

Department of Marketing

KANSAS STATE UNIVERSITY

Issue 3

April 2009

Fall 2009 Advisory Council Meeting Date Set

The fall 2009 Department of Marketing Advisory Council meeting will be on Friday, September 11. We will have our annual golf tournament following the Advisory Council meeting with a planned tee-off time of 3:30 pm.



Faculty Achievements

Dr. David Andrus was selected as the spring 2008 recipient of the Commerce Bank Award for Outstanding Undergraduate Teaching. The award is sponsored by the William T. Kemper Foundation and Commerce Bancshares Foundation.



Dr. Esther Swilley has been awarded a research grant from K-State's University Small Research Grant program for her proposal titled "Aesthetic Technology: Construct and Measurement". This area of research will aid marketing researchers and practitioners in understanding how the aesthetics of technology products affect purchasing decisions. Swilley's research will examine how consumers' purchasing decisions are affected by having new options.



Mr. David Lehman was selected to receive the annual Kansas State University Presidential Award for Excellence in Undergraduate Teaching. This award is supported by the Office of the President and by the Curtin Property Company.



Dr. Kevin Gwinner was named a CSL Research Faculty member by Arizona State University's Center for Services Leadership to recognize his contributions to the field of services marketing.



Claudia Leeds was selected as the 2008 College of Business Administration Classified Employee of the Year. Claudia was selected for this honor based upon her outstanding work over the past year with our alumni, students, company partners, and other groups on campus. President Jon Wefald presented her with an engraved plaque at the annual Classified Employee Recognition ceremony on April 8th.

2008 List of Publications /Conference Presentations

David Andrus and Kevin Gwinner: “Applicant Expectations and Decision Factors for Jobs and Careers in Food-Supply Veterinary Medicine,” *Journal of Veterinary Medical Education*

Kevin Gwinner: “The Antecedent Role of Customer-to-Employee Relationships in the Development of Customer-to-Firm Relationships,” *Service Industries Journal*

“Service Customization Efforts of Boundary-Spanning Service Personnel: Antecedents and Consequences,” Paper presented at the American Marketing Association Winter Educators’ Meeting

“An Examination of the Undergraduate Sports Marketing Curriculum: Tying Together Course Objectives and Assignments,” *Sport Management Education Journal*

“Image Transfer in Corporate Event Sponsorship: Assessing the Impact of Team Identification and Event-Sponsor Fit,” *International Journal of Management and Marketing Research*

“Rapport-Building Strategies Used by Retail Employees,” *Journal of Retailing*

“The Impact of Brand Cohesiveness and Sport Identification on Brand Fit in a Sponsorship Context,” *Journal of Sport Management*

Swinder Janda: “Consumer Identification with Brands and the Essence of Loyalty over Time,” Paper presented at American Marketing Association’s Winter Educators’ Conference

“Integrating Business-to-Business Processes for Enhancing Value and Customer Retention,” Paper presented at European Institute of Retailing and Services’ Studies Annual Conference

Richard McFarland: “Supply Chain Contagion,” *Journal of Marketing*

Jaebom Suh: “Exploring the Relationship between the Service Worker’s Organizational Behaviors and Customer Orientation: the Impact of Perceived Justice,” *Service Marketing Journal*

“Salient Effects of Publicity in Advertised Brand Recall and Recognition,” *Journal of Advertising*

Esther Swilley: “An Examination of Regifting: A Look at the Behaviors Behind This Gift-Giving Phenomenon,” Paper presented at Academy of Marketing Science conference



Junbin “Shane” Feng, graduate research/teaching assistant for the Marketing Department, is a member of one of four finalist teams in a nationwide student urban design competition. Working together with four K-State landscape architecture/regional and community planning students –John Perry, Anthony Fox, Christopher Morton, and Bryan Zundel — Feng accepted the Urban Land Institute’s challenge to create a design and development proposal for a theoretical 75-acre site in downtown Denver. The other three finalist teams are from Columbia University, the Massachusetts Institute of Technology and the University of Miami. More than 90 student teams submitted proposals. On April 2 the four teams presented their schemes to an eight-member jury panel which awarded a \$50,000 prize to the winning team, the Massachusetts Institute of Technology. An additional \$30,000 was divided among the remaining finalist teams. When asked what motivated him to enter the competition, Shane replied, “I wanted to learn something new and challenge myself. And, of course, I sure can use the prize money!”

