

Department of Marketing

KANSAS STATE UNIVERSITY

Issue 5

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Annual Advisory Council Meeting Date Set

The fall 2011 Department of Marketing Advisory Council meeting will be on Friday, September 30th. The program will include an update on activities at the University, in the College of Business, and in the Marketing Department. We will also feature a discussion and feedback session of our curriculum, an update on the development of the sales lab for our Relational Selling Initiative, and continue our popular student-advisory council networking session designed to give more interaction with our students. We will have our annual golf tournament at 3:30 pm following the Advisory Council meeting. If you have an interest in joining our Advisory Council, please contact Kevin Gwinner, Department Head, at kgwinner@ksu.edu.



Marketing Faculty Member Receives International Educator Award

Kansas State University's International Educator Award was presented to Swinder Janda, professor of marketing in the College of Business Administration, for his efforts to advance international education at the university.

Swinder Janda received the award at a ceremony and reception on November 19, 2010, in Hale Library's Hemisphere Room.

The International Educator Award was established by the provost's office and is sponsored by K-State's Friends of International Programs and the Office of International programs.

Janda, pictured right, is being recognized for leading numerous international efforts for the College of Business Administration, where he serves as the Paul Edgerley Distinguished Chair in Global Business. He has established and implemented global experiential learning activities for K-State students; developed online international marketing courses at the undergraduate and graduate levels; hosts meetings of the International Business Students Association at his home; serves as chair of the dean's international council; and has organized faculty-led group trips abroad to London, Paris, Brussels, Munich, Dublin, China, Italy and other destinations.





Dawne Martin New Assistant Dean for Diversity at K- State's College of Business Administration

Yar M. Ebadi, dean of the College of Business Administration at Kansas State University, has promoted Dawne Martin to assistant dean for diversity.

Martin, an instructor of marketing, previously served as an assistant to Ebadi for diversity.

Martin has been a champion of diversity enhancement since joining K-State in 1998. At the College of Business Administration she has served as chair of the Faculty Diversity Committee and been key in leading the college's efforts to promote a wide range of diversity activities, including the creation of the Multicultural Business Student Association and coordinating its Diversity in Action Forum; creating the college's Diversity Speaker Series; and expanding student learning outcomes to include diversity.

Ebadi said one of his main goals as dean is to keep the enhancement of diversity at the center of all the college does, and that Martin helps make that happen.

"Dr. Martin's efforts have been instrumental in the college's successful integration of multicultural awareness throughout our curriculum and culture as we seek to sustain and promote the development of our students as global citizens," Ebadi said. "We strive to encourage leaders among our faculty, staff and student body who value the strength of multiple worldviews, experiences and opinions, and who are prepared to conduct business in a manner that reflects the expansive diversity of our culture and the global business community.

"Thanks in great part to Dr. Martin's efforts, 10.4 percent of the college's student body are students from underrepresented groups," he said. This is a 44% improvement since 2005.

"At the College of Business Administration we understand the inherent strength in promoting our diversity at all levels, and the benefit that diversity provides our students in preparing them to succeed in today's diverse global business environment," Martin said.

To help ensure the academic success of students, Martin is active in mentoring, recruiting and other efforts to retain multicultural students. She has co-organized the Kauffman Scholars Summer Residential Institute at K-State, played a key role in restructuring the Koch College for a Day Recruitment Program, and helped secure a grant to support the MAPS Project Impact Summer Bridge Program, sponsored by ConocoPhillips and Cargill Inc. The program is for incoming K-State freshman.

Martin was recognized in 2009 with K-State's Commerce Bank Presidential Award for Distinguished Services to Historically Underrepresented Students. Her diversity work also helped the College of Business Administration earn K-State's Outstanding Department or Unit Award for Enhancing Diversity in 2005.

Ebadi calls Martin selfless in her dedication to advancing diversity throughout the college and across the university community.

"She has played a key role in helping other faculty embrace diversity as an opportunity to discuss and implement the best ways to work together with greater harmony, understanding and mutual respect," he said.

Martin earned her bachelor's and master's in marketing from Colorado State University and her doctorate in marketing from the University of Colorado.

News release prepared by: Melanie Horton, 785-532-7227, mhorton@k-state.edu

Marketing Department Welcomes New Faculty Member



The Relationship Selling Initiative is a newly formed entity in the College of Business Administration which focuses on the study and practice of relationship selling encompassing the domains of frontline organizational members involved in professional selling, retail selling, services marketing, and B2B interfaces. The mission of the RSI is to advance the relationship selling profession through leadership in interdisciplinary academic education, highly impactful research, and valued outreach activity. Our goal is to develop a nationally ranked relationship selling program.

