

VITA

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EDUCATION:

<u>Degree</u>	<u>Institution</u>	<u>Degree</u>
Ph.D.	University of Memphis	Business Administration- Management Concentration
MBA	Illinois State University	Business Administration
BS	Illinois State University	Retailing-Fashion Merchandising

PROFESSIONAL NON-ACADEMIC WORK EXPERIENCE:

<u>Year(s)</u>	<u>Institution/Organization</u>	<u>Position Responsibilities</u>
8/89-7/91	O'Collins Corporation Memphis, TN	Marketing Consulting
7/88-8/89	Laurence, Charles, Free & Lawson Adv. Philadelphia, PA	Account Executive McDonald's-Central PA
5/86-2/88	Montgomery, Zuckerman & Davis Adv. Indianapolis, IN	Account Executive Pizza Hut-Detroit & Toledo
3/85-2/86	Winius Brandon Advertising Houston, TX	Account Executive Pizza Hut-Waco
10/83-2/85	JoAnn Fabrics College Station, TX	Store Manager
1/82-8/83	Illinois State University Normal, IL	Graduate Assistant

ACADEMIC WORK EXPERIENCE:

<u>Year(s)</u>	<u>Institutional/Organization</u>	<u>Position</u>
06/17-present	Auburn University	Chair & Professor of Marketing
06/15-5/17	Belmont University	Dist. Prof. Leadership & Bus. Ethics
08/11-05/15	University of New Mexico	Professor of Marketing
8/06-08/11	University of New Mexico	Associate Professor of Marketing
8/04-8/06	University of Wyoming	Associate Professor of Marketing
9/02-8/04	University of Wyoming	Assistant Professor of Marketing
8/99-8/02	University of Northern CO	Assistant Professor of Marketing
6/00-7/00	Colorado State University	Executive MBA Professor
6/99-7/99	Colorado State University	Executive MBA Professor
10/98-8/99	Colorado State University	Post Graduate Teaching Fellow
8/96-8/98	University of Tampa	Assistant Professor Management
1/96- 5/96	University of Memphis	Adjunct Professor
8/94-8/95	University of Memphis	Lecturer
8/92-5/94	University of Memphis	Graduate Assistant

AREA OF SPECIALIZATION:Marketing Ethics and Social Issues

RESEARCH AREAS/INTERESTS:

Marketing Ethics

Legalization of Marketing Ethics

Ethics Training Methods and Effectiveness

Strategic Philanthropy, Corporate Social Responsibility & Sustainability

PUBLICATIONS

Refereed or Peer Reviewed

"Expectations and Attitudes Toward Gender-Based Price Discrimination," (2016, forthcoming) *Journal of Business Ethics*. (Co-authors: O.C. Ferrell, Dimitri Kapelgianias, and Lynzie Rowland).

"Data Collection and Consumer Privacy," "Consumer Fraud," and "Firestone," (forthcoming, 2016) in *SAGE Encyclopedia of Business Ethics 2nd ed.*, Robert Kolb (Ed.), (Thousand Oaks, CA: Sage Publications. (Co-author: O.C. Ferrell).

"Sarbanes-Oxley Section 406 Code of Ethics for Top Financial Officers (CCFO) and Firm Behavior," (2016) *Journal of Business Ethics*, doi: 10.1007/s10551-016-3267-7. Available on Springer Online first. (Co-authors: Saurabh Ahluwalia, O.C. Ferrell, and Terri Rittenburg).

"Ethics and Social Responsibility in Marketing Channels and Supply Chains: An Overview," (2016) *Journal of Marketing Channels*, Vol. 23, #1-2. (Co-author: O.C. Ferrell).

"Employee Centered Ethical Leadership," (2014) *Organizational Ethics and Job-Related Well-Being*, Shawn Valentine (Ed.), (Charlotte, North Carolina: Information Age Publishing, 2014), pp. 63-93. (Co-author: O.C. Ferrell).

"A Review of Ethical Decision Making Models in Marketing," (2014) *Handbook of Marketing Ethics*, Alexander Nill (Ed.), (Northampton, MA: Edward Elgar Publishing Inc.), pp. 43-67. (Co-Authors: O.C. Ferrell and Jennifer Sawayda).

"Examining Organizational Integrity Failures," (2014) *Business Ethics and Corporate Integrity: Sustaining Organizational Compliance, Ethics and Trust*, Praeger Publishing-chapter for Robert Chandler's ethics series, Volume 1, pp. 181-204. (Co-author: O.C. Ferrell).

"The Radar Model of Organizational Ethics Management," (2014) *Business Ethics and Corporate Integrity: Sustaining Organizational Compliance, Ethics and Trust*, Praeger Publishing-chapter for Robert Chandler's ethics series, Volume 2, pp. 79-102. (Co-author: O.C. Ferrell).

"The Domain of Corporate Social Responsibility and Marketing," (2014) in *Handbook of Research and Marketing and Corporate Social Responsibility*, Ronald Paul Hill and Ryan Langan (Eds.). (Cheltenham, United Kingdom: Edgar Elgar Publishing Limited), pp. 43-67. (Co-authors: O.C. Ferrell and Jennifer Sawayda).

"Approaches to Marketing Ethics Education," (2014) in *Handbook of Research and Marketing and Corporate Social Responsibility*, Ronald Paul Hill and Ryan Langan (Eds.). (Cheltenham, United Kingdom: Edgar Elgar Publishing Limited), pp. 43-67. (Co-author: Terri Rittenburg).

"A Historical View and Reconceptualization of Commodity Marketing," (2014) *Commodity Marketing*, Springer-Gabler, Editors: Margit Enke, Anja Geigenmuller, and Alexander Leischnig, pp. 431-447. (Co-authors: O.C. Ferrell and Jennifer Sawayda).

"A Framework for Understanding Supply Chain Ethical Decision Making," (2013) *Journal of Marketing Channels*. (Co-authors: O.C. Ferrell, Mary Margaret Rogers, and Jennifer Sawayda).

