

# Department of Marketing

KANSAS STATE UNIVERSITY

Issue 4

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## Fall 2010 Advisory Council Meeting Date Set

The fall 2010 Department of Marketing Advisory Council meeting will be on Friday, September 10. We will have our annual golf tournament at 3:30 pm following the Advisory Council meeting.

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### Department Of Marketing Faculty Member Receives Award from Commerce Bank

The work of a faculty member in the Department of Marketing is being recognized with the Commerce Bank Presidential award for helping multicultural students get the most out of their college education.

**Dawne Martin**, the College of Business Administration's assistant to the dean for diversity and instructor of marketing, received the Commerce Bank Presidential Faculty/Staff Award for Distinguished Services to Historically Underrepresented Students. The award was established in 1978 to recognize outstanding individual contributions to the development of high-quality education for students of color at K-State. It includes a plaque and \$2,500. She was honored at a reception on Tuesday, Jan. 19, 2010, at the K-State Alumni Center. Since joining K-State's College of Business Administration in 1998, Martin has enthusiastically worked on issues of diversity. She launched the Multicultural Business Association in 2002, served on the President's Commission on Multicultural Affairs and was a key player in the recent awarding of a \$50,000 Wal-Mart/Semillas grant to implement a retention program for incoming Latino students at K-State. She has actively pursued and coordinated several diversity-related programs for K-State students, many of which have corporate sponsors. She helps recruit high school students from underrepresented backgrounds and mentors them after they arrive. She also continues to teach.



Since 2005 -- the year Martin became assistant to the dean for diversity -- the College of Business Administration has had a more than 33 percent increase in its number of multicultural students. "Dawne Martin is one of the most selfless, caring people on this campus. Her service to multicultural students began well before such duties became part of her job description and continues during the summers when she is not paid," said Myra Gordon, Associate Provost of Diversity and Dual Career Development. "Her work has contributed to the university's ability to attract substantial corporate funding for diversity programs and to multicultural student enrollment increases in her college and all across the university."

"The advancement the College of Business Administration has made in the area of diversity enhancement is, in large part, attributed to the commitment and service of Dr. Dawne Martin," said Yar M. Ebadi, dean of K-State's College of Business Administration. "She has contributed countless hours outside of the classroom to promote diversity at every level. Her impact in the area of diversity has led the college to establish a firm foundation of acceptance, respect and appreciation of people from multicultural backgrounds. It is on this foundation that all future opportunities for diversity enhancement will build."

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**David Andrus**

## **Sabbatical Provides Opportunity for Professor to Improve Teaching and Research Skills**

During the fall 2009 semester, I chose to take a sabbatical in order to focus on improving my research and teaching skills in the area of statistical analysis in business strategy. I took several courses on topics ranging from statistical analysis to data management and predictive analytics at SPSS Training facilities in Arlington, Virginia in the fall of 2009. This offered me a detailed, focused opportunity for learning how to optimize my use of SPSS software in marketing research projects and class projects with students. And it helped me provide greater value to Kansas State University by further developing my own skills as a marketing researcher.

I took several of the classes twice. My coursework focused on the latest SPSS advanced statistical analytics. The statistical analytics process that I concentrated on began by exploring how specific business issues related to data describe people's characteristics, attitudes, and behavior. These numeric data sets are used to generate models for classification, segmentation, sales forecasting, pattern recognition, anomaly identification, customer profiling, product choice, and advanced visualization of market research results. The specific courses that I took were:

1. Introduction to SPSS
2. Presenting Data with SPSS Tables
3. Advanced Statistical Analysis Using SPSS
4. Introduction to AMOS: Structural Equation Modeling
5. Statistical Analysis with PASW
6. Data Management and Manipulation with SPSS
7. Introduction to PASW Text Analytics for Surveys
8. Advanced Techniques: Analysis of Variance

My biggest challenge was that I ran out of time! I wanted to take even more classes because I was learning so much that would help my colleagues and students.

I would definitely repeat this experience, if I could. It was a great learning experience for me. I even plan on trying to do some more classes in the summer of 2010, if my schedule permits. I would strongly encourage faculty that want to improve their performance in advanced data analytics to participate in SPSS Training. The classes are excellent.