Swinder Janda's International Marketing Course Studies Abroad



K-State Marketing Students in Brussels

Dr. Swinder Janda accompanied 25 students to the United Kingdom, Belgium, and Germany during the 2008 spring break. The group visited the Ogilvy Advertising Agency in London, the European Commission in Brussels, and the Spaten-Loewenbrau Brewery in Germany. The 2008 trip was Dr. Janda's fifth faculty led trip for K-State students. "In today's business environment," Janda said, "it is critical for our students to gain a global perspective and the ideal way to create that perspective is for the students to have a study abroad experience. I feel this international business course is able to accomplish that by integrating a discussion of contemporary global business topics in class with the actual cultural experience of travelling in Europe and visiting European businesses."

New England Financial-Benchmark Awards Twelve Scholarships

Twelve students in the College of Business Administration each received a \$1,000 scholarship for being the top performers in an upper level marketing management course. The scholarships were awarded to the top performing students in David Andrus' marketing management course based upon points accumulated during the spring and fall semesters. Points were calculated through performance on exams, quizzes and the students' creation of a strategic marketing plan. Polly Stoecklein, of Stoecklein Financial Services in Manhattan, provided a substantial portion of the scholarship funds.



David Andrus and Benchmark Financial representatives Gary Raetz and Katie Lightfoot are pictured with the Fall 2008 scholarship recipients: Sarah Heinen, **Downs**; Erin Wetta, **Garden Plain**; Heather Gerstner, **Hutchinson**; Jordan Ayers, **Olathe**; Mickenzie Brecht, **Edmond, OK**; Aditi Shukla, **Mumbia, India**.

Spring 2008 scholarship recipients included: Aaron Debes, **Clyde**; Michael Rohr, **Derby**; Lee Legleiter, **Hays**, and from **Manhattan**: Jennifer Kabler, Jared Richards, and Alison St. Clair.

GEMINI SCHOLARSHIP: Also a student in David Andrus' marketing management class, Brad Loper of **Rose Hill, KS** was the recipient of a scholarship donated by Tyler Francis and Jim Youngers of Gemini, based in Viola. Francis and Youngers own and operate the small company that specializes in cryogenically freezing various products to increase wear resistance or product life. Francis graduated from K-State with a bachelor's degree in marketing in 2000 and is on the Marketing Advisory Board.



Twenty-eight students in the spring 2008 electronic marketing class taught by Esther Swilley earned cash prizes in a competition sponsored by Briggs Automotive Group and KansasStateCars.com.

The competition, to create marketing components for KansasStateCars.com's 2008 marketing campaign, gave the 95 students in the course the chance to compete for \$10,000 in cash prizes while getting practical, real-world experience in the rapidly growing areas of viral video and search engine marketing.

Designed and developed by Briggs Automotive Group, KansasStateCars.com was launched in September 2007 as an auto-shopping Web site to help K-State alumni and friends shop for new and pre-owned vehicles from participating dealers in northeast Kansas. A panel with representatives from Briggs Automotive Group, the K-State athletics department and New Boston Creative Group determined the winners.

Student winners in the competition include: Courtney Sebree, **Basehor**; Amber Seglem, **Cheney**; Sarah Heinen, **Downs**; Tyler Reynolds, **Hays**; Ashley Emmerich, **Hutchinson**; Matthew Junghans, **Junction City**; Christina Pyle and Carolyn Schlagel, both of **Lenexa**; Danielle Accurso, Reid Begnoche, Janine Borja, and Johnna Jones, all of **Manhattan**; Mark Mourlam, **Mission**; Grady Martin and Laura Ross, both of **Olathe**; Tara Land, Megan Specht, Kevin Tadtman, and Amanda Timmerberg, all of **Overland Park**; Thomas Rimmer, **Salina**; Ashton Wright, **Shawnee**; David Cotter, Nick Cribbs, Lauren Griffith, and Kelly Waugh, all from **Wichita**; Erin Parrott, **Golden, CO**; Julie Payne, **Westminster, CO**; and Mickenzie Brecht, **Edmond, OK**.