- "The Editor's Corner," (2013) *Journal of Marketing Education*. (Co-Author: Victoria Crittenden).
- "Theoretical development in ethical marketing decision making," (2013) *AMS Review*, Vol. 3, #2, pp. 51-60. (Co-authors: Victoria L. Crittenden, O.C. Ferrell, William F. Crittenden).
- "Integrating Business Ethics in Business Courses," *Issues and trends in business education: NBEA 2012 yearbook*, Stitt-Gohdes, W. L. (Ed.), Vol. 50 (Reston, VA: National Business Education Association), pp. 16-31. (Co-author: O.C. Ferrell).
- "A Critique of Giving Voice to Values Approach to Business Ethics Education," (2012) *Journal of Academic Ethics*, Vol. 10, #4, pp. 251-269. (Co-authors: Tracy Gonzalez-Padron, O.C. Ferrell, and Ian Smith).
- "Redirecting Direct Selling: High Touch Embraces High Tech," (2012) *Business Horizons*, Vol. 55, #3, pp. 273-281. (Co-author: O.C. Ferrell).
- "The Responsibility and Accountability of CEOs: The Last Interview with Ken Lay," (2011) *Journal of Business Ethics*, Vol. 100, #2, pp. 209-219. (Co-Author: O.C. Ferrell).
- "Market Oriented Sustainability: A Conceptual Framework and Propositions," (2011), *Journal of the Academy of Marketing Science*, Vol. 39, #1, February, pp. 71-85. (Co-Authors: Victoria Crittenden, William Crittenden, O.C. Ferrell, and Chris Pinney).
- "Commentary on Shelby Hunt and the General Theory of Marketing Ethics," (2011) *Legends in Marketing: Shelby Hunt*, Sage Series, Editors: Jagdish Sheth and John Sparks, Vol 6, March.
- "An Assessment of the Use of Technology in the Direct Selling Industry," (2010) *Journal of Personal Selling & Sales Management*, Spring, Vol. 30, #2, pp. 157-165. (Co-Authors: Tracy Gonzalez-Padron and O.C. Ferrell).
- "An Enterprise-Wide Strategic Approach to Sales Ethics," (2009) *Journal of Strategic Marketing*, Aug., Vol. 17, #3/4, pp. 257-270. Co-Author: O.C. Ferrell.
- "Historical Developments of Business Ethics: Then to Now," and "The Future of Business Ethics," (2009) in *Business Ethics Through Time and Across Contexts*," Goran Svensson, Oslo School of Management, Norway and Greg Wood, Deakin University (Eds.). (Studentlitteratur: Sweden). (Co-Author: O.C. Ferrell).
- "A Decision Making Framework for Business Ethics Education," (2008) *Advancing Business Ethics Education*, Series: Ethics in Practice. Editors: Diane L. Swanson and Dann G. Fisher, Information Age Pub. Inc. (Co-Author: O.C. Ferrell).
- "A Macromarketing Ethics Framework: Stakeholder Orientation and Distributive Justice," (2008) *Journal of Macromarketing*, March, Vol. 28, #1, pp. 24-32. (Co-Author: O.C. Ferrell).
- "A Framework for Personal Selling and Sales Management Ethical Decision Making," (2007) *Journal of Personal Selling and Sales Management*, Fall, Volume 27, #4, pp. 291-299. (Co-Authors: O.C. Ferrell and Mark Johnston).
- "Consumer Fraud," "Firestone Tire Company," and "Global Crossing" (2007) for *Encyclopedia of Business, Ethics, and Society*, Editor. Sage Publications, (Robert W. Kolb, editor). (Co-Author: O.C. Ferrell).

"Torch Awards for Marketplace Ethics: Providing Students with 'Hands On' Experience With Marketing Ethics," (2006) *Marketing Education Review*, Vol. 16, Spring, pp. 47-51 (Co-Author: Mark Buchanan).

"A Stakeholder Model for Implementing Social Responsibility in Marketing," (2005) *European Journal of Marketing*, Vol. 39, #9/10, pp. 956-977. (Co-Authors: Isabelle Maignan and O.C. Ferrell).

"An Analysis of Federal Mail and Wire Fraud Cases Related to Marketing." (2005) *Journal of Business Research*, July, Vol. 58, #7, pp. 910-918. (Co-Authors: William Neese and O.C. Ferrell).

"Beliefs and Expectations of Principles of Marketing Students," (2004) *Journal of Marketing Education*, Vol. 26, #2, August. (Co-Author: Gabriel Gonzalez).

"Conflicts of Interest Arising from the Prudent Investor Rule: Ethical Implications for Over-the-Counter-Derivative Securities," (2003) *Journal of Business Ethics*, Vol. 47, pp. 165-173 (Co-Authors: John Clark and O.C. Ferrell).

"Investigating the Relationship Between Corporate Values and Practices of Marketing Organizations and Internet Ethics," (2003) *Marketing Management Journal*, (Co-Authors: Victoria Bush, Al Bush and O.C. Ferrell), Vol. 13, #2, Fall.

"Assessing Instructional Technology in the Classroom," (2002) *Marketing Education Review*, Vol. 12, #3, pp. 19-24 (Co-Author: O.C. Ferrell).

"The Role of Strategic Philanthropy in Marketing Strategy," (2002) *European Journal of Marketing*, Vol. 36, #5/6, pp. 689-705. (Co-Author: Debbie Thorne McAlister.

"Teaching Marketing Ethics in the 21st Century," (2001) *Marketing Education Review*, Vol. 11, #2, Summer, pp. 1-16 (Co-Author: Terry Loe).

"The Role of Ethical Leadership in Organizational Performance," (2001) *Journal of Management Systems*, Vol. 13, Summer, pp. 64-78 . Co-Author: O.C.Ferrell.

"Consumers' Trust of Salesperson and Manufacturer: An Empirical Study," (2001) *Journal of Business Research*, Vol. 51, #1 (Co-Authors: Mary Susan Kennedy and Debbie Thorne LeClair).

"A Review of Empirical Studies Assessing Ethical Decision Making in Business," (2000) *Journal of Business Ethics*, Vol. 25, #3, pp. 185-204 (Co-Authors: Terry Loe and Phylis Mansfield).

"Innovation in Experiential Business Ethics Training," (2000) *Journal of Business Ethics*, February, Vol. 23, #3, pp. 313-322. (co-author: Debbie Thorne LeClair).

"Ethics in International Business Education: Perspectives from Five Business Disciplines," (1999) *Journal of Teaching in International Business*, Vol. 11, #1, pp. 43-72. (Co-Authors: Debbie Thorne LeClair, Bob Clark, Joe Joseph, and Dan LeClair).

"Managing Ethics and Compliance in International Marketing Communications," (1999) *Journal of Marketing Management*, Vol. 9, #1. pp. 88-98. (Co-Authors: Debbie Thorne LeClair and O.C. Ferrell).

"Relationship of Individual Moral Values and Perceived Ethical Climate to Satisfaction, Commitment, and Turnover in a Sales Organization," (1999) *Research in Marketing*, in "Theoretical Foundations in

Marketing Ethics," Eds. Scott Vitell and Don Robin, (JAI Press) Vol. 15, pp. 25-48. (Co-Authors: Neil Herndon, O.C. Ferrell, and Debbie Thorne LeClair).

"The Use of Behavioral Simulations to Teach Business Ethics," (1999) *Journal of Teaching Business Ethics*, Vol. 3, pp. 283-296, (Co-Authors: Debbie Thorne LeClair, Lucinda Montouri, and Constance Willems).

"The Federal Sentencing Guidelines: An Ethical Compliance Framework," (1998) *Journal of Business Ethics*, 17, pp. 353-363, (Co-Authors: O.C. Ferrell and Debbie Thorne LeClair).

"Environmental Activities Related to Social Responsibility and Ethical Climate," (1997) *Journal of Marketing Management*, 7, #2 (Fall/Winter), 1-13, (Co-Authors: O.C. Ferrell and Debbie Thorne LeClair).

"Federal Sentencing Guidelines for Organizations: Legal, Ethical, and Public Policy Issues in International Marketing," (1997) *Journal of Public Policy & Marketing*, 16 (Spring), 26-37, (Co-Authors: Debbie Thorne LeClair and O.C. Ferrell).

"Office Mart, Inc." (1994) *Case Research Journal*, (Summer), 87-94, (Co-Author: Tom Miller).