To accomplish that aim, the John J. Vanier Distinguished Chair in Relationship Selling and Marketing was established which enabled the college to hire a director for our newly created sales lab. We are pleased to announce that, after a national search, Dr. Dawn Deeter-Schmelz has been chosen to lead the college in the accomplishment of this goal.

Dr. Deeter-Schmelz received her PhD from the University of South Florida. Prior to earning her doctorate, Dr. Deeter-Schmelz spent 10 years working in the shoe industry, first as a department manager of children's shoes and later as a retail buyer of children's, men's, and athletic shoes for several department store chains.

Dr. Deeter-Schmelz has experience teaching a number of marketing courses, including personal selling and sales management, business-to-business marketing, services marketing, consumer behavior, retail management, managerial marketing, and principles of marketing.

Her research interests include sales manager effectiveness, including its effects on sales force performance, scale development, and also the cultural differences affecting the development and maintenance of international buyer-seller relationships, and the resulting effects of those differences on firm performance. Dr. Deeter-Schmelz's research has been published in the following prestigious academic journals; Journal of Services Marketing, Journal of Personal Selling & Sales Management, Journal of Business and Industrial Marketing, Journal of Business Ethics, Journal of Marketing Theory & Practice, Journal of Supply Chain Management, Journal of Business Logistics, Journal of Marketing Education, and Journal of the Academy of Marketing Science.

When asked about her vision for implementing the Relationship Selling Initiative, Dr. Deeter-Schmelz responded, "My long history of involvement with a sales program has taught me that developing a strong sales program requires connections with three constituent groups: the sales discipline, the business community, and students. First, a sales program needs to be well represented in the discipline; as such connections play a key role in gaining a national reputation. A strong standing in the academic community makes it easier to attract highly qualified faculty, as well as the best students.

Second, the involvement of business community members is crucial to the success of a university sales program, as these business leaders provide the monetary support, mentoring, and job opportunities for students.

Finally, students are the core of any sales program; as such, an innovative curriculum that gives students the skills needed to excel in the workplace is needed if national recognition is the goal. Such a curriculum will attract the best students and the best employers."

Dr. Deeter-Schmelz will assume her duties as the John J. Vanier Distinguished Chair in Relationship Selling and Marketing in fall 2011.

K-State Study Looks at Consumer Opinion of Shopping on 3-D Retail Websites

As new technologies emerge that could change the future of shopping, researchers at Kansas State University are determining if consumers like and would use such tools for purchases.

Esther Swilley, K-State assistant professor of marketing, and Blake Franklin, sophomore in business administration and fine arts, are studying consumer acceptance of shopping on 3-D websites. Their findings show that study participants enjoyed using a virtual site, though they found it more difficult than shopping with 2-D pictures.

"Retailers are looking at 3-D websites as another shopping experience," Franklin said. "With our research, we can show the value of using such a site."

Franklin is working with Swilley through the Developing Scholars Program, which pairs underrepresented students with faculty advisers for research projects. The study is investigating virtual world technologies like Second Life that allow users to move around and shop as if in a real-life store. Swilley studies e-commerce and said future online shopping might consist of consumers sending their avatars to a virtual store.

To understand consumer perception of such sites, the researchers used the Technology Acceptance Model for an online survey that looked at the relationships between the usefulness, the ease of use, aesthetics, enjoyment, attitudes and the intention to use a 3-D retail website. Participants were given a short video explaining 3-D before answering questions, such as their future intentions to shop 3-D sites.

The 261 study participants were college undergraduates, and 41 percent said they sometimes shop online. Five percent reported shopping very often, and 22 percent often shop online. The findings showed that participants enjoyed the site and thought 3-D shopping was useful, but they said it was not as easy to use as shopping with 2-D pictures.

Franklin said the results can help retailers make these virtual world sites more effective for the shopping experience. He said 3-D retail sites offer more advantages for consumers.

"You feel as if you are physically shopping as you move through the aisles and turn products 360 degrees, which could be more effective than shopping only using front and back 2-D pictures," Franklin said. "You can also add friends and shop together."

Franklin presented the project at K-State's Developing Scholars Program Research Poster Symposium in April 2010. His study is applicable to his future career plans, as he would like a career using graphic design to market products. He is the son of Bernard and Elsia Franklin, Kansas City, KS.