Predictive statistics carry strategic and tactical ramifications for business organizations. Strategically, these analytics provide a quantitative foundation for rapidly identifying, objectively evaluating, and confidently pursuing new market opportunities. Tactically, predictive analytics identify precisely whom to target, how to reach them, when to make contact, and what messages should be communicated. The sabbatical leave improved my knowledge in this area and dramatically aided my research program and classroom teaching by giving me time for concentrated professional development.

My major areas of teaching are marketing management (MKTG 690) and marketing research (MKTG 642). These are required, senior level courses for the approximately 300 marketing majors at Kansas State University. I frequently have graduate students from other colleges at KSU enroll in these courses also. The knowledge that I gained from the sabbatical leave will be incorporated into both of these classes. I will also use the knowledge that I gained to help my colleagues in the College of Business Administration with their research agendas.

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## **Recent Individual Marketing Faculty Accomplishments**

### **Dr. Esther Swilley:**

- Published “The Moderating Influence of Hedonic Consumption in an Extended Theory of Planned Behaviour,” in the Services Industries Journal.
- Published “Technology Rejection: The Case of the Wallet Phone,” in the Journal of Consumer Marketing.
- Received a \$2000 Kansas State University Faculty Development Award to present her research, “Investigating Virtual World Dynamics Using AST: A Research Agenda” at the 2009 World Marketing Congress in Oslo, Norway.

### **Dr. Rick McFarland**

- Served on the editorial review board of the Journal of Personal Selling and Sales Management.
- Paper accepted at the American Management Academy Conference titled "High Conforming Networks and Entrepreneurial Contagion".

### **Dr. Swinder Janda**

- Received a \$2000 Kansas State University Faculty Development Award to present a paper at European Marketing Academy’s conference to be held in Demark in June 2010.
- Published “The Effects of Advertising Spending on Brand Loyalty: Empirical Evidence from the South Korean Banking and Discount Store Services” in the European Journal of Marketing.
- Published “A New Understanding of Satisfaction in e-Re-purchase Situations” in the European Journal of Marketing.
- Published “Role of Satisfaction in an Integrative Model of Brand Loyalty: Evidence from China and South Korea” in the International Marketing Review.
- Published “Online Non-relationship Intentions: A Longitudinal Study” in the Services Industries Journal.
- Was part of a team of ten K-State faculty members who obtained a two year, \$176,000 grant from the United States Department of Education to enhance the Asian Studies program at Kansas State University.
- Lectured at the Berufsakademie Mosbach in Bad Mergentheim, Germany in May 2009 and at the CIMBA graduate program in Asolo, Italy in June-July 2009.

### **Mr. David Fallin**

- Presented “The Cowboy and His Music: The Music of the Chisholm Trail” at the International Conference on the Arts in Society in Venice, Italy.
- Chosen as the 2009 Distinguished Professors by the Wall Street Journal among professors at 24 major universities over an eight state region. . Kansas State University was the only school with two winning nominations. Fallin shares this honor with David Lehman.

### **Dr. David Andrus**

- Assumed the lead in the development of a new 16-credit-hour online graduate certificate in the Management of Animal Health Related Organizations. The graduate certificate program is being developed by K-State’s College of Business Administration through a partnership with the Beef Cattle Institute and Division of Continuing Education.

### **Dr. Kyoungmi Lee**

- Presented a poster at the 2010 Society for Personality and Social Psychology conference titled "How Does Stereotype Threat Influence Marketplace Decisions: Impacts of the Negative Ingroup Stereotype Activation on Selection of Transaction Partners and Investment options".

### **Dr. Kevin Gwinner**

- Accepted an invitation to join Arizona State University’s Center for Services Leadership as one of the Center’s Research Faculty.

- Published “The Antecedent Role of Customer-to-Employee Relationships in the Development of Customer-to-Firm Relationships” in The Service Industries Journal.
- Published “Toward a Theory of Repeat Purchase Drivers for Consumer Services,” in the Journal of the Academy of Marketing Science.
- Published “Purchasing Vacation Packages Through Shop-at-Home Television Programs: An Analysis of Consumer’s Consumption Motives” in the Journal of Vacation Marketing.
- Published "Relational Benefits Research: A Synthesis,” in Handbook on Research in Relationship Marketing.
- Served on the editorial review boards for the Journal of Service Research, the Journal of Marketing Education and Marketing Education Review.
- Served as the SIG Special Sessions Track Chair for the 2010 AMA Winter Marketing Educators’ Conference.