Refereed Proceedings

"Ethical Disaster Recovery Model for Marketing," (2002) *Proceedings of the Marketing Management Association*, Chicago, IL (March). (Co-Author: O.C. Ferrell)

"The Role of Strategic Philanthropy in Marketing Strategy," (2000) *Proceedings of the Academy of Marketing Science*, Quebec, Canada (May). Abstract only. (Co-Author: Debbie Thorne LeClair).

"Improving Marketing Performance Through Organizational Ethics," (1999) *Proceedings of the Society for Marketing Advances*, October, Atlanta, GA. Abstract only. (Co-Authors: O.C. Ferrell and Isabelle Maignan).

"Integrity Marketing," (1998) *Advances in Marketing*, Proceedings of the Southwestern Marketing Association, Dallas, Texas (March), 151-152. Abstract only. (Co-Authors: Debbie Thorne LeClair and O.C. Ferrell).

"Ethical and Legal Compliance in Marketing Communications," (1997) *New and Evolving Paradigms: The Emerging Future of Marketing*, American Marketing Association Proceedings, Dublin, Ireland, (June), Abstract only. (Co Authors: Debbie Thorne LeClair and O.C. Ferrell).

"Social Responsibility Issues in the Foodservice Industry," (1997) *Proceedings of the Association for Practical and Professional Ethics*, Washington, D.C., (March), Abstract only. (Co-Authors: O.C. Ferrell and Debbie Thorne LeClair).

"A Compliance Framework for Managing Legal and Ethical Issues in International Marketing Communications," (1997) *Proceedings of the Southern Marketing Association*, Abstract only. (Co-Authors: Debbie Thorne LeClair and O.C. Ferrell).

"What Marketers Should Know About the Federal Sentencing Guidelines for Organizations," (1996) *Proceedings of the Southwestern Federation of Administrative Disciplines*, Abstract only. (Co-Authors: O.C. Ferrell and Debbie Thorne).

"Legal Pressure for Ethical Compliance in Marketing," (1995) AMA Summer Educators' Conference; *Enhancing Knowledge Development in Marketing*, Barbara Stern and George Zinkhan, eds. Chicago, IL: American Marketing Association, 412-413, (Co-Authors: O.C. Ferrell and Debbie Thorne). *Best Paper Award*.

"Environmental Issues, Social Responsibility, and Ethical Climate in the Food Service Industry," (1994) AMA Summer Marketing Educators' Conference, *Enhancing Knowledge Development in Marketing*, Ravi Akrol and Andrew Mitchell, eds., Chicago, IL: American Marketing Association, 435-436, (Co-Authors: O.C. Ferrell and Debbie Thorne). *Best Paper Award*.

"The North American Free Trade Agreement: Implications for Sales Managers", (1994) *Proceedings of the Academy of Business Administration International Conference*; London, England. (Co-Authors: Terry Loe and O.C. Ferrell).

"The Impact of Personality Orientation on CEO Compensation: An Exploratory Model", (1994) *Proceedings of the Midwest Management Society*, pp. 15-19. (Co-Author: Tom Miller).

"Assessing Corporate Social Responsibility Intensity As A Determinant of Corporate Culture", (1994) *Proceedings of the Southwest Academy of Management*, pp. 294-298.

"Office Mart, Inc.", (1994) *North American Case Research Association Proceedings*, p. 39. (Co-Author: Tom Miller).

"Measuring the Corporate Social Responsibility Construct: An Exploratory Approach", (1993) *Southern Management Association Proceedings*, pp. 447-449. (Co-Author: Kenny Holt).

"Social Responsibility and Green Marketing Issues in the Food Service Industry", (1993) American Marketing Association: Summer Educators Meeting, *Enhancing Knowledge Development in Marketing*, (Co-Authors: Debbie Thorne and O.C. Ferrell).

"Corporate Social Responsibility and Profitability: Future Research Directions", (1992) *Southern Management Association Proceedings*, pp. 541-547.

Textbooks

Management: Principles and Applications, 3rd ed. (Cleveland/Akron, OH: YOLO Learning Solutions, 2015). Co-authors: Leonard Bierman and O.C. Ferrell.

M-Book: Introduction to Business, (2015), 4th edition, McGraw-Hill Irwin: Burr Ridge, IL. (Co-authors: O.C. Ferrell and Geoffrey Hirt).

Business Ethics: Ethical Decision Making and Cases, (2015), 10th edition, South-Western Cengage Learning: Mason, OH. (Co-authors: O.C. Ferrell and John Fraedrich).

Business & Society: A Strategic Approach to Social Responsibility, (2015), 5th edition, Chicago Business Press, Chicago, IL (Co-authors: O.C. Ferrell and Debbie Thorne).

Essential Manager: Ethical Business, (2010), 1st edition, Dorling Kindersley: U.K. (Co-Author: O.C. Ferrell)

Business in a Changing World, (2014), 9th edition, Irwin/McGraw-Hill: Burr Ridge, IL. (Co-Authors: O.C. Ferrell and Geoffrey Hirt).

Additional Publications

"Managing Marketing Ethics Risks," (2006) *MarketingAcademics@AMANewsletter*, January, pp. 1-2. (co-author: O.C. Ferrell).

"Book Review: Defining Markets, Defining Moments", by Geoffrey E. Meredith and Charles E. Schewe, (2003) *Journal of the Academy of Marketing Science*, Vol. 31, #2, April.

"Ethics Training--Its Time Has Come," (1996) Chicago Society of Association Executives Forum, October. Reprinted in *California Society of Association Executives Update*, (March/April) 18-19. (Co-Author: O.C. Ferrell).

Motivation Chapter and "You're the Manager" boxes for each chapter in Robert Gatewood, Robert Taylor, and O.C. Ferrell, (1995) *Management*, (Irwin/Austen Press: Chicago, IL).

PROFESSIONAL PRESENTATIONS

August 2014, Fort Collins, CO, "Ethical Leadership and the State of Business Ethics," and "Preventing Another Global Financial Crisis: Reflections and Facts After 'Too Big to Fail'." CSU Daniels Fund Ethics Initiative MBA Workshop.

August 2014. Lima. Peru "Plagiarism and Research Ethics," AMS World Marketing Congress.

July 2014, St. Louis, MO, "Role Play Simulation to Teach Business Ethics," Enactment of a behavioral simulation for the NASBA Center for the Public Trust: Student Leadership Workshop.

May 2014, Santa Fe, NM, "The Use of Behavioral Simulations to Teach Business Ethics," UNM/NMSU Daniels Fund Ethics Initiative Teaching Business Ethics Workshop.

May 2014, Lexington, KY "Ethical Leadership Seminar Series for MBA Students," University of Kentucky.

April 2014, Halifax, Nova Scotia "Innovative Approaches to Teaching Business Ethics," and "AACSB International New Accreditation Guidelines for Teaching Business Ethic," Presentations to faculty at Dalhousie University-College of Business.

April 2014, Lubbock, TX, "Too Big to Fail: Reflections after the Global Financial Crisis," Presentation to Students at Texas Tech University and "AACSB New Accreditation Guidelines for Teaching Business Ethics," Presentation to faculty and doctoral students at the Rawls College of Business.