News Release prepared by: Kristin Hodges, 785-532-2535



Research Explains Brand Reputation's Key Role in a Store-Within-a-Store

With the concept of a store-within-a-store growing across the country, a Kansas State University researcher's work shows the increasing importance of brand reputation and its strong role in governing decisions. Richard McFarland, associate professor of marketing, and four colleagues recently completed "Understanding Governance Decisions in a Partially Integrated Channel: A Contingent Alignment Framework." Their research will be published in the elite Journal of Marketing Research next year.

The research looks at separate companies who entered a store-within-a-store agreement, which occurs when a manufacturer has its own store and salespeople inside a retailer store. Examples of a store-within-a-store include Estee Lauder using cosmetic stores in department stores, Jones Apparel Group placing salespeople in department stores and Apple Inc. using the Apple Sales Consultants Program, which places Apple salespeople in retail stores. In such stores the manufacturers hire and train their own sales force so that they can control how their brand is marketed and the customer service they provide.

"It's interesting in a practical sense because more companies are starting to do this," McFarland said. "It's important to be able to provide companies with advice on whether they should do it or not. For companies who are doing it, how they manage those relationships has practical implications for retailers."

Although the concept of a store-within-a-store is growing in importance in the United States, it has been popular for years in Asia, and it is beneficial for global companies in the U.S. to be familiar with the store-within-a-store model, McFarland said. The research team used data from Korea for the study and coined the term "partially integrated channel," or PIC, to describe a store-within-a-store.

The store-within-a-store concept is especially common among strongly branded consumer markets for cosmetics, apparel and technology goods according to McFarland. "These are generally characterized by short product lifecycle and rapidly changing customer preferences," he said. "Because things are changing so quickly, manufacturers want to have flexibility, but at the same time, they want to have salespeople there so that they can have good customer service and good customer support."

While the benefits for both sides are mutual, the research shows that cooperation between the manufacturer, the manufacturer's sales force and the retailer is key for a store-within-a-store to succeed, McFarland said. Manufacturers with rapidly changing products like the flexibility that a retailer can provide, and a store-within-a-store lets the manufacturer have more control of its brand and brand reputation. On the other hand, retailers are able to attract more customers with well-established and well-known products, as well as a knowledgeable sales force.

Brand reputation, market uncertainty and sales force performance ambiguity are key factors in how the three entities interact, McFarland said. "If brand reputation is high and feedback from the retailer is high, then the manufacturer is going to give more decision power to the salespeople," McFarland said. "If environmental uncertainty is high and brand reputation is high, the manufacturer will be more flexible with negotiations with the retailer."

Other researchers involved in the project included: Stephen Kim, associate professor of marketing at Iowa State University; Soongi Kwon, a visiting professor of Korean Studies at Suzhou University in Suzhou Jiangsu, China; Sanggi Son, dean and professor at Daejin University in Suzhou Jiangsu, China; and David Griffith, professor of marketing at Michigan State University.

News release prepared by: Jennifer Torline, 785-532-0847, jtorline@k-state.edu

Students Learn About Chinese Business Practices via Study Abroad Experience

Twenty-one students traveled to China during the winter break as part of a business in China course taught by Swinder Janda, professor of marketing and the Paul Edgerley Chair in Global Business in the College of Business Administration. The main purpose of this course was for students to obtain a firsthand understanding of the business environment in China. The group (which also included four other participants – K-State alums Mr. Larry Kendall and Mrs. Patricia Kendall, and CBA Associate Dean Jeff Katz and Mrs. Julie Katz) visited businesses in Beijing, Shanghai, and Hong Kong. The tour also included cultural activities in order to obtain an appreciation of the Chinese culture as well as lecture seminars focusing on the Chinese business environment and culture.

When asked why he chose China as the focus for this study abroad experience, Janda said, “China is a huge emerging market and is a fast growing economy which implies that our students need to be familiar with this market as many companies that will likely hire our graduates will have business interests in China. Moreover, China is one of our biggest trading partners and a huge opportunity area for US based companies across a variety of industries. Therefore, it is important for our students to have a deeper understanding of the Chinese business environment.”

Apart from acquiring the knowledge and skills related to appropriate business practices for success in China, Janda feels that the students also benefited via real-life observations related to how China has changed recently and the abundance of business opportunities there. He also believes that students benefited by having to navigate in an environment quite different from our own here in the US, and also via making real-life observations about how some US companies (e.g., KFC, McDonalds, Wal-Mart) do business in China.