The Brase Financial Group Inc. of the Northwestern Mutual Financial Network has awarded scholarships to three business students as part of a sales competition conducted in the

department of marketing's professional selling and sales management course taught by Dawne Martin and David Lehman in the spring 2008 semester.

The first-place winner, Chris Coffey, junior in management information systems, **Leawood**, received a \$1,000 scholarship for his project concentrated on selling Sprint Nextel communications devices to a sales and distribution company. His products ranged from personal digital assistants for executives and salespeople to Nextel Push to Talk phones for truck drivers and distributors.

Landon Todd, senior in marketing, **Lenexa**, was awarded second place and a \$600 scholarship for his home cleaning service sales proposal. The third-place winner, Brianne Leese, senior in marketing, **Overland Park**, earned a \$400 scholarship for her destination wedding planning sales proposal. Leese sold her service to couples around the world by developing promotional brochures and budget sheets.

Two Marketing Faculty Granted Sabbaticals



Richard G. McFarland

I chose to do my sabbatical in Seoul, South Korea because Korean companies excel in supply chain management, which is one of my areas of research here at K-State. It was also a great opportunity for me to form research relationships with faculty and businesses in other Asian countries, such as China and Taiwan. While I was at Yonsei University, in addition to doing research on managing supply chains and marketing channels of distribution, I taught both marketing channels and sales management for undergraduates and MBA students.

One of the five CBA targeted areas of focus is International Supply Chain Management with a focus on East Asian countries. This sabbatical helped to enhance my work in this area in several ways. First, living and traveling in East Asia and the Pacific Rim provided a rich experience for me, giving me a much greater understanding of the culture, politics, business and educational systems in the region. I made several research presentations and trips within South Korea and to China, Japan, Taiwan and Australia. These experiences have provided me with valuable insights which have helped and will continue to help my research. These experiences have also enhanced my teaching at K-State and I have been able to bring a stronger international focus to the classroom. Because international relationships are a two-way street, I believe that it is important to note a second contribution, which was the opportunity to expose my colleagues, students, business community members and others in South Korea to a representative of the United States, Kansas and K-State.

I would encourage other faculty to volunteer for the opportunity to do teaching and research overseas. It was a great opportunity for me and my family. My wife and son who turned 5 years old while in Korea had a fantastic time and formed many friendships. I have formed many research relationships with colleagues I may not have met otherwise and I have learned much about Korea and Asia. I am a big supporter of international experiences for students and faculty and can't recommend experiences like this enough.



Janis Crow

My sabbatical was in conjunction with a fellowship in behavioral decision making at Ohio State University. The university has an initiative in decision making that combines psychology, business, economics, medicine, and law. I was one of two chosen to join this initiative. Some of the projects that I directly worked on examined how to aid consumers' decisions, help management make clearer decisions, and how technology influences our decisions. I also worked on research of my own that examined how a decision is made with multiple starting points as in a multi-attribute choice. The largest project that we are still working on deals with identifying conditions that are the best suited for a quick "go with your gut" type decisions or a more deliberative consumer decision process.

While my sabbatical focused on conducting research, I gave a lecture to students in an advanced MBA course in consumer behavior at Ohio State. I presented information on research conducted here at Kansas State. The lecture appeared well-received as following the lecture, a number of students wanted additional information. Many of the OSU MBA students have extensive industry background and are interested in this type of application-oriented research.

The biggest challenge of the sabbatical was navigating the largest university in the United States. Ohio State boasts an enrollment over 61,000 students. Regardless, if I had the opportunity, I would repeat the sabbatical. It was challenging and rewarding. This experience has become more evident upon returning to Kansas State. Before I left I was enthusiastic about my research and teaching efforts. Since returning I realize I have gained an even greater interest in understanding how decisions are made and how we can help individuals make better decisions. This interest translates into additional research opportunities as well as directly affecting the classroom experience for K-State students.