March 2014, Laramie, WY, "AACSB International New Accreditation Guidelines for Business Ethics Education." Presentation to the faculty and doctoral students at the University of Wyoming.

February 2014, Roswell, NM "Ethical Leadership and the State of Business Ethics," Presentation to Phillip Baca's business ethics class at New Mexico Military Institute.

February 2014, Tallahassee, FL "History of Marketing Thought," "Ethical Leadership and the State of Business Ethics," and "Importance of Corporate Culture in a College of Business," presentations for Florida State University faculty and doctoral students.

October 2013, Nashville, TN "Ethical Leadership and Career Success," presentation to Belmont University Students and "Ethical Leadership and Business Success," presentation to Belmont University faculty and business community.

September 2013, Chicago, IL "Business and Academic Opportunities for Collaboration," Ethics and Compliance Officer Association Annual Meeting.

April 2013, Notre Dame London-Challenges to International Marketing Ethics & Corporate Social Responsibility: An Academic Symposium, April 14-17, 2013 "Bribery: A Comparison of the US Foreign Corrupt Practices Act & UK Bribery Act"

April 2103, University of Wyoming-NASBA Center for the Public Trust Student Chapter, April 24, "Engaging in Ethical Decision Making: What Every Business Student Needs to Know"

May 2013, UNM/NMSU Daniels Fund Ethics Initiative Workshop, Santa Fe, NM May 2-3, 2013 "Ethical Leadership & NASBA Student Center for the Public Trust Programs"

May 2013, Academy of Marketing Science Annual Conference, "Network Marketing: Controversies in the Direct Selling Industry," Monterey, CA. May 17.

June 2013, Direct Selling Association Annual Meeting, "Turning an Attack on Your Industry or Company into an Opportunity: A Communication and Marketing Toolkit," Phoenix, AZ.

June 2013, NASBA Student Center for the Public Trust Ethical Leadership Conference, "Experiential Presentation on Engaging Students in Dealing with Ethical Issues," Chicago, IL, June 25.

September 2013, Ethics and Compliance Officer Association Annual Meeting, "Business and Academic Opportunities for Collaboration," Chicago, IL, Sept. 25.

October 2013, "Ethical Leadership and Business Success," and "Ethical Leadership and Career Success," Invited presentations to the students at Belmont University and business community in Nashville, TN. Oct. 3.

October 10, 2012, "Business Ethics: What Every Business Major Needs to Know," University of Northern Colorado, Ethics Day, Greeley, CO.

October 9, 2012, "Fostering Ethical Practices Among Distributors," Direct Selling Association, Global Regulatory Summit, Washington, DC.

October 3, 2012, "Take a Scholar to Work Day-A Business/Academic Collaboration on Ethics in the Workplace," Ethics & Compliance Officer Association Annual Meeting, St. Louis, MO.

September 21, 2012, "Business Ethics: Starting a Collegiate Chapter & Ethical Leadership Certification," Marketing Management Association Fall Meeting, Minneapolis, MN.

August 29, 2012, "Teaching Ethics," Academy of Marketing Science, World Marketing Congress, Buckhead, Atlanta.

August 2, 2012, "Overview of Business Ethics," Colorado State University, A Matter of Trust: Business Ethics for Contemporary Leaders, Ft. Collins, CO.

June 13, 2012, "Ethical Leadership's Impact on Business Success," National Association of State Boards of Accountancy, Center for the Public Trust, National Leadership Conference, Philadelphia, PA.

June 13, 2012, "Learning Business Ethics Through Experience," National Association of State Boards of Accountancy, Center for the Public Trust, National Leadership Conference, Philadelphia, PA.

May 4, 2013, NASBA Student Center for the Public Trust: Ethical Leadership Initiative," and "Using Cases and Behavioral Simulation to Teach Business Ethics," UNM/NMSU Daniels Fund Ethics Initiative Teaching Business Ethics Workshop, Santa Fe, NM.

April 24, 2012 "Business Ethics: Fostering an Ethical Organizational Culture, " Ethics training for French's Mortuary, Albuquerque, NM.

April 17, 2012 "Business Ethics: Your Key to Career Success," Northern NM College, presentation to students and faculty, Espanola, NM.

April 11, 2012, "Ethics Meets the Marketplace: How Would You Deal With It?" Ethics training for Meggitt PLC global ethics officers, Simi Valley, CA.

January 2012, "Teaching Business Ethics: Resources, Tools & Techniques," NMSU-UNM Daniels Fund Ethics Initiative Teaching Business Ethics Workshop, Las Cruces, NM

Presentations to hundreds of students and many faculty in 2010 and 2011 to New Mexico Highlands classes and faculty, Luna Community College, San Juan College, CNM, NMSU, Colorado State, Metro State, and to many UNM Anderson School classes.

October 2011, "Business Ethics is Good Business," Four Corners Conference, Farmington, NM.

September 2011 “Marketing Ethics: Product Issues & How to Manage an Ethical Organizational Culture,” speaking in Terri Rittenburg’s Marketing Ethics class, University of Wyoming.

August 2011, “Overview of Business Ethics,” and “Using a Behavioral Simulation to Teach Business Ethics,” CSU/UNCO Graduate Leadership Symposium, Ft. Collins, CO.

August 2011, “Can Marketing Add Value to Political Campaigns...or Not?,” Summer AMA, San Francisco, CA.

July 2011, “The Scholarship of Teaching,” Academy of Marketing Science-World Marketing Congress, Reims, France.

March 2011, “The Role of Social Media for Reputation/Brand Image Ethics Crises,” International Crisis and Risk Communication Annual Conference, University of Central FL, Orlando, FL.

March 2011, “Business Ethics: History, Theory & Future Research,” Presentation to the University of Mississippi Doctoral Students, Oxford, MS.

September 2010, “Research, Teaching & Service: Integration, Synergy & Outreach,” Presentation to the Regents' Academic/Student Affairs & Research Committee, University of New Mexico.

August 2010, “Framing Corporate Social Responsibility within Marketing Strategies,” Summer AMA: Boston, MA.

May 2010, “Business Ethics Teaching Resources and Approaches,” and “How to Infuse Ethics into Your Curriculum,” UNM/NMSU Teaching Business Ethics Workshop, Santa Fe, NM.

April 2010, “Ethics in Business: Lessons Learned from the Global Financial Crisis,” Presentation to Ward Hickey’s Finance class (April 29)

April 2010, 2 Evening Business Ethics Presentations/Lab for ACCION small business clients. Albuquerque (April 20 and 27). Sponsored by CITI.

April 2010, “Business Ethics: History, Theory & Future Research,” Presentation to Kennesaw State University DBA students (April 17).

April 2010, “Ethics in Business: History, Approaches, Challenges, & Current Practices,” Presentation to Kennesaw State University DBA students (April 17).

April 2010, “Using Behavioral Simulations to Teach Graduate Business Ethics,” MBA Seminar and Lab at Lamar University-Beaumont, TX (April 15).

April 2010, “Tools & Techniques Supporting Critical Thinking in Business Ethics Education,” Presentation to College of Business faculty at Lamar University-Beaumont, TX (April 15).