The aspect that Janda likes most about this study abroad class is the change that he sees in the students after such an experience. He says it is very inherently satisfying for him as an educator to see the students become a lot more confident in their ability to be able to travel as well as work anywhere in the world. Janda also noted that the students are much more world-minded in terms of realizing how much our economy is inter-related with other countries, particularly China, in terms of trade. “The trip was a big eye-opener for them,” said Janda. “Many of my students have expressed to me that they could not have imagined the opportunities and the developments in China without having personally visited the country.”



Janda is a strong proponent of the belief that as businesses take on an increasingly global dimension, students' perspectives need to be global and one of the best ways faculty members can accomplish this effectively is to lead study abroad trips such as this one. Janda has previously developed multiple faculty-led trips for K-State students to destinations such as the United Kingdom, Belgium, France, Germany, Italy, China, and Hong Kong.

Study Abroad Group in front of the Great Wall



Marketing Faculty Member Receives International Incentive Grant

Esther Swilley, assistant professor, who is teaching International Marketing this semester, received a grant from the K-State Office of International Programs to travel to China in January with faculty from other universities under the auspices of the Center for International Business Education and Research (CIBER) at the University of Colorado-Denver.

What was the purpose of this trip?

The purpose of the trip was to expose business faculty from around the country to China – both business and culture in large and small cities. This trip was an opportunity for faculty to enhance their understanding of China in order to infuse this knowledge into their classes. It was also an opportunity to meet with Chinese business executives, as well as faculty, for future teaching and research opportunities.

What were your reasons for going?

China was never a country that I ever expected to visit. I still remember President Nixon going to China, but it never occurred to me as a child that I would ever venture there. So when the opportunity presented itself, I wasn't sure I wanted to go. However, we seem to have many students here who are interested in going to China, and I am interested in taking them there. I wanted to go to learn about China, as well as understand China, before adventuring there with students. I also wanted to go on this particular trip because there were other faculty that I could talk to about how to incorporate this trip into my classes.

What did you learn from this experience?

China is huge! We went to Shanghai, which has a population of over 20 million people. Compare that to New York City, with 8.5 million. We visited a small city of just over 7 million people, Hangzhou, which actually had the feel of a small city. Guangzhou, with just over 12 million people, and Hong Kong, with 7 million were just as fascinating.

People in China were interesting. There was a sense of opportunity. There was less apathy about the future than there is here in the U.S. People seem to understand that they can prosper and are willing to take chances to do so. We met an entrepreneur whose family helped fund his factory, and now he is a millionaire helping his family. We also toured a small

piano factory in a village. The villagers, mostly carpenters, decided they needed income because their farms were failing. So, they decided to use their carpentry skills to make pianos. Now, the village is prosperous.

Also, I felt the difference between mainland China and Hong Kong. Hong Kong definitely has a more western feel. It was more British, even though it was given back to China years ago. As someone called it, it is like a Chinese New York.

How will this experience improve your performance as a faculty member at K-State?

I have something to offer students. I am full of information for students in my International Marketing class, to the point that I am trying not to turn it into a class only on China. Because of the experience I had, I feel that I can now go there with students with a better understanding of the culture.



Old Shanghai

What did you like most about your experience?



West Lake

I liked everything! I love to learn, so getting an understanding of the culture, the education system, as well as business, was wonderful. Just visiting gave me an understanding that I could never get from the Internet or reading. The most interesting part, I'm sure because I was excited to get to China, was the fact that we flew over the North Pole and Siberia. It was almost surreal.

I also liked this particular trip because it incorporated both the business of China and the culture. Not only did we visit businesses – both large and small – but we also experienced a Buddhist temple, a tea ceremony, a fashion show at the silk museum and horse racing in Hong Kong (though that was in our spare time).

What was your biggest challenge during this visit?

Cultural differences. I refused to use a fork during any meal, which at times was challenging, but I wanted to get as much out of every experience that I could. I did, however, refuse to eat anything gelatinous, so I did try a lot of other foods.

The language was also a challenge. It is hard for me to learn and understand other languages, but I can usually do okay with Romance languages – French, Spanish, Italian. But, in China, not only is the language different, the characters of the alphabet have nothing in common with English. I was glad to be sheltered by others in the group who could speak the language, but concerns me if I were to be in the country alone.

The toilets are different, and I will leave it at that.

What do you wish that you had done differently?

I would have liked to have had more opportunity to meet and talk with Chinese faculty. We have many Chinese students here at K-State, and I think that I could understand the students better if I could have conversed with some of the faculty. We were able to meet with a few and discuss their research, which was quite interesting.

Would you repeat this experience, if you could?

Yes! In fact, the group is working on developing a China 2 as a continuation of this experience. There is still Beijing to discover, as well as other western cities. We were mainly on the east coast and I would really like to see the interior.