### **Mr. David Lehman**

- Chosen as the 2009 Distinguished Professors by the Wall Street Journal among professors at 24 major universities over an eight state region. Kansas State University was the only school with two winning nominations. Lehman shares this honor with David Fallin.
- Selected by the Kansas State University Chapter of Mortar Board National College Senior Honor Society as the College of Business Administration Honoree in recognition of his outstanding efforts to enhance student experiences at K-State.

### **Former Marketing Department Head Passes Away**

**Dr. Richard P. Coleman**, Emeritus Professor of Marketing in the College of Business Administration at Kansas State University, passed away at the age of 81 on May 27, 2009 after an extended illness.

Dr. Coleman earned his Ph.D. from the University of Chicago. He also earned a B.A. from the University of Tulsa in the area of international studies and a Master’s degree in educational psychology from the University of Iowa. Beginning in 1957, Coleman pursued a career in motivations research and consulting, first with Social Research Inc., of Chicago (where he ultimately became a vice-president and director), then at the Joint Center for Urban Studies of the Massachusetts Institute of Technology and Harvard University as a Senior Research Associate.

During these years, three books of his joint authorship reached publication: *Workingman’s Wife*, *Social Status in the City*, and *Social Standing in America*. In 1981 Dr. Coleman joined the faculty of Kansas State University as a Professor in Marketing, retiring to Emeritus status in 1997. Still active in retirement, Dr. Coleman published *The Kansas City Establishment: Leadership Through Two Centuries in a Midwestern Metropolis* in 2006.

Dr. Coleman was an expert on the topic of consumer purchasing behavior and especially the role of social status. Dr. Coleman’s 1983 article in the *Journal of Consumer Research* examining the use of social class as a segmentation variable is still cited today in most marketing textbooks that discuss this topic. During his time with Social Research Inc., Dr. Coleman created the much used Index of Urban Status.

Known as “RP” to his students, Dr. Coleman was a beloved teacher at Kansas State University where he specialized in teaching the consumer behavior course. Dr. Coleman was very active in social and community organizations in Manhattan. He was born in Great Bend, Kansas in 1927.



**K-State Marketing Students in Brussels**

### **Students Learn About the European Business Market during Spring Break**

Kansas State University students traveled to Europe over the 2009 spring break as part of an international business course taught by **Swinder Janda**, professor of marketing and the Paul Edgerley Chair in Global Business in the College of Business Administration.

The Europe trip included the cities of London, Brussels and Munich. While in London, students toured the Fuller Brewery. In Brussels, the group visited the European Commission. Students also had the chance to tour BMW Corporation's global headquarters in Munich, along with the BMW Welt and the BMW Museum.

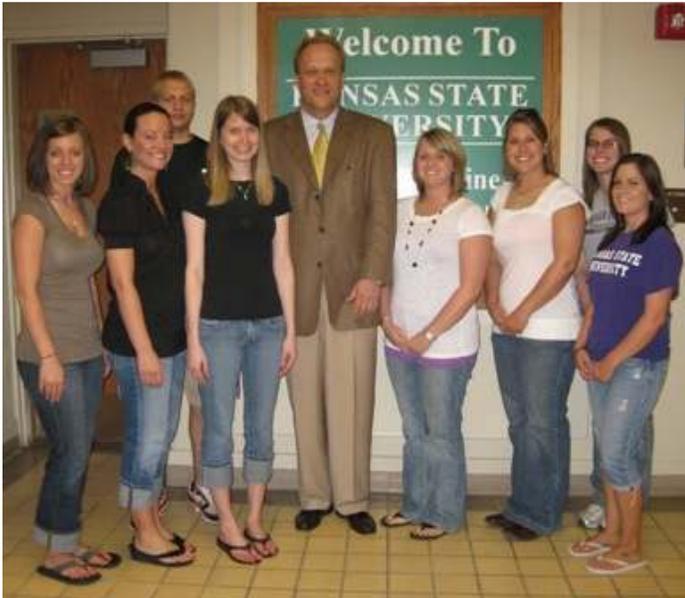
### **Summer Internships Provide Valuable Opportunities for College of Business Marketing Students**

K-State Marketing majors **Emily Atwood**, Topeka; and **Cyle Odette**, Concordia; took advantage of **Enterprise Rent-A-Car's** top-ranked summer internship program in 2009. In addition to the customer service, fleet management, and other manager-in-training duties, Emily and Cyle teamed up to compete against other metro-area interns in the regions research project. After 10 weeks of planning, travelling, and research, they presented their findings to upper management in Wichita in early August. Out of five teams, they placed first, ousting other interns from Wichita, Springfield, MO, and Columbia, MO.