April 2010, "Business Ethics & the Global Financial Crisis: Lessons Learned," Presentation to undergraduate business faculty and students at Lamar University-Beaumont, TX (April 15).

April 2010, "Business Ethics: What Your Mother Never Taught You," Presentation to Mary Margaret Rogers 722 class (April 2).

March 2010, "Introducing Difficult to Teach Subjects into Introduction to Business: Ethics, Global Financial Crisis & Sustainability," Texas Community College Teachers Assn. Annual Meeting, Houston, TX.

March 2010, "The Consumer Ethics of Counterfeiting, Piracy & File Sharing," COUNTER International Conference on Counterfeiting and Piracy Research, funded by the European Union, Manchester, England.

February 2010, "Business Ethics and Public Policy Implications," Taught Dean Carruthers Graduate Seminar course at NMSU (Feb. 26).

February 2010, "What Your Mother Never Taught You: Business Ethics," University-wide group of faculty at NMSU (Feb. 26).

February 2010, "Business Ethics: History, Theory & Future Research," Presentation to NMSU management and marketing doctoral students (Feb. 25).

February 2010, "The Importance of the Scholarship of Teaching," Winter AMA, New Orleans, February 19-22.

November 2009, "Integrating Ethics into the Business Curriculum," presentations to College of Business departments, St. Edwards University, Austin, TX.

November 2009, "Ethics in Business: History, Approaches, Challenges & Current Practices," Presentation to College of Business faculty at Texas State University, San Marcos, TX.

October 2009, "The Financial Crisis and Organizational Ethics," MBA Seminar, Bethel University, Memphis, TN.

October 2009, "Ethics in Business," Kirtland Air Force Base, Albuquerque, NM.

October 2009, "The Importance of SoTL Work in Teaching Difficult Subjects," The Texas Tech University Teaching Academy, 8th Annual John M. Burns Conference on the Scholarship of Teaching and Learning, Lubbock, TX.

October 2009, "Teaching Organizational Ethics: Concepts and Approaches," The Texas Tech University Teaching Academy, 8th Annual John M. Burns Conference on the Scholarship of Teaching and Learning, Lubbock, TX.

July 2009, "Business Ethics and the Global Financial Crisis," Academy of Marketing Science, World Marketing Congress, Oslo, Norway.

June 2009, "The Role of Ethics in Management Education: A Perfect Storm," Southwestern Business Deans' Association Annual Meeting, Santa Fe, NM.

April 2009, "Integrating Ethics into the Business Curriculum," Marketing Education Association Annual Meeting, Long Beach, CA.

March 2009, "Assurance of Learning (AOL) for Ethics, Social Responsibility and Professionalism: Ideas for Goals, Curriculum, Pedagogy, and Assessment," Marketing Management Association Annual Conference, Chicago, IL

February 2009, "Business Ethics, Marketing Strategy and the Global Financial Crisis," Presentations to Masters in Marketing Students at Thammasat University, Bangkok, Thailand.

February 2009, "Understanding Ethical Misconduct in the Current Financial Crisis & The Introduction to Business Course," Texas Community College Teacher's Association, Austin, TX.

February 2009, "The Role of Ethics in the Global Financial Crisis" Presentation at Las Campanas to invited UNM constituents, Santa Fe, NM. (organized by Ernest Rodriguez Naaz).

November 2008, "Ethics in the Workplace & Beyond," Agriculture Future of America: Leaders Conference, Kansas City, MO, Agriculture college majors from around the U.S.

October 2008, "Importance of Business Ethics in Creating Success," Illinois State University, Normal, Faculty and students.

October 2008, "Use of Behavioral Simulations in Business Ethics Training," Joliet, IL, Business community.

October 2008, "Importance of Business Ethics in Creating Success," St Francis College, Joliet, IL, Students, faculty and business community.

October 2008, "Business Ethics: Critical Investment in a Down Economy," Dr. Earl H. Hess Memorial Lecture on Ethics, ACIL-American Council of Independent Laboratories National Conference, Albuquerque, NM-engineers from labs throughout the U.S.

October 2008, "Marketing Strategy and Planning," UNM, Deborah Cohen's Nutrition class.

September 2008, "Managing Integrity in Business," Rollins College, Winter Park, FL-MBA students.

September 2008, "A Framework for Integrating Business Ethics into a COB Curriculum," University of Colorado-Colorado Springs, Presentation to Dean and Faculty.

September 2008, "Green Marketing," University of Colorado-Colorado Springs, Presentation to faculty and students.

August 2008, "Green Marketing," CONMETAS Congreso de Mercadeo y Ventas, Costa Rica, Central America.

August 2008, "Green Marketing & Tourism," Presentation to Costa Rica Tourism Association, Costa Rica, Central America.

August 2008, "Competitive Marketing Strategies & Environmentalism," presentation arranged by Cengage Publishing to marketing faculty from Central America.

July 2008, "Preventing Future Ethical Misconduct Disasters," and "Ethics and Social Responsibility," to TNT Corporation, Amsterdam, Netherlands.

July 2008, "Marketing Strategy," Presentation to Bethel College MBA students, Jackson, TN.

April 2008, "UNM Building Managerial Excellence Certificate Program-Organizational Ethics," for UNM-Management Development Center.

March 2008, "Innovations in Marketing Education," Principles of Marketing National Workshop, Naples, FL.

November 2007, Meeting with the Daniels Fund to present and discuss issues associated with branding a 4-state business ethics initiatives under the Bill Daniels name. Addressing values versus principles, elements for consideration of schools as partners, etc. Daniels Fund offices, Cherry Creek, CO.

October 2007, "Boston College MBA Ethics Days," 6 hours of lecture and experiential activities with Boston College MBA students, Boston, MA.

October 2007, "Customer Centric Marketing," National Cattleman's Beef Association, National training meeting, Albuquerque, NM.

September 2007, "The Interface Between Non-Business, Corporate Ethics, and Compliance Programs: An Opportunity for Collaboration," invited presentation to the Ethics and Compliance Officer Association National Meeting, Los Angeles, CA.

August 2007, "A Dialogue for Marketing Ethics: the Emerging Issue of Data Mining and Integrating Ethics into the Curriculum," Invited special session at the Annual American Marketing Association Meeting, Washington, D.C.

July 2007, "Conversations with Ken Lay: Enron 1 Year Later," AACSB International invited presentation, Atlanta, GA.

June 2007, "Florida Department of Revenue: Ethics Training," 2 ½ days of training for FL, DOR managers, Orlando, FL.

April 2007, "Managing Integrity in Business: Winning Isn't Everything," "How to Prevent, Manage, and Survive a Business Ethics Crisis," and "Professionalism in Business," Presentations to the faculty, students and business community of Millikin University (Decatur, IL).

April 2007, "Putting the Pieces Together: What Every College of Business Should Know About Business Ethics," and "Ethics in Business: The Role of Ethics Education" presentations to Baylor University, College of Business Faculty (Waco, TX).

March 2007, "What Marketing Students Need to Know About Business Ethics," presentation to marketing students at Wichita State University as part of Business Week events (Wichita, KS).

January 2007, "Managing Global Business Ethics Risks," Presentation to MBA class at Thammasat University, (Bangkok Thailand).