Would you encourage other faculty to volunteer for an opportunity similar to the one you experienced? Why or why not?

I would definitely encourage others to take this trip, or other CIBER faculty development trips. It gave me an opportunity to experience another culture, while in the midst of like-minded colleagues. It was rigorous, and tiring, but well worth the time.



Shanghai at Night

Students in Andrus' Marketing Management Class Receive K-State Powercat Financial Counseling Scholarships

During the spring 2010 semester, three students in Professor David Andrus' marketing management course each received a \$333.33 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.

Andrus said, "The goal of this capstone marketing course is to review, integrate, and apply marketing management and marketing strategy. Students are provided the opportunity to achieve this goal by working with a business to improve its performance. This lets students apply what they have learned in marketing management. By working with a business, students come to understand the marketing management process when given authentic tasks that enable them to begin to "reason" how a professional in the field works."

The team of Colton Debes, **Great Bend**; Dustin Johnson, **Liberal**; Andrew Stewart, **Olathe**; Matthew Paglusch, **Overland Park**; and Zach DeBauche, **Fairbury, NE**; created a marketing plan for Powercat Financial Counseling.



The scholarships were provided by the K-State Powercat Financial Counseling office which provides free information and education to K-State students who are seeking help with financial issues such as: budgeting, managing debt, credit use, saving, identity theft, and investing. Pictured left to right: Alyssa Freeman, **Manhattan**; Julie Shuss, **Leawood**; Jodi Kaus, Powercat Financial Counseling director, and Zachary Mark, **Basehor**.

Marketing Club Students Travel to St. Louis



In December, David Lehman, faculty advisor for the Marketing Club, accompanied seven students on a trip to St. Louis to visit several businesses and learn about how they market their company's products and services. The students met with marketing executives from the St. Louis Cardinals, Fleishman-Hillard, and Anheuser-Busch InBev.

The Marketing Club at KSU is a student-centered organization focused on building skills and knowledge of its members regarding the field of marketing and career opportunities within the field. Student Emily Vesper said, "Marketing club has given me many opportunities to visit with and learn about many companies that I could potentially work for upon graduation as well as

communication skills and leadership experience." The club is always eager to have company representatives speak at their club meetings. Companies interested in this opportunity may contact the Marketing Department at 785-532-6008 for more information.

Marketing Faculty Accomplishments

Janis Crow:

- Presented a poster titled “Affective Stimuli are Rated More Consistently” at the Society for Judgment & Decision Making Conference in St. Louis, MO

Kevin Gwinner:

- Attended the Center for Services Leadership Academic Meeting in Phoenix, AZ
- Presented a paper titled “Services Marketing Programs, Courses, Textbooks, and Tools” at the American Marketing Association’s Winter Marketing Educators’ Conference in New Orleans, LA
- Attended the American Marketing Association’s Summer Marketing Educators’ Conference in Boston, MA

Swinder Janda:

- Presented a paper titled “Brand Personality and Athlete Identification: Predicting Team Related Consumption Behavior” at the American Marketing Association’s Summer Marketing Educators’ Conference in Boston, MA
- Attended the European Marketing Academy Conference in Copenhagen, Denmark
- Visited the Danish Institute for Study Abroad in Copenhagen, Denmark, Lorenzo de Medici University in Florence, Italy and Blaise Pascal University in Clermont-Ferrand, France to create study/teach abroad opportunities for KSU students and faculty
- Published “Development of Brand Equity: Evaluation of Four Alternative Models” in the *Service Industries Journal*

Dawne Martin:

- Named Koch Diversity Faculty Fellow

Richard McFarland:

- Attended the American Marketing Association’s Winter Marketing Educators’ Conference in New Orleans, LA
- Attended the Enhancing Sales Force Productivity in Overland Park, KS
- Attended the American Marketing Association’s Summer Marketing Educators’ Conference in Boston, MA
- Attended the University Sales Center Alliance Conference in Waco, TX
- Co-authored a paper titled “Venture Legitimacy: A Model of the Diffusion Process”

Jaebeom Suh:

- Published "The Role of Locus of Control in Shaping Financial Behavior; A Comparison of Models for Koreans and Americans" in the *Journal of Consumer Studies*

Esther Swilley:

- Attended the American Marketing Association’s Winter Marketing Educators’ Conference in New Orleans, LA
- Presented a paper titled “Understanding the Antecedents to Hedonic and Utilitarian Attitudes Toward Mobile Devices” at the Society for Marketing Advances Conference in Atlanta, GA