytics MBA Case Competition, faculty advisor (2019-MLB).
  - Nominating Committee, Deans' Awards (Research & Creativity and Teaching) (2013-2014).
  - Marketing MBA Curriculum Revision team (2007-2008; 2011).
  - Marketing Faculty recruiting committee, including AMA/zoom interviews (2009; 2011; 2018-2020, 2022; 2024).
  - Annual Evaluation Committee (2009-2011).
  - Interviewed candidates for BNSF Next Generation Leadership Program (2008 and 2009).
- Texas A&M Mays School of Business
  - Department Head (2014-2017).
  - Member, Mays Strategic Planning Initiative Taskforce (2015-2016).
  - Chair, Faculty Search Committees (2014, 2015, 2016, 2017).
  - Ph.D. Dissertation Committee Co-Chair: Joon Ho Lim (with R. Janakiraman, 2016); Larisa Ertekin (with A. Sorescu, 2019); Eunho Park (with R. Janakiraman, 2018).
  - Ph.D. Dissertation Committee Member: (Shruti Kohli, 2018; Brady Hodges, 2019).
  - Member, Department Head Search Committee, Department of Management (2015).

- University of Missouri
  - University of Missouri Committee on Undergraduate Education (CUE; 2002-2007).
    - Chair of Math Reasoning Proficiency subcommittee of CUE (2005-2006).
    - Member of CUE Executive Committee (2005-2006).
  - MU College of Business
    - Faculty Coordinator, Crosby MBA Integrated Functional Perspectives initiative (integrated case competition for students) (2003-2007).
    - Co-chair of Hibbs/Middlebush Chair search committee (2004-2005).
    - Harry Hall Trice Research Award, MBA Policy, and Faculty Policy committees.
  - MU Department of Marketing
    - Ph.D. Committee Member: Yihui (Elina) Tang (2011), Fred Miao (2007), Lynn Murray (2007), Jason Garrett (2006), David Hunt (2006), Amanda Helm (2005), Robert Palmatier (2005; winner 2012 Varadarajan Early Career Contributions to Marketing Strategy Research Award, 2019 Mahajan Award for Lifetime Contributions to Marketing Strategy, Editor of *JAMS*, Co-Editor of *JM*), Omar Shehyar (2004).
    - Marketing Faculty Recruiting search committee member (2006).
    - Ph.D. Policy, MBA Policy (Chair), Teaching Portfolio Review, Performance Review Policy and Faculty Performance Review committees.
- Saint Louis University
  - SLU Faculty Senator, representing the School of Business and Administration (2000-2001).
  - SLU College of Business
    - Advisor, student chapters of *American Marketing Association* and *Delta Epsilon Chi*.
    - Ph.D. Dissertation Committee Chair, Thomas Schmidt (2001).
    - Ph.D. Dissertation Committee Member, J. Andrew Cannon (2001).
- Bowling Green State University
  - Academic Advisor to BGSU student chapters of AMA, Alpha Xi Delta, and Cycling Club.
  - Member of the BGSU Graduate Council, 1997.
  - Numerous department committees.

#### *Consulting / Executive Education:*

- Research, executive education, case writing, and/or consulting activities with *Abbott Medical Optics*, *AT&T*, *BankOne*, *Caterpillar, Inc.*, *Dana Corporation*, *Dell*, *DSM (Life Sciences and Materials Sciences)*, *Emerson Electric (Thermo-Disc)*, *Gulf Interstate Engineering*, *IBM*, *Ingersoll-Rand (Husmann)*, the *Interstate Natural Gas Association of America (INGAA)* and the *INGAA Foundation*, *Kroll*, the *Manufacturers' Representative Educational Research Foundation*, *Marriott*, the *Metal Construction Association*, *Microsoft Bing*, the *National Composites Network (Great Britain)*, *Strategyn, Inc.*, *State Farm Insurance*, and *Wellpoint*.
- Reviewed textbooks: *First Principles of Marketing Strategy*, by Palmatier and Sridhar (2016); *A Framework for Marketing Management*, by Kotler and Keller (2007 and 2009); "Threshold Marketing" (educational software) (2000); *Principles of Marketing by America's Leading Corporations* (2000); and *Marketing: Real People, Real Choices and the Brave New World of E-Commerce* (2001) for Pearson-Prentice Hall Business Publishing.

*Recent Boards / Community Service / Memberships:*

- American Marketing Association Board of Directors (2017-2020).
  - Member, Audit & Finance Committee (2019-2020)
- Board Member, AMA Foundation (2016-2019).
- Advisory Council member, Service 360 Partners (consultancy).
- Board of Trustees member, Executive committee officer (Board Secretary), Finance committee chair, Southwest Baptist University, Bolivar, MO (1999-2009).
- Presentations to college-bound high school students, Trinity Christian Academy, Willow Park, TX (2011, 2013).
- Trail Steward, Parks of Aledo Trail System, Aledo, TX (2018-present)
- Travis Avenue Baptist Church; Weatherford Mountain Bike Club; North Texas Trail Runners Association, BCS Trail Runners Club; Waco Eagles Motorcycle Club.

**Employment History:**

- Associate Dean for Faculty & Research, Neeley School of Business, Texas Christian University, Fort Worth, TX (August 1, 2021-present).
- Eunice & James L. West Chair in Marketing and Professor of Marketing, TCU (2017-present).
- Department Head, Professor of Marketing, and Foreman R. & Ruby S. Bennett Chair in Business Administration (formerly Blue Bell Creameries Chair in Business), Mays Business School, Texas A&M University, College Station, TX (2014-2017).
- Eunice & James L. West Chair of American Enterprise and Professor of Marketing, TCU (2007-2014; promoted to Full Professor in 2009).
- David and Judy O'Neal MBA Professor and Associate Professor of Marketing, Trulaske College of Business, University of Missouri, Columbia, MO (2001 – 2007; promoted, tenured, and granted endowed position in 2003).
- Assistant Professor of Marketing, Saint Louis University, St. Louis, MO (1998-2001).
- Assistant Professor of Marketing, Bowling Green State University, Bowling Green, OH (1995-98).
- Graduate Assistant / Instructor, Arizona State University, Tempe, AZ (1991-95).
- Graduate Assistant, *Journal of Operations Management*, Ronald Ebert, Editor, University of Missouri-Columbia (1989-90).
- Sales/Advertising Manager, Bill Roberts Chevrolet-Pontiac-Oldsmobile-Buick, Bolivar, MO (1987-89).
- Associate Director of Admissions, Southwest Baptist University, Bolivar MO (1984-87, 1991).