December 2006, "Managing Marketing Ethics Risks," Presentation to Women in Communication at Tanoan Country Club (Albuquerque, NM).

November 2006, "Managing Ethical Issue in Business: Keys to Career Success," Presentation to Alpha Kappa Psi members at UNM, (Albuquerque, NM).

November 2006, "Ethical Misconduct Disasters: The Role of Ethics Education," Presentation to Texas Tech University College of Business.

October 2006, "Ethical Misconduct Disasters: The Role of Ethics Education," Presentation to Florida State University College of Business.

July 2006, "Lessons Learned from Past Teaching Business Ethics Conference," AACSB International, Ethical Leadership and Corporate Governance Conference, Washington, DC.

May 2006, "Experiential Exercise and Resources for Teaching Business Ethics," Bentley College Business Ethics Workshop, Waltham, MA.

May 2006, "Global Business Ethics", Wichita State University, Global Business Ethics Forum, Wichita, KS.

March 2006, "Teaching Business Ethics: What You Mother Never Taught You," presentations to Community Colleges: Northwest College (Powell, WY) and Sheridan College (Sheridan, WY).

March 2006, "Recent Development in Business Ethics Education: AACSB Related Framework," Marketing Management Association Annual Meeting, Chicago, IL.

March 2006, "Business Ethics: Frameworks, Issues & Practice," presentation to 2 Financial Management classes at U.W.

February 2006, "Business Ethics for Engineers," presentation to Scott Morton's Senior Design Engineering class.

February 2006, "Business Ethics Workshop", presented to AACSB International Staff, Tampa, FL.

March 2006,, Teaching Business Ethics Workshops: "Experiential Activities in Teaching Business Ethics," Chicago (Feb. 3), Boston (Feb. 23) and San Francisco (March 3)

January 2006, "Current Developments in Business Ethics," Thammasat University, Masters in Marketing Class, Bangkok, Thailand.

November 2005, "Ethical Leadership and Elements of Corporate Governance", AACSB International Graduate Dean's Conference, Tampa, FL.

November 2005, "Professional Ethics for Engineers," American Council of Engineering Companies, Lakewood, CO.

November 2005, "Concepts Approaches and Resources for Teaching Business Ethics," and "Ethical Misconduct Disasters," Presentations to faculty and students at Casper Community College, Casper, WY.

November, 2005, "Professionalism for Academic Success," Society for Marketing Advances Annual Conference, San Antonio, TX.

November 2005, "Ethical Misconduct Disasters and the Current State of Organizational Ethics Initiatives," Walt Werner's MBA class, U.W.

November 2005, "Leadership and Ethics: Teaching the Fundamentals", Presentation to management class at Laramie Community College, Laramie, WY.

October 2005, "Business Ethics" to Scott Morton's Engineering Design class at U.W.

September 2005, "Ethical Misconduct Disasters", "Business Ethics Current Developments" to Colorado State University's Executive MBA class, Denver, CO.

September 2005, "Ethical Misconduct Disasters: Recognition, Prevention and Recovery," and "Concepts, Approaches and Resources for Teaching Business Ethics," Presentations to faculty and students of Belmont University, Nashville, TN.

September 2005, "Leadership and Ethics: Teaching the Foundations," Marketing Management Association Fall Meeting, Kansas City, MO.

September 2005, "Professionalism in Your Career," Marketing Management Association Fall Meeting, Kansas City, MO.

September 2005, "Developing and Ethical Culture," Open Compliance Ethics Group Employment 360 Degrees Conference, Phoenix, AZ.

August 2005, "Ethical Misconduct Disasters: Recognition, Prevention and Recovery," and "Concepts, Approaches and Resources for Teaching Business Ethics," Presentations to faculty and students of University of Wisconsin-Eau Claire, Eau Claire, WI.

August 2005, "General Steel: Ethics and Compliance Training," Lakewood, CO.

May 2005, "Behavioral Simulations and Other Experiential Activities to Teach Marketing Ethics," AMA Marketing Ethics Workshop at Notre Dame, South Bend, IN.

April, 2005, "Ethical Misconduct Disasters: Recognition, Prevention and Recovery," and "Concepts, Approaches and Resources for Teaching Business Ethics," Presentations to faculty and students at the University of Arkansas, Fayetteville, AR.

February 2005, "Using Behavioral Simulations to Teach Ethics in Introduction to Business," Texas Community College Teacher's Association Annual Meeting, Austin, TX.

August 2004, "Business Ethics," Direct Selling Education Foundation for the Association of Woman's Business Centers, Boston, MA.

July 2004, "Teaching Business Ethics: Best Practices," AACSB Teaching Business Ethics Conference, Boulder, CO.

June 2004, "Using the Wall Street Journal in Teaching Marketing Courses," Wall Street Journal sales representatives and managers, Princeton, NJ.

March 2004, "The Nature and Scope of Business Ethics," AACSB International Dean's Conference, Montreal, Canada.

January 2004, "Marketing Ethics," Thammasat University, Competitive Marketing Strategies course in Masters in Marketing program, Bangkok, Thailand.

November 2003, "Integrating Ethics into the Marketing Curriculum," Special Session for the Society for Marketing Advances Conference, New Orleans, LA.

January 2003, "Competitive Marketing Strategies," Masters in Marketing course at Thammasat University, Bangkok, Thailand, Lecturer.

October 2002, "Business Ethics and Social Responsibility: How to Improve Trust and Confidence in Business," Western Association of Collegiate Schools of Business WACSB Annual Meeting, Waikoloa, Hawaii.

March 2002, "Business Ethics: Past, Present and the Future," Association of Collegiate Marketing Educators, St. Louis, MO, Panelist and Presenter.

September 2000, "Who Wants to be a Millionaire (or a Textbook Author)? Insights on the Future of Textbook Publishing: Content, Format and Intellectual Property Issues", Marketing Management Association, St. Louis, MO, Panelist.

May 2000, "Ethical Attitudes and Behaviors in Marketing Practices," Academy of Marketing Science, Quebec, Canada, Discussion Leader.

May 2000, "Professionalism in Marketing Education," Academy of Marketing Science, Quebec, Canada, Panelist.

May 2000, "The Role of Strategic Philanthropy in Marketing Strategy," Academy of Marketing Science, Quebec, Canada, paper presentation.

December 1999, "Business Ethics in Competitive Marketing Strategies," Thammasat University, Bangkok, Thailand (Masters in Marketing class presentations).

September 1999, O.C. Ferrell, Debbie Thorne LeClair, and Linda Ferrell "Professionalism in the Classroom," 1999 Marketing Management Meeting, St. Louis, MO.

November 1998, Debbie Thorne LeClair and Linda Ferrell, "Soy-DRI: Marketing Ethics

Simulation," 1998 Society for Marketing Advance Conference-New Orleans, LA (experiential presentation)

January 1998, "Building Global, Legal, and Ethical Compliance Programs: An Integrity Blueprint for Managers," University of Memphis Executive Seminar, Memphis, TN.

January 1998. "Ethics Initiatives in U.S.: Domestic and Global Perspectives," Thammasat University Bangkok, Thailand.

November 1997, "Ethics in Business: An International Perspective," Monterrey Tech University Monterrey, Mexico.