**Zach DeBauche**, senior in Marketing and Management from Fairbury, NE, completed a very successful summer internship with the **Sherwin-Williams Company**. At the end of every summer, all interns for Sherwin-Williams from across the entire Southwest United States (60 hand selected from 200+ colleges) have a conference that partially entails a business project. Out of 32 intern groups, Zach received third place. His project was so applicable and well done that the corporate Marketing Director for Sherwin-Williams is looking into the application of this to develop sales training for the entire 8+ billion dollar company. Ann Richardson, Sherwin-Williams Area Recruiter, said, "Kansas State interns continually amaze us!"

**Julie Shuss**, a K-State senior from Leawood who is majoring in marketing, got a behind-the-scenes lesson last summer in the making of the "Rachael Ray Show," a talk show that combines culinary skills with celebrity interviews. Julie worked as an intern for the New York City-based television show. Shuss was assigned a variety of tasks at the show in exchange for academic credit. The show stars Rachael Ray, a Food Network personality, cookbook author, talk show host, and founder and editorial director of her own lifestyle magazine — and longtime favorite of Shuss. Shuss admires how Ray has expanded her brand from television and magazine to commercials and kitchenware. Shuss hopes her time at the "Rachael Ray Show" will pay off in the future. "I'd like to think this might open some doors in New York or at the Food Network or Discovery Channel," she said.

If you have any exciting information about K-state marketing students or alumni, please send an email to [cleeds@ksu.edu](mailto:cleeds@ksu.edu) so that we may share that success with the world via the College's web page and our e-newsletter. Additionally, any time that you have an internship opportunity, please let us know and we will post that to our student listserv.



## Students in Andrus' Marketing Management Class Earn Scholarships

During the spring 2009 semester, eight students in **David Andrus'** marketing management course each received a \$1,000 scholarship for being top performers in this upper level course. The scholarships were awarded based upon points accumulated during the semester. Points were calculated through performance on exams, quizzes and the students' creation of a strategic marketing plan. The scholarships were provided by New England Financial Services-Benchmark and by the K-State Department of Forestry.

Benchmark Financial representative **Gary Raetz** is pictured with the scholarship recipients: **Rebecca Spexarth, Alison Lukert, Jessica Scarborough, Johanna Jones, Courtney Sebree, Andrew Gaschler, Mandie Lewis and Amy Greenstein.**

## Master of Business Administration Competition Team Earns Second Place in Big 12 Competition

Kansas State University's Master's in Business Administration Case Competition Team took second place at the Big 12 Master's in Business Administration Case Competition, April 2009, at Baylor University.

The team's coach was **Yun-Oh Whang**, assistant professor of marketing. Team members, all seeking a master's in business administration, were: **Justin Dodge**, Manhattan; **Amy Rucker** and **Shaun Rucker**, both from Peabody; and **Ted Bauer**, Stilwell. From out-of-state: **Katie Matthew**, Plano, Texas.

In addition to the second-place team win, **Matthew** was recognized with awards for Most Valuable Player and Best Q&A.

The students were given an original, live case provided by DMX, a company offering music, image and messaging services to businesses. In less than 24 hours, each team was asked to come up with both short-term and long-term strategies in areas including marketing, finance and operations. The teams then prepared a presentation containing detailed recommendations for the company.

Case competitions provide master of business administration students the opportunity to test their analysis, problem-solving, and presentation skills against students from peer universities.

"We are very proud of how well our Master's in Business Administration Case Competition Team competes against other Big 12 teams," said **Yar M. Ebadi**, dean of the College of Business Administration. "I believe the success of our students speaks volumes about the quality of K-State's master of business administration program."

K-State's master's in business administration team members are nominated by their peers to participate in the Big 12 competition.

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