October 1997, "Good Ethics is Good Business," University of Tampa, Center for Ethics Business Symposium Tampa, Florida (presentation and experiential learning activity)

August 1997, Debbie Thorne LeClair and Linda Ferrell, "Integrity in the Workplace," Florida Association of Mortgage Brokers, Miami, Florida.

May 1997, Terry Loe, Debbie Thorne LeClair and Linda Ferrell, "Creating Ethical Compliance Systems in Marketing Organizations," Academy of Marketing Science, Coral Gables, FL.

April 1997, Debbie Thorne LeClair and Linda Ferrell, "Ethics Training Effectiveness," Primex Technologies, St. Petersburg, Florida.

February 1997, O.C. Ferrell and Linda Ferrell, "Ethics in the Water Quality Industry," Water Quality Association Annual Convention, Albuquerque, New Mexico.

January 1997, Debbie Thorne LeClair and Linda Ferrell, "Business Ethics and Compliance," Florida Association of Mortgage Brokers, Orlando, FL.

January 1997, "College of Business Overview," Financial Aid Workshop, University of Tampa-Tampa, FL.

December 1996, Debbie Thorne LeClair and Linda Ferrell, "Ethics Training Workshop," The University of Tampa Staff Training, Tampa, FL.

October 1996, "Ethics in the Workplace," Leadership 2000 Conference, University of Tampa, Tampa, FL.

October 1996, "Ethics and Compliance: Organizational Success and Failure," Sun City Rotary Club, Sun City, Florida.

March 1996, "Understanding New Legal and Ethical Requirements for Your Business: An Interactive Workshop," 22nd Annual Water Quality Association Annual Convention, Indianapolis, IN.

February 1996, "Corporate Compliance: Government Gimmick or Good Business?" Center for Ethics- University of Tampa, Tampa, FL.

March/April 1995, "Gray Matters Ethics Training," Hardin's SYSCO Manager's Meeting, Holiday Inn Conference Center, Olive Branch, MS.

July 1994, "Martin Marietta's Gray Matters-A Business Ethics Game-A Demonstration". Northeastern Illinois University Business Ethics Conference IV, Lincolnwood, IL.

June 1994, "How to Develop a Code of Ethics," University of Memphis Third Annual Business Ethics Symposium: Legal and Ethical Compliance, Memphis, TN.

January 1993, "Martin Marietta's Gray Matters," Memphis State University Second Annual Business Ethics Symposium: Corporate Implementation of Ethics, Memphis, TN.

PROFESSIONAL ASSOCIATION PARTICIPATION:

<u>Membership</u>	<u>Year(s)</u>	<u>Organization</u>
Member	2000-present	American Marketing Association
Member	2000-2002	Business Marketing Association

Member	1994-present	Society for Marketing Advances
Member	1996-present	Academy of Marketing Science
Member	1994-2016	Academy of Management
Member	1996-present	Marketing Management Association
Member	1996-1998	Association for Practical and Professional Ethics
Member	1996-1998	Society for Business Ethics

COURSES TAUGHT:

2006-present	Prin. of Marketing (grad/undergrad/non-major)	UNM
	Advertising (grad/undergrad)	UNM
	Sales Management (grad/undergrad)	UNM
	Business Ethics Certificate Course	UNM
	Sales Management (grad/undergrad)	UNM
	Marketing Ethics	UNM
2002-2006	Advertising	UW
	Principles of Marketing	UW
	Marketing Management	UW
	Marketing Ethics	UW
2001-2002	Advertising	UNC
	Advertising Campaigns	UNC
	Marketing Ethics	UNC
	Business Marketing	UNC
2000-2001	Legal and Regulatory II: Ethics	CSU-EMBA
	Business Marketing	UNC
	Marketing	UNC
	Marketing Ethics	UNC
	Marketing Strategy	UNC
1999-2000	Legal and Regulatory II: Ethics	CSU-EMBA
	Marketing Strategy	UNC
	Marketing Ethics	UNC
	Business Marketing	UNC
	Selling and Sales Management	UNC
1998-1999	Business Strategy	CSU
	Legal and Regulatory II: Ethics	CSU-EMBA
1996-1998	Business and Society	UT

	Principles of Management	UT
1992-1995	Principles of Management Personnel & Industrial Relations	UM UM

HONORS AND AWARDS:

<u>Date</u>	<u>Title of Award</u>	<u>Granting Organization</u>
2016	Most Inspirational Professor Award	Belmont University, MBA Students
2010-2019	Bill Daniels Teaching Business Ethics	Daniels Fund
2010-2014	Creative Enterprise Endowed Fellow	Anderson School of Management
2006	Bill Daniels Teaching Business Ethics Grant	University of Wyoming
2005	Summer Research Grant	University of Wyoming
2004	Summer Research Grant	University of Wyoming
2003	Summer Research Grant	University of Wyoming
2002	Summer Research Grant	University of Northern Colorado
2002	Marketing Professor of the Year	University of Northern Colorado
2002	Mortar Board Favorite Professor	UNC-Mortar Board
2000	Marketing Professor of the Year	University of Northern Colorado
1996-98	Research Affiliate	University of Tampa Center for Ethics
1995	Best Paper Award	American Marketing Association Summer Educator's Meeting
1994	Best Paper Award	American Marketing Association Summer Educator's Meeting
1994	Doctoral Consortium Fellow	Academy of Management, Dallas, TX
1992	Doctoral Consortium Fellow	Southern Management Association, Atlanta, GA

UNIVERSITY AND PROFESSIONAL SERVICE:

University Service:

<u>Date</u>	<u>Service</u>	<u>Organization</u>
2015-present	Jack C. Massey College of Business Assurance of Learning Committee	Belmont Univ.
2012-2015	Co-Advisor for NASBA Student Center for the Public Trust	UNM
2014-2015	Co-Chair of University Principles Task Force	UNM
2011-2015	Chair of UNM Ethics Committee	UNM
2010-2019	Daniels Fund Ethics Initiative	UNM
August 2009	Developed Grant Proposal for the Daniels Fund to support business ethics education in NM-\$2,500,000	UNM
Fall 2008	Search Committee for Marketing faculty	UNM
August 2008	Developed Grant Proposal for the Daniels Fund to support business ethics education in NM	UNM
Spring 2008	Poster Competition Judging Dr. Rogers Graduate Class	UNM
Fall 2007	Grievance Policy Task Force	UNM
Fall 2007	Search Committee Member-Entrepreneur	UNM
Fall 2007	Mentor Dwane Dean & audit class materials	UNM
Summer 2007	Search Committee Member-Mkt Officer	UNM
Fall 2005-2006	Member Ethics Education Task Force	UW
Nov 2003	Presentation: "Lesson Learned from Ethics Meltdown"	UWYO Alumni-Organizational Ft. Collins, CO
Fall, 2003-present	Library Committee	UW
Fall 2002	Developed Marketing Plan for COB	UW
Fall 2002	Dean's Search Committee	UW

1999-present	College Curriculum Committee	UNC
1999-present	Alpha Kappa Psi Faculty Advisor	UNC
1996-1998	College Admissions Committee	UT

Professional Service

2014-2016	President of the Academy of Marketing Science.
2011-2014	Vice-President of Programs for the Academy of Marketing Science.
2011-present	Member of the Ethics Committee of the American Marketing Association.
2011-present	National Associations of State Boards of Accountancy (NASBA) Center for the Public Trust Board Member.
2011-present	Member of the Academic Advisory Board for Cutco/Vector Marketing.
2011-present	Member of the Board of Visitors for the Nicholson School of Communication, University of Central Florida.
2011-present	Direct Selling Education Board of Directors, endowed board seat and Executive Committee (2014-present) and Executive Committee
2010-present	Appointed to the Board of Visitors-Nicholson School of Communication University of Central Florida
2008-present	Member of the College Advisory Board for Cutco/Vector Marketing.
2006-2019	Advisory Panel, Open Compliance Ethics Group
2006-present	Ad Hoc Reviewer, <i>Journal of Business Research</i> , <i>Journal of Business Ethics</i> , and <i>Marketing Education Review</i>
2001-present	Board of Directors, Marketing Management Assn.
2011	Established the Bill Daniels Ethical Entrepreneurship Award in collaboration with the Samaritan's Counseling Center.
Summer 2011	Track Chair for the American Marketing Association Summer Educator's Conference, Ethics and Social Responsibility Track.
May 2011	Co-chaired the Daniels Fund Ethics Initiative Workshop, Santa Fe, NM.
April 2011	Met with BBB in Fort Collins to work with UNCO, UW and CSU to assist them in expanding their partnership in business ethics with area schools.

2008-2010	Elected Vice President of Programs for the Academy of Marketing Science.
2008-2010	Elected Vice President of Marketing for the Society for Marketing Advances.
2009-present	Ad Hoc Reviewer for the Journal of the Academy of Marketing Science
2006-present	American Marketing Association, Ethics Committee, member.
2008-2009	Chair of the American Marketing Association, Marketing and Society Special Interest Group.
2008-2009	President of the Marketing Management Association.
2008-2009	Program Co-Chair for World Mkt Congress- Academy of Mkt. Science, Oslo, Norway-July 20-23, 2009.
2008	Society for Marketing Advances-Track Chair for Marketing and Society, Annual Conference, St. Pete, FL.
2008	Academy of Marketing Science-Track Chair for Ethics and Social Issues, Annual Conference, Vancouver, Canada.
2008	Summer AMA in San Diego, CA. American Marketing Assn. Chaired 2 presentation sessions, August.
2008	Academy of Marketing Science Annual Conference, Vancouver, Canada. Chaired 2 presentation sessions, May.
2007,-2008	Marketing & Society Special Interest Group-American Marketing Assn. Chair.
2008 FL.	Track Chair for Ethics & Social Resp., Society for Marketing Adv., St. Petersburg, FL.
2008	Track Chair for Ethics & Social Resp., Academy of Marketing Science, National Conference, Vancouver, BC.
2006-2008	Vice President of Membership, Academy of Marketing Science (Elected position).
2007,	President, Marketing Management Assoc.
2006	Program Chair, Marketing Management Assoc., Annual Meeting.
2005-2006	Steering Committee, Open Compliance Ethics Group.
2005-2006	Vice President of Marketing, Marketing Management Assoc. (Elected Position).
2005-2006	Vice President of Development, Society for Marketing Advances (Elected Position).

2003-2005	Co-Sponsored 2 international conferences with AACSB International, CU, CSU, & UW on Teaching Business Ethics (attended by over 275 faculty from around the world).
2003-present	AACSB Ethics Education Resource Center-Ethics Content Expert, AACSB-St. Louis, MO.
2002-2006 Collins, CO.	Marketplace Ethics Award Judge, Mtn. States Better Business Bureau, Fort Collins, CO.
2004	Reviewer, Winter AMA-San Antonio, TX.
2004	Track Chair-Instructional Innovation, Winter AMA-San Antonio, TX.
2004	Conference Co-Chair, AACSB Teaching Business Ethics Conference, Boulder, CO.
2004 BC.	Track Chair-Marketing Education, Academy of Marketing Science, Vancouver, BC.
2004	Track Chair-Doctoral Student Track Marketing Management Assn., Chicago, IL.
2004	Discussant for Ethics Track, Winter AMA-Phoenix, AZ.
2003-present	Editorial Review Board, Journal for the Advancement of Marketing Education.
2002-2004	Vice President of Development, Academy of Marketing Science.
2003	Session Chair & Discussant, Academy of Marketing Science, Washington, D.C.
2003	Session Chair, Marketing Management Assn., Chicago, IL.
2003	Track Chair-Ethics & Social Responsibility, Academy of Marketing Science, Perth, Australia.
2003	Reviewer, Academy of Marketing Science.
2002	Reviewer, Journal of Business Ethics.
	Reviewer, American Marketing Association.
	Reviewer, Academy of Marketing Science.
	Reviewer, Society for Marketing Advances.
	Reviewer, Marketing Management Association.
2002	Doctoral Consortium Coordinator, Marketing Management Assn., Memphis, TN.
2002	Track Chair-Ethics & Social Issues, Academy of Marketing Science.

2002 Track Chair-Marketing Education, Marketing Management Assn., Nashville, TN.

2001 Track Chair-Ethics & Social Issues, Academy of Marketing Science.

2001 Reviewer, Academy of Marketing Science.

2001 Track Chair: Ethics & Social Issues American Marketing Association.

2001-2004 Internet Editor, *Journal of Customer Relationship Management*.

2000 Reviewer, Winter American Marketing Association.

1999-present Advisory Board, E-BusinessEthics.com, CSU.

1999 Track Chair, Academy of Marketing Science.

1999 Reviewer, American Marketing Association.

Reviewer, Academy of Marketing Science.

Reviewer, Society for Marketing Advances.

Reviewer, Southwestern Marketing Assoc.

Reviewer, Business Administration Assoc.

1998 Reviewer, *Journal of Business Research*.

Reviewer, Academy of Marketing Sciences.

Reviewer, Society for Marketing Advances.

Reviewer, Southwestern Marketing Assoc.

Expert Witness

John Davis J.D.- Worland, Wyoming (2002)

Issue: Reparative advertising for product counterfeiting case

Outcome: Report used in mediation for financial settlement.

State of Colorado vs. General Steel Corporation-Lakewood, Colorado (2003-2009)

Issue: Ethics/compliance program development and evaluation.

Outcome: Testified in court for defendant and development of ethics/compliance program for the largest direct marketer of steel buildings in the U.S.

Masterguard vs. YellowBlue, Fall 2014.

Issue: Elements of direct selling and how marketing techniques work in the direct selling industry.

Outcome: Produced a report and engaged in a deposition with opposing counsel. Case was settled out of court, shortly thereafter.

Kirby Case, Fall 2015

Issues: Misconduct of a former employee who re-entered the organization.

Outcome: Case settled out of court after all depositions were complete.

Board Memberships

Mannatech, Inc.	April, 2015-present
NASBA Center for the Public Trust	Fall, 2011-present
Direct Selling Education Foundaton-Board and Executive Committee	2011-present
Savant Learning, Advisory Board	March. 2015-present
Cutco/Vector College Advisory Board	2011-present